

# Big Switch Networks Corporate logo usage guidelines



## Minimum Clear Space

The Big Switch Networks brandmark should be used with the preferred clear space, defined as the width of one arrow that makes up the brandmark. No other elements should be placed within the clear space



## Minimum Size

Never use the Big Switch Networks brandmark in print applications smaller than 1" across. In Web applications no smaller than 130 pixels wide.

Positive (blue PMS 299 and gray PMS 440)



Reversed 100% white



Positive (100% black)



Reversed 100% white and PMS 299 blue



Do not put on background lighter than 65% black

Positive (blue PMS 299)



In certain instances, when only one color is the only option, we may choose 100% blue. Make sure there is enough contrast between the background and the logo.

Incorrect usage of the Big Switch Networks Corporate logo

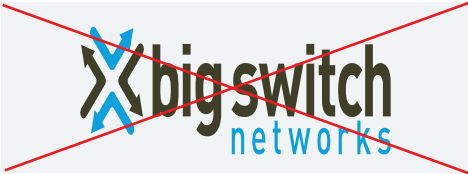
Do NOT stretch the logo horizontally



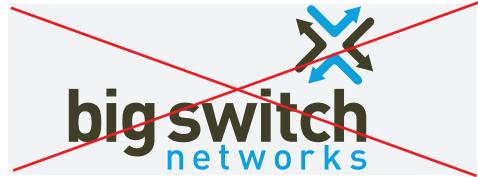
Do NOT reposition the word "Networks"



Do NOT stretch the logo vertically



Do NOT re-position the logomark



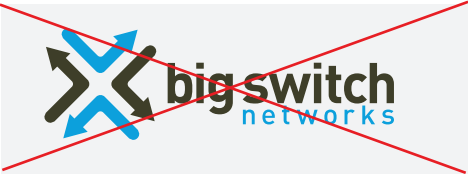
Do NOT alter the color from the guidelines



Do NOT alter the color from the guidelines



Do NOT disproportionately scale the logo



Do NOT disproportionately scale the logo



Do NOT use the type without the logomark



Ensure proper contrast with background

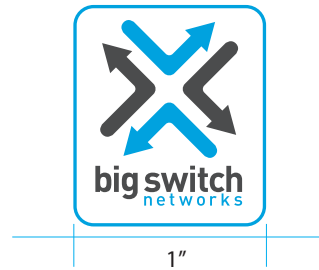


# Big Switch Networks Corporate logo usage guidelines



Vertical Logo Variation

Same clear space applies as in horizontal logo



Minimum Size

Never use the Big Switch Networks vertical logo in print applications smaller than 1" across. In Web applications no smaller than 130 pixels wide.

Positive (blue PMS 299 and gray PMS 440 )



Reversed 100% white



Positive (100% black)



Reversed 100% white and PMS 299 blue



Do not put on background lighter than 65% black

Positive (blue PMS 299)



In certain instances, when only one color is the only option, we may choose 100% blue. Make sure there is enough contrast between the background and the logo.