

## Using Your Logo: Dos and Don'ts

### Do

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Use your logo in all print, web, and digital projects. The logo mark with identifier must appear at least once.

Make sure you use the right file type for the project. [See the logo usage guide above](#) for guidance.

Be careful when placing the logo; ensure that the logo proportion are correct when scaling the image file.

Leave ample clearance space around the logo when adding it to your layouts. Don't put text or graphics within 20 pixels (px) or 0.25" of any of the logo elements.

### Don't

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Don't add or remove logo elements.

Don't add additional text to your logo, such as taglines, slogans, or mottos.

Don't rearrange the logo elements or move the identifier.

Don't use drop shadows, blurs, feathered outlines, or other decorative elements on the logo.

Never stretch, compress, or otherwise distort the logo.

Never use reproductions (scans, photocopies, or redrawings) of your logo. Always use the logo art files provided.

Do not add a graphic element to your logo unless it has been approved as part of the Affiliate restructuring process.