

# LOGO RULES

Here are examples of how not to use a brand logo.



CONCRYT

Don't stretch, compress or bend the logo.



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Don't colorise the logo in non-brand colors.



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Don't use a logo with very bright/neon colors.



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Don't add effects like shadows, glow to the logo.



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Don't add gradient to the logo.



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Don't change the font of the logo.