Ironclad

Brand *Guide*

Ironclad Logo Usage Guide

MARCH 2023

The Ironclad *Logo*

The full Ironclad logo includes the Ironclad word mark and icon mark. Please do not modify the logo in any way.

Primary Logo

The full mark is the primary logo that should be used. We want to build as much brand equity around our icon mark and word mark as possible.

Secondary Logo

The icon mark should be used sparingly in scenarios when the primary logo is too small and illegible. If other branding is present (like a social post from Ironclad), the icon mark can be used.

Logo Usage *Guidelines*

The full color version of the Ironclad logo can ONLY be used on a white or light-colored background. If you are using the Ironclad logo on any other background color, use the white logo. When placing the logo over an image, the logo must be completely legible.

Please maintain an appropriate amount of whitespace around the logo.

Maintain an appropriate amount of whitespace around the logo as demonstrated

Use the full color logo on a white or light background

Use the white logo on a dark background

Make sure the logo is completely legible when used over an image

Logo Usage *Donts*

We kindly ask that you do not:

- Place the logo on a clashing background color

- Rotate or alter the orientation of the logo

- Outline the logo

- Obstruct any part of the logo

- Use the logo in any color other than our teal, navy or white

- Stretch or condense the logo

- Rearrange the logo in any way

- Use the logo mark as a decorative element

- Place the logo in a shape

- Add special effects to the logo (such as a drop shadow)

- Disassemble the logo in any way

- Use the logo without the logo mark