



# Brand Guidelines

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Every piece of material offers an opportunity to build the ABC Company brand. Consistent design strengthens our visual identity and contributes to our overall image. The following guidelines should be followed when it comes to any aspect of our brand. This includes business cards, promotional products and apparel items.

The color logo is our primary logo and should be used whenever possible. It should always be clearly legible, so it should not be sized too small on any materials.

The solid white version of the logo should be used against dark backgrounds where the color logo will not stand out. The solid black version should be used on backgrounds that do not contrast with the color logo.



Logo in White



Logo in Black

Secondary Logo

