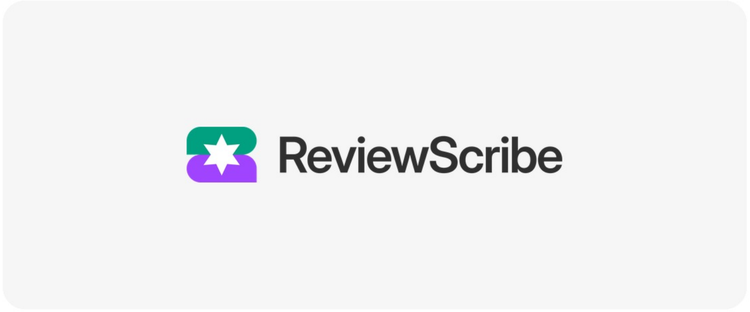
ReviewScribe

Brand guide

Logo, colors and usage

Logo

Use the full-color logo on white or light backgrounds and the white logo on dark backgrounds.

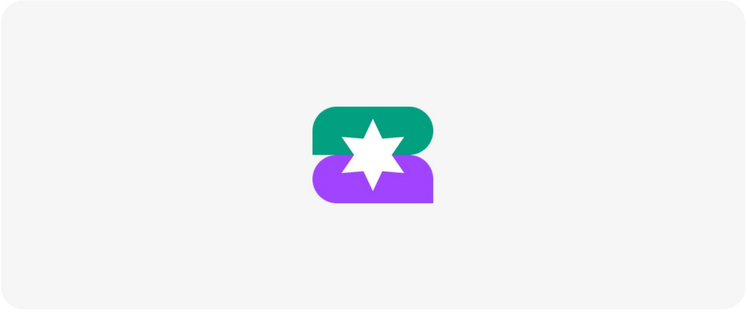


Logo, light backgrounds

reviewscribe-logo.svg / .png

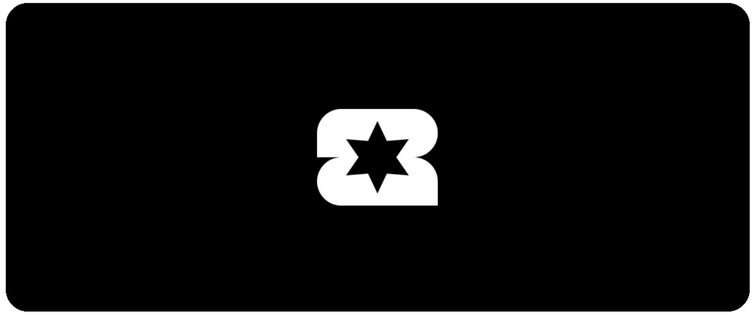
Logo, dark backgrounds

reviewscribe-logo-white.svg / .png



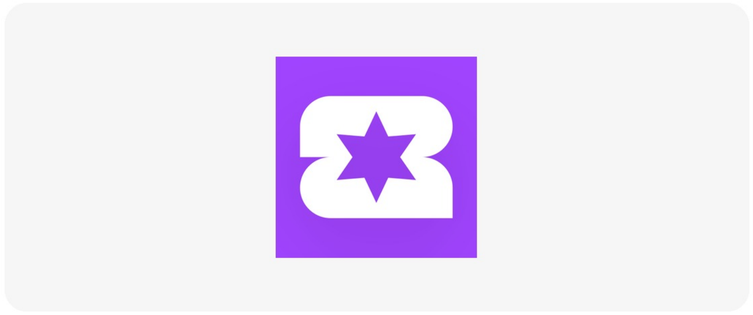
Icon, light backgrounds

reviewscribe-icon.svg / .png



Icon, dark backgrounds

reviewscribe-icon-white.svg / .png



Icon on purple, for profile pictures

reviewscribe-icon-purple.svg / .png

Icon on green, for profile pictures

reviewscribe-icon-green.svg / .png

Colors

Two brand colors make up the icon; the wordmark is a dark grey.

Primary

HEX #00A080

RGB 0 160 128

Secondary

HEX #A144FF

RGB 161 68 255

Wordmark

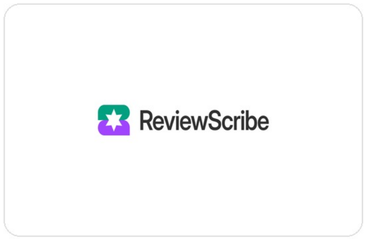
HEX #303030

RGB 48 48 48

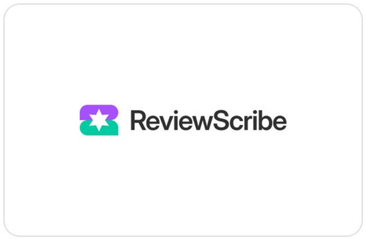
Logo usage

Keep the logo clear and unchanged.

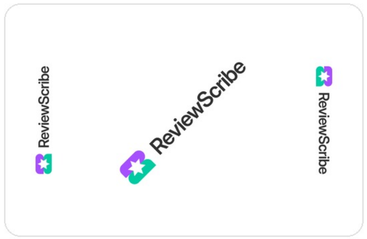
- Don’t use the original logo on dark surfaces



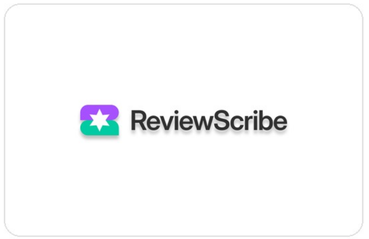
- Don’t stretch or distort the logo



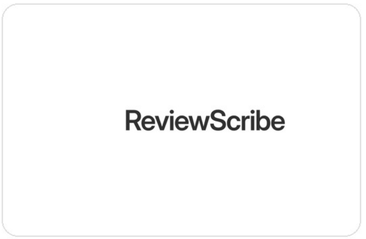
- Don’t change or alter the colors



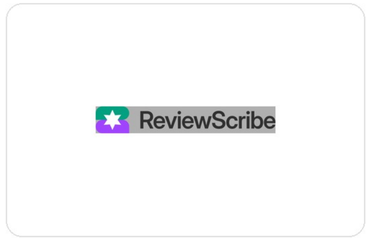
- Don’t rotate, flip or tilt the logo



- Don’t add deep shadows



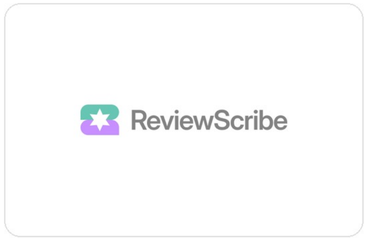
- Don’t use a text-only logo



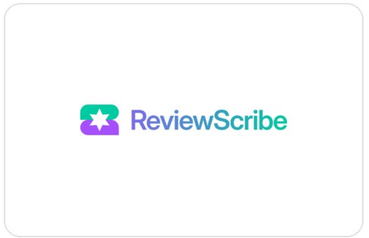
- Don’t add a fill or place it on a low-contrast background

- Don’t add outlines or borders

- Don’t use the logo as a watermark



- Don’t change the opacity



- Don’t apply gradients or change the wordmark color