Software Mind

Logo usage guidelines

Logo

Standard graphic mark

Logo

Minimal reproduction sizes

Print (mm)

Digital (px)

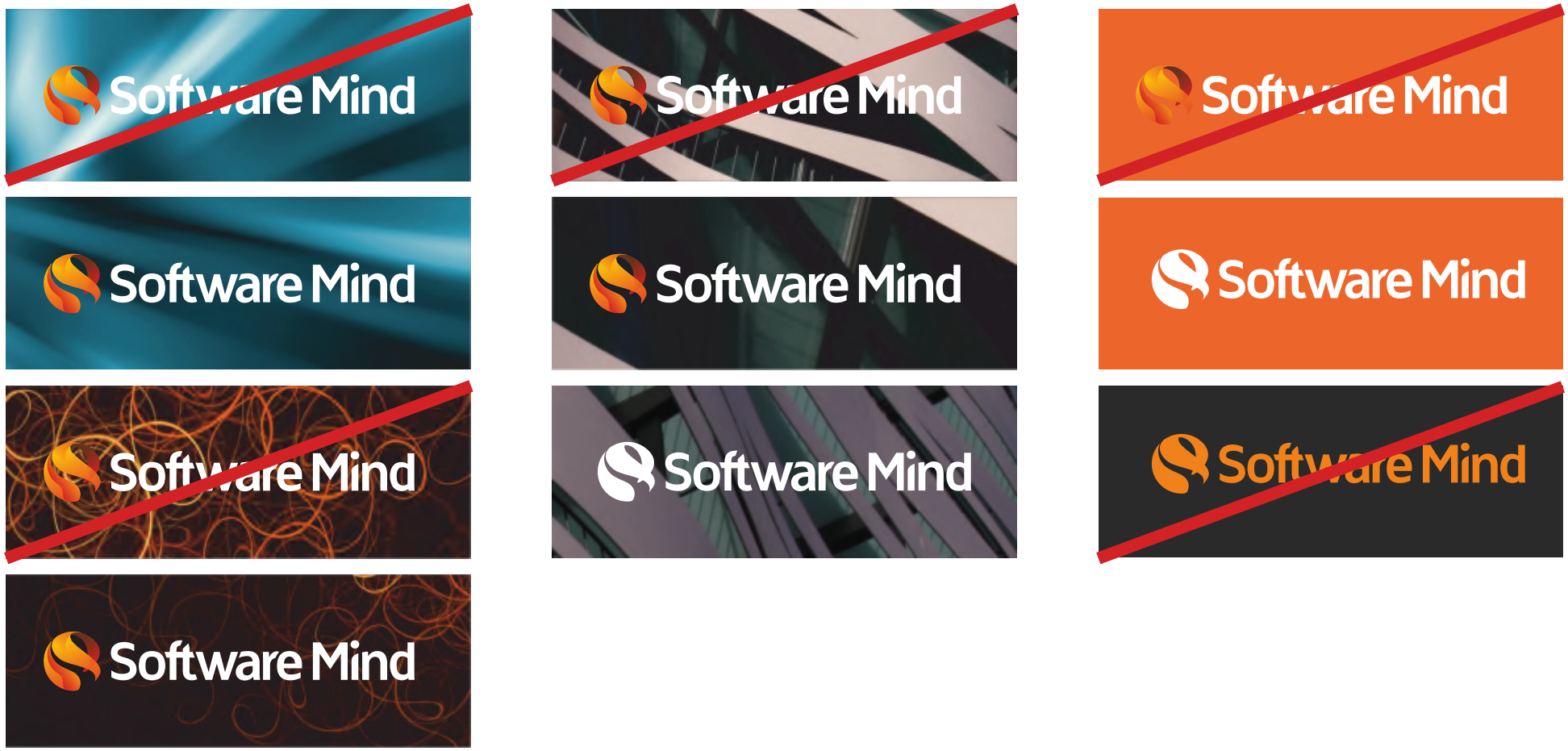
Logo

Versions of the graphic mark

	White or light background	Black or dark background	Colorful background
Full color with tonal filling	Software Mind	Software Mind	Software Mind
Full color with solid filling	Software Mind	Software Mind	
Achromatic version	Software Mind	Software Mind	

Logo

Examples of correct and unacceptable use
of the Software Mind logo on various backgrounds



Logo

Unacceptable modifications

Disproportionate scaling

Using gradients as logo colors

Adding effects

Rotating

Changing the typography

Using colors outside of the color palette

Disregarding the protected area

Removing elements of the logo

Placing the logo on a patterned background

Logo

Logo versions for download

Full color

Software Mind

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Software Mind

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Achromatic

Software Mind

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Software Mind

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