LOGO USAGE GUIDELINES

LOGO MISUSE

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific "do nots" for our logo.

NOTE: Though manipulation of the primary logo and wordmark logo is prohibited, the isolated icon can be manipulated when used as a brand element. See examples on Art Direction and Brand Elements pages.
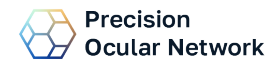
LOGO CLEAR SPACE

This recommended clear space around the logo is apporximately the height of the capital letters in the wordmark. The example below uses the letter "P".

Precision Ocular Network

✖ DO NOT flip, transform, or rotate elements

✖ DO NOT add styles, outlines or effects

✖ DO NOT use unapproved typography, recreate or mimic the custom logo typeface

✖ DO NOT create a new lockup

✖ DO NOT alter the shape

✖ DO NOT stretch or condense

✖ DO NOT use unapproved colors

✖ DO NOT add elements

✖ DO NOT alter scale of logo components

WHICH LOGO FILE TYPE TO USE?

Use the Most	.AI + .SVG	Use the Least
.PNG	**.AI + .SVG**	**.EPS + .PDF**
Most useful for creating common visual assets, print and digital.	Infinitely scalable versions of the logo. Use for special digital situations. Vendors may also request these.	Vendors will sometimes request these for production reasons.