
Logotype



Logotype

The logotype is the primary representation of our brand, and it is used as the main identifying device for EXOS.

It has been specifically designed and cannot be re-created by typesetting the letters.

It should not be altered in any way. Only use the digital artwork supplied.

Logo Colors

The logo should mainly appear in the corporate colors (primarily signal orange) or in black, carbon, or white.

Clear Space Guidance



Minimum Size

EXOS  0.125"

Minimum Size
When reproducing the wordmark, be sure to maintain a minimum height of 0.125" for consistency and legibility.

Basic Rules

Fig. 1

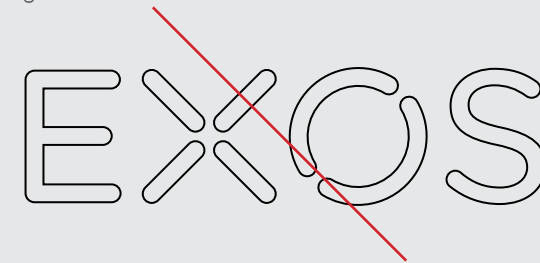


Fig. 3



Fig. 5



Fig. 2



Fig. 4

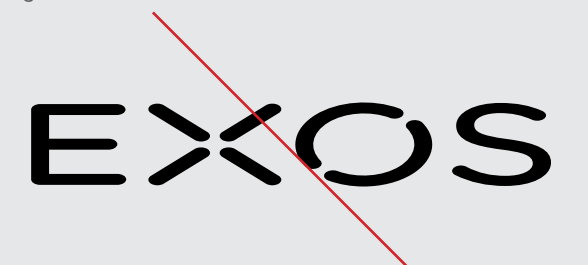


Fig. 6



Basic Rules
To maintain consistent and proper appearance across all brand touchpoints, certain usage rules are to be followed.

Fig. 1
Do not add a stroke to the logo.

Fig. 2
Do not add a drop shadow.

Fig. 3
Do not color single letters of the logotype.

Fig. 4
Do not stretch or distort the logotype.

Fig. 5
Do not render the logo in non-brand colors.

Fig. 6
Do not render the logo with a color gradient.