

# FinOps Foundation

BRAND USE GUIDELINES



# FinOps Foundation



## Logo

### Usage

Clarity and high contrast are essential. Use the white logo on dark backgrounds and the dark blue/gray logo on light backgrounds. When no color is allowed, the grayscale logo will suffice.

Generally, it's best to use the full logo to clearly and quickly communicate who you are. The cube rarely stands alone unless it is being used as a favicon, profile picture, as part of a pattern or illustration, or on a loading screen.

### Clearance

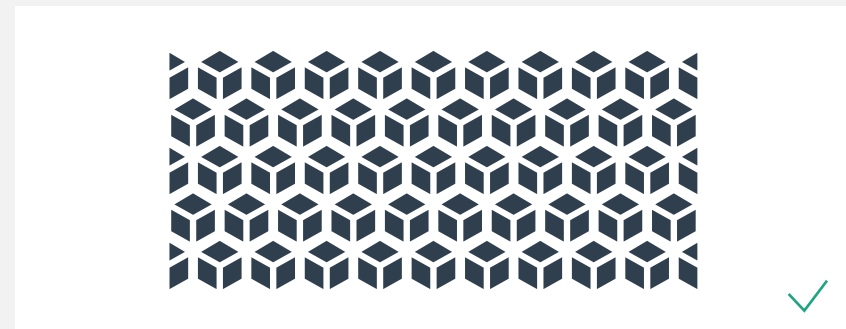
The logo should be surrounded by generous amounts of clearspace on all sides. At minimum, ensure that no elements encroach within the area shown to the right (equal to the height of a capital F).



ALWAYS USE HIGH CONTRAST



PLACE ON SIMPLE BACKGROUNDS



USE CUBE AS PART OF A PATTERN



USE SIMPLE BACKGROUND COLORS



TWO-COLOR LOGO ON LIGHT BACKGROUND



TWO-COLOR LOGO ON DARK BACKGROUND



## Logo

### Incorrect Usage

The logo should be used in a way that is easy to read and quickly communicate who you are. Alterations to the logo such as stretching, skewing, or rearranging the mark will dilute the brand.



NEVER STRETCH OR SKEW



NEVER APPLY AN UNAPPROVED COLORS



NEVER ADD A DROP SHADOW OR OTHER EFFECTS



DON'T USE DIFFERENT TYPEFACES



NEVER USE LOW CONTRAST OR AN OUTLINE



NEVER USE AT AN ANGLE



NEVER PLACE ON A BUSY BACKGROUND



NEVER CHANGE THE LOCKUP