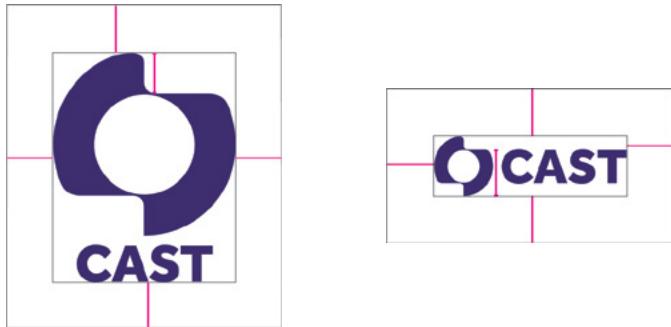


# CAST Logo Guidelines

Contact Cassandra Sell at [cshell@cast.org](mailto:cshell@cast.org) for more information.

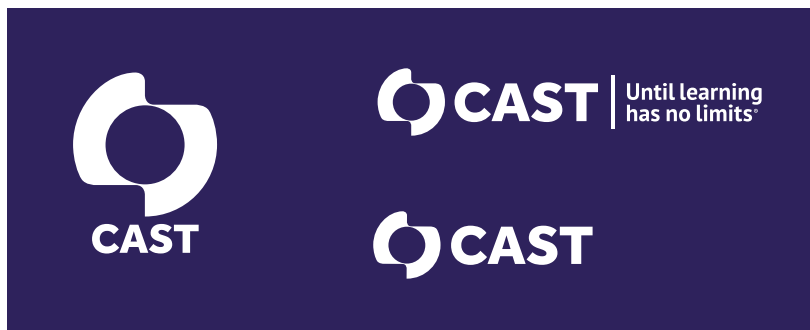
## Logo Spacing

Ensure there is sufficient negative space around the logo

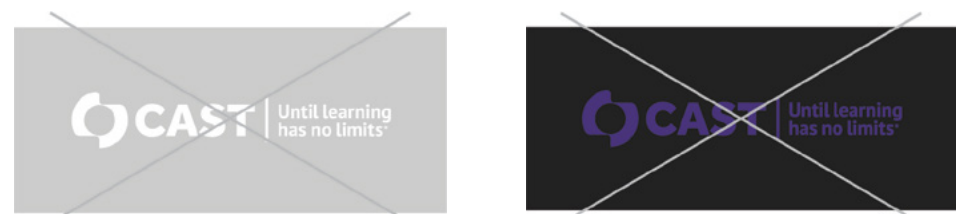


## Standard Logo Variations

Ensure appropriate contrast between logo and background. While it is preferred to use the tagline when possible and sensible, sizes below 1 inch can render the two-line tagline unreadable.



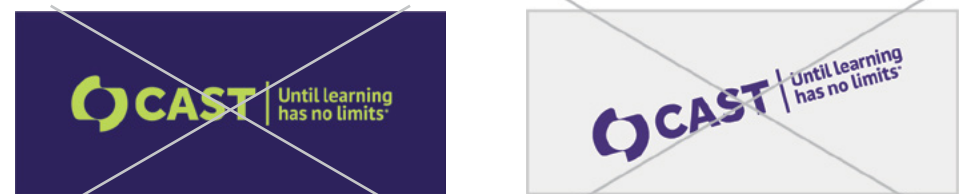
## Examples of Incorrect Logo Uses



Ensure proper contrast. Do not use the white logo on a light background. Do not use the purple logo on a dark background.



Do not alter the content of the logo. Do not reorder or replace any part of the logo (mark, logotype, or tagline.)



Do not recolor the logo.

Do not tilt the logo off the horizontal baseline.



Do not distort (stretch or squish) the logo.

Do not place the logo where it does not have consistently sufficient contrast with the background.