



Logo Usage Guidelines

Variants

Choose a logo variant based on the background it will be used on.



Color (with a yellow bulb)

This variant should only be used on white backgrounds.



Color (with a white bulb)

This variant should only be used on backgrounds matching our main yellow swatch:

HEX: #fed502

RGB: 254, 213, 2

CMYK: 0, 16, 99, 0

PANTONE: Yellow 012 C



Black (knockout)

This variant should be used on light- to mid-toned backgrounds or cases where color use is limited.



White (knockout)

This variant should be used on dark backgrounds or cases where color use is limited.



Logo Usage Guidelines

Spacing

To ensure other elements don't sit too closely to our logo and obscure it, we recommend leaving a space of at least the height of the logo on all sides.





Logo Usage Guidelines

Incorrect Usage

To ensure the Ellii logo remains clear and accurate to our brand, please keep the following usage guidelines in mind.



Do **not** use the logo on a low-contrast background.



Do **not** use the yellow bulb on backgrounds that aren't white.



Do **not** use the white bulb on backgrounds that aren't our main yellow.



Do **not** place the logo on a face.



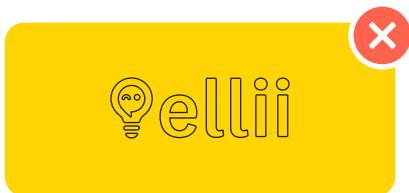
Do **not** place the logo on a busy background.



Do **not** change the font.



Do **not** redraw the logo.



Do **not** use an outlined version of the logo.



Do **not** stretch, distort, or rotate the logo.





Logo Usage Guidelines

Incorrect Usage (Continued)



Do **not** add effects to the logo.



Do **not** recolor the logo.



Do **not** decorate the logo.



Do **not** add text to the logo.



Do **not** remove the text. The logomark should **only** be used alone in Ellii's avatars and icons, and on the Ellii platform.