



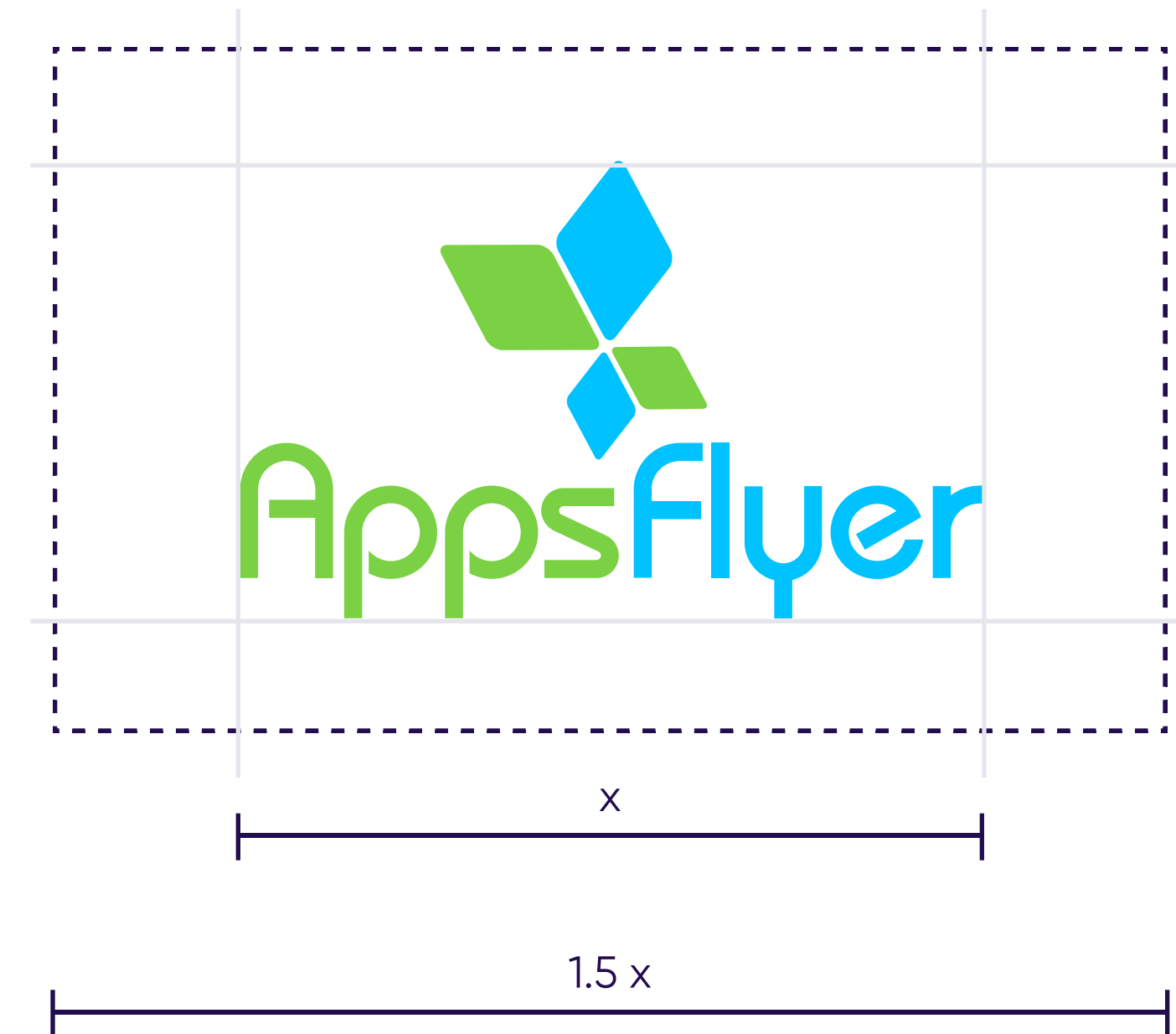
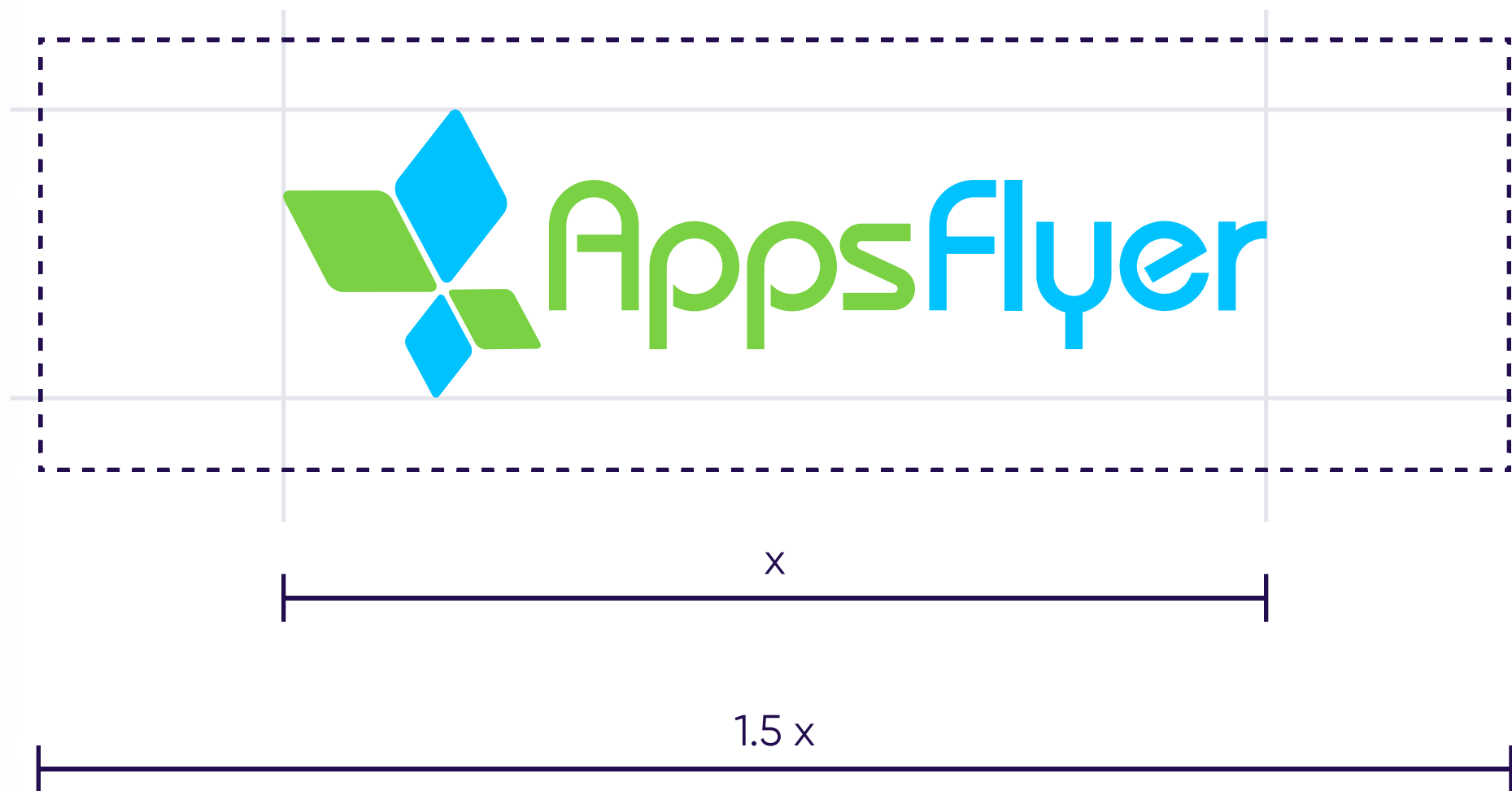
Logo usage guidelines

- 1 Logo
- 2 Logo colors
- 3 Logo misuses
- 4 Company name
- 5 Colors

1. Logo

The logo exclusion zone should be the logo at least 150% of the size of the logo itself. (Logo=x , exclusion zone=1.5x)

[↓ Download the logo files](#)



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2. Logo colors

The minimum primary logo size should be 100 pixels wide and vertical logo is 70 pixels wide



Color logo on white background



Color logo on dark blue background



White logo on dark color



Dark logo on light background

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3. Logo misuses

It is important that the appearance of the logo remains consistent. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document – there are no exceptions.



Don't apply drop shadow to the logo



Don't rotate the logo



Do not squeeze or expand the logo in any way



Don't use the logo without the butterfly



Don't move the butterfly size or position



Don't replace the font of the logo



Don't change the logo colors unless it's white/black



Don't use the logo in outline



Don't use the color logo on color BG

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4. Company name

Here's the right way to **write** AppsFlyer
when we don't use the logo: **AppsFlyer** (Capital A and F)

✔ **AppsFlyer**

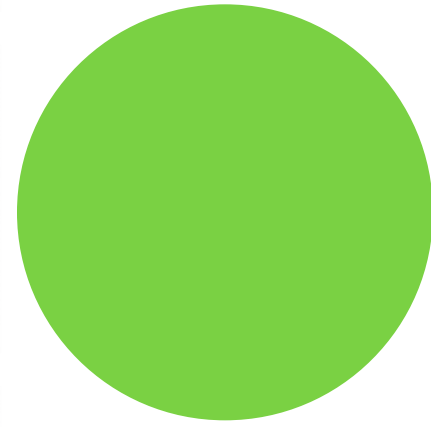
✘ **Appsflyer**

✘ **appsflyer**

✘ **APPSFLYER**

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5. Colors



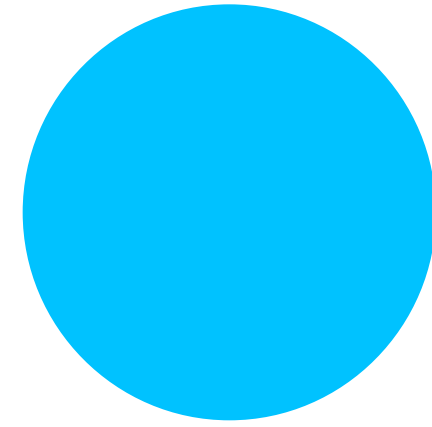
Logo green brand color

R=122 , G=209 , B=67

C=57 , M=0 , Y=87 , K=0

#7AD143

Pantone 2291 CP



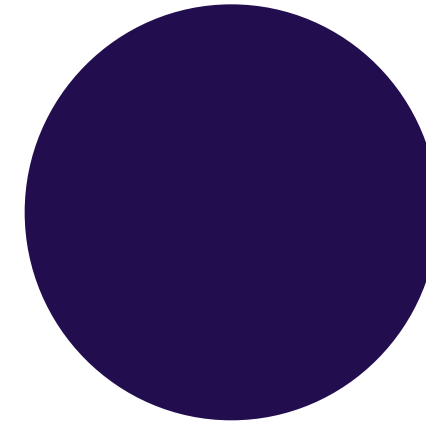
Logo blue brand color

R=0 , G=194 , B=255

C=63 , M=4 , Y=0 , K=0

#00C2FF

Pantone 801



Brand black color

R=34 , G=13 , B=78

C=100 , M=100 , Y=30 , K=40

#220D4E



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1. Logo

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2. Logo colors

The minimum primary logo size should be 100 pixels wide and vertical logo is 70 pixels wide



White logo on dark color



Dark logo on light background

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3. Logo misuses

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Don't apply drop shadow to the logo



Don't rotate the logo



Do not squeeze or expand the logo in any way



Don't break or change the logo text size



Don't move the butterfly size or position



Don't replace the font of the logo



Don't change the logo colors unless it's white/black



Don't use the logo in outline



Don't use the logo without the butterfly

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4. Sub-brand name

Here's the right way to **write** AppsFlyer
when we don't use the logo: **AppsFlyer** (Capital A and F) for games

✔ **AppsFlyer for games**

✘ **Appsflyer For games**

✘ **appsflyer FOR GAMES**

✘ **APPSFLYER For Games**