



— the —
ITERATIVE
COLLECTIVE

BRANDING

guidelines



October 2021

Main logo

Horizontal lockup



Secondary logo

When the main logo doesn't fit
the composition



— the —
ITERATIVE
COLLECTIVE



Logo
...



Logo clearspace
= the height of letter I from Iterative



Logo
...

Clearspace

DO'S | Use the visually appropriate version of the logo on black/white or darkened backgrounds.



DONT'S |



Do not tilt, rotate, stretch, or distort the logo.



Do not use two different colors on the icon and the wordmark.



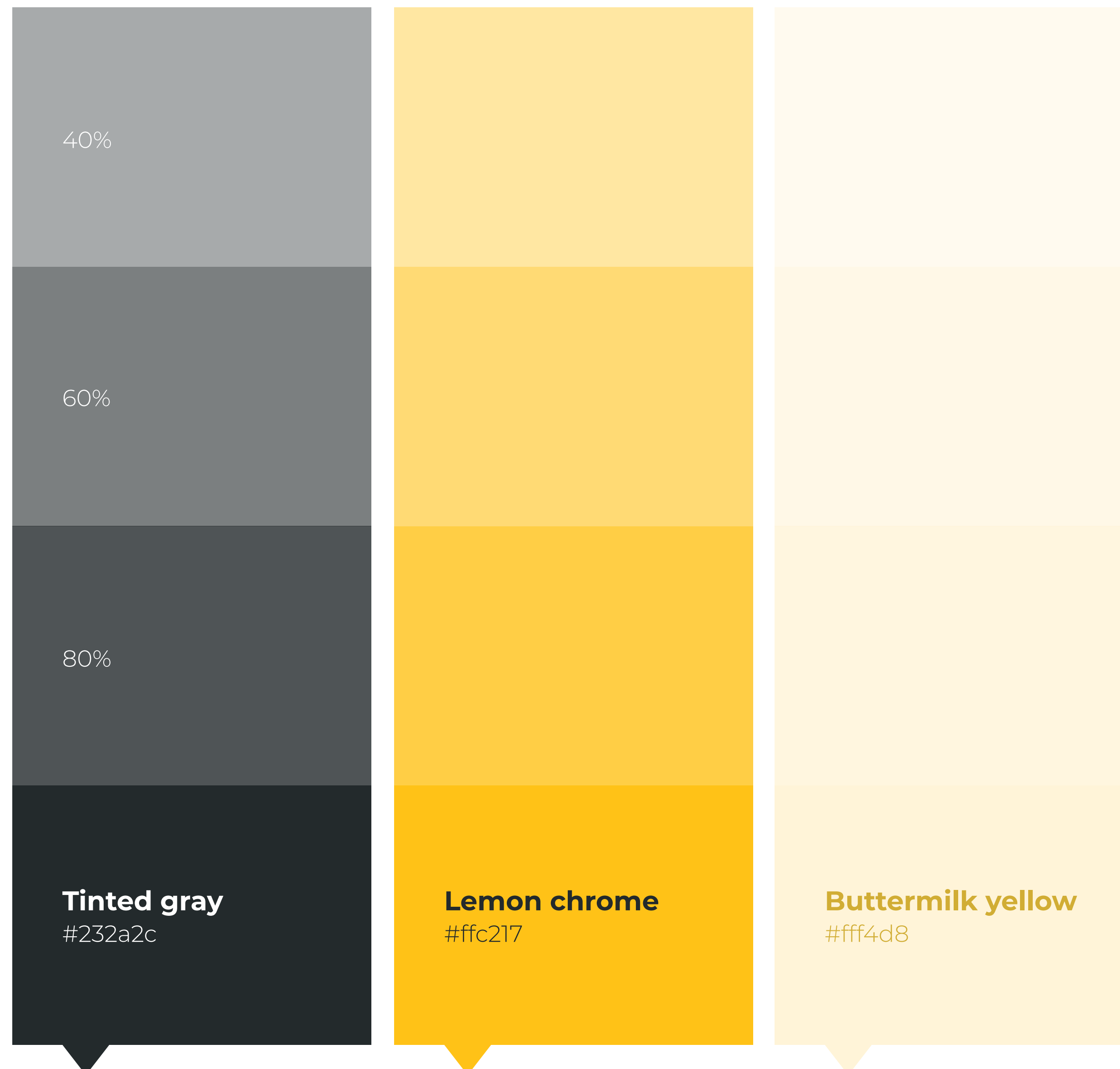
Do not outline or add shadow to the logo.



Do not use the wordmark without the icon.

Logo
...

Do's & dont's



Colors

...



Icons



Outlined



Icons



Accented

Background



For splash screens