Primary Logo

BLUE indicates boundries of the clear space. This area (equal to the x-height of the letterforms) must be kept free of other elements.

MAGENTA indicates how the clear space is determined. The measurement is taken from the x-height of the letters in the planning center mark.

Reversed Full Color Logo

For use on backgrounds less than 60% brightness to black HSB

Alternate Logo Versions and Specifications
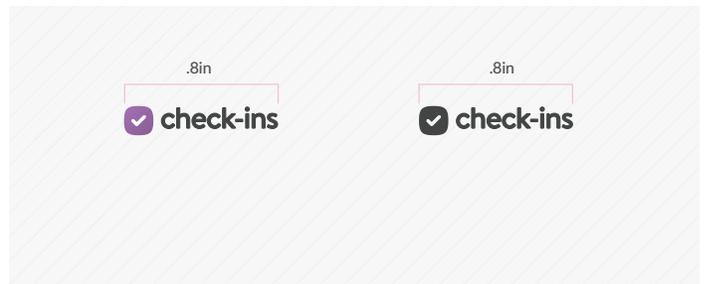
.8in is the smallest recommended width for optimal legibility

One Color Logos

For use on backgrounds less than 60% brightness to black HSB
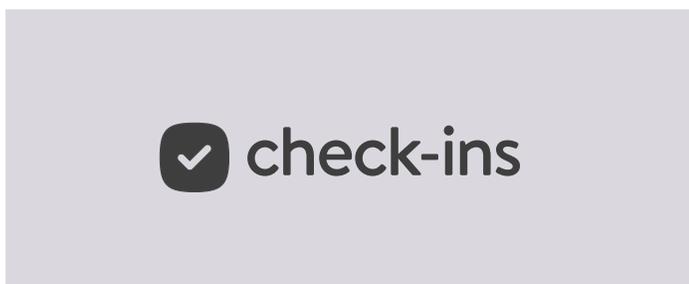
For use on backgrounds greater than 60% brightness to white HSB

Logo Abuse | Think you need a modified version? Please ask us about it 1st.

Don't modify the text or icon color

Stick to solid or simple backgrounds

Don't modify the logotype

Don't alter the icon/type placement