

# Voices

Logo Usage Guidelines

## There are three formats, and two colors.

There are three standing logo formats for each logo: the full wordmark, the favicon, and our stand-alone “V” icon. Each of these formats has a full blue version of the logo, as well as a white version.

**Voices** 

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# Voices

## Voices Wordmark

Whenever possible, the full Voices logo should be used in any collateral, visuals, and designs in which it is featured.



## Voices Favicon

The favicon is used when there is not enough space for the full wordmark in a design. It is also what is used to represent our app, and is displayed in browser tabs when [www.voices.com](http://www.voices.com) is open.

## There needs to be enough space around our logo.

### Wordmark

Space is equal to half the height of the “o”

### Favicon

Space is equal to the height between the “V” and the top of the circle

### V Icon

Space is equal to half of the “V”



## The logo can't look too small.

Make sure the logo is not sized too small, or else legibility will be compromised. If it becomes hard to read or understand what the logo looks like, you probably have sized it too small.



no smaller than  
15 px on digital



no smaller than  
25 px on digital

## Things you should not do with the logo:

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The word "Voices" in a blue, rounded, sans-serif font.

- ✘ **Do Not** squish or stretch the logo outside of its set proportions.

The word "Voices" in blue, rotated 45 degrees clockwise.

- ✘ **Do Not** rotate the logo or place it on an angle.

A blue circle containing a white lowercase "v" followed by the word "Voices" in blue.

- ✘ **Do Not** place the wordmark with the favicon or icon.



- ✘ **Do Not** place the logo on busy photos or backgrounds.

The word "Voices" in a lighter shade of blue.

- ✘ **Do Not** change the color or the transparency of the logo.

In other words...

You should not change the original file in any way, unless it is to change the size.