Big Switch Networks Corporate logo usage guidelines

Minimum Clear Space
The Big Switch Networks brandmark should be used with the preferred clear space, defined as the width of one arrow that makes up the brandmark. No other elements should be placed within the clear space

Minimum Size
Never use the Big Switch Networks brandmark in print applications smaller than 1" across. In Web applications no smaller than 130 pixels wide.

Positive (blue PMS 299 and gray PMS 440)

Reversed 100% white

Positive (100% black)

Reversed 100% white and PMS 299 blue

Do not put on background lighter than 65% black

Positive (blue PMS 299)

In certain instances, when only one color is the only option, we may choose 100% blue. Make sure there is enough contrast between the background and the logo.

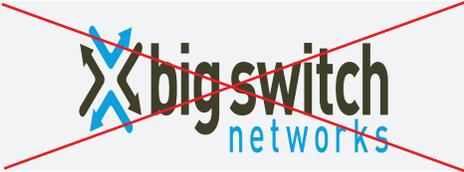# Incorrect usage of the Big Switch Networks Corporate logo

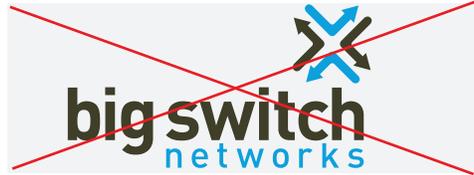Do NOT stretch the logo horizontally

Do NOT reposition the word "Networks"

Do NOT stretch the logo vertically
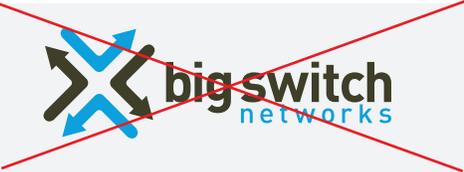
Do NOT re-position the logomark

Do NOT alter the color from the guidelines

Do NOT alter the color from the guidelines
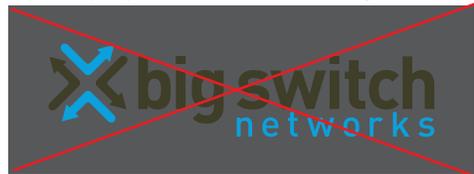
Do NOT disproportinately scale the logo

Do NOT disproportinately scale the logo

Do NOT use the type without the logomark
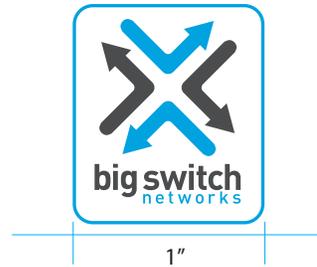
Ensure proper contrast with background

Vertical Logo Variation
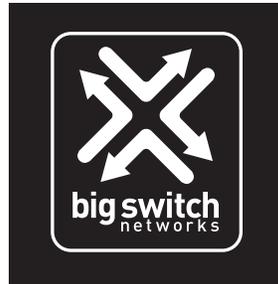
Same clear space applies as in horizontal logo

1"

Minimum Size
Never use the Big Switch Networks vertical logo
in print applications smaller than 1" across. In Web
applications no smaller than 130 pixels wide.

Positive (blue PMS 299 and gray PMS 440   )

Reversed 100% white

Positive (100% black)

Reversed 100% white and PMS 299 blue

Do not put on background lighter
than 65% black

Positive (blue PMS 299)

In certain instances, when only one color
is the only option, we may choose 100%
blue. Make sure there is enough contrast
between the background and the logo.