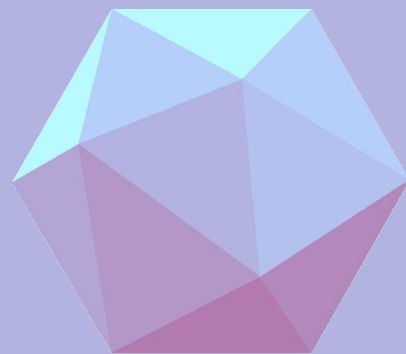


**Combo**

Identity Guidelines

---



**C O M B O**



# Logo Guidelines



# Combo spacing

## Spatial padding

Utilize the 'C' within the logo for the minimum padding around the logo. It is alright to increase the padding beyond just one 'C' by utilizing multiple 'C' in height or width.

When applying the logo to a smaller scale please follow the same 1X dimension by utilizing the 'C'.

[Logo files can be found here](#)



Horizontal wordmark with shape



Horizontal wordmark at a smaller scale

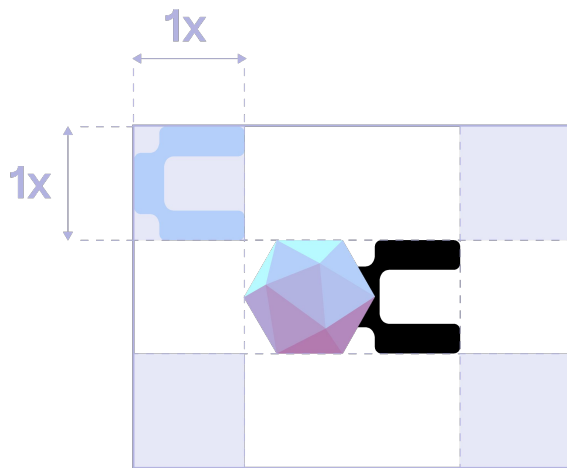


# Combo spacing

## Spatial padding continued

Utilize the 'C' within the logo for the minimum padding around the logo. It is alright to increase the padding beyond just one 'C' by utilizing multiple 'C' in height or width.

When applying the logo to a smaller scale please follow the same 1X dimension by utilizing the 'C'.



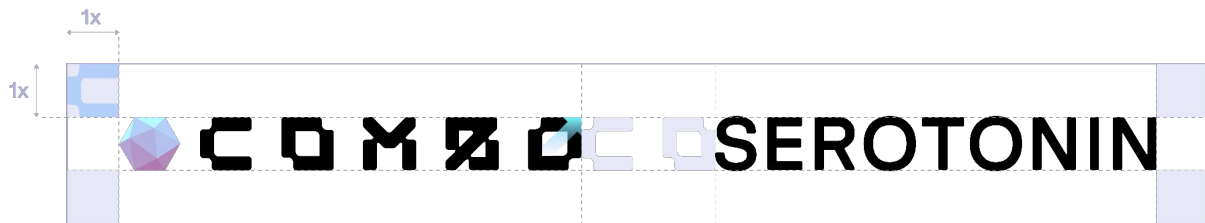
Logo mark will also utilize the same 1X space



# Combo spacing

## Spatial padding continued

For partnerships, please utilize the 'CO' as a spacer between logos. This allows for a clear and balanced logo lock up.



Partnership lock ups utilize the 'CO' in between the logos, but keep the 'C' padding around the logo for consistency.

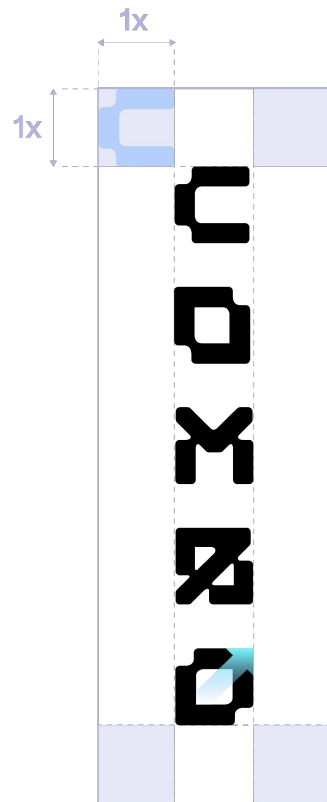


# Combo spacing

## Spatial padding continued

For partnerships, please utilize the 'CO' as a spacer between logos. This allows for a clear and balanced logo lock up.

Use the same 'C' spacing for the vertical orientation of the logo.





# Logo dont's



**Do not** skew the logo



**Do not** add a drop shadow to the logo



**Do not** add a stroke to the logo



**Do not** add an effect to the logo



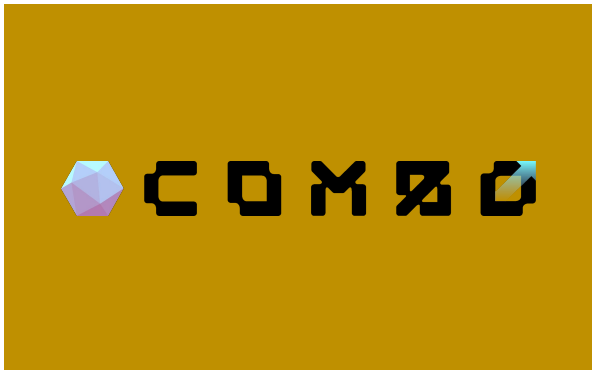
**Do not** increase the logo mark compared to the logo



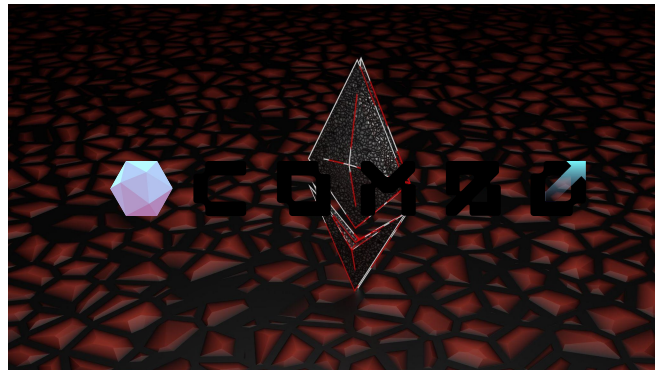
**Do not** reduce the letterspacing of the logo



# Logo dont's



**Do not** place the logo on a non-brand color



**Do not** place the logo on a background that lowers its legibility



**Do not** place the logo in a shape or box



**Do not** alter the font of the logo





# Colors



# Colors

## Colors utilized in the logo

Please use the colors from the logo as a supplement to other Combo brand colors.



HEX: b7faff  
RGB: 183, 250, 255



HEX: b4cffa  
RGB: 180, 207, 250



HEX: b3c1ee  
RGB: 179, 193, 238



HEX: b7faff  
RGB: 179, 151, 201



HEX: b7faff  
RGB: 179, 122, 175



HEX: 000000  
RGB: 0, 0, 0

