

Spotex Logo Guidelines

1. Purpose

The Spotex logo is the most visible expression of our brand. These guidelines keep it consistent, legible, and recognizable everywhere it appears. When in doubt, use the approved master files and do not recreate or alter the logo.

2. Logo Versions

- **Primary logo:**
Full logo (symbol + wordmark). Use this version whenever space allows.
- **Secondary logo:**
Stacked or horizontal alternate layout for tight or unusual spaces.
- **Icon / symbol only:**
For avatars, favicons, app icons, and social profile images, where the full logo would be too small to read.
- **Wordmark only:**
For contexts where the symbol is already present nearby.

Only use the versions supplied in the official asset library.

3. Color Rules

The logo may appear only in the following colors:

Color	Value	Use
Spotex Blue	HEX #001A50	Default on white and light backgrounds
White	HEX #FFFFFF	On dark, Spotex Blue, or photographic backgrounds

Grayscale	Black through light gray	Single-color applications (e.g., fax, newsprint, engraving)
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- No other colors may be used to represent the brand.
- Do not apply gradients, tints of non-approved colors, outlines, shadows, or glows.
- Add RGB, CMYK, and Pantone equivalents to your master spec sheet so print and digital reproduce consistently.

4. Backgrounds and Contrast

- Place the Spotex Blue logo on white or very light backgrounds.
- Place the white logo on Spotex Blue, dark backgrounds, or darkened photography.
- On photos, choose an area with low visual noise and strong contrast. Never place the logo over busy detail that hurts legibility.
- Do not place the Spotex Blue logo on dark or mid-tone backgrounds where contrast is weak.

5. Clear Space

Keep a protected margin around the logo, free of text, graphics, edges, and other logos.

- **Minimum clear space = the height of the wordmark on all four sides.**
- Larger margins are always preferred.

6. Minimum Size

Below these sizes the logo loses legibility. Set final values after testing your actual artwork:

- **Print:** Primary logo no smaller than 1 inch (25 mm) wide.
- **Digital:** Primary logo no smaller than 120 px wide.

- **Icon only:** No smaller than 16 px (favicon) and preferably 32 px or larger.

7. Placement

- Preferred positions are top-left or centered. Be consistent within a given layout.
- On documents and presentations, keep placement and size the same across pages.
- Never crowd the logo against trim edges, margins, or other elements.

8. Logo Misuse (Don'ts)

Never:

- Recolor the logo outside the approved palette
- Stretch, squash, skew, or distort it
- Rotate or tilt it
- Rearrange, resize, or remove elements
- Change the typeface or redraw any part
- Add drop shadows, outlines, bevels, glows, or other effects
- Place it in a shape, box, or container that alters its appearance
- Use low-resolution or pixelated files
- Place it on low-contrast or cluttered backgrounds
- Combine it with other logos or text so it appears as one mark
- Alter or approximate Spotex Blue

9. Co-Branding and Partner Logos

- Give Spotex and partner logos equal visual weight unless otherwise agreed.
- Separate logos with clear space or a thin divider line.
- Do not merge logos or place them in a way that implies a new combined mark.

- Partners must request approval before use in any public-facing material.

10. File Formats and Usage

Format	Best for
SVG	Web, scalable digital use, and apps
PNG (transparent)	Presentations, documents, and web where SVG is not supported
PDF / EPS (vector)	Print, signage, and professional production
JPG	Only when transparency is not needed (avoid where possible)

Always use vector files for print and large-format applications.

11. Third-Party and External Use

- Internal teams may use the logo according to these guidelines without prior approval.
- Vendors, agencies, press, and partners should use only official assets provided by Spotex.
- Any use that deviates from these guidelines requires written approval from [brand owner / contact email].

12. Questions and Approvals

Direct questions, asset requests, and approval requests to **[name/team, email]**. Please allow [X] business days for review.