

Simple logo usage guidelines.



Do ensure logo placement on photos doesn't interfere with logo integrity.



Do not place logo over busy backgrounds or photos.



Do use the correct logo colorway to ensure readability.



Do not use a logo in combination with background that creates low readability.



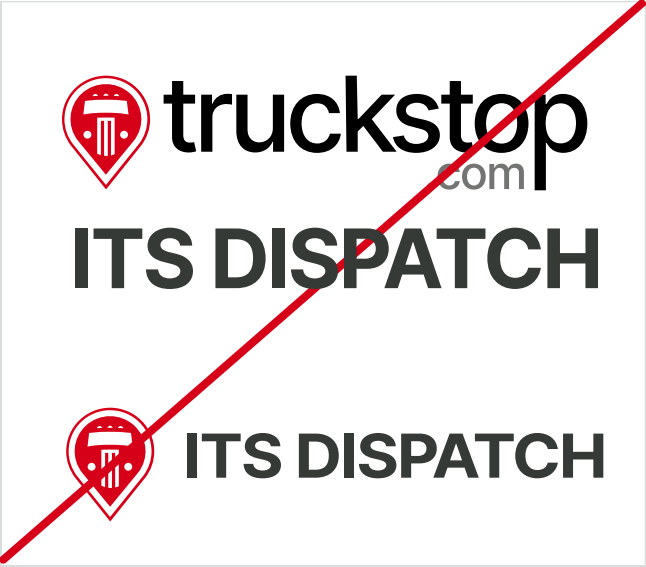
Do ensure logo placement on patterns doesn't interfere with logo integrity.



Do not obscure logo or copy with distracting patterns.



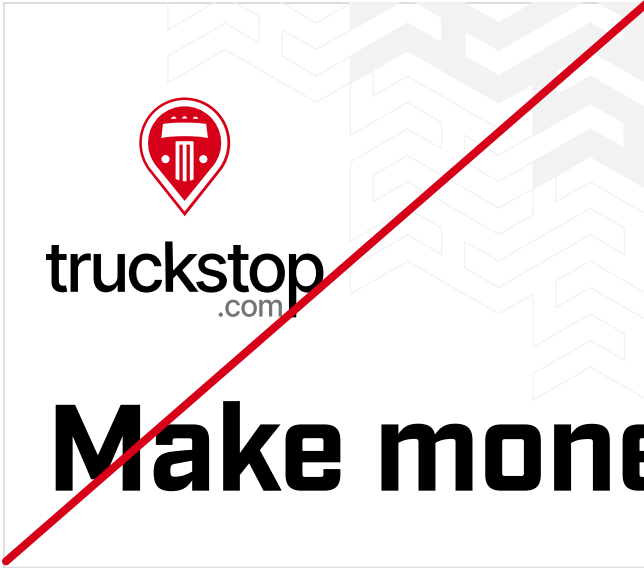
Do use approved product lockup logo files.



Do not create unauthorized lockups, including for products or departments.



Do use alternate logo to stand out against competitor logos in confined spaces.



Do not use alternate logo for general use.



Do not recolor, stretch, or rotate logo or add shadows or other effects.



Do not remove waypoint from main logo mark.