



JadeTrack

Logo guidelines

Logo

The JadeTrack logo is a representation of data-driven sustainability. The logomark and logotype were designed to live together or apart. If used apart, only use the versions provided in the asset folder.

Consistent application and production of the logo will help to build brand equity over time. For examples, please see the Application section.

Full Logo



Logomark

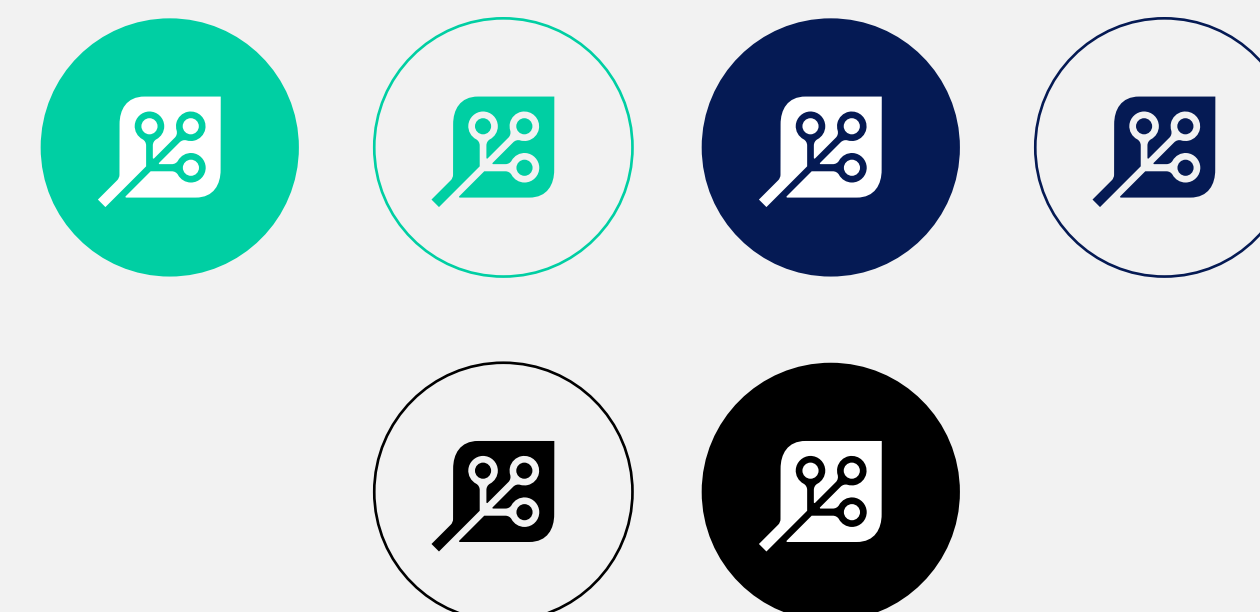
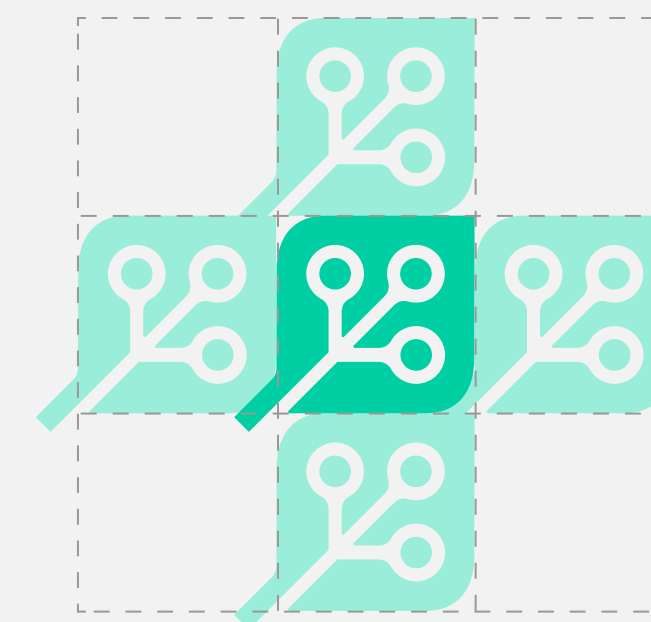


Logo Clearspace

To ensure visual impact, every variation of the logo should be given ample clearspace, and should not be used under a minimum size of 1/4 in.

All versions of the logo should be treated in a similar manner.

At all sizes, use the height of the leaf or capital "J" of JadeTrack to estimate the amount of proper clearspace needed.



Partner Lockups

When presented with partner logos or in sponsorship grids, the logo should retain its clearspace requirements, so that the integrity of every mark is maintained.

Using the leaf as a device to determine clearspace, it is preferred that there is an equal amount of distance from the mid-point between marks.



Logo Misuse

Even the slightest logo misuse can contribute to the degradation of the visual identity. To illustrate this point, common misuses are shown.

These misuses apply to all variations of the logo and supporting elements.

01. Don't squish



02. Don't stretch



03. Don't add effects



04. Don't contain the symbol in combination with the logotype



05. Don't add a box



06. Don't rotate



07. Don't alter the type



08. Don't add a stroke



09. Don't use any colors but the ones provided



Logotype + Mark

The logotype and logomark should be used in proportion to each other — ensuring a visual hierarchy.

Avoid instances of repeating the logomark as a graphic when the entire JadeTrack logo is present (fig. a). These elements may be broken apart and used in the same composition, but should remain proportionate and maintain all standards of clearspace, size, and color (fig. b).



fig. a
(Incorrect)



JadeTrack

fig. b
(Correct)

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