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SURGIQUALITY  
Logo Guidelines

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Logo Guidelines



Primary Color Logo



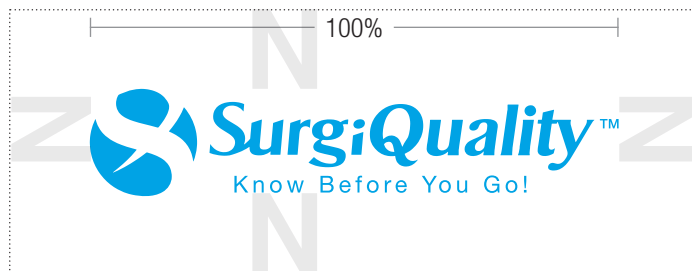
Reversed Logo

# Logo Usage Guidelines

## CLEAR SPACE & MINIMUM SIZE

To ensure the logo has room to breathe, clear space around the logo should be proportional to the height of the "N".

To maintain impact, do not reduce the logo to more than 3/8" in height.



Logo Clear Space

3/8" Height



Logo can scale to 3/8" H and still be readable.



The icon should not be used as a single image on its own.

Exceptions to utilize Icon-Only

- Icon-Only must be approved by the BRAND AMBASSADOR before use.
- Website favicon / ico file is acceptable.

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# Logo Guidelines

## FONTS & COLORS — Logo

Tagline Logo Font

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**Helvetica Neue LT Std**  
**55 Roman**

Primary Color

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Cyan  
PMS #2995  
RGB 0/162/229  
Hex #00a2e5  
CMYK 100/9/0/0

SURGIQUALITY  
Logo Guidelines  
BACKGROUNDS



It is always preferred to display the logo on white to retain the accurate brand.

Color logo (Preferred White Background)



If a background is less than 20%, a Color Logo is acceptable.

Color Logo (Acceptable)



If a background is greater than 20%, a 100% Reversed Logo should be used.

100% Reversed Logo (Acceptable)



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Questions regarding SURGIQUALITY  
Logo Usage guidelines?  
Contact World Synergy at 440.349.4940

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more about how our solutions can take  
your business from Thought to Thrive.



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