newline

newline

BRAND GUIDELINES

newline

01
Logo

newline

OUR
LOGO

newline

Need it in
a smaller size?

newline

newline

Minimum web size 110 x 23 px

Minimum print size 200 x 4,23 mm

LOGO
CLEARSPACE

The "n" establishes the essential clear space around the logo, ensuring it has ample room to breathe. This distance is crucial for maintaining visual clarity and impact.

newline

newline

LOGO
VARIATIONS

Logo variations should primarily feature the main brand colors, typically white or black. Always ensure that the logo has high contrast with the background for optimal visibility.

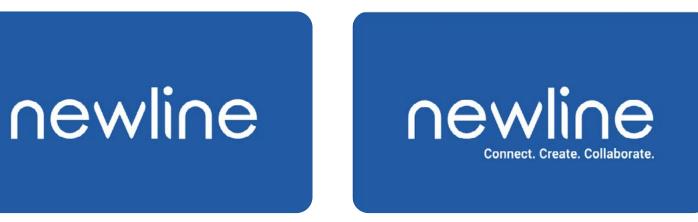COLOUR   TAGLINE   BACKGROUND

newline
Logo in black

newline
Connect. Create. Collaborate.
Logo with tagline in black

newline
Black + Link Water

newline
Logo in white

newline
Connect. Create. Collaborate.
Logo with tagline in white

newline
White + Black

newline
Logo in Fun Blue

newline
Connect. Create. Collaborate.
Logo with tagline in Fun Blue

newline
White + Image

newline
White + Texture

LOGO
WITH TEXTURE

This variant merges our main graphic element with the logo itself. It is specifically designed for select applications, so be mindful of the size to maintain visual details.

newline

LOGO
DONT'S

To protect our brand integrity, avoid altering, stretching, or changing the colors of the logo in any way. It must consistently appear as intended to uphold brand recognition.

🚫 Do not add a gradient to our wordmark.

🚫 Do not add a shadow to our wordmark.

🚫 Do not rearrange our wordmark elements.

🚫 Do not place the logo over a low-contrast background.

🚫 Do not use a 3D effect on our wordmark.

Find solutions with **newline**

🚫 Do not use a 3D effect on our wordmark.

🚫 Do not stretch our logo in any direction.

🚫 Do not use an unauthorized color on our logo.

🚫 Do not change the spacing between our logo elements.

02
Favicon

newline

OUR
FAVICON

The favicon should only be used with prior approval and when the brand is already highly recognizable. It should not be used in isolation, as maintaining brand recognition is crucial.

Minimum web size 16 x 16 px

03
Colour