

Primary logo

The primary version of the logo should be used in all cases possible, unless shape or length create an issue.



Primary logo clear space

To maintain the integrity of the primary logo, a clearspace of “X” (where “X” equals the height of “e”) must be kept around the logomark.



Wordmark

Disciple's wordmark is to be used as a secondary logo, only in situations where the shape and/or length of the primary logo is an issue.

disciple

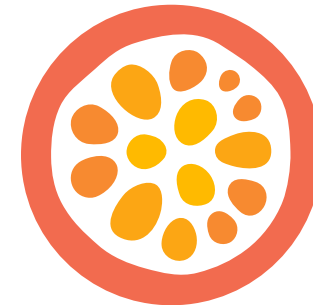
Wordmark clearspace

To maintain the integrity of the wordmark, a clearspace of “X” (where “X” equals the height of “e”) must be kept around the wordmark.



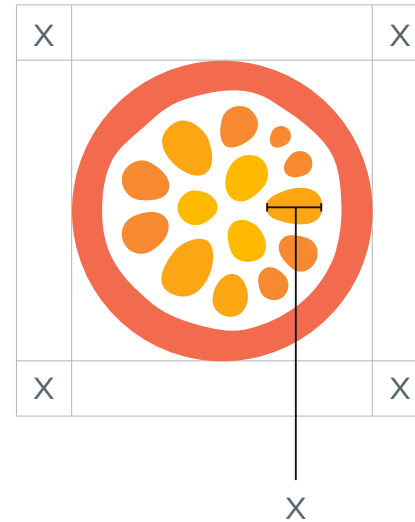
Logomark

The logomark should only be used alone if the written name of the brand is present in conjunction with logomark, for example a favicon or a profile image.



Logomark clear space

To maintain the integrity of the logomark, a clear space of “X” (where “X” measured as the width of seed as show in diagram) must be kept around the logomark.



Alternative logo variants

Sometimes it isn't possible to use the full colour version of our logo, but don't worry! We've got some tricks up our sleeves!

Where possible, use the flat colour version of our logo. If THAT isn't possible, go for the single colour "mono" version of the logo.

Flat colour light



Flat colour dark



Mono coral



Mono coral



Mono egg shell



Mono teal



Minimum logo size

To maintain the integrity of the logo, it should always be represented at a legible size. This guide shows at the minimum width each version of the logo should be represented at, both for print and digital mediums.

Digital

60px



44px



14px



Print

25mm



20mm



6mm



Logo do not's

- ① Do not outline
- ② Do not move the wordmark and logo mark apart
- ③ Do not squash
- ④ Do not stretch
- ⑤ Do not use off-brand colours
- ⑥ Do not apply drop-shadow
- ⑦ Do not change size ratio of wordmark to logomark
- ⑧ Do not add borders or decorative elements
- ⑨ Do not place at an angle
- ⑩ Do not italicise or shear

