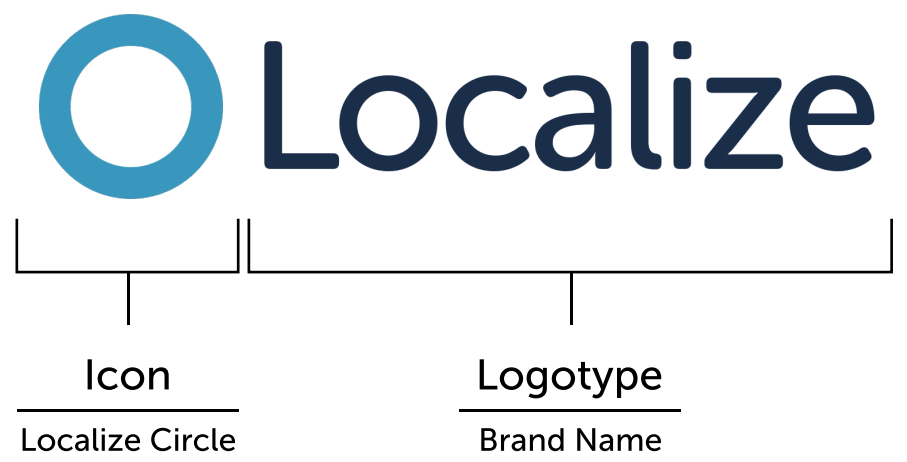# Logo Standards

The Localize logo is the trademark of the brand and it is comprised of two elements:

1. Icon / Localize Circle
Represents the global reach of new markets

2. Logotype / Brand Name
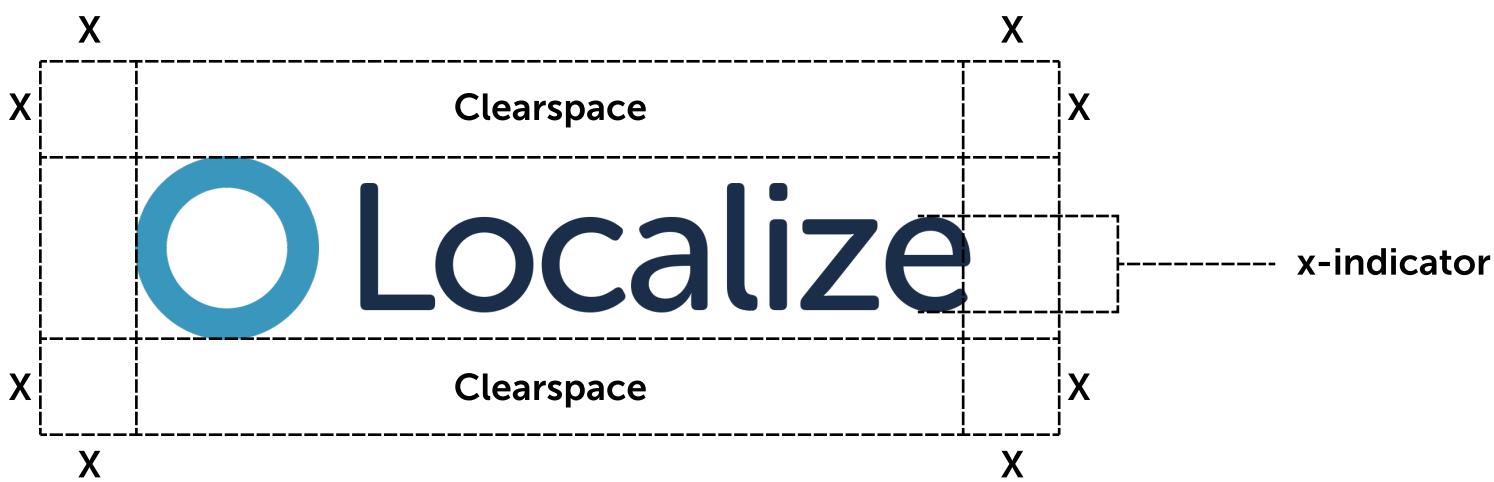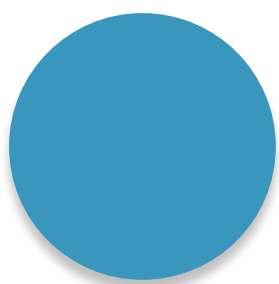Clearly communicated brand name that identifies our product

Icon
Localize Circle

Logotype
Brand Name

Color Variations

Logo - White

Logo - Blue

Logo Usage

X
X
Clearspace
X
X
Clearspace
X
X
X
X

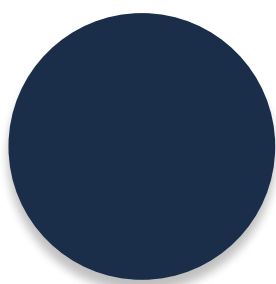x-indicator

Colors

Boston Blue

#3997BD

57, 151, 189

Big Stone

#1A2D49

26, 45, 73

White

#FFFFFF

255, 255, 255

Improper Usage

Not enough spacing between icon and logotype. Also icon stroke is not wide enough.

Not enough spacing between icon and logotype. Also icon stroke is not wide enough. And icon is aligned with logotype.