



# ***LOGO USE GUIDELINES***

**2024**

# LOGO

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## APPLICATIONS

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for. We prefer you use the full Sphere 1 logo (the one that shows both Sphere 1 and Where the Pros Go.)



### ABBREVIATED LOGO

In situations where you don't have enough horizontal design space, use of our abbreviated logo is acceptable.



# LOGO

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## APPLICATIONS

### ONE-COLOR LOGO

In situations with a solid colored background or an image, there is only one option for the Sphere 1 logo: white. Most commonly, you should be using our full-color logo but when needed, the alternative option is white.



# LOGO

## APPLICATION CONT.

### HOW NOT TO USE OUR LOGO



Don't alter the colors, crop, skew, outline, distort or recreate the logo in any way.



Don't use the full-color logo on an unapproved background color or low contrast photo.



Give our logo space. Ensure there is clear space of equal size on every edge of the logo.



Don't use the full-color logo on any of the colors found in the logo or colors that are similar to logo colors.



**2024**

## **SPHERE 1 MARKETING CONTACTS**

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