

THE MOTH



LOGO GUIDELINES



PRIMARY LOGO



THE MOTH



The drawing of the insect and the name are inspired by the dusty powder that covers a moth's wings, the magic dust that stays on your fingers after an encounter with a moth.



CLEAR SPACE

For optimal visibility keep the clearspace (measured by the "M") free from other text, images and graphics.

SMALL

A simplified version of the logo for better visibility in smaller applications.



THE MOTH



X-SMALL

The most simplified version of the logo for best visibility in the smallest of applications.



THE MOTH



HORIZONTAL STACKED

Please use the horizontal version sparingly and only when the original version won't work.



THE MOTH

LOGO NO-NO

THE MOTH



Do not stretch the logo.

THE MOTH

Do not use the wordmark on its own.



Do not use the moth on its own.



Do not rearrange the lockup.

THE MOTH



Do not tilt the logo.

THE MOTH



Do not change the size relationship between the moth and the wordmark.

PARTNER LOCK-UPS

THE MOTH



&

PARTNER
LOGO

THE MOTH



&

PARTNER
LOGO

DO:

Give the logos equal visual weight.

Align the logos horizontally and center them top to bottom.

Use the "M" of The Moth logo to estimate clearspace between the logos and the ampersand around the whole group.