



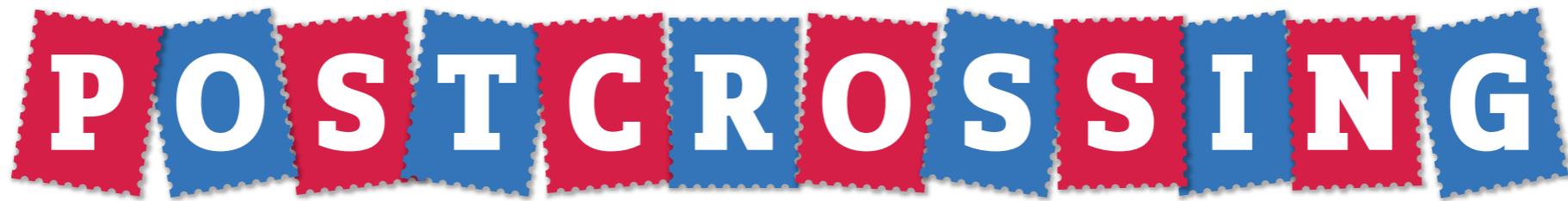
Logo user manual

August 2021

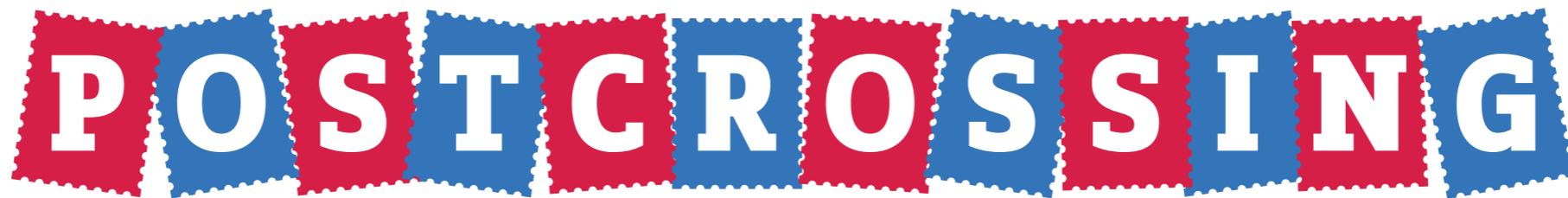
1

The Postcrossing logo

This is Postcrossing's logo. We love seeing it on your cakes and meetup postcards, but please don't change it or misuse it. Thank you!



main logo



secondary version without shadow

Application

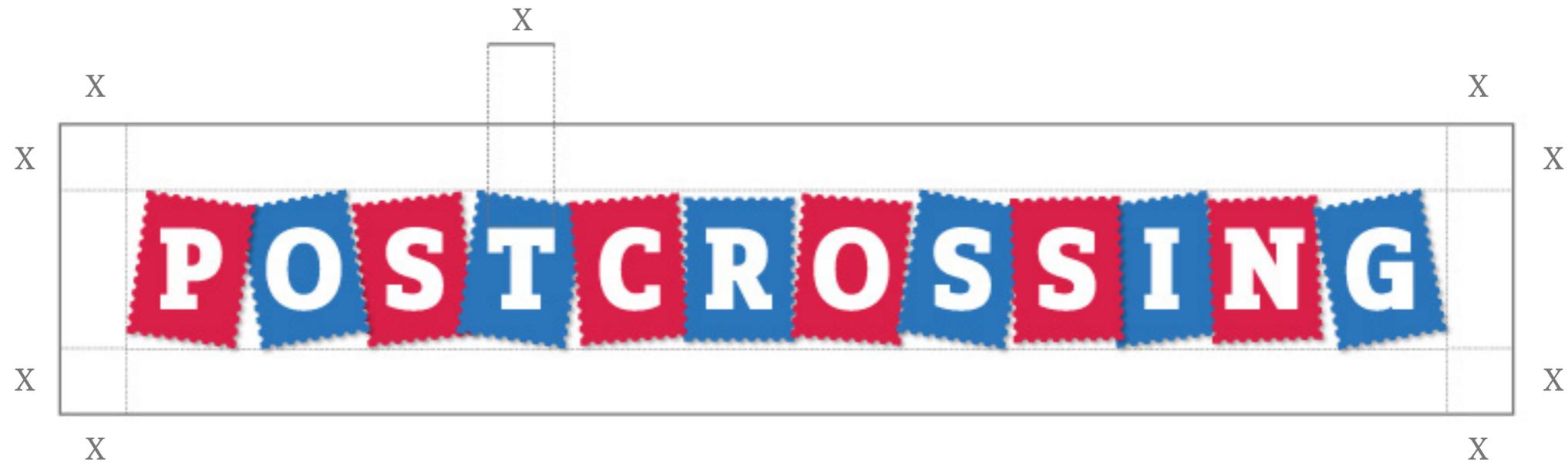
In order to keep the logo legible, please don't use it on blue or red backgrounds. We know sunny blue skies and fiery sunsets are gorgeous... but they make our logo hard to read.

The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.The logo consists of the word "POSTCROSSING" in a white, bold, sans-serif font. Each letter is contained within a small, rectangular flag that is slightly tilted. The flags are colored in a repeating sequence of red, blue, and red.

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Exclusion area

Give it some space! Postcrossing's logo will look better if there's a bit of a margin around it. Don't crowd it with other graphic elements, and make sure there's at least as much space around it as the width of its T.



Minimum size

To keep things readable, please follow these minimum dimensions.

Main Logo



screen

50 pixels
minimum height
for the main logo

print

17.6 mm
minimum height
for the main logo

Secondary Logo

Without shadow



screen

20 pixels
minimum height
without shadow



print

8 mm
minimum height
without shadow

5

Don'ts

We love our logo just the way it is.
Please don't distort it or change it in any way.



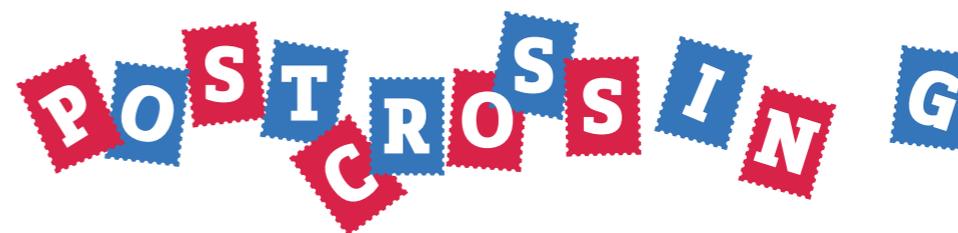
Don't switch the main colors.



Don't stretch / skew the logo.



Don't change the main colors.



Don't change the stamps position.

6

Last notes

We welcome the use of the Postcrossing logo by our community, and love to see the creative things that it is used on. The cakes and nail art are big favourites!

Please note that the use of the logo is subject to some restrictions though. Do check the Logo Usage Guidelines for full details:

<https://www.postcrossing.com/logo-guidelines>

If you're unsure if a particular use is allowed, just get in touch!