



**MINEDGE LEARNING**

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Primary Logo



Icon



Stacked



Horizontal



## Clearspace



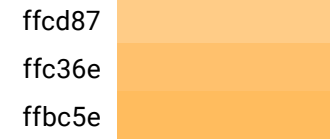
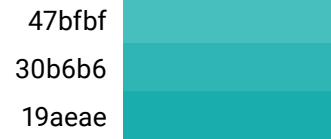
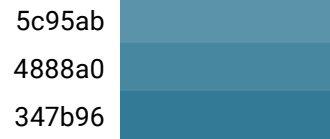
The clearspace is defined by dividing the width of the large M in the icon by the golden ratio: 1.618. This new width is used as the clearspace around the logo. Clearspace should be respected when using any variation of the logo.

$$\text{M} \div 1.618 = \text{M}$$

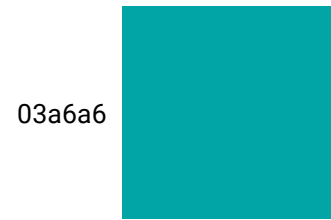
Primary

Secondary

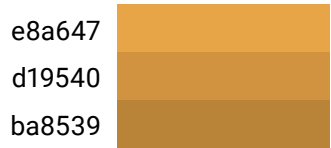
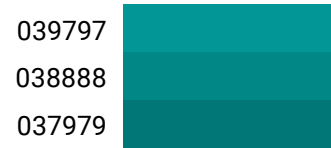
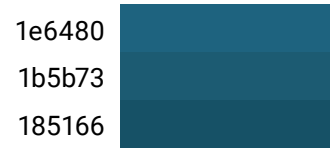
Light Shades



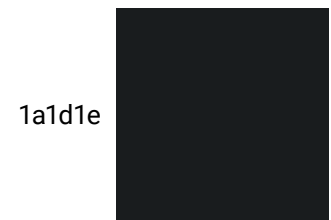
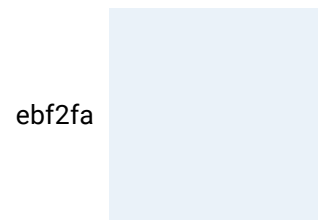
Base



Dark Shades



Neutral



Typeface of the logo

## JOSEFIN SANS

SEMIBOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ALL-CAPS 1234567890!@#\$\$%^&\*{}

Secondary Typeface

## Roboto

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*{}

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*{}

Main Header

Roboto Regular

# Main Header

Sub Header

Roboto Regular

## Sub Header

Body Text

Roboto Light  
(Line height is 140% of  
font size.)

Erum quod exerchi tatus, omnihillabo. Ut ma que illatur sandanditi tecullesequi simaio tet fugit es atur, sitibero verferibus earchic itatatur si dolenda ndaepero modita suntem eos deror aperehent aliquam quo mo inullabo. Aliqui ut latur, ad et occum il ium ulla se voluptae vendae iusciis ium quat voles int magniscium liquam consequ atecullest arciae eum, inte mint rehendi psantiis exernatia non et dolendempos. venisti coremperi corem aborumendae por audis.

Alternate Header

Josefin Sans  
SemiBold  
All-Caps

## ALTERNATE HEADER



White logo on  
black or dark  
background



Black logo on  
light colored  
background



Blue logo on  
light colored  
background

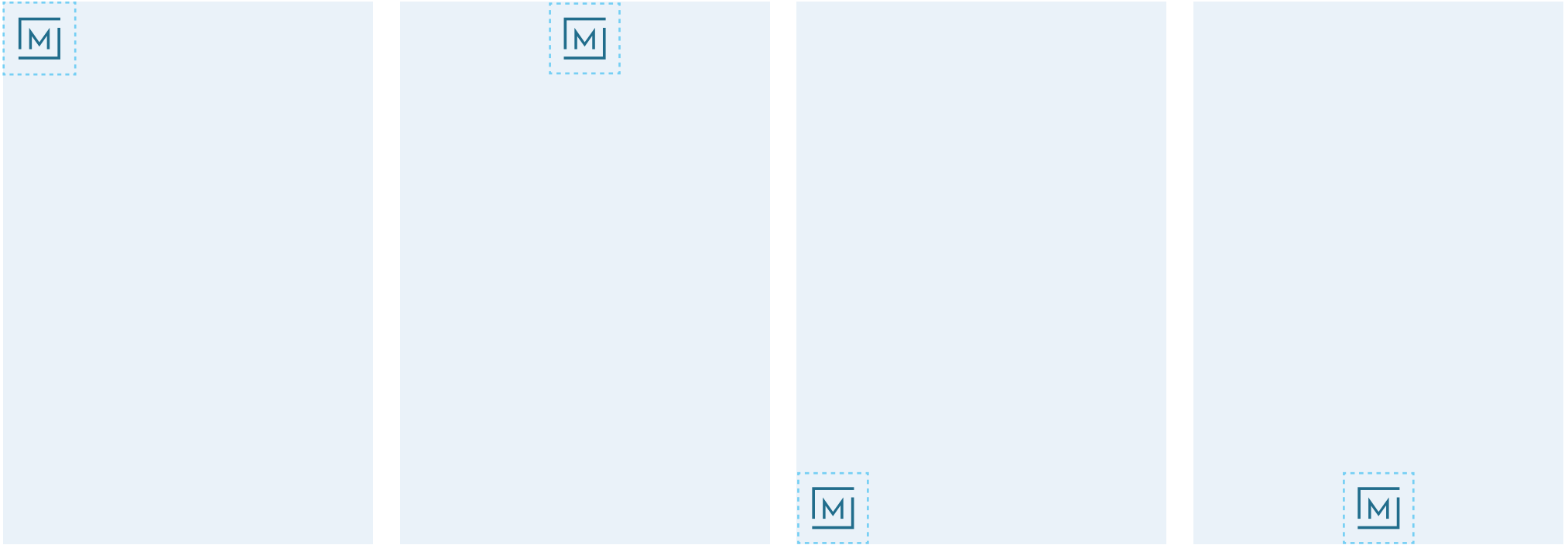


Blue logo on light  
colored image





## Icon placement on page

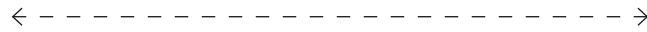


Keep in mind the clearspace used around the icon.

## Minimum logo sizing



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Minimum width: 100px (digital)

Minimum width: 25mm (print)



Minimum width: 50px (digital)

Minimum width: 13mm (print)



**✗ NO**

Do not reassemble the wordmark or icon.



**✗ NO**

Do not rotate.



**✗ NO**

Do not recolor.



**✗ NO**

Do not place logo on busy photo or pattern.



**✗ NO**

Do not split the logo into two different colors.



**✗ NO**

Do not remove the icon from the wordmark.



**✗ NO**

Do not stretch or squeeze.



**✗ NO**

Do not place logo on similarly-colored background.



**✗ NO**

Do not add any effects.



**✗ NO**

Do not recreate logo elements.



**✗ NO**

Do not outline.



**✗ NO**

Do not put a white box behind the logo when placed on a busy or dark background.