

Minimum size and clear space

The Willow logo should always be large enough to ensure legibility in any media. The minimum size is measured by the width of the Willow Logo. In printed materials, the signature must be no less than 25 mm in width. When displayed onscreen, the Willow logo must be no less than 100 pixels in width.

The Willow logo, consisting of the word "willow" in a bold, lowercase, sans-serif font. The dot on the letter "i" is a small purple circle.

Minimum pixel size
is 100px in width

The Willow logo, consisting of the word "willow" in a bold, lowercase, sans-serif font. The dot on the letter "i" is a small purple circle.

Minimum print size
is 25mm in width

Clear space ensures the Willow logo doesn't compete visually with other graphic elements. Minimum clear space [x] is equal to 1x the height of the L in the Willow logo.



Minimum clear space is 1x

Unacceptable Usage

Design and usage standards ensure that the Willow logo is instantly recognizable however and wherever it is used.



Do not change the colour of the Willow logo outside of the provided variants.



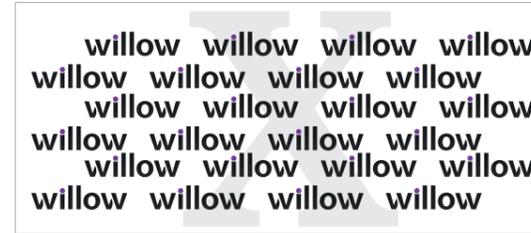
Do not use the Willow logo with a drop shadow.



Do not stretch the Willow logo or change the character spacing.



Do not choose a background colour which clashes with the colour of the Willow logo.



Do not repeat or pattern the Willow logo.



Do not apply any bevels, embossing or 3D effects on the Willow logo.



Do not rotate the Willow logo and use it at an angle. It should always be displayed horizontally.



Do not choose background colours that offer low contrast. Always strive for high contrast and legibility.



Do not change the colour of the i dot on the Willow logo.