



# Edmodo Logo Guidelines

April 2015

## Identity

### Our Logo

The most visible element of our identity, our logo is the universal signature across all Edmodo communication. It's a guarantee of quality that unites our products and services.

We use the same version in print, on screen, and on the doors of our building. It's simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.

Our logo is a bold, simple, graphic statement. The following pages illustrate its correct usage to ensure the logo always looks its best.



Standard Lockup

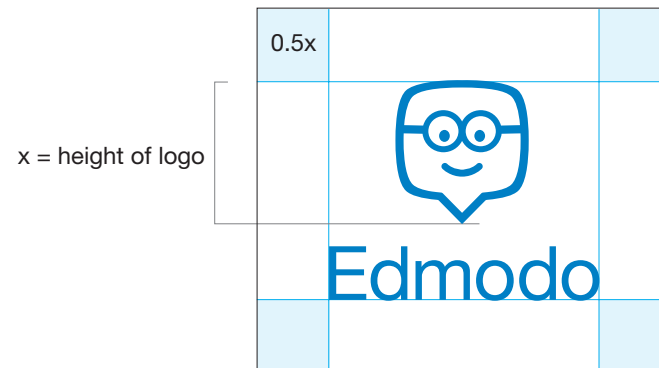
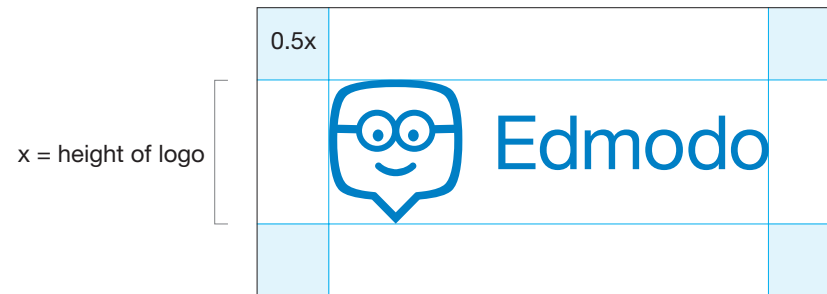


Vertical Lockup

## Identity

### Clear Space

To ensure our logo is clearly visible in all applications, surround it with sufficient clear space—free of type, graphics, or other elements that might cause visual clutter—to maximize the recognition and impact of our identity.



Logos: Standard Lockup

PMS Coated

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edmodo\_logo\_PMS2144C.eps



PMS Uncoated

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edmodo\_logo\_PMS300U.eps



4C Coated 100C 52M 0Y 0K

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edmodo\_logo\_4C\_coated.eps



4C Uncoated 96C 40M 0Y 0K

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edmodo\_logo\_4C\_uncoated.eps



Black + White

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edmodo\_logo\_black.eps



Reverse

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edmodo\_logo\_white.eps



Logos: Vertical Lockup

PMS Coated

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edmodo\_logo\_center\_PMS2144C.eps



PMS Uncoated

---

edmodo\_logo\_center\_PMS300U.eps



4C Coated 100C 52M 0Y 0K

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edmodo\_logo\_center\_4C\_coated.eps



4C Uncoated 96C 40M 0Y 0K

---

edmodo\_logo\_center\_4C\_uncoated.eps



Black + White

---

edmodo\_logo\_center\_black.eps



Reverse

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edmodo\_logo\_center\_white.eps



## Dos and Don'ts

### Do

- Always give the logo some space to breathe. Use white or neutral backgrounds.
- Use the reverse logo when placed on dark backgrounds or images to create sufficient contrast.

### Don't

- Change the design or color of the logo.
- Place the logo on a color that clashes with the Edmodo blue.
- Rotate the logo.
- Remove or otherwise modify the logo.
- Add embellishments to the logo in any way shape or form.
- Use the reverse logo on colored backgrounds or images that are too light or cluttered.

