

## Incorrect Usage

The examples on this page are not comprehensive, they are only a small sample of how NOT to use our logo. To ensure accurate, consistent reproduction of the logo, never alter, add to or attempt to recreate it. Always use the approved versions.

Avoid using the brand mark on a background that compromises the readability or visibility of its elements (see example top left).

Do not move the Pipelet from its original position in relation to the Logo text (refer to the example top right).

Avoid unnatural logo stretching, even in small increments (see example bottom left). Always use the corner drag when resizing the Brand Mark to maintain proportions.

Do not, apply the full colour logo, to backgrounds with strong clashing colours.

