



Pocket Casts

STYLE GUIDE

Version 1.0 – October 2018

Logo Guidelines

Download Files

Following these guidelines will ensure the logo is used correctly. Download all these assets by clicking the button on the right

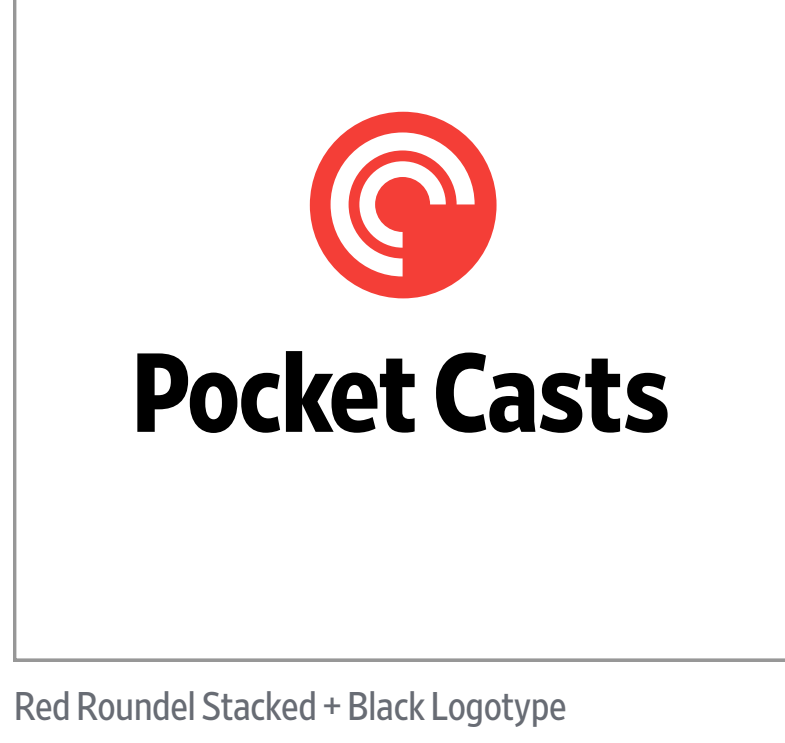
Variations



Red Roundel + Black Logotype



Red Roundel + White Logotype



Red Roundel Stacked + Black Logotype

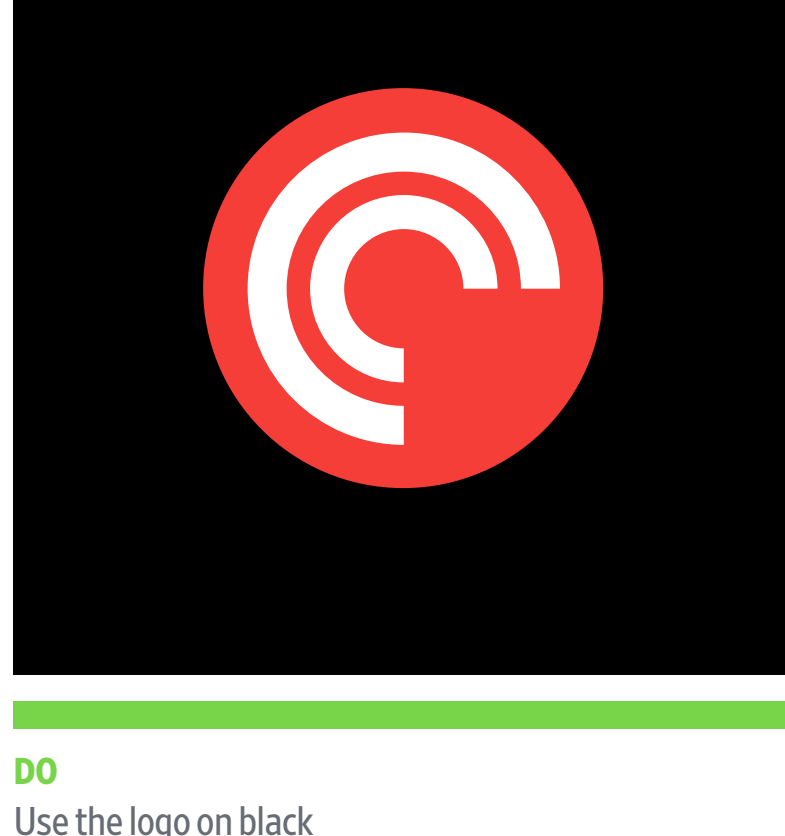


Red Roundel Stacked + White Logotype

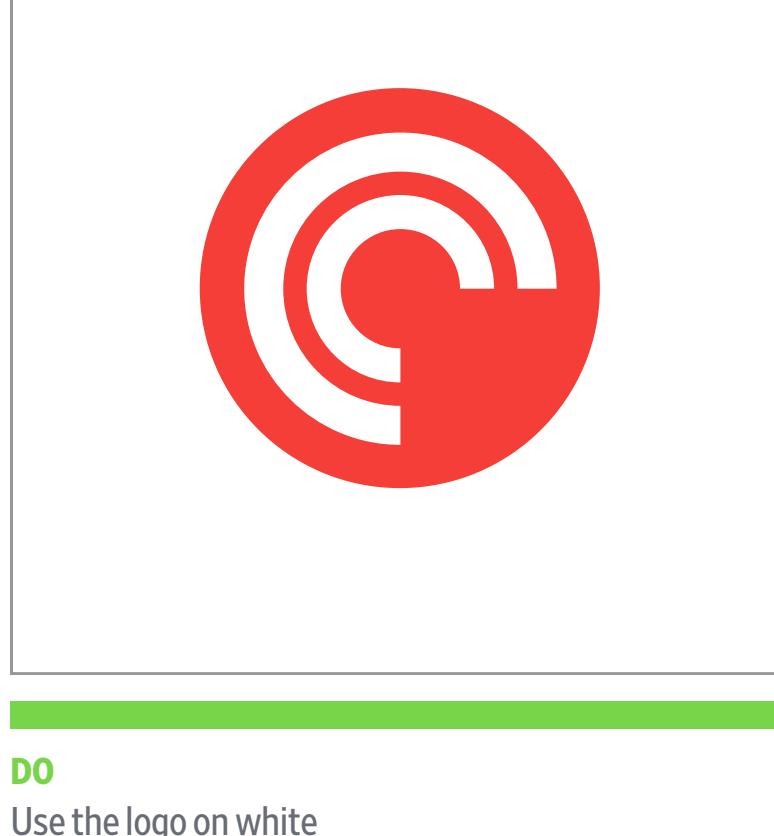


Red Roundel

Logo Usage



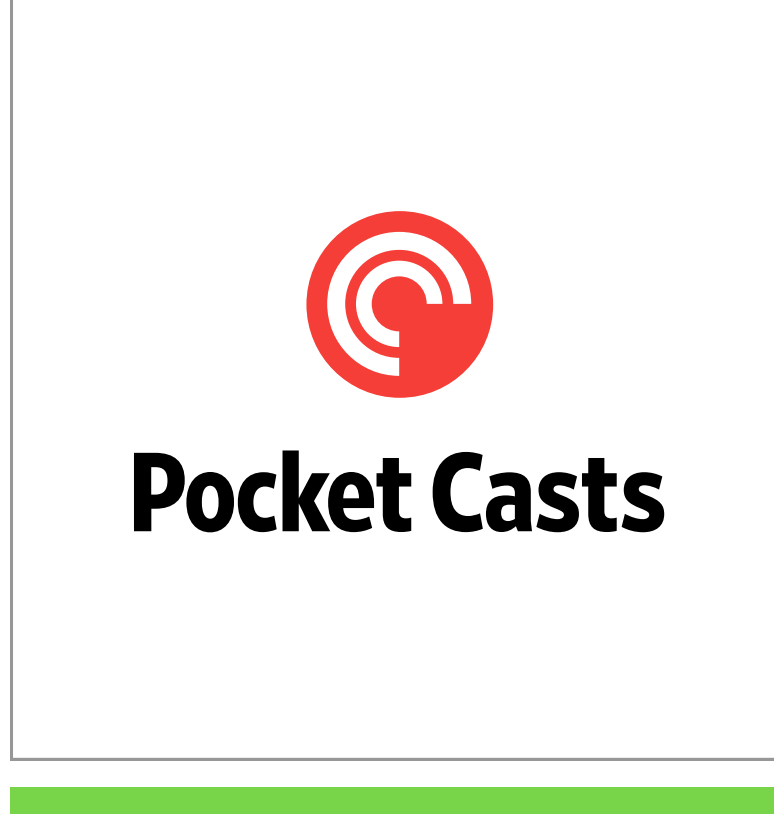
DO
Use the logo on black



DO
Use the logo on white

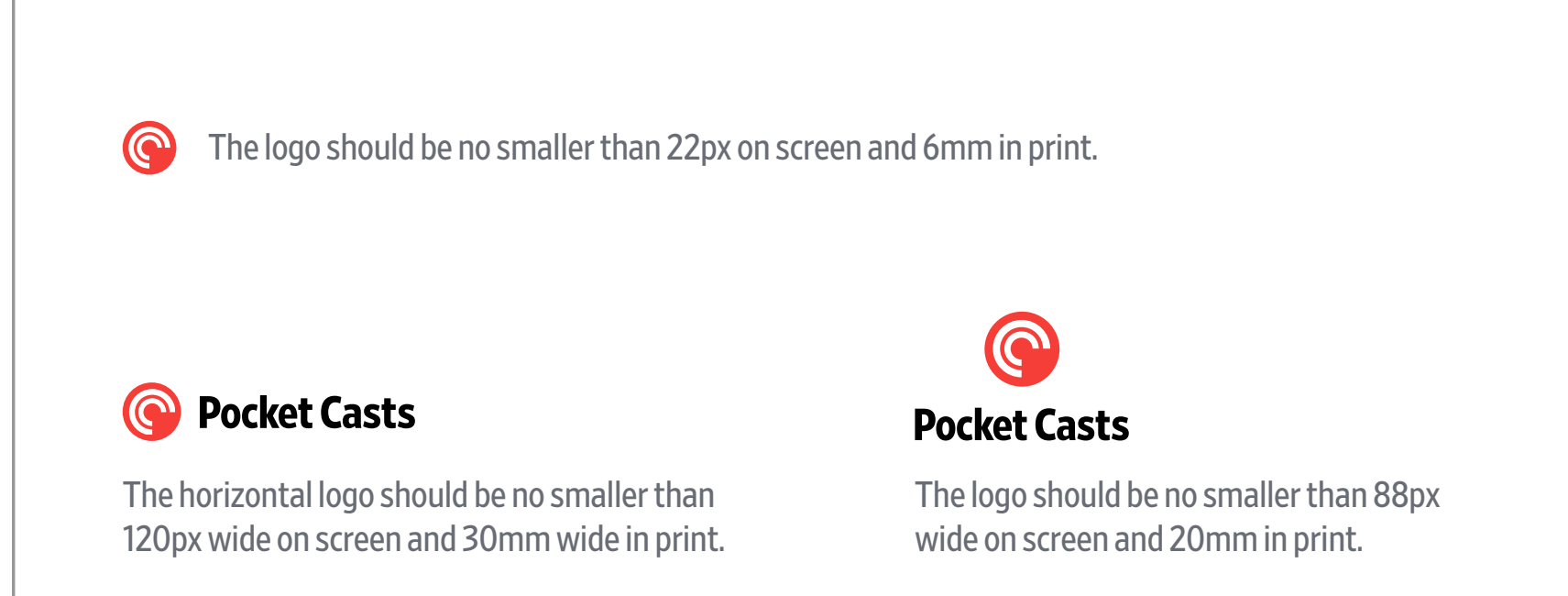


DO
Use the logo on black



DO
Use the logo on white

Minimum Size



The logo should be no smaller than 22px on screen and 6mm in print.

The horizontal logo should be no smaller than 120px wide on screen and 30mm wide in print.

The logo should be no smaller than 88px wide on screen and 20mm in print.

Logo Misuse



DON'T
Use the logo on a colour



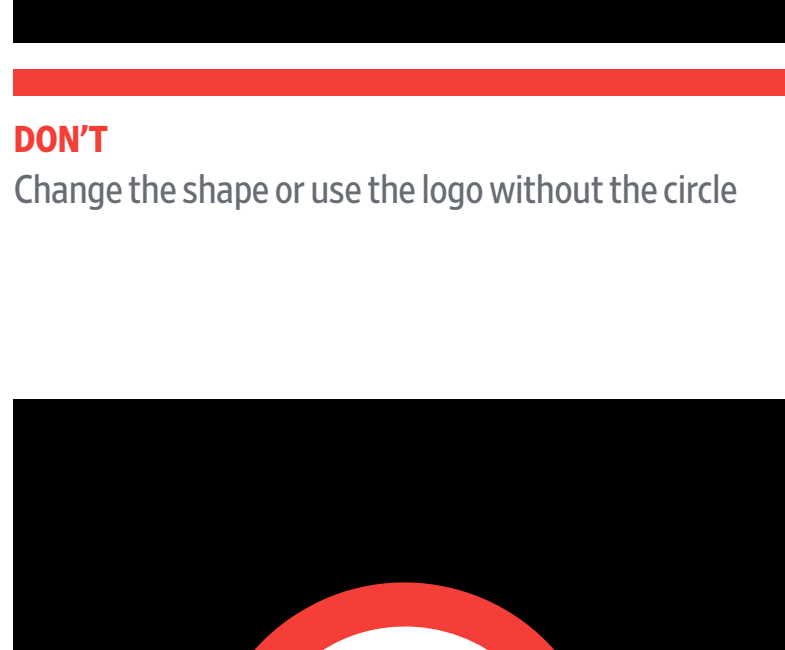
DON'T
Use the logo on a colour



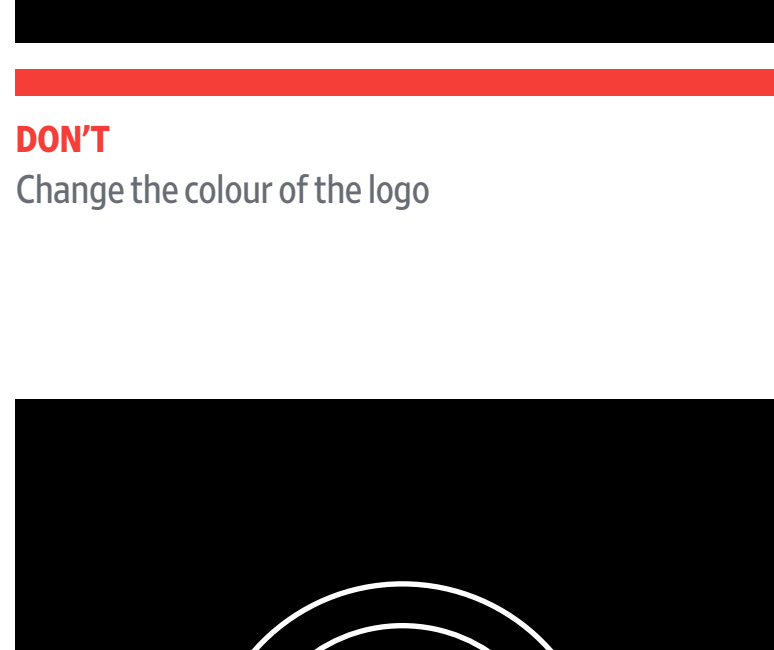
DON'T
Change the shape or use the logo without the circle



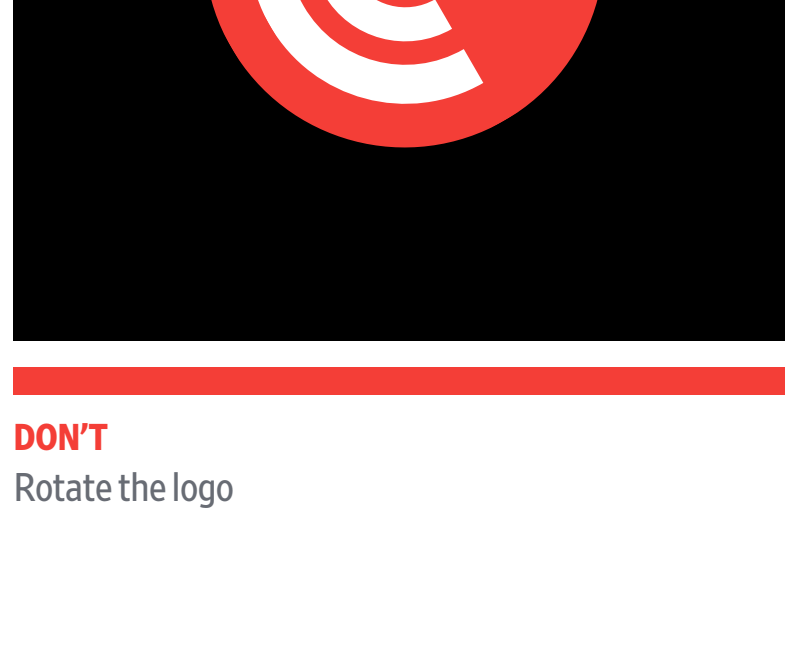
DON'T
Change the colour of the logo



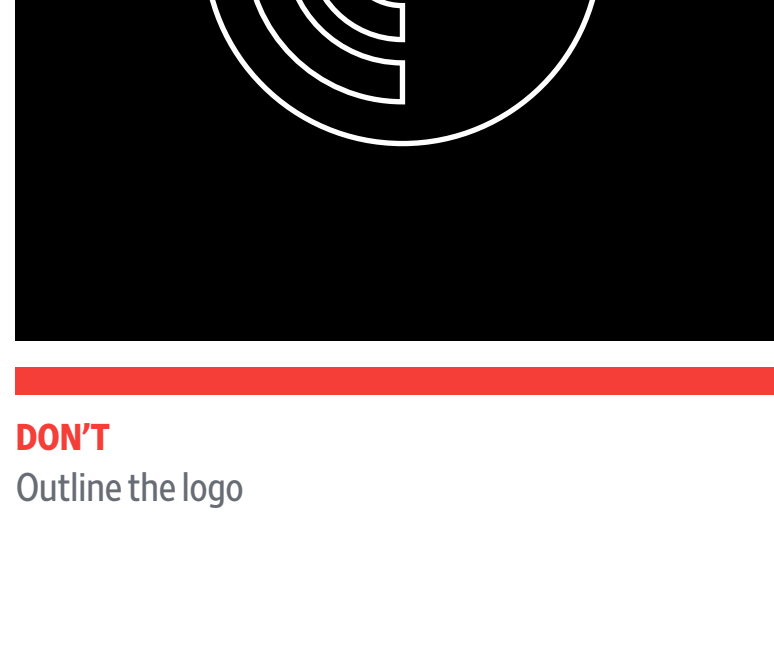
DON'T
Rotate the logo



DON'T
Outline the logo



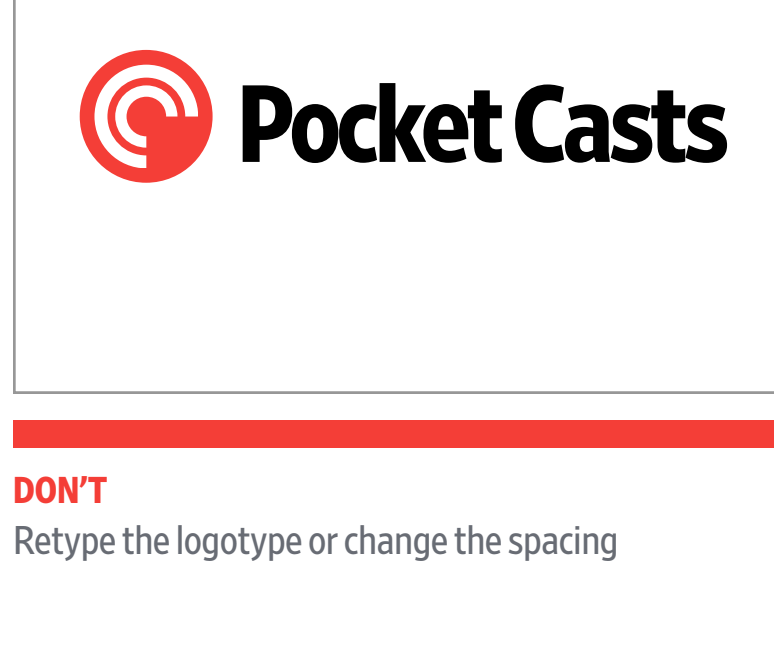
DON'T
Change the colour of the text



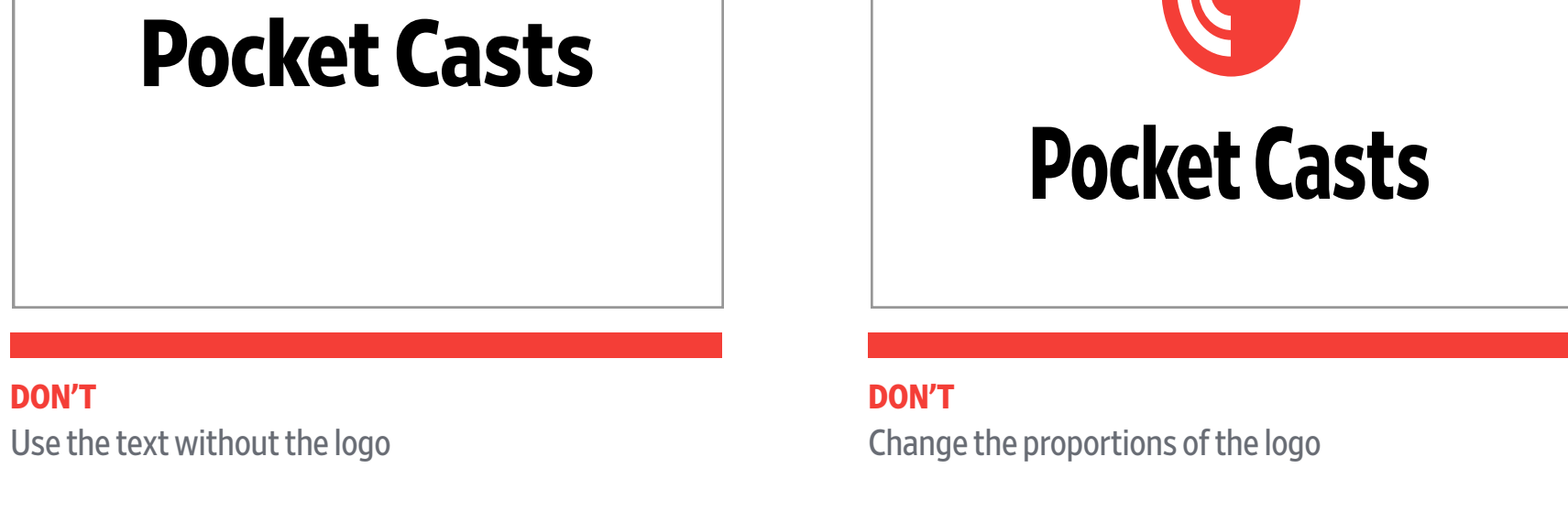
DON'T
Retype the logotype or change the spacing



DON'T
Use the text without the logo



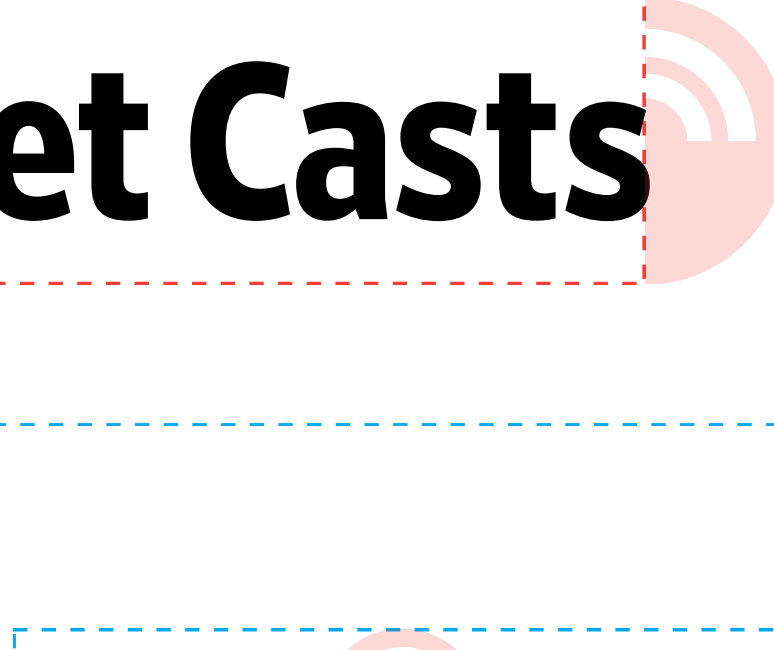
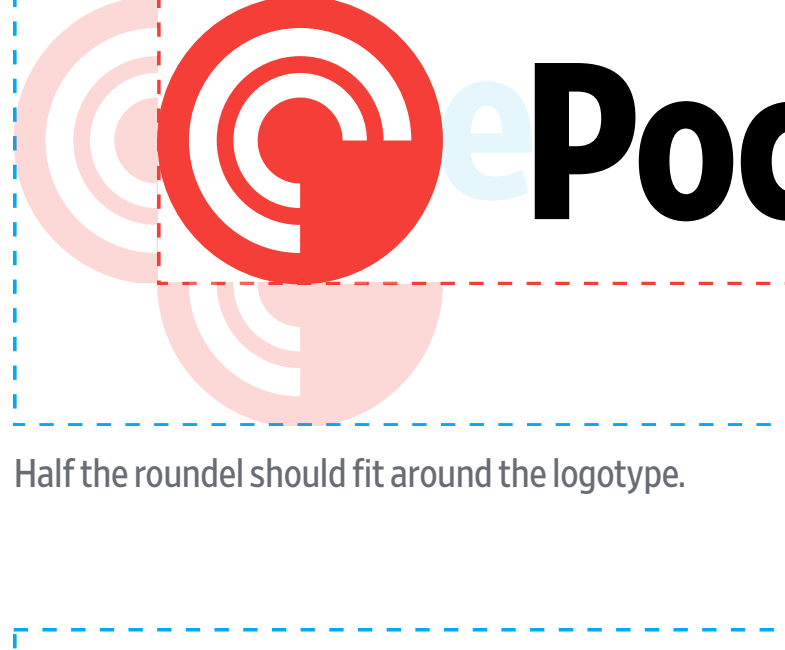
DON'T
Change the proportions of the logo



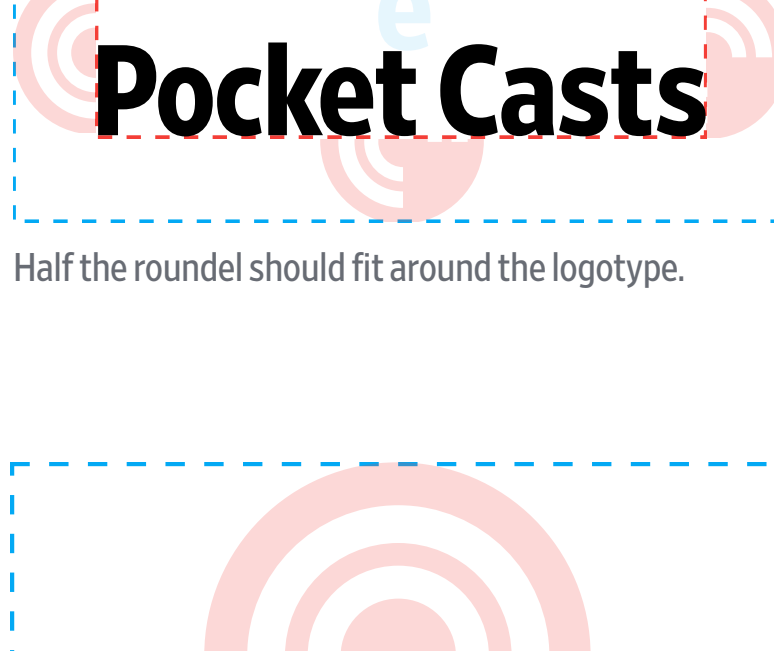
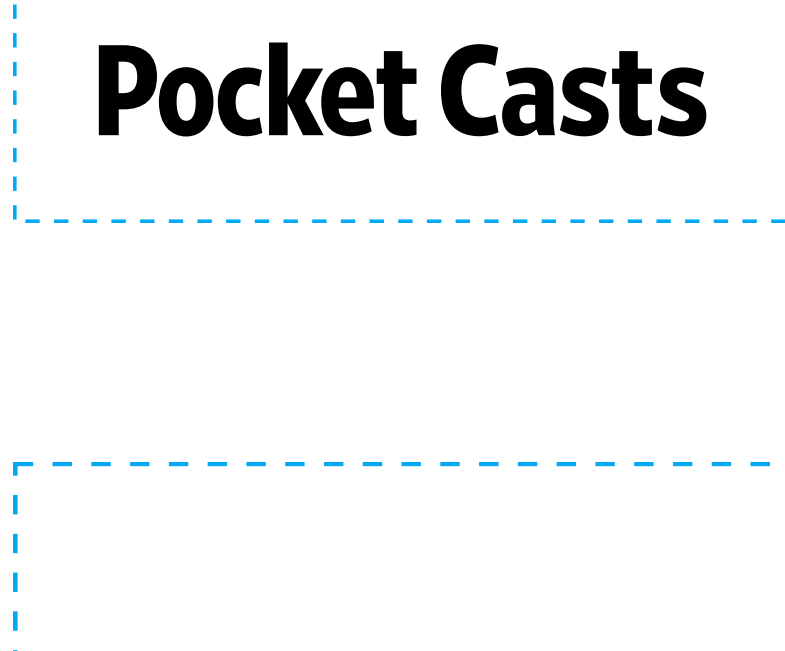
Safe Area



Half the roundel should fit around the logotype.



Half the roundel should fit around the logotype.



Half the roundel should fit around the logo.