

HORIZONTAL LOGO

The horizontal logo is the primary orientation and should be used whenever possible over other logo orientations. Leave sufficient blank space around the logo and do not alter or add to it.



STACKED LOGO

Different situations will call for different logo orientations. The stacked logo may be more appropriate for collateral pieces like signage or social media. It can also be used in situations where the horizontal logo does not fit.



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LOGOMARK

The logomark works well for stickers and other merchandise, social media accounts, or when the full logo looks too small. The logomark is generally less formal and gives more freedom to mark the brand identity without using the full logo or text.



WORDMARK

The wordmark is generally the least-used logo format. It can be useful in scenarios where there is limited space. If space allows, the horizontal or stacked logos should be used instead.

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