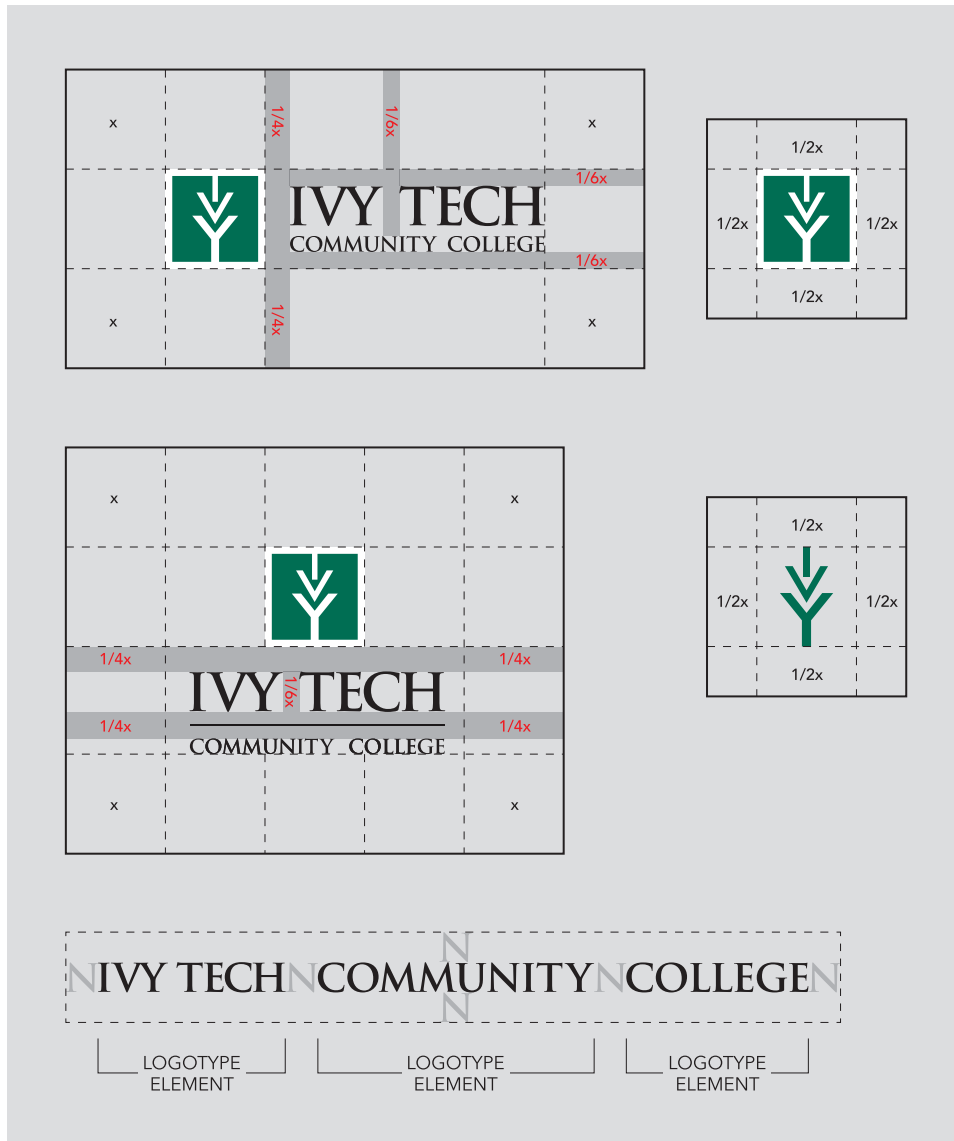ACCEPTABLE LOGOS & CLEAR SPACE



## Large-Scale Applications

*In large-scale applications, the legibility and readability of logos play a crucial role in conveying brand identity effectively. For building signage, all logos that use the green Ivy square must contain the white outline.*

*CLEAR SPACE*
*A minimum distance is required between the logo and any other graphic element. The distance is measured by height and width of the green Ivy square icon with the white outline (denoted as X). Maintaining the distance shown to the left may allow the logo(s) to stand alone, uncluttered by other distracting elements. For single-line logo type applications, the minimum acceptable clear space between all elements equals the height and width of the letter "N".*

*CONTRAST REQUIREMENTS*
*Colors should follow a minimum contrast ratio of 70% to allow for maximum visual impact and comply with accessibility standards. See the examples below.*



*Logos that do not use the Ivy Tech grey meets contrast requirements of 70%*

*Logos that use the Ivy Tech grey do not meet contrast requirements of 70%*

*NOTE: Find and download all the proper logos at*
**IvyTech.Canto.com/g/StyleGuide.**