

# Front Logo Usage Guidelines



## Logo Full Lockup



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## Logo Black and White

The logo consists of a dark blue icon on the left, which is a square with a circle inside, and the word "Front" in a bold, dark blue, sans-serif font to its right.

**Front**

Atoms /

## Logo Icon Only



Atoms /

## Logo Icon Only



## Logo Icon

This is the Front icon. It is suitable for use in formats that are unsuitable for the primary logo, example: social avatars. The violet icon can be used on both light and dark colored backgrounds.

Note: There is a micro version for use at sizes below 60px.



## Logo Primary



The diameter of the dot in the icon defines the clear space, ensuring no elements encroach to maintain visual clarity.

## Logo What Not To Do

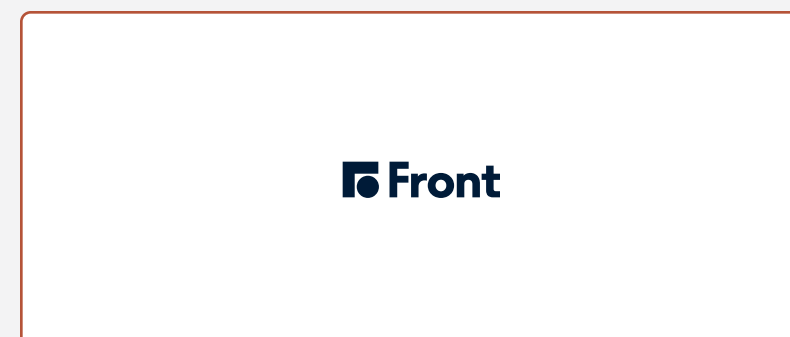
⊗ Don't resize the Front icon relative to the wordmark



⊗ Never utilize the Micro logo at large sizes



⊗ Never utilize the Default logo at smaller sizes



⊗ Never display the Front wordmark without the icon

