

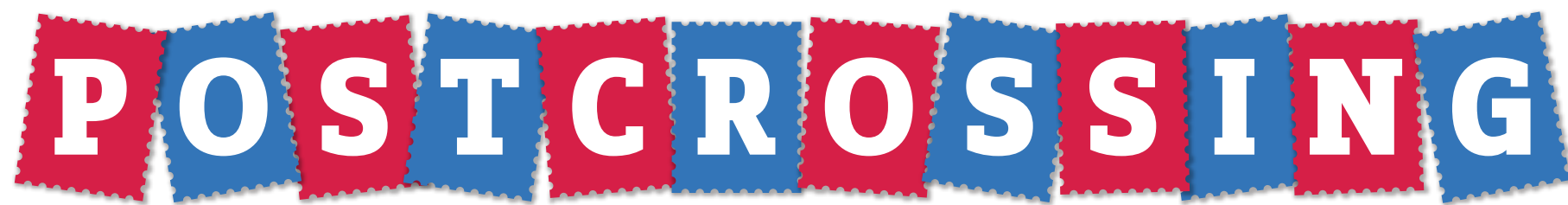
## **Logo user manual**

*August 2021*

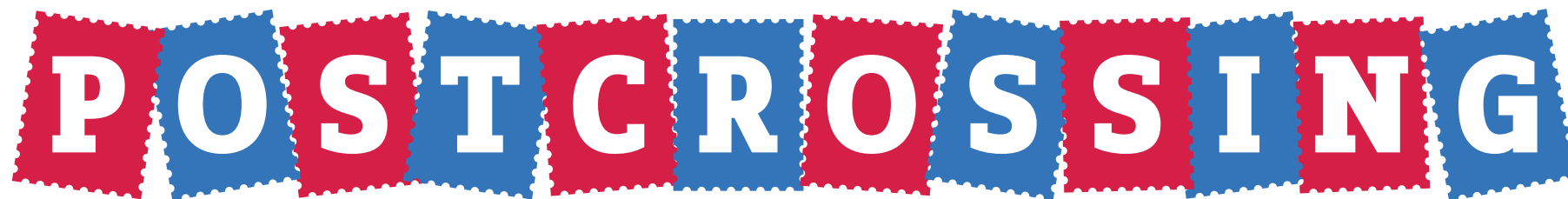
1

## 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

2

## 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.

POSTCROSSING

POSTCROSSING

POSTCROSSING



POSTCROSSING

POSTCROSSING

POSTCROSSING

POSTCROSSING

POSTCROSSING

POSTCROSSING

POSTCROSSING

POSTCROSSING

POSTCROSSING



POSTCROSSING

POSTCROSSING

POSTCROSSING

3

## Exclusion area

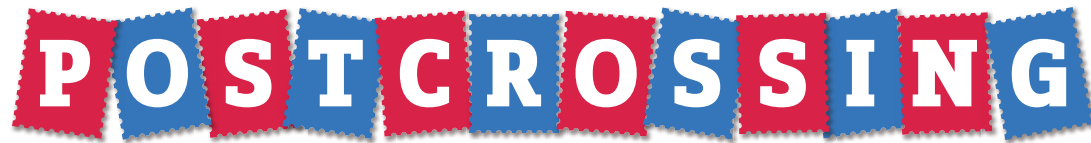
Give it some space! Postcrossing's logo will look better if there's a bit of a margin around it. Don't crowd it with other graphic elements, and make sure there's at least as much space around it as the width of its T.



## 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

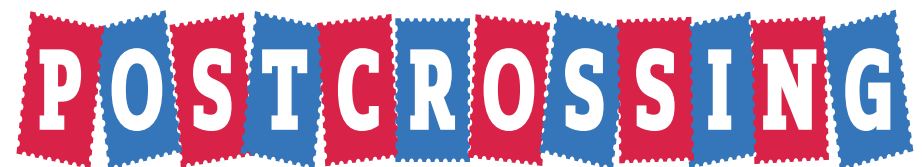
5

## Don'ts

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



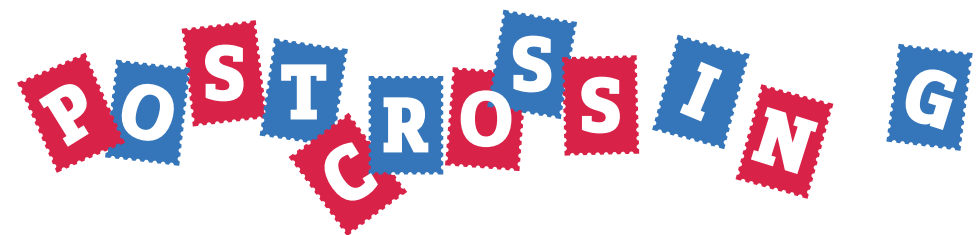
Don't switch the main colors.



Don't stretch / skew the logo.



Don't change the main colors.



Don't change the stamps position.

## 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!