

# Legato Logo Guideline

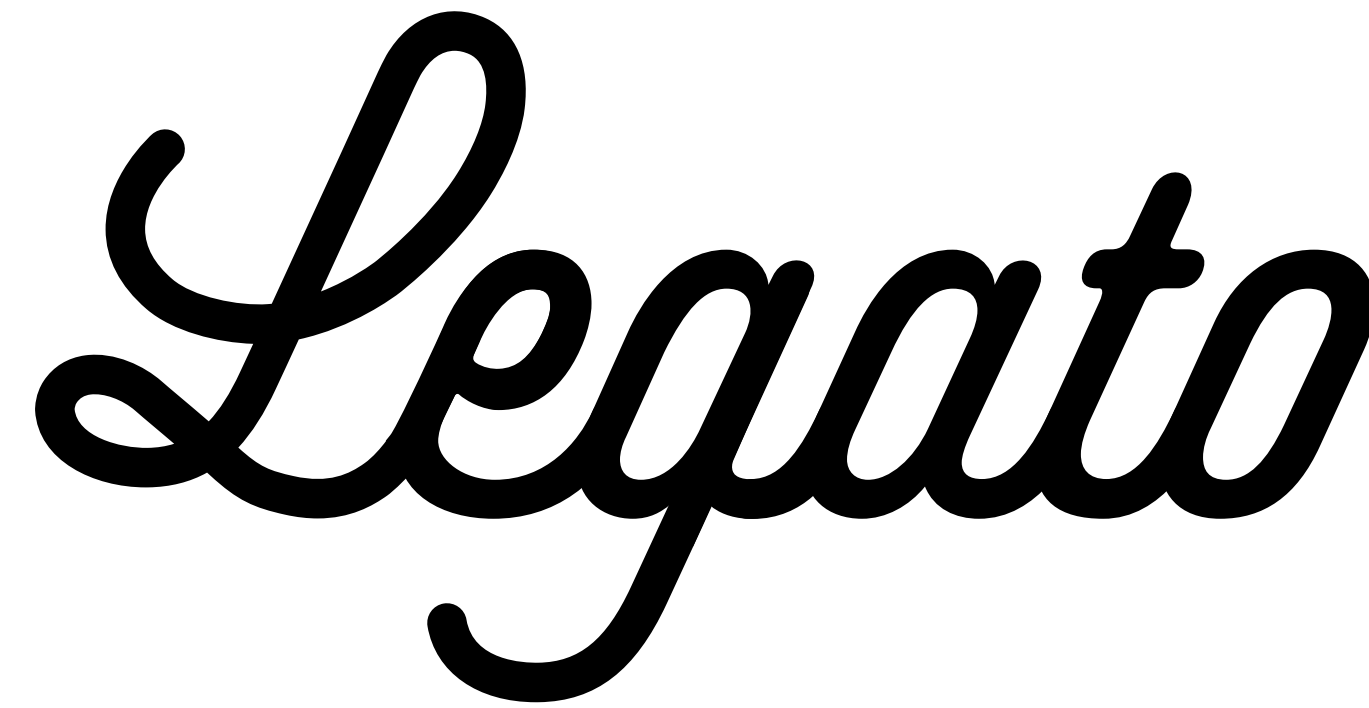
*Legato*

# Wordmark

The wordmark remains an essential identifier of our brand. We enlist the wordmark to ensure brand recognition in low-awareness markets.

## Minimum Sizing:

The logo should not be used under 1" or 70px wide.



Smallest usage size: 70px/1" wide

## Logo Clear Space

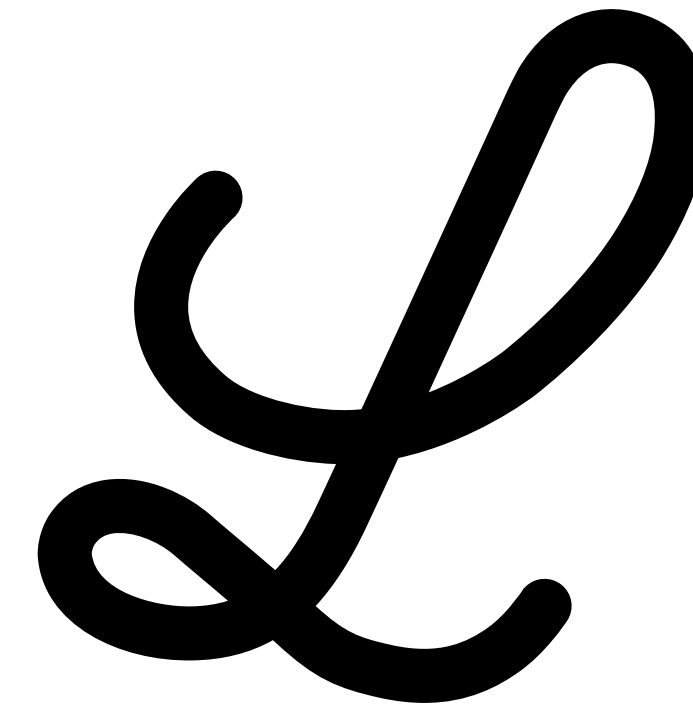
Clear space is the area surrounding the wordmark that must be kept free of other graphic elements.

The clear space around the wordmark is the width of the O.



# L Symbol

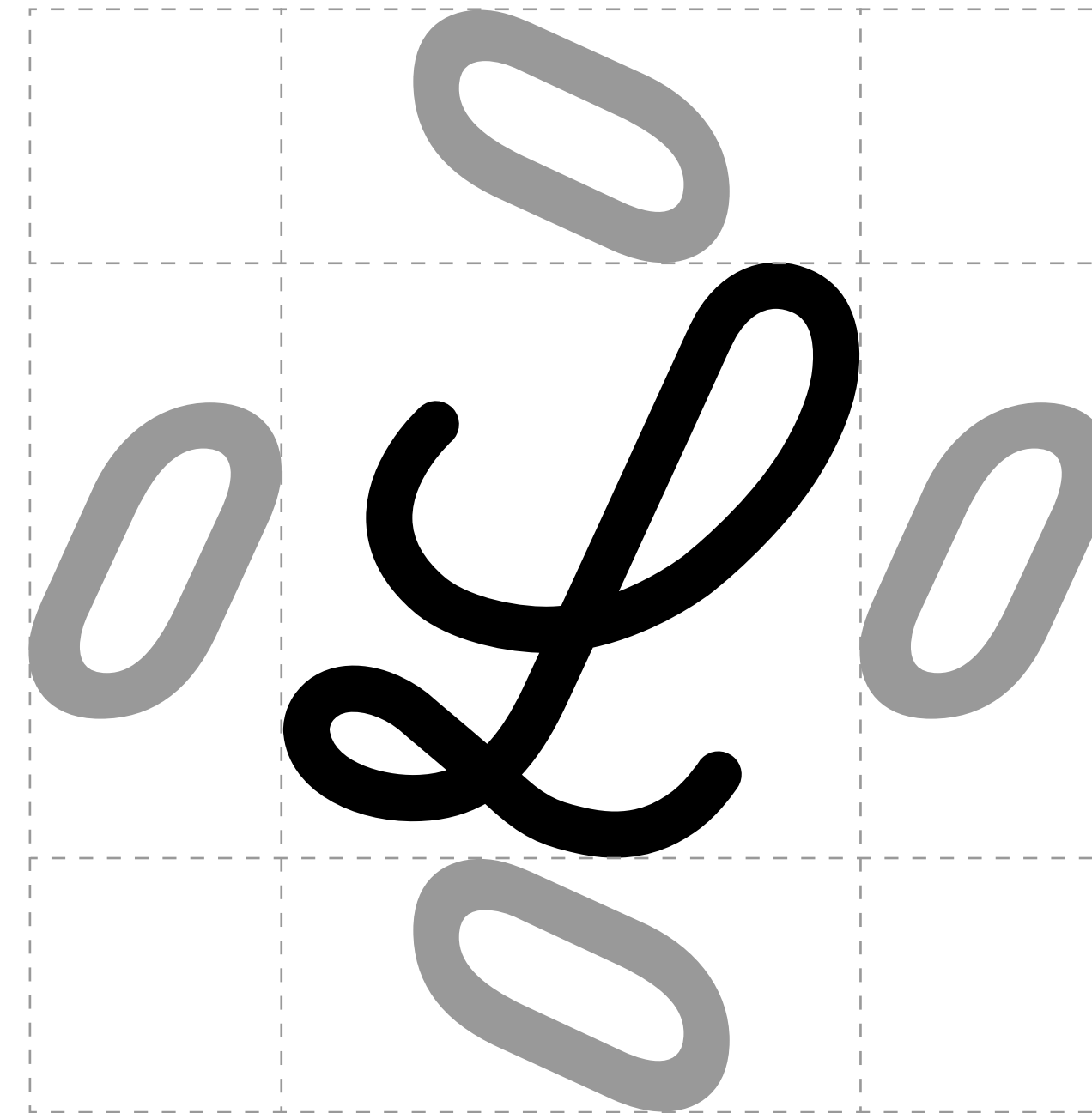
This is the Legato symbol. It is universal and instantly identifiable as shorthand for our brand. The symbol can be used on its own in certain situations when the context and association with Legato is clearly established and controlled.  
(example: Social media profile)



## Symbol Clear Space

Clear space is the area surrounding the wordmark that must be kept free of other graphic elements.

The clear space around the wordmark is the width of the O.



## Primary Logo Lockups

The Legato logo is the primary visual icon of our identity, but it is also paired with other elements depending on the placement. These are the most common ways in which our logo shows up.

*Legato*  
DRYVE Program

*Legato*  
MAG-iT

*Legato* DRYVE Program

*Legato* MAG-iT

## Wordmark Misuse

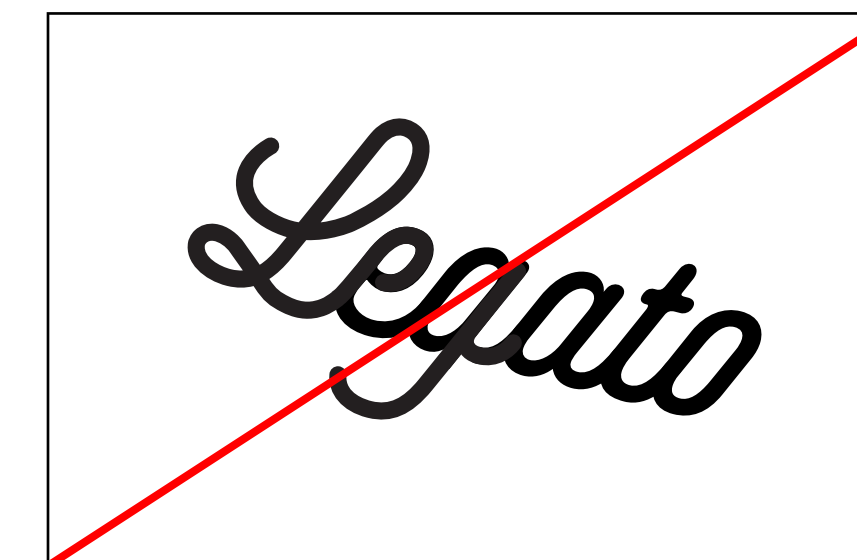
This is a quick guide of common mistakes to avoid when using the logo. Avoiding these misuses helps to ensure consistent use of the logo and keeps the integrity of the logo intact.



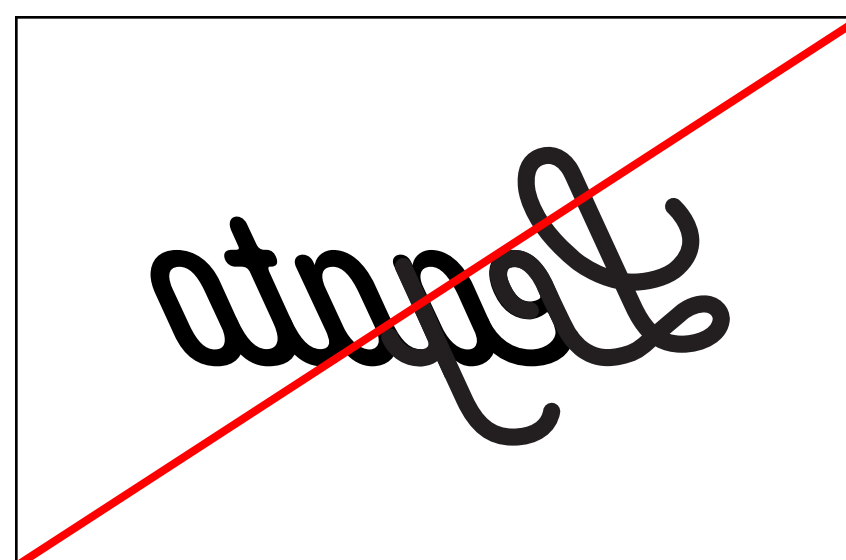
Do not stretch horizontally or vertically.



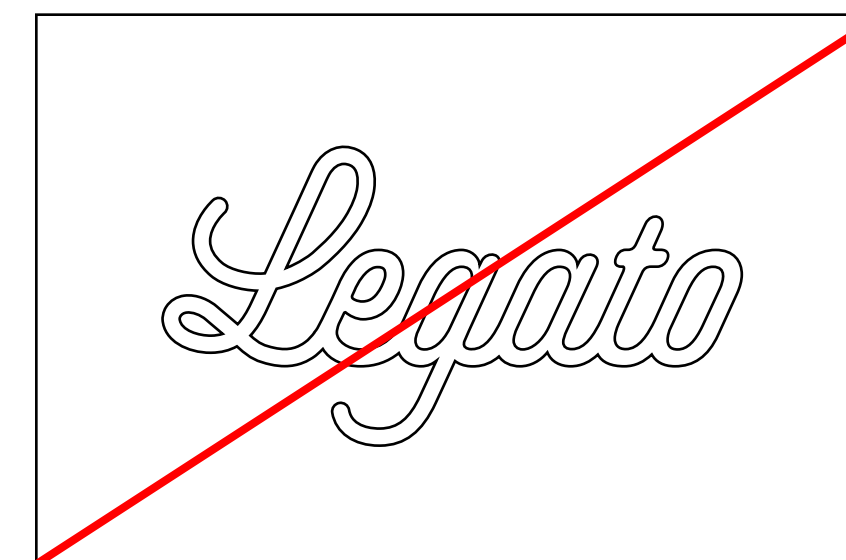
Do not add effects.



Do not rotate.



Do not flip the logo.



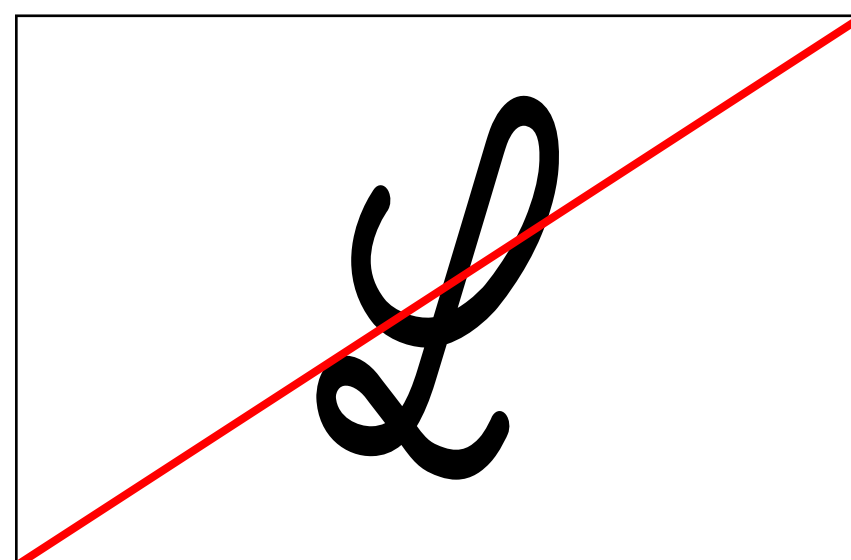
Do not put a stroke on the logo.



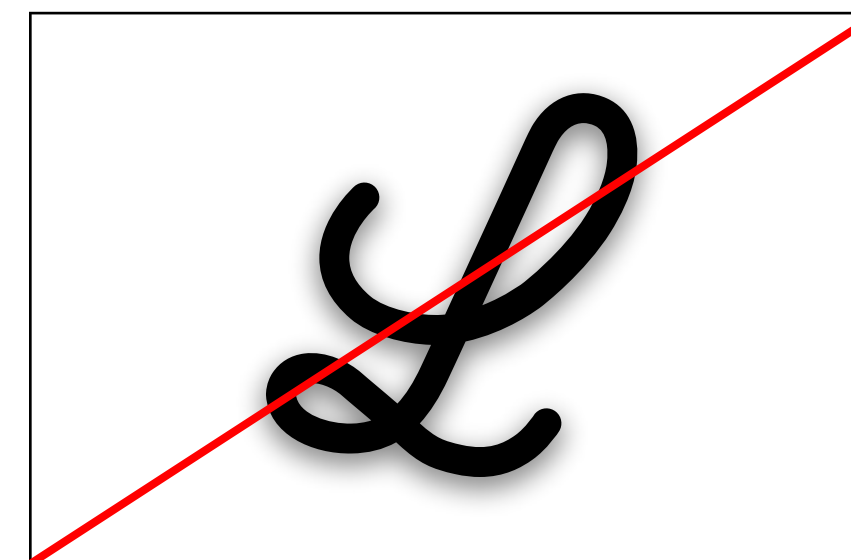
Do not write words in the style of the logo.

# L Symbol

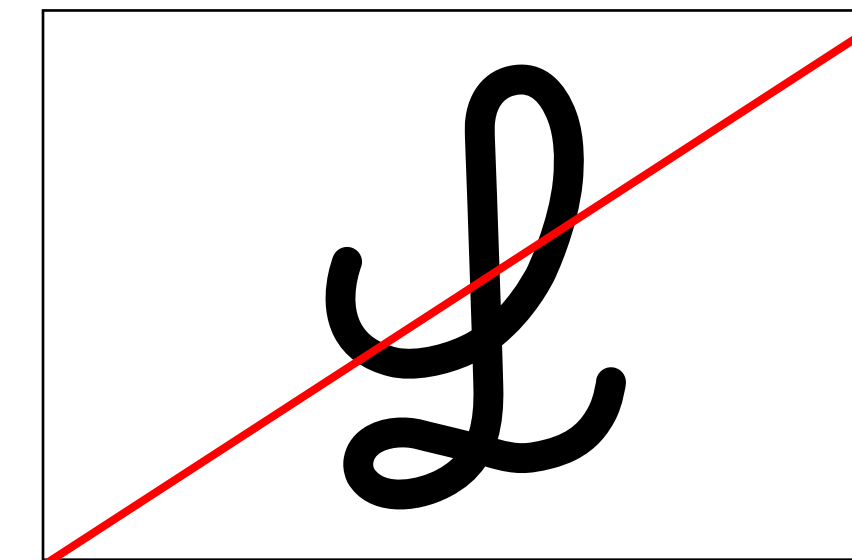
This is a quick guide of common mistakes to avoid when using the logo. Avoiding these misuses helps to ensure consistent use of the logo and keeps the integrity of the logo intact.



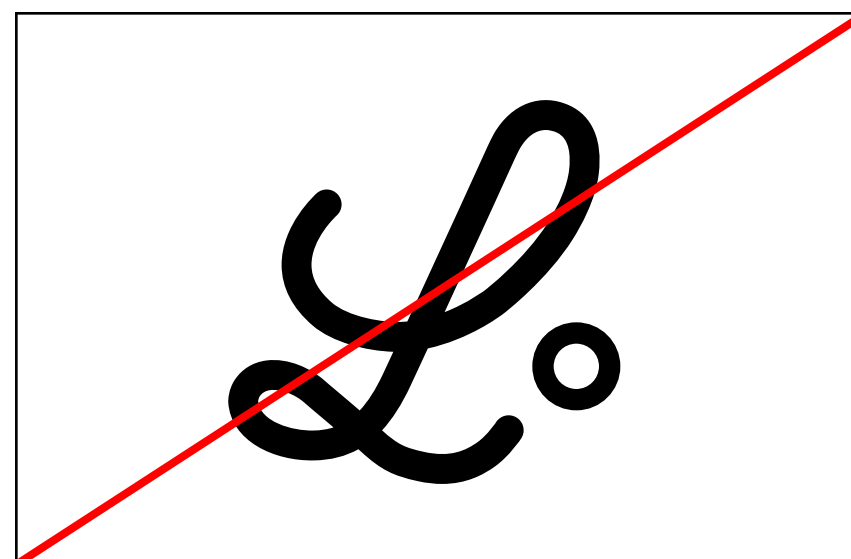
Do not stretch horizontally or vertically.



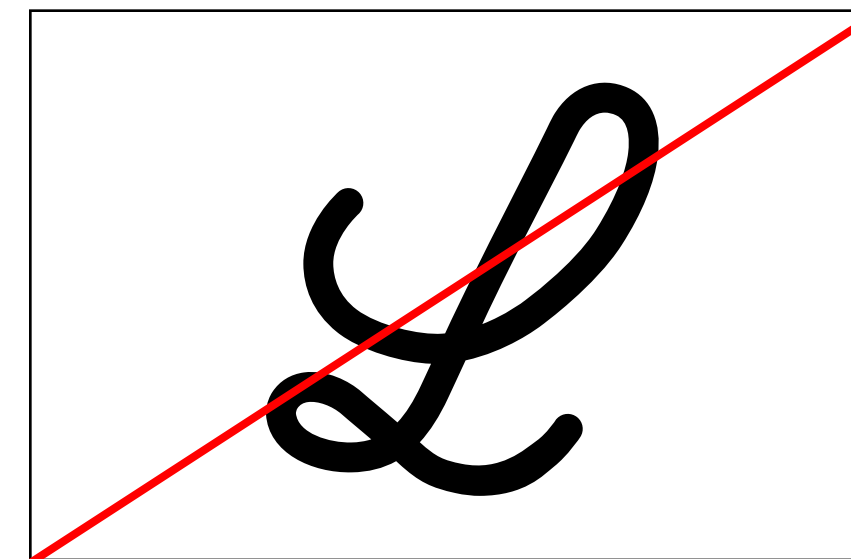
Do not add effects.



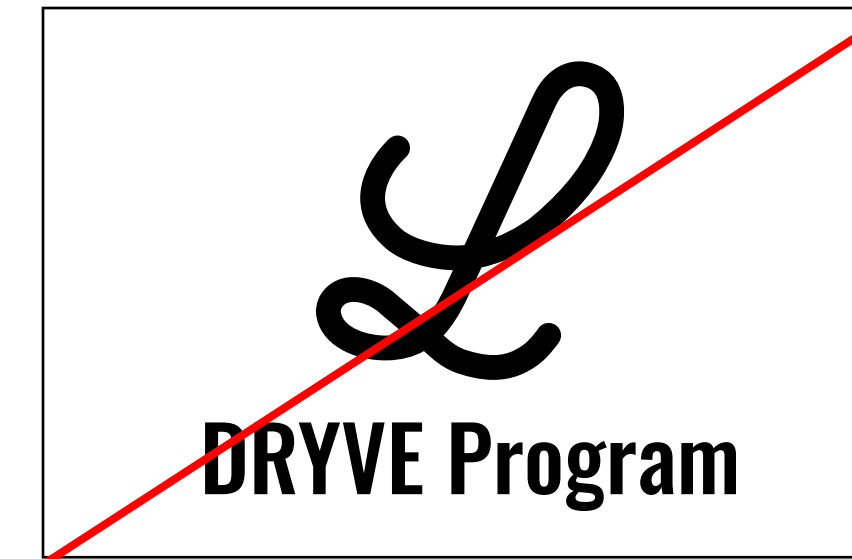
Do not rotate.



Do not add other elements to the logo.



Do not extend the line or curvature.



Do not lock up words with the L symbol.



## Color

Our primary brand colors are white, black and neon green. Always ensure there is enough contrast between the identity elements and background. On dark colors, use it primarily in light colors and on light colors use it primarily in dark.



*Legato*

### White

RGB - 255 255 255  
CMYK - 0 0 0 0  
HEX - FFFFFFFF



*Legato*

### Black

RGB - 0 0 0  
CMYK - 70 35 40 100  
HEX - 000000



*Legato*

### Neon Green

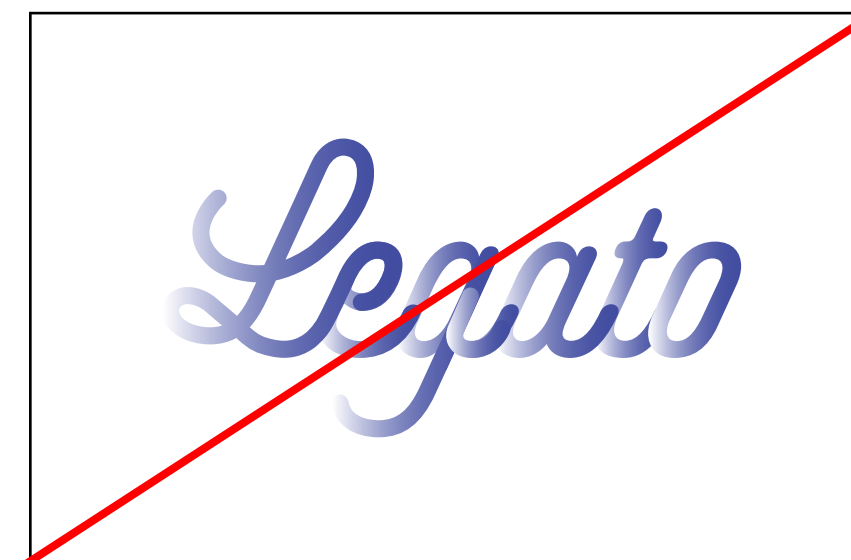
RGB - 204 221 84  
CMYK - 23 0 83 0  
HEX - CEDE54

# Color Misuse

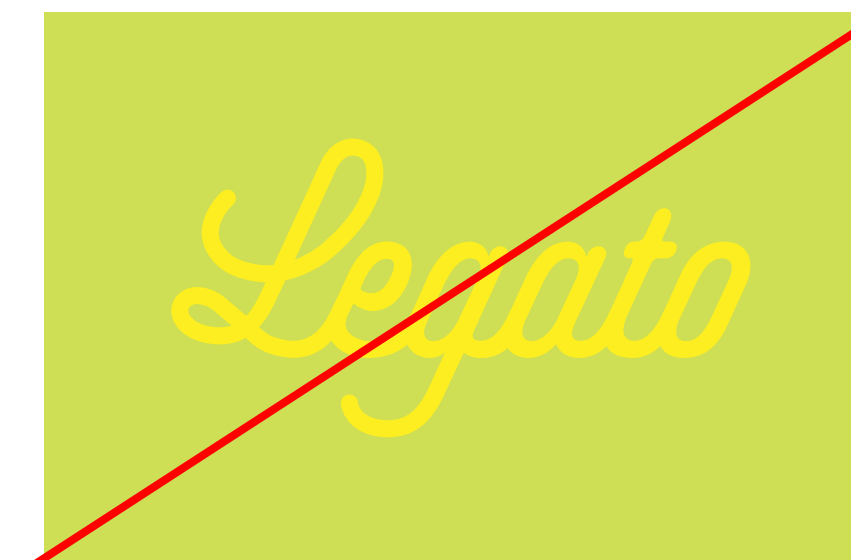
This is a quick guide of common mistakes to avoid when using the logo. Avoiding these misuses helps to ensure consistent use of the logo and keeps the integrity of the logo intact.



Do not place the color logo where it would lose contrast.



Do not put gradient on the logo.



Do not place the logo in similar color as the background.



Do not place the white logo over a light photo or texture.



Do not place the black logo over a dark photo or texture.



Do not place logo over busy background.



# Logo Application

