Logo
The Handshake logo is the visual mark of the brand and must therefore be valued and used responsibly.
Clear Space and Minimum Size

Clear Space

Clear space is needed to preserve the legibility, impact and integrity of the Handshake identity. It is vital that no other elements infringe on its surrounding space. This space also defines the minimum distance between the mark and the edge of a format.

Minimum Logo Size

There are no predetermined sizes for the Handshake logo. Scale and proportion should be determined by the available space, aesthetics, function and viability. There is no preset maximum size for the logo.

For digital uses, the minimum size for the logotype is 100px. In print, the minimum size is 30mm.
Logo Positioning

Logo Positioning and Scale

When positioning the Handshake logo, placement toward the corners of the canvas help to create a more interesting composition. If all corners are visually occupied, center alignment to the left or right of the canvas is preferred. The logo should be sized properly to create hierarchy in the composition. In most cases, the width of the logo should be less than 50% of the overall composition.

The preferred logo placement is in any corner position, or center aligned at the right or left.

In certain applications, the lock-up will need to be centered but this position should only be used in moderation as it can look generic and predictable.

Alternative Positioning
In order to maintain a consistent brand appearance, it's important to only use our logotype in approved color combinations and backgrounds.

These color combinations have suitable contrast for use across a wide variety of media and formats. In almost all scenarios, our logotype should only be used in black or white.
Misuses

Our logo and symbol announces us to the world. It’s important that we treat them with respect and extra care.

Please follow these guidelines when using our wordmark and symbol.

The examples on this page show incorrect usage.

- Avoid using our logo in color
- Avoid cutting our logo
- Avoid editing the letter spacing of our logo
- Avoid resizing our logos
- Avoid expanding our logo
- Avoid applying effects to our logo
- Avoid using our logo on complex imagery
- Avoid using our logo on low contrast imagery
- Avoid compressing our logo
- Avoid cropping our logo
When determining positioning and clear space for educational or brand partnerships, use the same principles that apply to logo clear space as guidance.

Partner logos should be separated by one full ‘H’ increment of clear space and scaled proportionally to the height of our logotype. Additionally, a thin italic vertical rule that matches the 80 degree angle of the ‘H’ may be used to clearly differentiate logos.

**Minimum Sizes**

The size of the partner brand lockup should follow the logotype minimum size. The italic vertical rule should not go below 1px in digital applications and 1pt in print applications.