Logo Guidelines

July 2015

doForms Logo

The doForms logo is the cornerstone of our brand and it reflects the character and promise of our organization. It is the embodiment of the innovative mobile forms solutions that help our customers simplify their complicated business worlds.

Echoing our products as well as our customers, our logo typeface is modern and approachable and suggests that it is always on the go. It's as fun to look at as our products are to use. Our double arch icon implies upward mobility and the positive ripple effect that a streamlined workflow can have on an organization.

Our colors are smooth blue, because our solutions can be trusted to create calming simplicity, and orange, because we bring energy and creativity to everything that we do.

Our square logo is our primary mark and it should be used whenever possible. In situations where vertical space is limited, such as application or web mastheads, the horizontal treatment is acceptable.

Primary Logo - Square

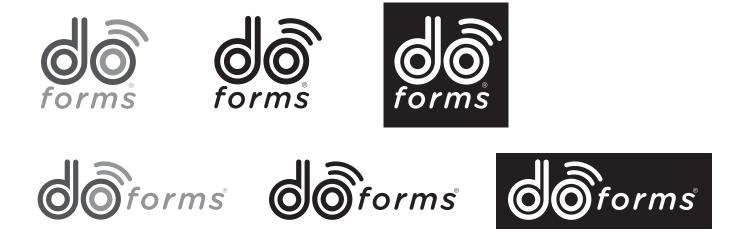**Secondary Logo** - Horizontal

Our logos are available in a variety of formats suitable for professional printing, office documents and the web: CMYK (4-color: Cyan, Magenta, Yellow and blacK), 2-color (Pantone 166 and 171), RGB (Red, Green and Blue for on-screen display) and web-ready (gif and jpg).

Alternative Formats

Black-only, knock out (white) and grayscale logos are available when constraints do not allow the use of color. Other than these specific variations, our logo must never be altered, modified or recreated in any other manner.
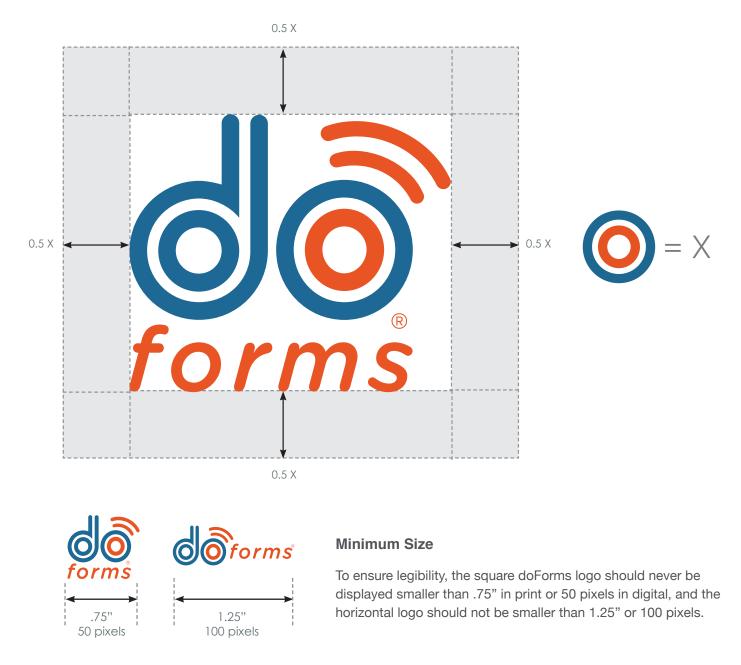
Clearspace

Always position our logo for maximum impact and be sure to leave enough clearspace to let it "breathe." Clearspace frames the logo and sets it apart from other elements within a layout as well as the page edges.

The example below depicts the minimum required clearspace. When in doubt, leave more clearspace around the logo than the minimum.

0.5 X

0.5 X

0.5 X

0.5 X

= X

.75"
50 pixels

1.25"
100 pixels

Minimum Size

To ensure legibility, the square doForms logo should never be displayed smaller than .75" in print or 50 pixels in digital, and the horizontal logo should not be smaller than 1.25" or 100 pixels.

Acceptable Uses of the doForms Logo

In order to maintain the integrity of our brand, it is important to use the logo properly and consistently, without modifying it.

Use in full color whenever possible

Us the full color logo on simple, contrasting backgrounds or semi-transparent white overlays

Use the white logo over a solid color, perferrably one from the doForms color palette

Logo Usage

Unacceptable Uses of the doForms Logo

Please do not stretch, squash or modify the logo in any way. Do not add other words or graphics to the logo, such as product or department names. And avoid using the logo over distracting or clashing backgrounds.

Do not stretch or squash the logo

Do not alter the logo's color or remove portions of the logo

Do not use our logo in outlined form or add any graphical effects

Do not add any text or graphics to our logo

Do not place our logo over patterns or noisy backgrounds

Thank You

We've outlined the importance of the doForms brand and some of the approved ways to use our logo. For those approved to produce new collateral, we ask that you adhere closely to the standards outlined within this document. We thank you in advance for helping us to build and protect the doForms brand.

Please contact our marketing department with any questions or to request assistance:

Mary Tetlow
Chief Marketing Officer
(O) 908.505.9020
mtetlow@doforms.com