

## MINIMUM SIZE

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To ensure the image is visually dynamic and avoid poor visual representation, reproduction of the logo may be no smaller than 1.5 inches.



Actual minimum length:  
2 inches

## CLEAR SPACE

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The logo should always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The “clear space” around the logo should be equal to or greater than width of the “EM” of “Emotionally” text.



## LOGO RESTRICTIONS

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**01** Do not put the logo in a tight box. Give it room to “breathe.” Placing the logo in a box is acceptable as long as the clear space rules still apply.

03



04



**02** Do not distort or skew the logo.

**03** Do not fill the logo with a gradient.

**04** Do not add an outline/stroke to the logo.

05



06



**05** Don't change size relationship between the logo and logo type.

**06** Do not stretch the logo taller or wider; keep it proportional.