

# .onL Logo Standards

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## Logo

The .ONL logo consists of a round icon and a tagline 'you online'. The tagline should be used whenever possible. The tagline 'you online' should be centered below the circle icon unless a horizontal configuration is needed. Scale icon and tagline proportionally. The logo and tagline should never be altered by condensing, stretching or distorting.



horizontal configuration if needed

## Type Elements

The tagline font is **Neutra Text Bold**. This font should be used for any supportive copy whenever possible.

## Colors:

The logo circle should always appear in green and the dot inside of the 'o' should always appear in blue. The 'you online' tagline copy should be in blue or it can knock out to white if used over a dark color or photograph. Be sure that there is enough contrast in the image for the type to read clearly.



tagline can knock out to white if needed