

# Logo Guidelines

Welcome to the official guidelines for Benchmark’s logo usage. Please take a moment to familiarize yourself with the information below.

## Logos

The Benchmark logo can only appear in the three variations below. The logotype can never appear without the mark.



DARK HORIZONTAL LOGO



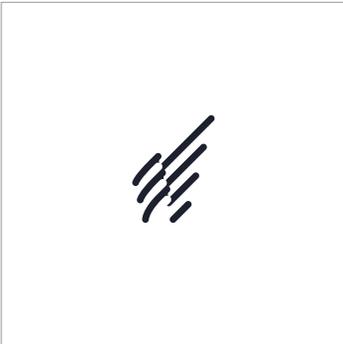
WHITE HORIZONTAL LOGO



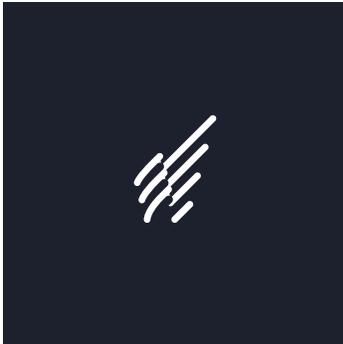
DARK VERTICAL LOGO



WHITE VERTICAL LOGO



DARK LOGOMARK



WHITE LOGOMARK

# Colors

The Benchmark logo can appear in the light and dark swatches below. It will never appear in a color. If color is not available for technical reasons, you may use black.



## Midnight Gray

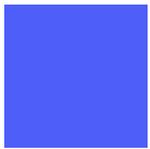
Hex: #1d202d  
RGB: 29, 32, 45  
CMYK: 82, 75, 54, 66



## White

Hex: #ffffff

Benchmark has kept its history rooted in blue. The logo can't appear in this color, but we encourage our white versions to be placed on this background color when possible.



## Benchmark Blue

Hex: #4e5ff9  
RGB: 78, 95, 249  
CMYK: 75, 66, 0, 0

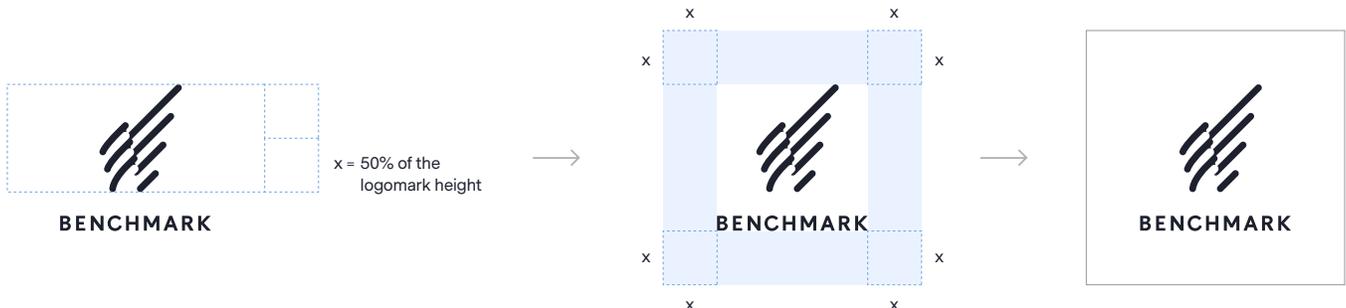
# Minimum Space Clearance

Keep a minimum space between the logo and other elements. This zone is equal to half the height of the sized logomark, as indicated by "x" below.

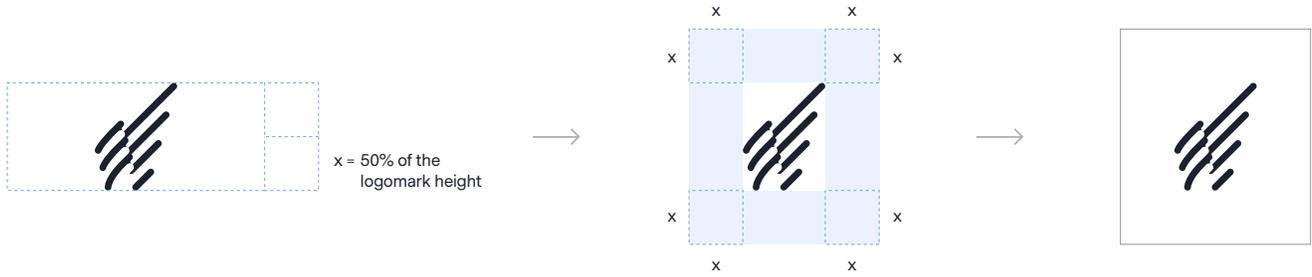
## Horizontal Logo



## Vertical Logo

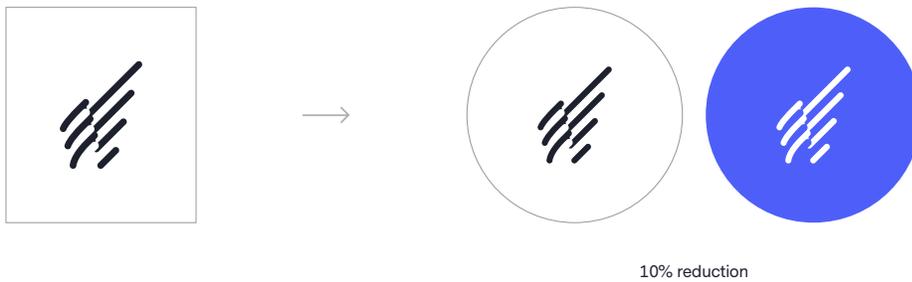


## Logomark



## Circles

We like circles :) If the logomark or vertical logo is placed in a circle, use the minimum space clearance listed above and reduce the logo by 10%.



## Usage Rules

By using our logo, third parties agree that these resources will not be displayed in any way that may be confusing or suggest affiliation or endorsement by Benchmark.

All sponsorships and partnerships must be requested. Do not combine our logo with inappropriate content or use Benchmark in the name of your website or application.

Example: [Your application's name] for Benchmark.

Please use the full logo when it is important for our company name to be recognized, such as on partnering sites. If Benchmark is mentioned in accompanying text, it is not necessary to use the full logo. In areas of limited space, the logomark is best to use.

# What Not To Do

 BenchMark

In writing, the “m” is never capitalized.

 **BENCHMARK**

Don’t separate “Benchmark” from the mark.

 Check out  **BENCHMARK** here.

Don’t use our logo in the middle of a sentence.



 Don’t replace or attempt to recreate our company name with another font.



 Don’t alter the logo in any way. This includes changing the proportions.



 Don’t rotate the logo.



 Don’t skew, distort or warp the logo.



 Don’t use any color other than white and the specified midnight gray.

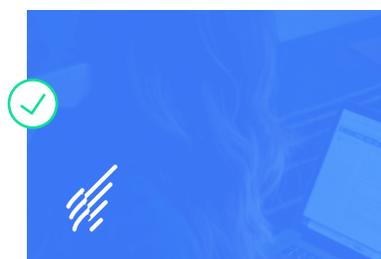


 Don’t add a tagline or extra text to our logo.

# Things To Try



 Color the background behind the logo.



 Use a background image that doesn’t impede logo recognition or have elements within the clearance zone.

## Thanks for your interest!

If you have any questions, please feel free to reach out to us! We may modify our logo guidelines without notice to address future issues, so be sure to check back regularly.

Last updated: March 27, 2017