Responsive Logo Quickguide™

A strong visual identity builds alignment and customer loyalty. Correct application of the Microscope trademark strengthens the corporate brand. Use this quick guide to apply the brand consistently in day-to-day use.

RESPONIVE LOGO SYSTEM
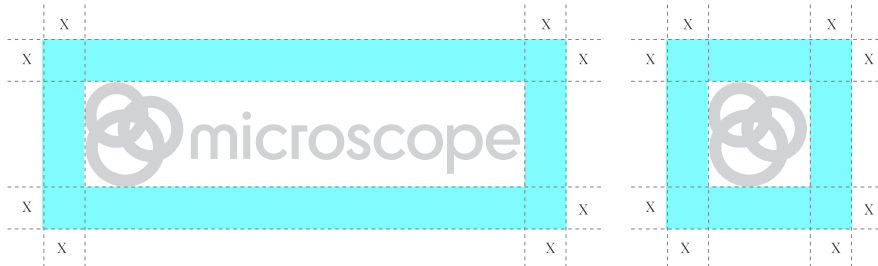

Primary Lockup

Stacked Lockup
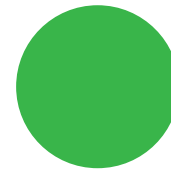
Wordmark

Logo

CLEAR SPACE

Trademark Clearspace

To ensure the Microscope lockup and logo are consistent, maintain optimal legibility and prominence, an area of clear space has been defined.
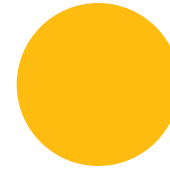
This clear space should be maintained around the logo in all applications. The distance should, ideally, be equal to or greater than the X indicator.

For Microscope, the X indicator is the dimension of the height of the letter r in the lockup. This space is indicated by "X" in the diagrams above.
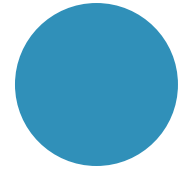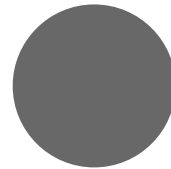
COLOR PALETTE

MICROSCOPE GREEN
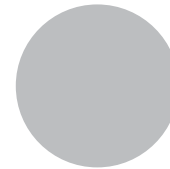CMYK 75 0 100 0
HEX #3BA933
R59 G169 B51

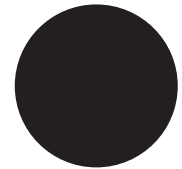MICROSCOPE GREEN CMYK
0 28 100 0
HEX #FAAE00
R250 G174 B0

MICROSCOPE BLUE
CMYK 77 31 15 0
HEX #2D7EAC
R45 G126 B172

MICROSCOPE MED GRAY
CMYK 59 51 50 19
HEX #555555
R85 G85 B85

MICROSCOPE LIGHT GRAY
CMYK 0 0 0 30
HEX #999999
R153 G153 B153

JUST BLACK
CMYK 0 0 0 100
HEX #00000
R0 G0 B0

TYPOGRAPHY

IBM Plex Sans + **IBM PlexSans SemiBold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ £ $ % ^ & * ® © $ € £ ¥ ¢ : ;