

Partner Logo Guidelines

Usage & Do's and Don'ts

We're definitely not the controlfreaks which want control over every of our logo which goes out there. However, there are some limited circumstances under which third parties may use the PURE Partner logo.

The logo must always be used pursuant to the specifications on this page to identify our brand. Any use that falls outside of these specifications will be kindly requested to be removed.

Use only approved logo artwork

- Use the positive version on light or white backgrounds. The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.
- A one color logo is only acceptable when media reproduction is limited. In these cases, the logo may be reversed to white on a background that provides suitable contrast. A black logo is allowed when media reproduction is black only.



How to properly stage the logo

- To properly stage the logo, a minimum clearance between the logo and other elements must be maintained. The cap height of the U in the logo indicates the measurement of minimum clearance between the logo and other elements on all sides of the logo.



What is required for the usage?

- The logo may not be displayed as a primary or prominent feature on any materials.
- The logo may not be imitated or used as a design feature in any manner.
- The logo may not be used in a manner that would disparage PURE or its products or services.
- Neither the logo nor the PURE name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like.
- Non-PURE materials should not mimic any PURE advertising or print/website design.

Incorrect usage

- The logo must be used as provided by PURE with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork.
The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.



Please don't
change the color.



Please don't
add effects or gradients



Please don't
add text or symbols



Please don't
rotate or scale

Thank you for being
an amazing partner!