



Brand guide

October 1, 2019

The logo

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

Primary

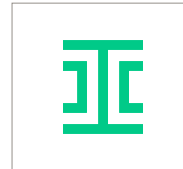
The full mark is the primary logo that should be used.
We want to build as much brand equity around our icon mark and word mark as possible.



Full mark

Secondary

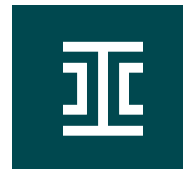
The icon mark should be used sparingly in scenarios when the primary logo is too small and illegible. Please consult the Brand Design Team before using the secondary logo.



Icon mark



Full mark

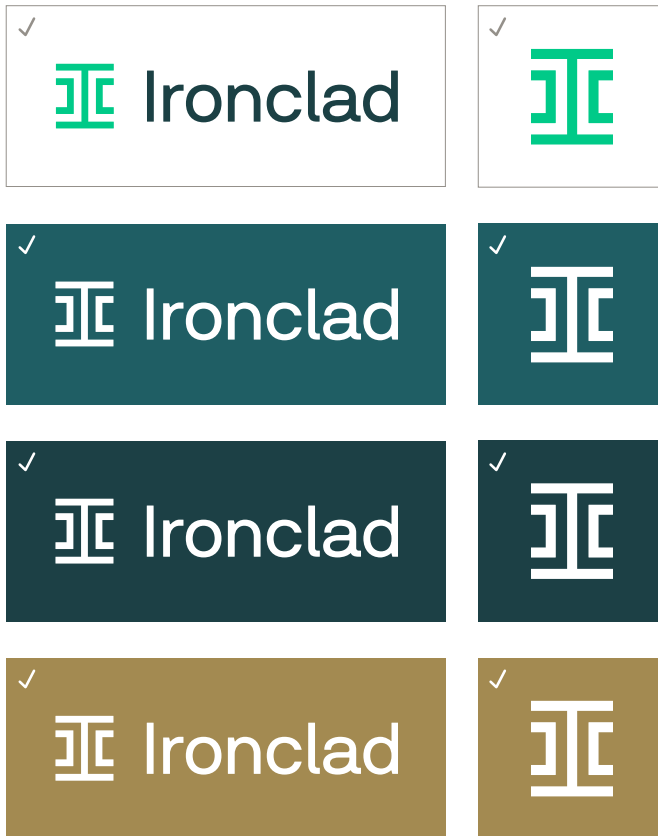


Icon mark

Appropriate usage

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 as demonstrated below.

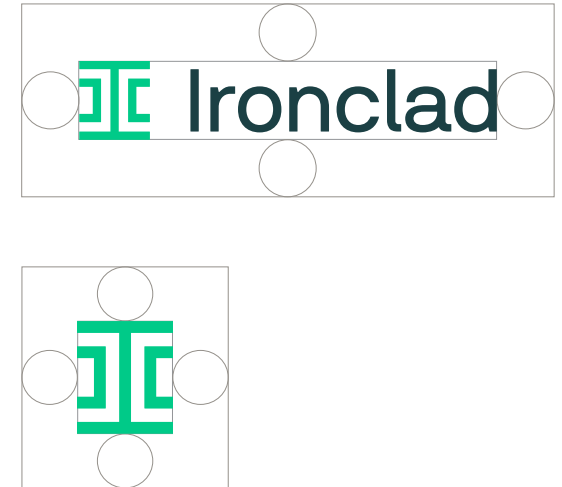
Over white or fields of color



Over an image



Appropriate whitespace



Inappropriate usage

We kindly ask that you **do not**:

- Place the logo on a clashing background color
- Rotate or alter the orientation of the logo
- Use the logo in any color other than our berry, black or white
- Stretch the logo in any way
- Place the logo in a shape
- Outline the logo
- Add special effects to the logo (such as a drop shadow)
- Obstruct any part of the logo
- Disassemble or rearrange the logo in any way
- Use the rings as a decorative element

