

# General Dos + Don'ts

When placing logos, please keep in mind general dos and don'ts as seen to the right to maximize legibility and consistency.

\*Refer to these general rules with ALL logo types and formats.

\*Always remember to use rasterized files (.png, .jpg) for digital application, and vector files (.pdf, .eps, .svg, .ai) for print application.

## Don't

Watch for tight spacing.



Do NOT distort or transform the logo.



Do not apply effects to achieve legibility.



## Do

Always give generous spacing when placing. (Use the width of the "B" as reference.)



Scale proportionately.



Use appropriate color contrast when placing (use the correct 2-color option when able).

