

[i] Collective Idea

Using our brand.

Name

We are Collective Idea.

Our name is incredibly important. It represents who we are to the World and it is how people identify us.

When not using the logo and referring to Collective Idea in text, please only use these variations.

[i] Collective Idea

Collective Idea

[i]

Please refrain from using these options in both text and verbally. Our name is Collective Idea, not anything else.

~~Collective~~

~~C.I.~~

~~CI~~

~~i~~

~~The Collective~~



Logos

Horizontal Logo

This version of the logo should be considered the standard [i] logo. It is the preferred orientation of the logo.



Stacked Logo

This version of the logo should be used for sponsorship banners, sponsorship signage, and other uses which require more impact than the standard size.



Alternative Logo Treatments

Dark Backgrounds

The logo may be used on dark backgrounds if you use the alternate white version of it.



Light Backgrounds

Only use the Collective Idea color logo on white backgrounds. If you have a special need for a version that will work on a light colored background, please communicate directly with Collective Idea.



Collective Idea

Things to Avoid

Adjusting positioning of elements



Changing the logo colors



Please use the ready-made logos which are available from Collective Idea. If you need an alternate version, contact us and we can discuss how to get you what you need.

Adjusting scale of elements



Rotating the logo



Adjusting fonts



Color logo on a light background



White logo on a light background

