

## Correct Logo Use



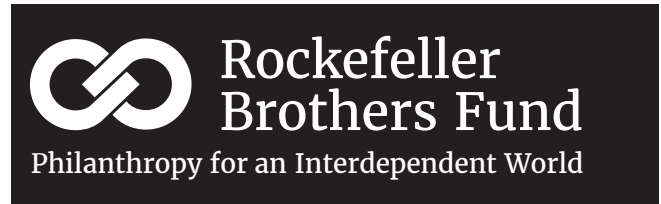
**3-Color Positive**



**3-Color Reverse**



**1-Color Positive**



**1-Color Reverse**



**Minimum Size with Tagline**



**Minimum Size with No Tagline**

The logotype and tagline must always be legible. The minimum size for the primary signature is 1.5" wide. For smaller placements, use the no tagline signature. The logo should never appear in any signature at a width less than 1.25".

On the web, the minimum size for the logo is 180px wide. For mobile and tablet views, use the no tagline signature.



There should always be a clear space equal to at least the height of the R in “Rockefeller” on all sides. This creates adequate room between the signature and other elements.



Proper placement for signature on letterhead, note cards, brochures, and other corporate literature.



Use the no tagline signature for envelopes and labels with address.

## Incorrect Logo Use

**Do not use on busy backgrounds** or where readability is jeopardized.



**Do not use under 1.25" wide** or where readability is jeopardized.



**Do not make logo one color** that is not black or white.




**Do not skew**, horizontally or vertically.



**Do not place logo at an angle.**



**Do not use symbol to function as a graphic element** such as bullet, text ending dingbat, map icon, or decoration.

Do not use symbol to function as a graphic element such as bullet, text ending dingbat, map icon or decoration. 

**Do not run type over the symbol.**

