

Thank you for your interest in sharing Progressive Automations brand awareness!

PROPER LOGO USAGE

To prepare our logotype for your specific project, make sure to share the required size and format of logotype as well as background color of the logo placement via email: social@progressiveautomations.com

The order of our logo elements – both placements and proportions – cannot be changed. To ensure logo integrity and visibility, Progressive Automations' visual identity should be kept clear of competing text, images or other graphic elements. It is not permissible to change the ratio of the text, symbol, or tagline. There must be adequate, clear space surrounding the identity on all four sides.*

* In cases where the size of the logo is so small that the letters of the descriptor become less than 5pt, it is recommended to use a logo without a tagline.

DON'T'S

- Reverse
- Stretch
- Change the color
- Apply effects
- Apply transparency
- Scale without using proportions



DO'S

- Scale 1:1
- Minimum logo size is 0.944882 inches (24 mm)



LOGO PLACEMENT ON A COMPLEX BACKGROUND

- ✓ **It is allowed** to place the logo on a complex background if the background is dark or blurred both inside and around the logotype.
- ✗ **It is forbidden** to put the logo on variegated textures. In this case, the logo should be solely placed on a white or black blurred background for a better contrast display.