

Pulse Certified - Logo Usage Guide

Clear Space

The Pulse logo should be given ample breathing room and never placed directly up against text or graphics.



Color

Whenever the original two color variation is not practical, you may use one of the single color variations.

When the logo appears on top of a colored background other than white, the sign must appear as the line-only variation only minus the outside rim.

Never show a block white logo sign. Likewise the line-only sign variation must not be used on white backgrounds.

If color reproduction of the logo is not available, where possible use a single color black or grey logo variation. Avoid, if possible, printing the color logo directly to greyscale.



Hex: #4B4B4B



Hex: #000000



Greyscale

Placement/Usage

A lot of time has gone into designing this logo just right, please treat it with the respect it deserves...

- Don't ever change the logo orientation
- Don't bevel or emboss the logo
- Don't place the logo on top of a busy photo or pattern
- Don't place the logo on any non-corporate color background
- Don't crop the logo in any way
- Don't add a shadow or glow
- Don't place a white box around the logo when using it on a dark or busy background
- Don't reconfigure or change the size or placement of logo elements
- Don't stretch, squeeze or distort the logo
- Don't recreate elements or replace with something else
- Don't add business name or location
- Don't change the logo colors

