

Partner Marketing Kit



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Logos

White Logo



[Download](#)

Blue Logo



[Download](#)

Guidelines for logo use:



Do **not** use any other colours for the logo



Do **not** rotate, bend or add effects to the logo.



Do **not** place the logo on vibrant or low contrast colours.



Do **not** add images or accent colours to the logo.



Please do **not** use our old logo.

Clear space for the logo

Make sure that all sides around the logo have a clear space equal to the x-height of the letters, proportionate to the logo's size.

Logo Placement

For online materials (such as emails and websites), place the logo in the upper-left corner. For print materials, place the logo in the lower-left or lower-right corner. If neither of those placements work, place the logo in one of the other corners, favoring the corner with the most clear space.



Logo Clear space

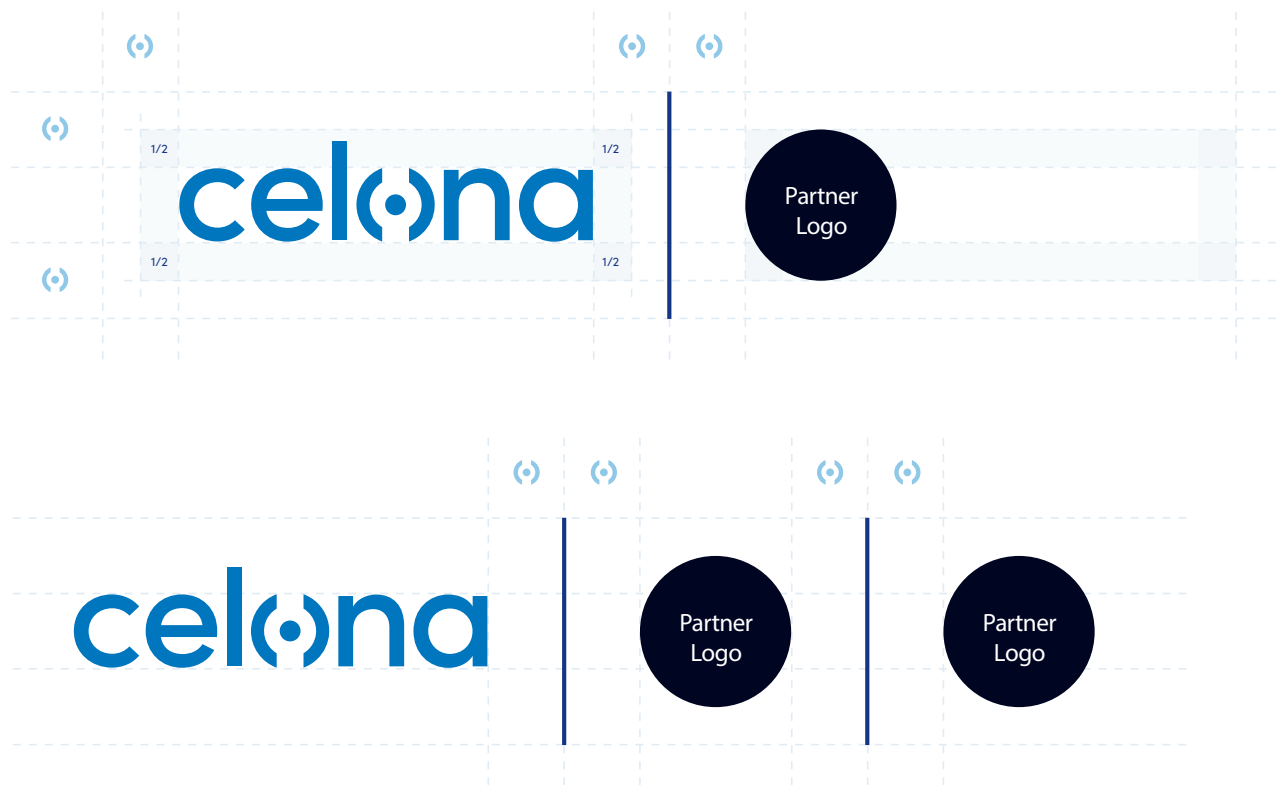


Co-Branded Marketing Guidelines

Co-branding may appear on marketing materials developed with an official Celona partner. All logo standards and guidelines apply. Celona-led co-branded materials feature the Celona logo on the left and the partner logo on the right. Partner-led cobranded materials feature the partner logo on the left and the Celona logo on the right. The same guidelines apply when referring to placement and clear space.

All co-branded uses of the Celona logo must be approved by Celona marketing, and adhere to the following guidelines:

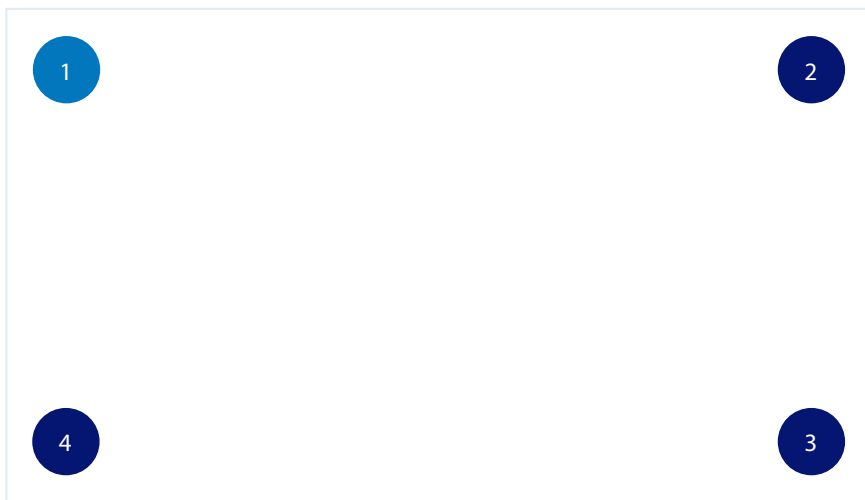
- Make all logos appear equal in size.
- Maintain equal distance between all logos



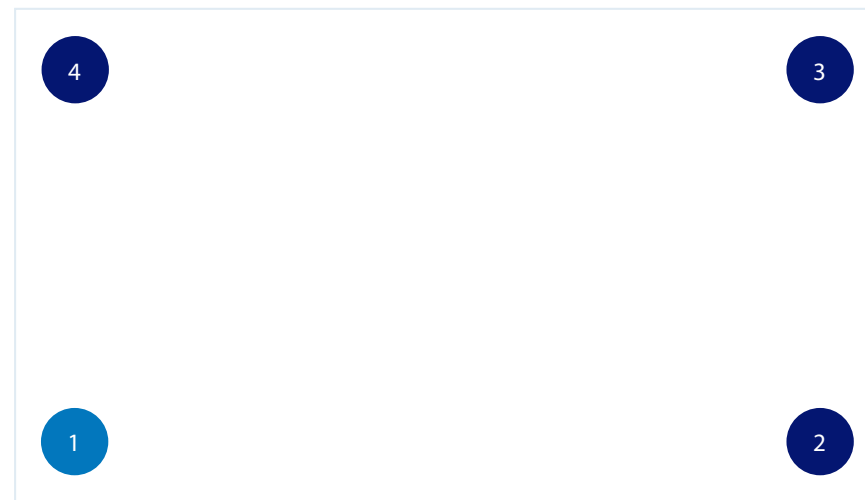
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Online sample placement



Print sample placement

All approvals and enquiries for co-branded marketing campaigns should be routed to marketing@celona.io