

ComplaintsBoard.com

# Logo Usage Guidelines

# ComplaintsBoard.com logotype

The ComplaintsBoard.com logo is the foundation for all brand communications and the most recognizable element that identifies the company. To provide maximum clarity and a strong brand presence, do not alter the logo without ComplaintsBoard.com's permission.



Black is our primary color. Ideally, the ComplaintsBoard.com logo is placed on a white background. When the logo is placed on a black background, use it with white text.



### Don't forget about simple clear space rules

To ensure that the logo can be identified immediately, the recommended amount of clear space for the ComplaintsBoard.com wordmark is equal in size to the height of the letter “C” within the logo.



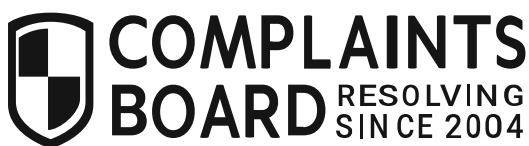
### A few important don'ts:



⊗ Don't use gradients



⊗ Don't use shadows



⊗ Don't distort the proportions



⊗ Don't outline



⊗ Don't rotate the logotype and  
don't change the angles



⊗ Don't change any colors;  
the logotype can only be used in  
white or black

# File formats

To effectively communicate information to a large number of people, our logo should be reproduced at the highest quality in printed marketing materials and digital applications. Download and open the ZIP file and navigate to the "Digital" or "Print" folders. Please read the descriptions of the formats to learn more about which one to use.

## Print

The color mode format for print files is CMYK. To achieve the color spectrum visible in most full-color printing, CMYK uses cyan, magenta, yellow, and black inks.

### **.EPS**

EPS stands for Encapsulated PostScript. This is a vector graphic file format commonly used in print and digital media. With EPS, you can easily manipulate, color, and resize shapes and objects without any quality loss.

### **.PNG**

PNG stands for Portable Network Graphics. This is a lossless raster format that enables your logo to have a transparent background, i.e., your logo can be placed perfectly on top of any background.

Only use the .PNG for print applications that don't accept vector graphics (.EPS). Raster images (.PNG or .JPG) are saved with a set pixel count and size, and they can't be printed any larger without losing quality.

## Digital

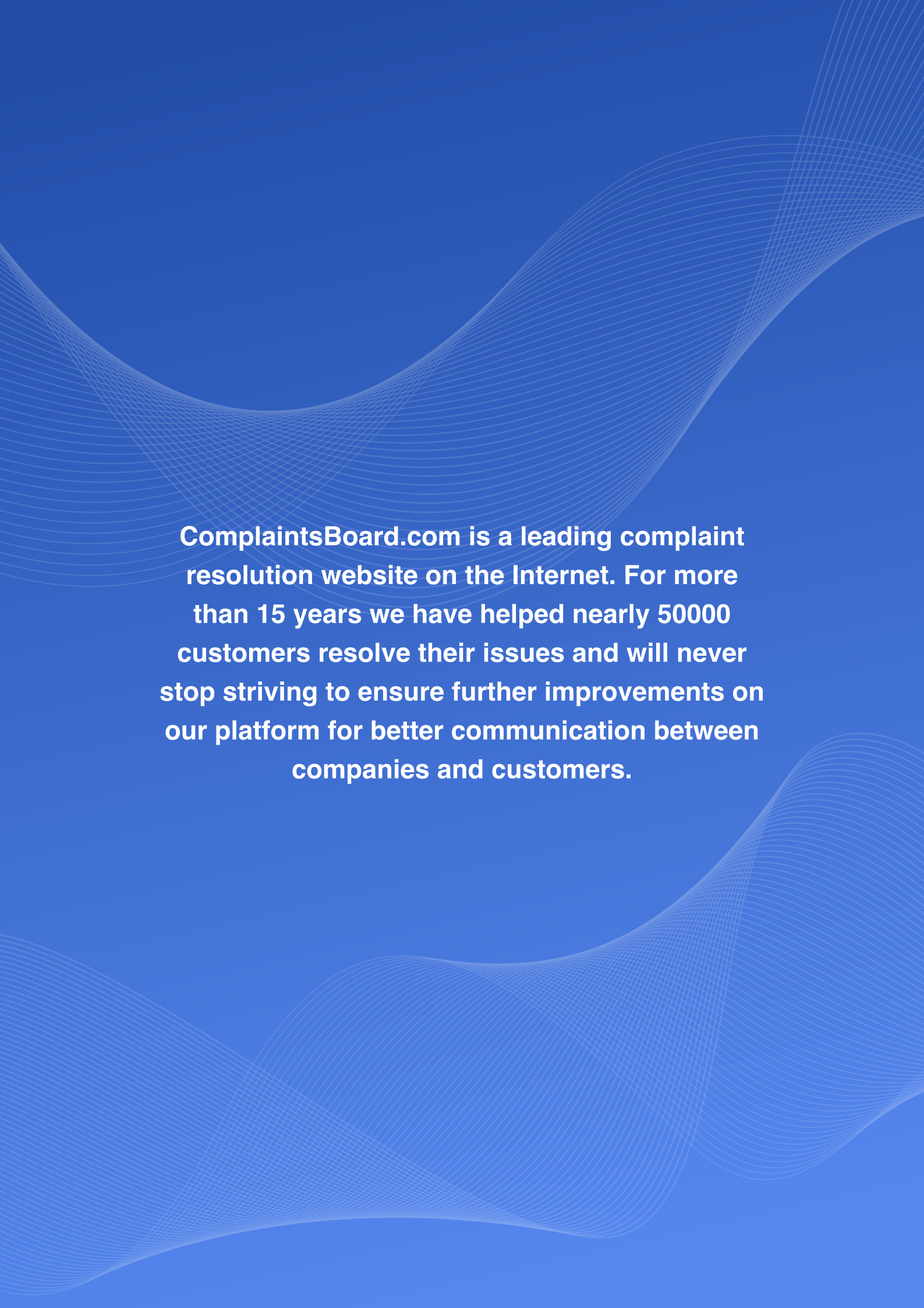
The color mode format for print files is CMYK. To achieve the color spectrum visible in most full-color printing, CMYK uses cyan, magenta, yellow, and black inks.

### **.SVG**

SVG stands for Scalar Vector Graphics (SVG). It is one of the most utilized formats for achieving scalability in website and print graphics. SVG can be scaled to different sizes without losing quality. Although SVG pictures can be made with any text editor, it is generally more convenient to do so with a drawing software.

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**ComplaintsBoard.com is a leading complaint resolution website on the Internet. For more than 15 years we have helped nearly 50000 customers resolve their issues and will never stop striving to ensure further improvements on our platform for better communication between companies and customers.**