

Augur Logo Guidelines

July 2020

LOGO

Primary Composition

The primary logo for Augur is made up of 2 parts: the glyph (arrow / pyramid silhouette) and the type.

The horizontal composition is preferred for most use cases.



LOGO

Primary

Composition: Clear space

The minimum clear space is measured by the width and height of the letter 'a'.

When using only the glyph, it's best to maintain that proportion between the glyph and any adjacent elements.

The minimum size of our glyph is 24px on screen, measured by the height of the pyramid. Legibility should always be your top priority.



— GLYPH MAX REDUCTION: 24px height

LOGO

Primary

Composition: Color variations

Full logo can be used in 1 or 2 tints. Logo should be used in 2 tints always, except:

- In contexts where green color has no contrasts with background or there is production limitations.

- Logo is a supporting element and does not need to draw attention (e.g use in documentation or if on each page of a slide deck)

In those scenarios, logo must be used on Augur Navy, Black or White.



LOGO

Vertical Composition

Vertical composition must
be used when the primary
composition is not a good fit.



LOGO

Vertical Composition: Clear space

The minimum clear space is measured by the width and height of the letter 'a'.

When using only the glyph, it's best to maintain that proportion between the glyph and any adjacent elements.



LOGO

Vertical

Composition:
Color variations

Full logo (Glyph + Type) can be used in 1 or 2 tints, following the same guidelines in the Primary Composition version:



LOGO

REPV2 Icon

REPV2 icon must be used
when referring to REPV2.



LOGO

Logo Misuse

It is important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way.

Its orientation, colour and composition should remain as indicated in this document – there are no exceptions.

- DO NOT outline or create a keyline around the logo.



- DO NOT rotate the logo



- DO NOT distort or warp the logo in any way.



- Avoid using the logo on complex backgrounds.



LOGO

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- DO NOT alter logo element proportions.
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- DO NOT include gradient on glyph
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- DO NOT alter logo color or change it.
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- DO NOT alter logo element position.
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