Clear space

The amount of clear space around the logo should be equal to, or greater than, the size of the envelope icon.

Different Logo Colors

If you've received permission to use StartMail's logo, please follow these guidelines.

Full-color logo

This is our primary logo. This logo should always be used unless one of the **logo crimes** (01.3) occur.

White logo

The white StartMail logo can be used in case of a dark-colored background.

Dark logo

If the background color doesn't work with the primary or white logo, last resort is to use a full dark color.

Logo Crimes

To maintain consistency of our logo, never do any of the following.

Do not change the color of the logo.

Do not apply gradient to the logo.

Do not apply shadow to the logo.

Do not rotate the logo.

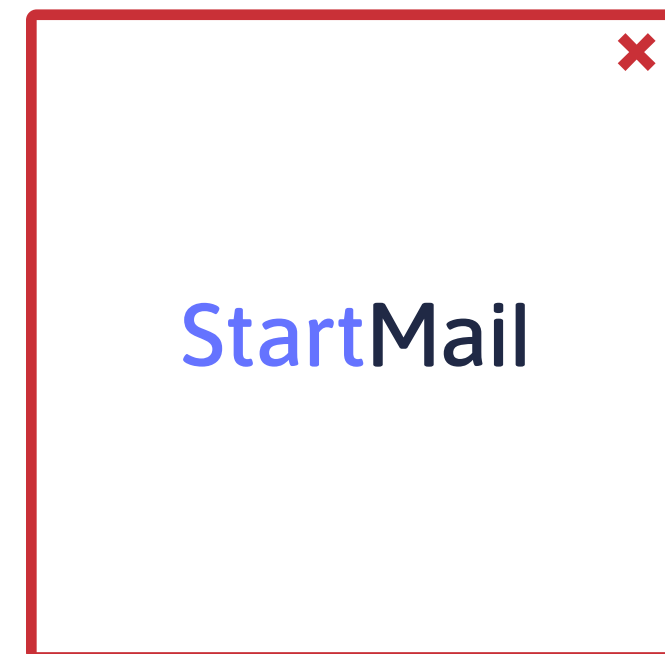**Do not** distort the logo.

Do not wrap the logo.

Do not add any effects to the logo.

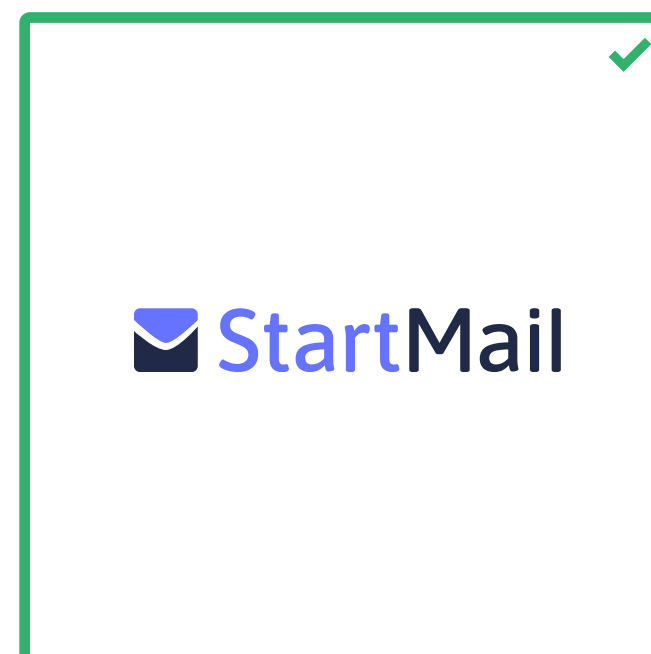**Do not** use the logo in a phrase or sentence.
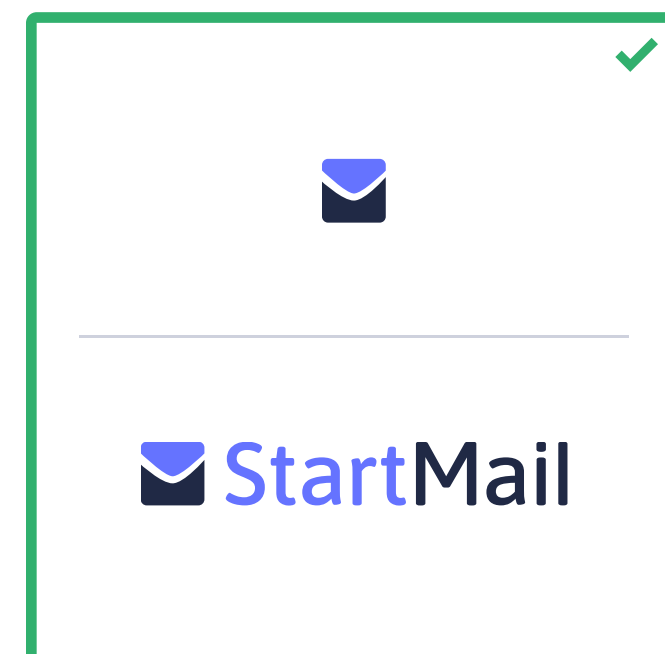
Just don't be creative with the logo.

Do not use an out-of-date version of the logo

Do not use logo *without* the envelope icon

Use the latest version of the logo

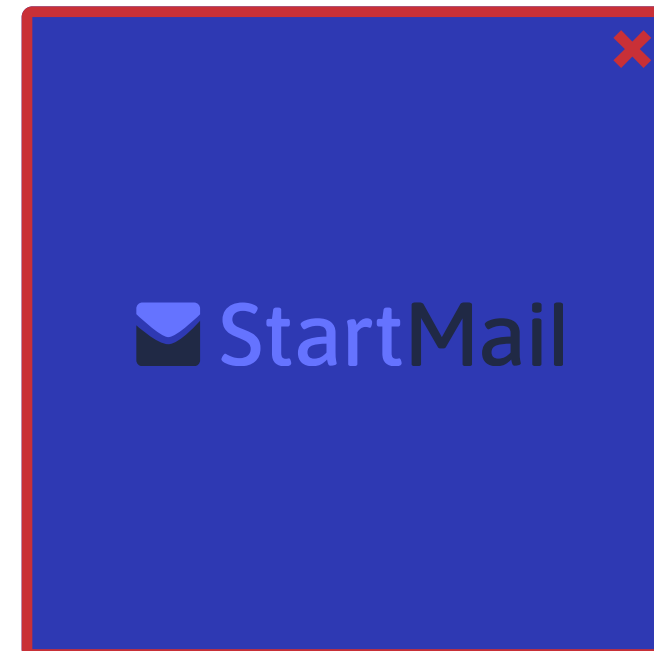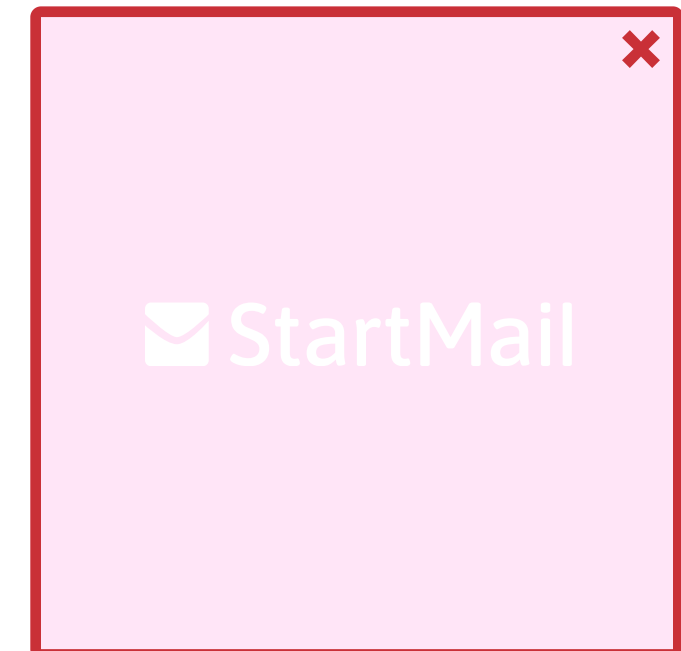**Use** the envelope icon, or the envelope icon *and* wordmark

Lorem ipsum dolor sit amet.
✉ **Start**Mail

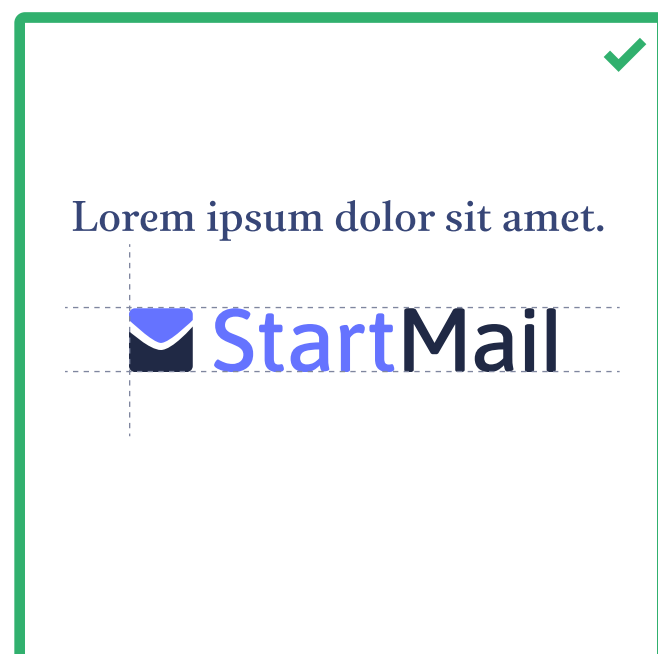**Do not place** text, logos and/or any design elements too close to the logo

Do not place the logo on a cluttered background

✉ **Start**Mail

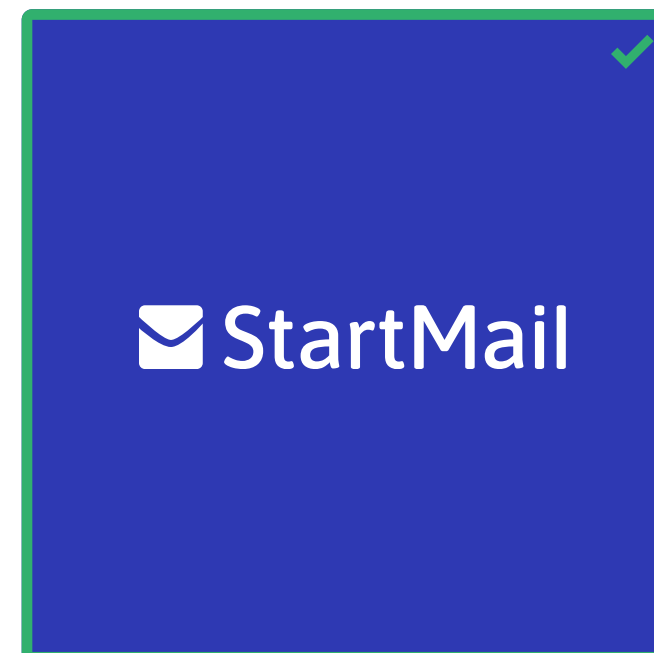**Do not use** the primary logo on a colored background where the legibility is poor

✉ **Start**Mail
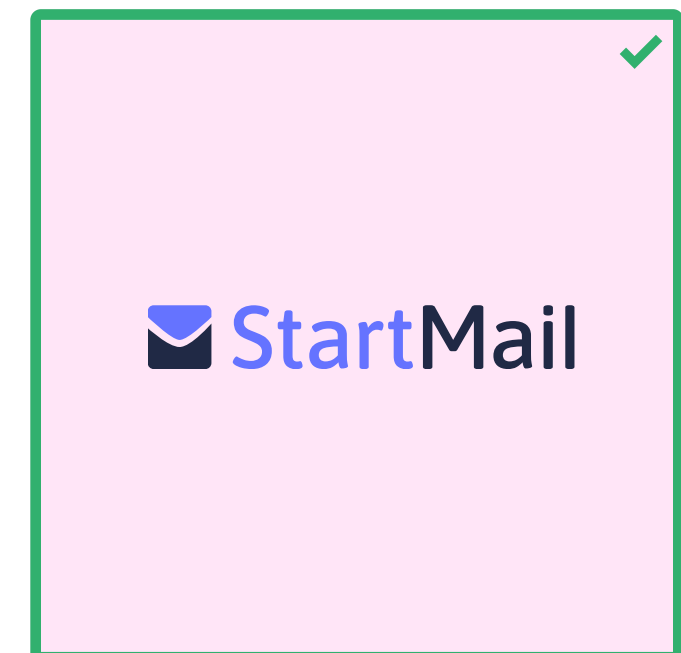
Do not use the white logo on a light-colored background

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✉ **Start**Mail

Place enough clear space around the logo

✉ **Start**Mail

Place a white (or dark) background behind full color (or white) logo

✉ **Start**Mail

Use the white logo version instead

✉ **Start**Mail

Use the full color/primary logo version instead