Do’s and don’ts. So you want to use the OGSystems logo on a collateral? No problem, these are the proper formats in which to apply it.

We are a company that prides itself on being a disruptive force in our industry, however we believe in disruption with a purpose. Here are examples of what is acceptable use of our logo.

**Do’s**

- **Space around the logo**
  Logo should always be given some breathing room. Preferably placement is on white or neutral backgrounds.

- **Placement on dark backgrounds**
  If the logo need to be placed on a dark background, use the negative logo.

**Don’ts**

- **My eyes!**
  DO NOT sit the logo on high contrast or vibrant colors.

- Do not place the logo on colors and tones similar to the logos colors.

- **That’s just wrong...**
  DO NOT tilt, rotate, stretch, skew or distort the logo in anyway.

- **That’s just unnecessary...**
  DO NOT add unnecessary embellishments like drop shadows, gradients, embossing etc. to the logo.
Visibility and readability. The logo needs to be clear and readable at all times. As such, minimum display sizes and minimum clear space around the logo should be followed.

Clear space
To ensure visibility, there should be a zone of clear space around the OGSYSTEMS logo equal to or greater than the height of the O in the logo text. Nothing should appear within the clear space.

Minimum sizes
To ensure readability the logo should never be reduced to a size smaller than displayed below.

02-a Minimum Web Size
Width = 120px

02-b Minimum Print Size
Width = .7in

Unsure About Something?
Feel free to contact the guidelines author or the Marcon team for clarification.

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