Post Affiliate Pro

Logo manual

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Post Affiliate Pro

Main logo

The main logo is the primary visual representation of our brand and should be used whenever possible. Only use alternate logo versions when absolutely necessary and always adhere to the guidelines outlined in this manual.

Color variants

To ensure adaptability across different mediums and backgrounds, our logo is designed with color variants.

RGB	255 | 255 | 255
HEX	#FFFFFF
CMYK	0 | 0 | 0 | 0

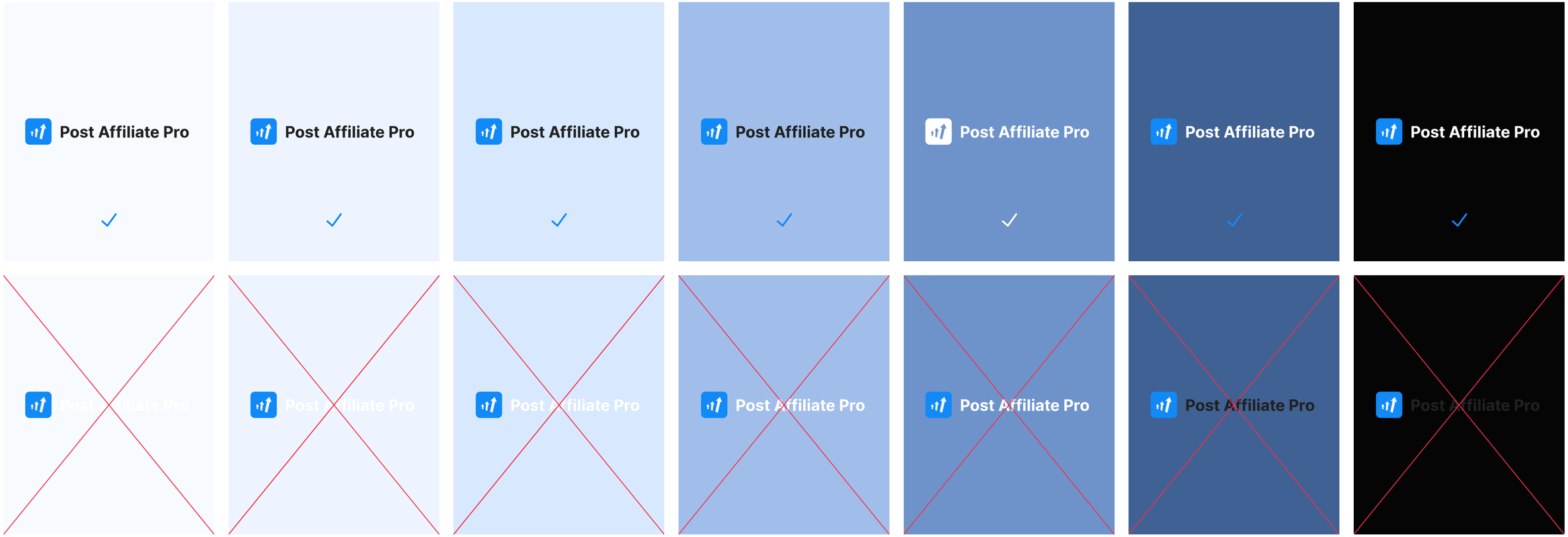
RGB	246 | 246 | 247
HEX	#F6F6F7
CMYK	0 | 0 | 0 | 4

RGB	17 | 138 | 247
HEX	#118AF7
CMYK	74 | 44 | 0 | 0

RGB	33 | 33 | 33
HEX	212121
CMYK	72 | 66 | 65 | 73

Colors

Color plays a vital role in establishing brand identity and evoking emotions. It's crucial to use this exact color across all platforms to ensure a unified and recognizable brand presence.



Logo on color

Our logo should always appear with plenty of contrast. For bright and light backgrounds, we use the color logo. On darker colors, its possible to use alternate color or light logo if the contrast is sufficient.

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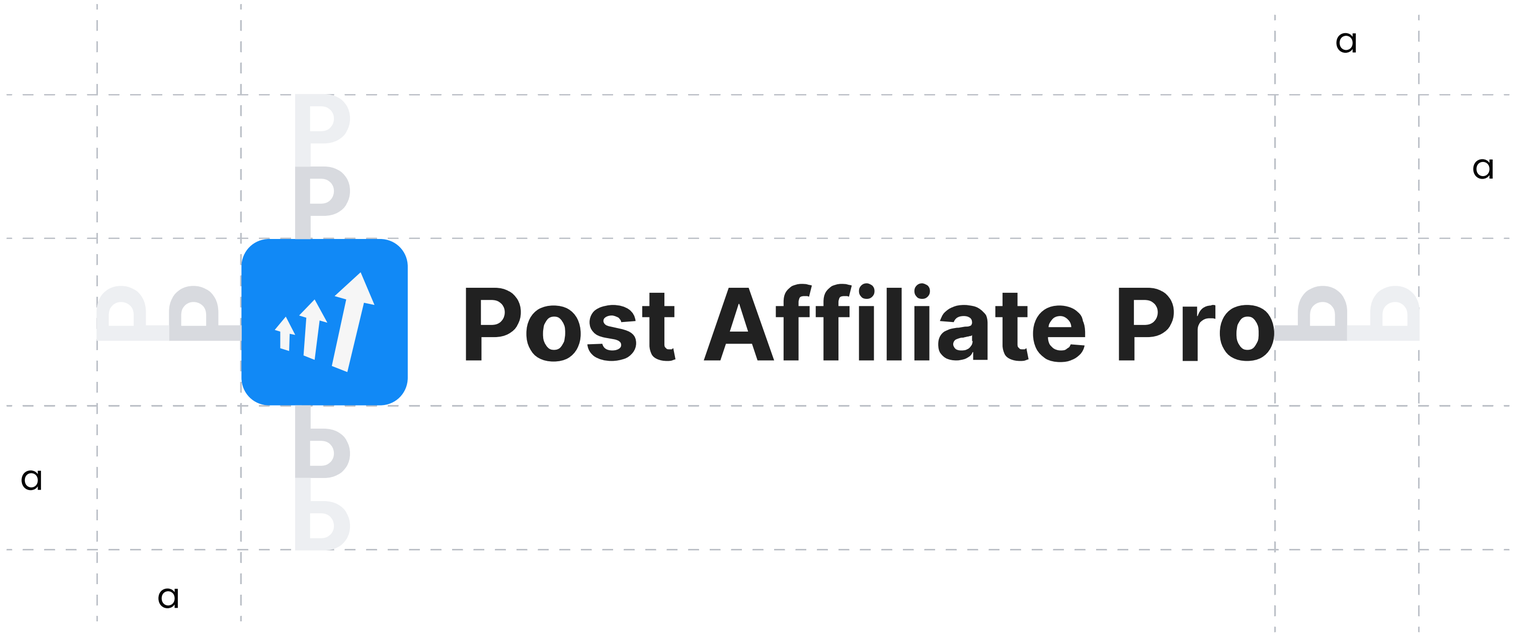
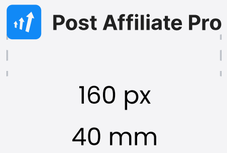


Exclusion zones

It defines the minimum space around the logo, which must not be encroached upon by any other distinctive graphic element and serves to maintain the clarity and legibility of the logo.

It is given as the height of two letters P from logo stacked on top of each other (a).



Minimum dimensions

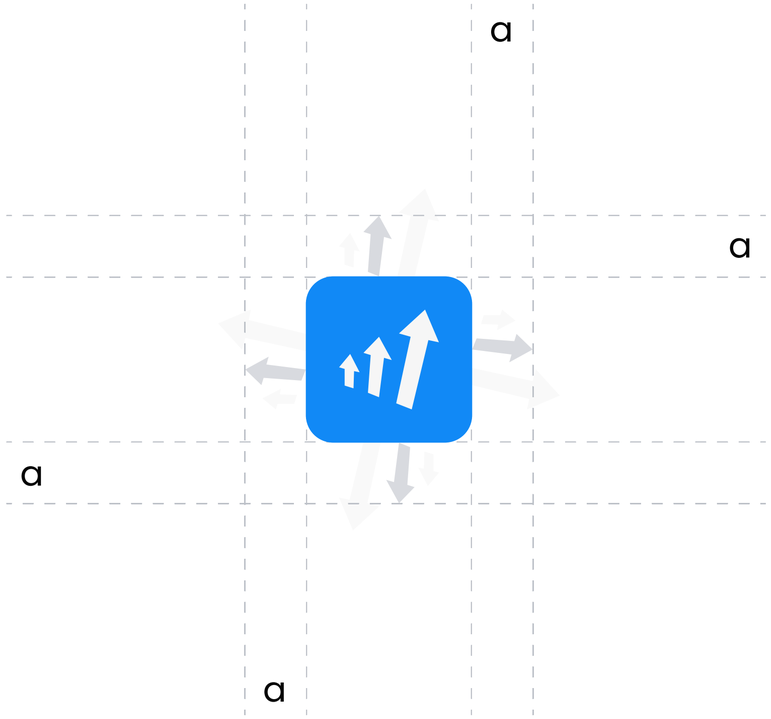
The smallest recommended size at which the logo can still maintain legibility and detail.

Minimum size on display:
160px (width)

Minimum print size:
40mm (width)

Logomark

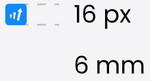
The logomark should be used in situations where the full logo might not be practical or necessary, such as on small promotional items.



Exclusion zones

It defines the minimum space around the logomark, which must not be encroached upon by any other distinctive graphic element and serves to maintain the clarity and legibility of the logo.

It is given as the width of portion of the letter “a” in logomark (a).



Minimum dimensions

The smallest recommended size at which the logo can still maintain legibility and detail.

Minimum size on display:
16px (height)

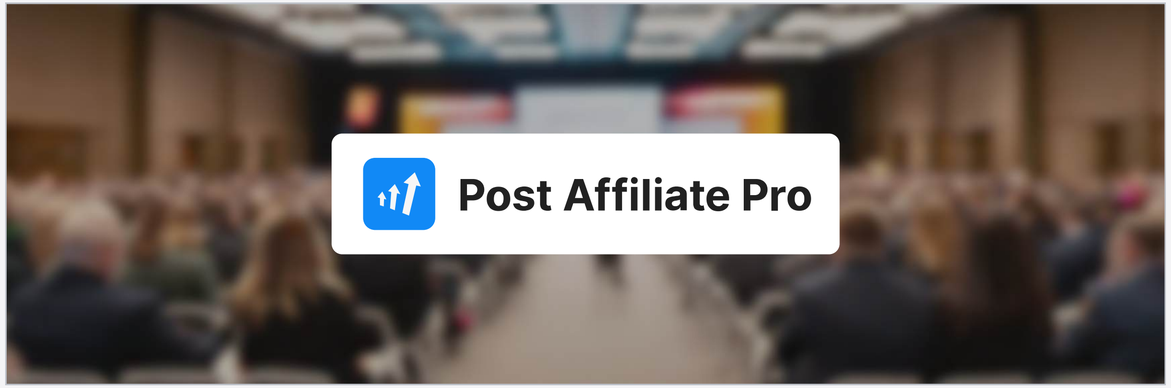
Minimum print size:
6mm (height)

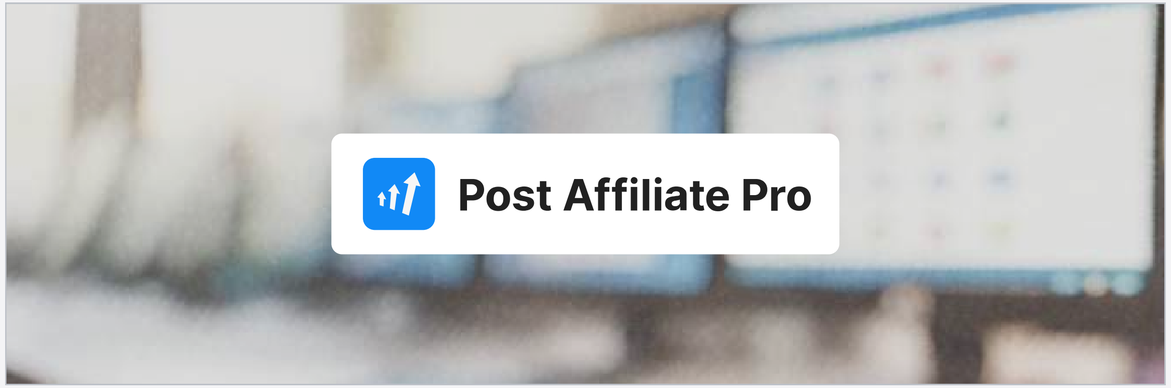
Badge

Badge can be used on busy or colored backgrounds for better readability.

Creating badge

To achieve condensed exclusion zone, we take height of letter “P” for left padding, height of the letter "o" for top and bottom padding and width of two letters “r” next to each other for right padding. To follow the rounded principles inside the logotype, we can round the corners of the badge based on the letter "P".





Badge use

Badge can be used on busy or colored backgrounds for better readability.

Fill entire avatar space with logomark.

For the 16x16 px favicon we should use the logomark.

Small scale logo

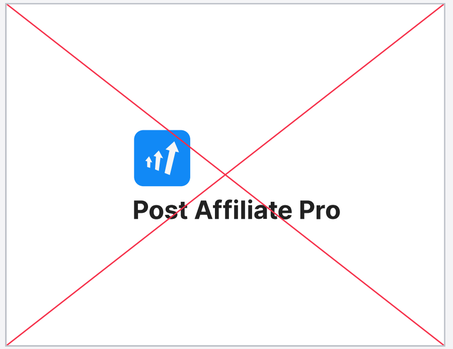
When using logos as avatars, they should fill a minimum 70% of the available space. Always use our primary colourways.

Do not rotate the logo or any of its parts.

Do not change the aspect ratio

Do not distort the logo in perspective.

Do not change position or size of the parts

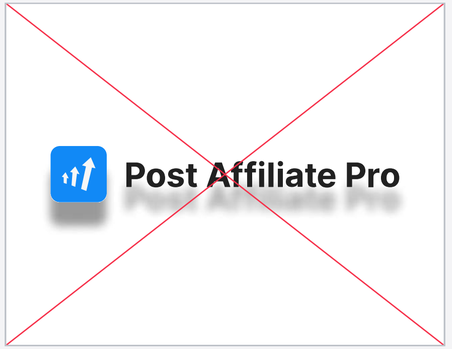


Do not place on colored background

Do not use any other color scheme.

Do not use stroke

Do not use special effects.



Do not use fonts other than those defined

Do not lower opacity

What not to do

Never edit or distort our logo so it always looks its best.