



NO SHOW,
JUST GOOD WORK

APP SHACK

Logo guidelines



STYLEGUIDE

Please refer to the guidelines for color use, variations, clear space, minimum size and incorrect use cases.

LOGO

The logo sign represents the visual concept of the Swedish traditional cottage and features the App Shack brand background story.

Vertical

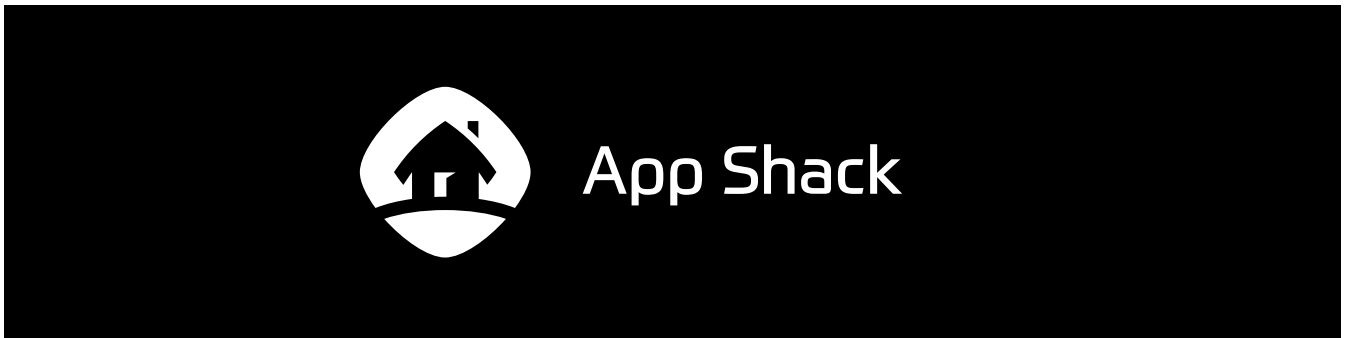


Horizontal



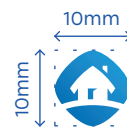
BLACK AND WHITE VERSIONS

The Black and White Logo versions should only be used in situations where you cannot print full colour.



Minimum size

The minimum size should never go below 10 mm.



Favicon

For the favicon we use the original version of the sign.



SPACING AREA

The logo needs sufficient breathing room to maintain its visual integrity.

Vertical



Good clear space

Horizontal

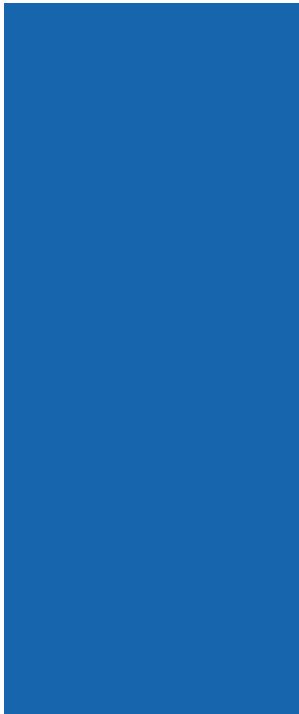
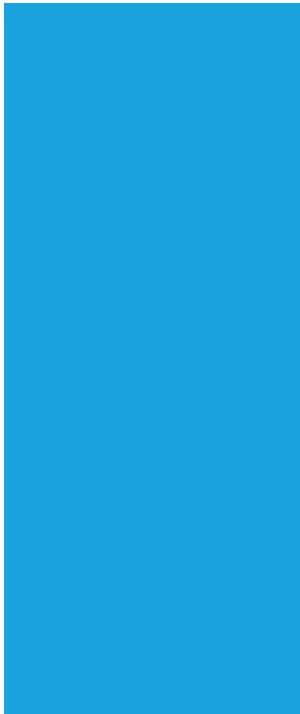


Good clear space

"X" is the size of letter "A"

COLOR SCHEME

Colors



HEX CMYK
#21a1dc 73
 19
RGB 0
33 161 220 0

HEX CMYK
#0c5da5 93
 62
RGB 4
12 93 165 0

HEX CMYK
#222950 99
 90
RGB 36
34 41 80 35

LOGO VIOLATIONS

All versions of the logo are custom drawn and must not be adjusted, altered or redrawn in any way.

The Logo proportions shouldn't be changed.



Do not use any color other than the approved colors for the Logo.



Do not change disposition and layout of the Logo elements.



Do not add a stroke or apply special effects to the logo elements.



Don't transform separated elements of the Logo.



The font of the Logo shouldn't be changed.





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