



Logo Guidelines

ENGLISH VERSION

## Gandi Logo Guidelines

The following document provides simple guidelines to follow when using the Gandi logo in print or online to ensure it remains consistent and recognizable.

### Regular version

The regular version is used by default. Logo and text are both black.



**Negative version**

On dark areas, the negative version should be used. Logo and text are both white.



**Clearspace**

To assure the prominence and clarity of the Gandi logo, it's important to make sure that it has room to breathe. There should always be an approximate distance of "x" around the logo. X being the height of the lowercase letter.



**Tagline placement**

Tagline versions are used only on the website in the header.



**Unacceptable logo uses**

1. Do not alter the position of the elements
2. Do not use "gandi" without ".net"
3. Do not use over a busy background
4. Do not use the illustration without "gandi.net"
5. Do not use on an angle
6. Do not alter the proportion of elements to one another

