

Backpack Health Logo Usage Guidelines — DO



The primary Backpack Health logo is displayed in **Backpack Red**. This is the default logo to use, after taking into consideration the context and guidelines listed below.



The logo should maintain at least a B's width of space on all sides. This provides enough "breathing room" for the logo.



Use only the white logo when displayed on a dark background. This allows for enough contrast to clearly see the logo.



The black logo should only be used when the sizzle logo is not usable, such as in a greyscale design, and a reversed logo cannot be used.



When using the logo on top of photos, take into consideration the brightness of the photo. Only use the white logo if it is clearly visible on top of the photo¹, otherwise, the logo must sit on a background, with sufficient surrounding space, that allows it to be visible^{2,3}.

Backpack Health Logo Usage Guidelines — DON'T



The logo should never be displayed in a color other than **Backpack Red**, white, or black.



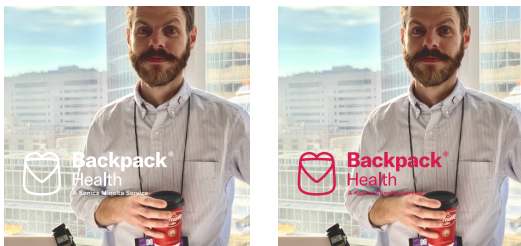
The logo should never be squished or squashed to fit the space it's displayed in.



The **Backpack Red** logo should never be used on darker backgrounds as this does not provide enough contrast.



Images and other items should not interfere with the logo.



Do not use the white logo on bright photos. Do not use the **Backpack Red** logo on top of ANY photo. (See previous page for more guidance)



The Backpack mark and text should never be separated, have their sizes in relation to each other changed, or be displayed on their own without explicit permission from us to do so.