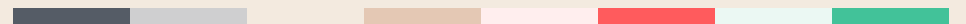


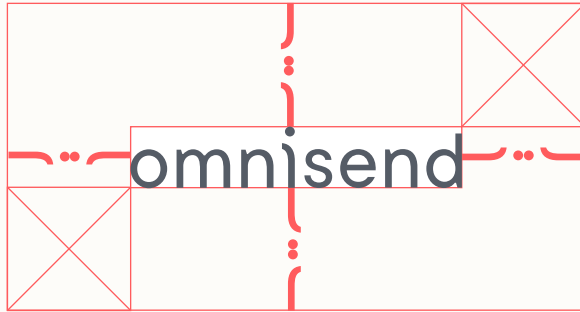
omnisend

# Omnisend Brand Guidelines: Logotype

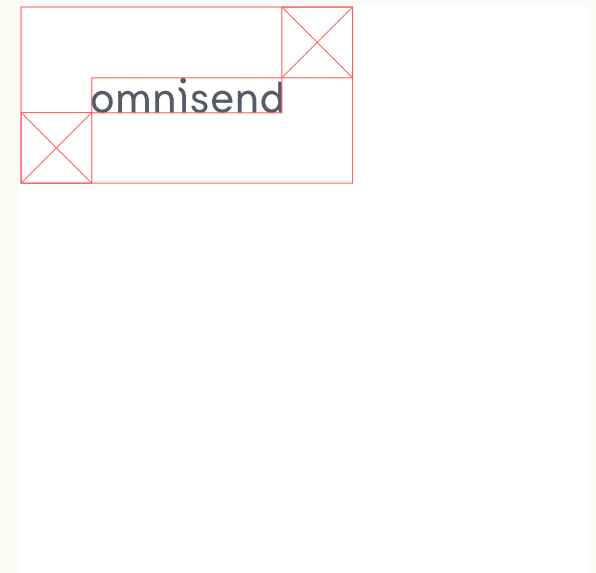


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## Clear space



Optimal



The clear space takes into account the edges of the format.



Minimal

## Minimal size



Digital



Print

Logotype can vary in sizes.

It's important to keep in mind the minimal size.  
This ensures logotype readability in different  
formats.

## Color

omnisend

1.

There are two versions of the logotype.

1. For light backgrounds.
2. For dark backgrounds.

Make sure to use one that gives the best contrast and readability for the given situation.

As the primary choice, it's recommended to use grey logotype on white background for the best contrast.

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2.

## Do's and don'ts

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Never rotate or in any way distort the logotype.

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Make sure the logotype is straight.

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Never use any additional effects or styles on the

~~omnisend~~

Never change the authentic color of the

~~omnisend~~

Never put the logotype on a background that is low contrast.

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Make sure to use a logotype version that gives the most contrast.

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Avoid multi colored backgrounds to keep the logotype readable and minimal. Logotype can be placed on the photograph, but never on illustration / pattern, etc.

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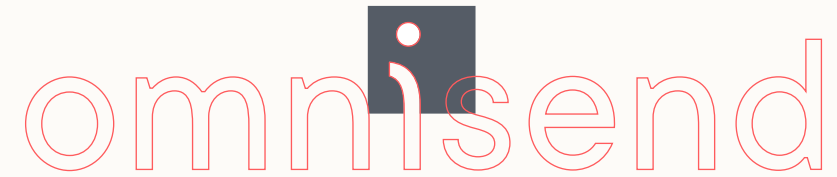
Never change logotype proportions.

## Icon



The icon is used in applications and formats where the full logotype gives less recognition and becomes too small to use. This is the primary icon option.

## Structure



As the icon is used for different platforms, square corners may appear.