

UP — Circus
& Performing Arts

Logo Guide

Logos

Our visual identity includes 2 main types of logos: a standard logo & a line version. Each version is available in solid black and & white to ensure flexibility & adaptability across different backgrounds & media.

PRIMARY LOGO

Bloc version

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Line version

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SECONDARY LOGO

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COLOR VARIATIONS

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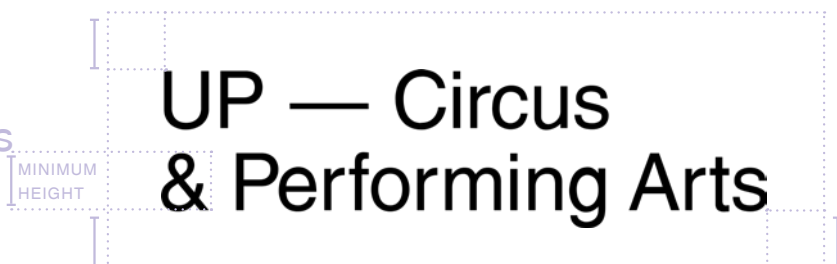
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Usage

The choice of which logo to use [standard or line] depends on the specific application & format. This decision is at the discretion of the designer.

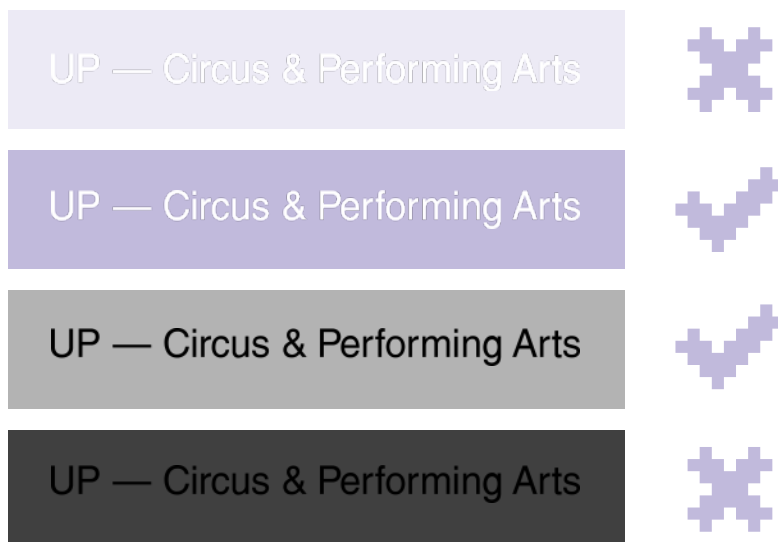
SAFETY AREA

Maintain a clear space around the logo equal minimum to the height of the & in the logo. This space ensures that the logo remains uncluttered & visible.



READABILITY

Ensure the logo is readable by avoiding low contrast backgrounds. Examples of low contrast include dark logos on dark backgrounds & light logos on light backgrounds.



PROPORTIONS

Do not stretch or distort the logo in any way. The aspect ratio must be maintained at all times.

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ORIENTATION

Do not change the orientation of the logo. It should always be displayed in its original form.

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Links

All files are available at the following link.
Don't hesitate to contact us if you need
any assistance!

→ [Download the files here](#)

Not finding what you're looking for?

Send us an email @ communication@upupup.be