

Logo Guidelines

Exclusion zone

The exclusion zone around the primary logo is taken from the “Index Arrow” above the X. This exclusion zone provides a cushion around the logo from other design elements, to ensure it is always fully visible and recognizable.

Minimum sizes

The primary logo has a minimum width for digital and print to ensure maximum legibility at all times across all applications and formats.

When scaling the primary logo, ensure that it isn't scaled down below the minimum sizes specified to the right.



Index¹
Exchange

DIGITAL
Minimum width:
150px

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PRINT
Minimum width:
40mm

Guidance

Primary logo

Appropriate brand consistency begins with the primary logo and extends throughout the logo system to the supporting, tertiary, and the Index Arrow.

Incorrect usage of the primary logo or logo system will create inconsistencies in brand communications, and should be avoided in all instances.

Key points

01. The primary logo, or any of the logo system lockups, should NEVER be rearranged, customized, or changed.
02. When scaling the logo, make sure to constrain proportions to avoid warping.



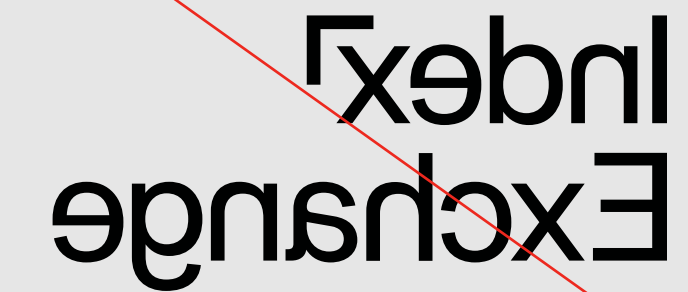
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DON'T
Warp the logo in any way.



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DON'T
Add extra elements to the logo.



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DON'T
Flip or reflect the logo.



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DON'T
Add an outline to the logo.



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DON'T
Change the logo spacing.



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DON'T
Add effects to the logo.



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DON'T
Apply a pattern to the logo.



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DON'T
Outline the logo.



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DON'T
Apply drop shadows to the logo.

Correct placement

Angles

Having a prominent right angle in the primary and supporting logo system means they apply themselves well to corners.

With very few exceptions (for example, social media icons) the icon should be placed in the corner of compositions, hugging the side of the margins of the grid.

Utilizing the grid

The grid system utilizes right angles in its margin setup.

Maintaining consistency with logo placement is vital to a cohesive identity across platforms and applications.



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Incorrect placement

Tilted

The primary logo or alternatives from the logo system must never be tilted horizontally. They must remain vertical.

Centered

The primary logo or alternatives from the logo system must hug to the borders and margins of the composition, never centered.

Full bleed

The primary logo or alternatives from the logo system should never be applied full bleed across an application.

