Legitmark

Brand Guidelines

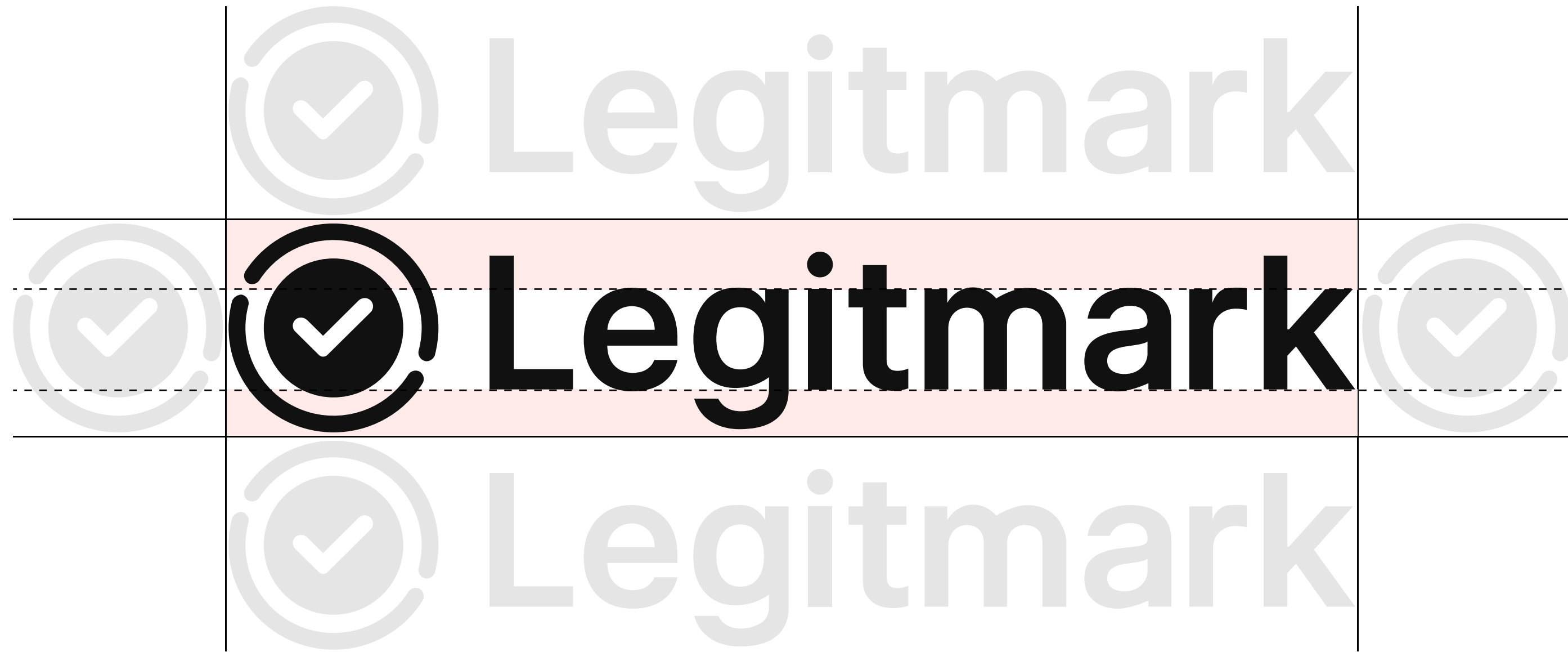# Legitmark

Single-line Lockup

- Simplicity rules

- Consistent experience

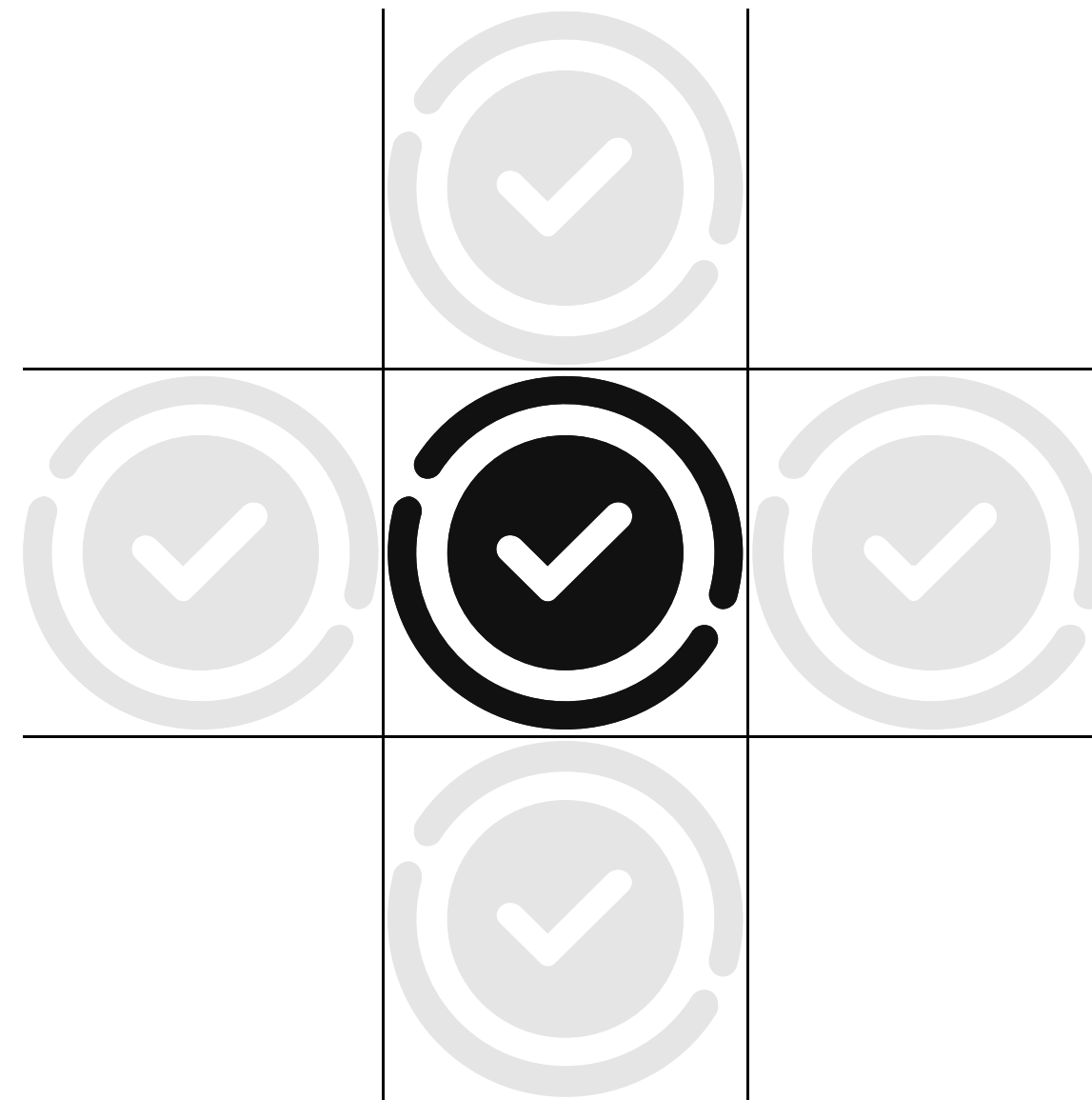- Embrace the power of B/W

- White space as the continent

Less is more. we want the logo to be instantly recognizable at all sizes and in all contexts.

Clearspace

- Simplicity rules

- Consistent experience

- Embrace the power of B/W

- White space as the continent

Clear space around the logo is equal to the cap height of the check. Nothing break the limit of this space that the checks create.

Icon Lockup Clearspace

- Simplicity rules

- Consistent experience

- Embrace the power of B/W

- White space as the continent

Clear space around the logo is equal to the cap height of the check. Nothing break the limit of this space that the checks create.

Color

The logo should be white on darker backgrounds and black on lighter backgrounds

White: #FAFAFA

Black: #11111

Scale

Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.

124 px	⊘ **Legitmark**
64 px	⊘ **Legitmark**
32 px	⊘ **Legitmark**
16 px	⊘ **Legitmark**

Do not Use the Legitmark font in other weights/ typefaces

Don't stretch or manipulate the logo

Don't use logo without check icon

Restricting use to only black or white affords us the highest contrast ratio, aiding accessibility.

Guidance

Do not use Legitmark as a verb (e.g. "Legitmark it.").

Do not use Legitmark in plural or possessive form, e.g., Legitmarks, Legitmark's.

Black: #111111

White: #FAFAFA

Core Palette

Our core palette which is white and black. The core pallette is used to provide accessibility, simplicity, and consistency throughout all brand communications.

Blue: #007AFF

Brand Palette

Our Brand palette is blue. The brand pallet is important because these colors are unique to Legitmark and should be synonymous with the brand. Used sparingly for important moments of support, assurance, delight, calls to action and especially moments of interaction between a user and the brand.

Inter

Light
Regular
Medium
Bold

General Use Font

Inter is an acceptable font for more formal communications such as email and announcements.

ABC Whythe

Light

Regular

Medium

Bold

Creative Use Font

ABC Whythe is an acceptable primary font for print, and other creative advertisement opportunities.