# The Backgrounder logo

The logo is the ring mark and the Backgrounder wordmark. Use the files in this folder as they are. The ring can be used on its own where space is tight, such as an app icon or a social avatar.

## Clear space

Keep a clear space around the logo equal to half the height of the ring, on every side. Nothing else goes inside it.

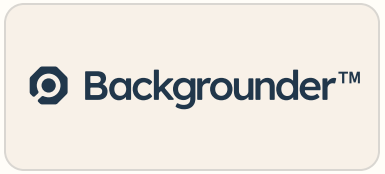



## Minimum size

Full logo: 96 px wide on screen, 25 mm wide in print. Ring on its own: 16 px on screen, 6 mm in print.

## Colour versions

Navy on light backgrounds, cream or white on dark ones. Black is for one-colour print.




**Navy**




**Cream**




**White**




**Black**

## Please do not

- Stretch, squash or rotate the logo.
- Recolour it outside the versions in this folder.
- Add shadows, outlines, gradients or other effects.
- Put it on a busy photo without a plain panel behind it.
- Retype the wordmark in another font.
- Move the ring or change the space between the ring and the wordmark.