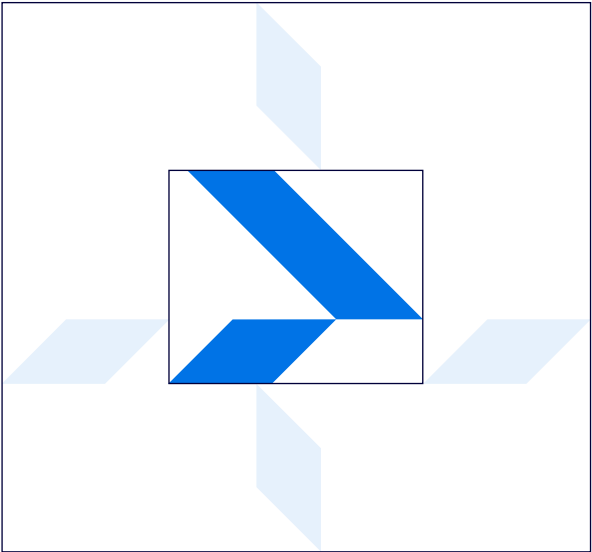


1. LOGO | Clear Space

Our logo requires a fixed amount of clear space around it. Clear space is determined by the width of the bottom piece of the mark. Text, photos, or other graphic elements should never encroach on this space. The same clear space rules apply to the mark.



1. LOGO | Minimum Size

It is essential that our logo remains legible on all applications. Never size the logo smaller than the specified size. If your application requires a smaller size than our minimum sizing, contact the brand team for guidance.

MINIMUM SIZE FOR DIGITAL

Minimum sizes for primary and secondary logos



76px wide



18px wide

MINIMUM SIZE FOR PRINT

Minimum sizes for primary and secondary logos



1.0" (25mm) wide



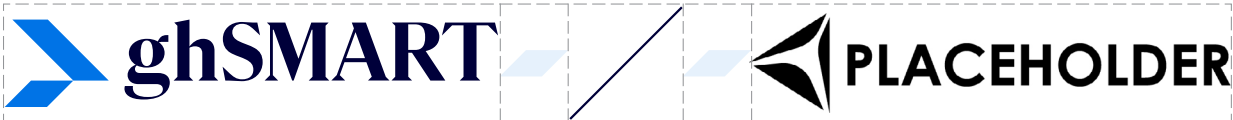
0.25" (6 mm) wide



1. LOGO | Brand Partnerships

- With our partnership lockups, the two logos are placed using double the clear space. Use discretion, as proportions of partner logos may vary.
- 1. Size logos to be of equal visual weight.
 - 2. The space between the logos is double the width of the bottom piece of our mark.
 - 3. Logos should be separated by a 45-degree diagonal 1pt, Admiral Blue line. Weight of line may vary due to lockup size.
 - 4. The ghSMART logo should always be the first logo in the lockup.
 - 5. A stacked lockup is also available if the primary lockup does not work in the required proportions.
 - 6. Clear space rules apply to the full partnership lockup.

PRIMARY



SECONDARY



1. LOGO | Misuse



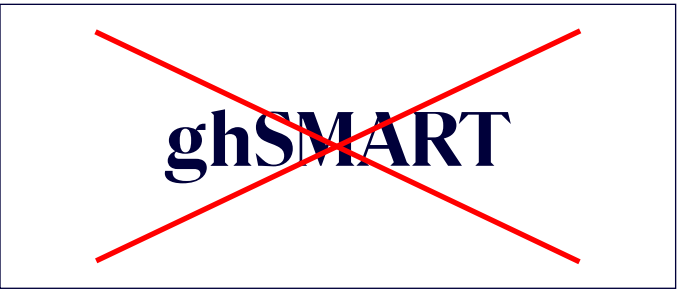
Do not place the logo on busy imagery or graphic backgrounds that reduce the logo's visibility.



Do not place the logo on unapproved colors.



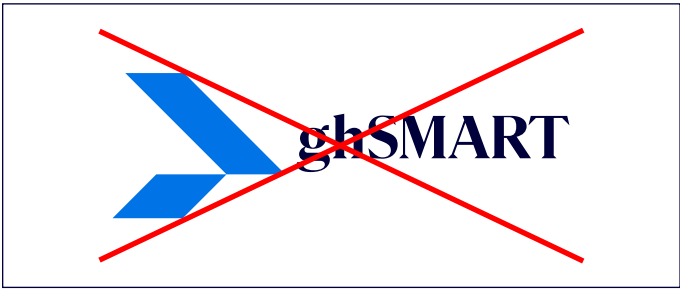
Do not mask images inside the logo.



Do not use the logotype by itself.



Do not apply unapproved color to the logo.



Do not change the proportions or relationship of the logo elements.



Do not distort or stretch the logo.



Do not rotate the logo.



Do not add text to the logo.



Do not change logo case.



Do not retypeset the logo.



Do not apply effects to the logo.

