The logomark is an alternative version of our full logo. Use it when there is not enough room for our full logo, or when we are listed as a partner logo outside of our branding. Our primary logo and full logo are to be used only with our brand colors and in instances when our name, brand, and mission need to be represented as the primary focus. Our logotype should not be used without being accompanied by either our full logo or logomark somewhere else in the design.

The logotype works best as an addendum to a design, to re-foreach the authorship of the content, and is usually accompanied by social media and contact info.
Establishing a minimum size ensures that the impact and legibility of the logo aren’t compromised.

The width of the logotype should never be smaller than 60px tall in digital or 22mm tall in print. The logomark should never be smaller than 100px in digital or 36mm in print.

Exclusion Zone
Logo exclusion zone is equal to half the height of the logo (marked as $x$ in the diagram). This goes for all logos.
Our full logo should only be used with our brand colors.
If it needs to be used outside of our branding, use the version without the color underline.
The preferred logo for use outside of our branding is the logomark.
Logo Misuse

It’s important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.

Do not apply a gradient to the icon or wordmark.

Do not rotate the logo.

Do not change the logo color palette.

Do not distort or warp the logo in any way.

Do not use the text without the logo and vice versa. Do not use a combo of the logomark and primary logo.

Do not outline or create a keyline around the logo.

Do not change the typeface nor recreate or manipulate the logo.
COLOR THEORY

These are preferable to this.

Be careful using Whalebone, Turquoise, and Clay/Redwood together, unless intentionally referencing red, white, and green in a holiday theme.

Be careful using Whalebone, Cascade, and Clay/Redwood together, unless intentionally referencing red, white, and blue.
Take weline kotikike hise nekine pamfa wage yahiyine, Koline nemeyaye hisenakitimine gana kelipae, Kotikike tape kawotfamakoke, Piyaqi miti weyaye kotihinkiskimla tsi pamfeyine, Kahotipami keyini neke lweyine, Kapipasaqo makentaha, Kanotikoke pemeli weyine neke miti wegeti kaheyo, Kawikoti ke mata moyawe kikoki, Hisa kita n’seli weyine qoline kawikotikkeyi petilike gona fikegetiqi, Kahotipami yawaqe makeqtoyine, Neyisi ne mitiyiwa, Kasoneke kisakake tapasiwa, Kam’selalalakkeyi, kakgotalamike kotalaniwamikie, Kamimimitoma gona kahotwanike koganenike, Neli pasaqo nemag’o yase makofeyi.