

# B2C Logo



## Clear-space

There should always be a minimum clearance around the logo, approximately the width and height of its "N" character. The logo can be placed upon backgrounds or ontop of imagery, but there must be enough contrast for maximum visibility.

## Size

The logo's width should be scaled at **15%** of the shortest edge, while never ever appearing smaller than .5" wide.



### Minimum Size

Only to be scaled as such in extreme circumstances!

## Incorrect Logo Usage

- 1 Do not skew or warp.
- 2 Do not outline in any way.
- 3 Do not add a drop shadow.
- 4 Do not rotate or reorient.
- 5 Do not space out characters.
- 6 Do not use multiple colors.
- 7 Do not remove or move the <sup>TM</sup>.
- 8 Do not blur.
- 9 Do not drop the second or third lines under the chunky NYC.