

SEEED STUDIO / 2022-MAY

VISUAL IDENTITY GUIDE

Standard Brand Logo Image



English Logo's Minimum Size and Clear Space



Figure 1



Figure 2

As shown in Figure 2, the smallest clear space around the logo is defined as the diameter of the letter "O". The larger the area of the clear space, the better. Please expand the clear space as much as possible, so that the logo's visibility is prominent. In this way, the minimum clear space around the logo can maintain the integrity while maximizing the impact of the logo. Moreover, the clear space compartment should be free of any texts, graphics, visual elements, lines, or pictures.

As shown in Figure 1, the height of the Chinese and English logos for printing purposes should not be less than 4 mm, and the height of the English logo on the web page should not be less than 12px. In order to ensure the maximum recognizable rate, corner margins for a letter "O" must be reserved.

Minimum Clear Space for Displaying the Logo with Partner Logos



Usage of Logo in Different Background Colors



Incorrect Usage of Logo



Example 1
Do not arbitrarily modify or change the shape and form of the logo.

Example 2
Do not use random logo colors that are not manifested by the company standards.

Example 3
Do not put the company's colored logos on not-coordinated, multi-colored backgrounds.

Example 4
Do not add any additional patterns or styling effects to company logos.

Example 5
Do not let the clear space around the company logo less than the prescribed minimum isolation area.

Example 6
Do not let the company logo appear smaller than the prescribed minimum size.

Example 7
Do not arbitrarily divide or replace the company logo.

Example 8
Do not use company logos with undersaturated colors.