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# ICON LOGO GUIDELINES

ICON Brand Experience

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## 0.1

## LOGO

**We've prepared these logo guidelines so that you'll know exactly how you can—and cannot—use our logos.**

Requesting permission to use the ICON Aircraft logo:

- You need permission to use ICON Aircraft logo.
- ICON Aircraft must approve all collateral (print, electronic, and broadcast).
- For all permission requests, please contact ICON Aircraft at [pr@iconaircraft.com](mailto:pr@iconaircraft.com).

When ICON Aircraft is mentioned in text:

- ICON Aircraft must appear on the same line, do not break between lines of text.
- ICON in the ICON Aircraft must be typeset in all caps (Ex: ICON not Icon).
- Do not display or use an ICON Aircraft logo in any manner that implies a relationship or affiliation with, sponsorship, or endorsement by ICON Aircraft.

## 0.1

# Clearspace and Minimum Size Requirements

### CLEARSPACING

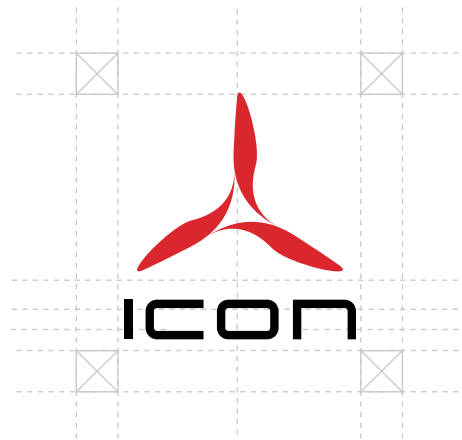
The ICON counterspace is the minimum clearspace around the mark.

### VERTICAL LOCKUP

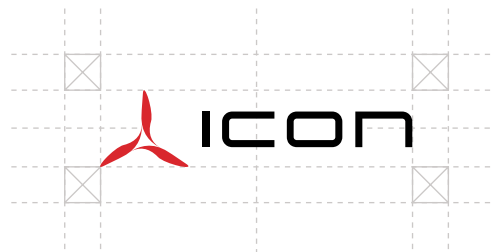
The vertical lockup is the preferable logo for most applications.

### HORIZONTAL LOCKUP

The ICON Prop logo is the secondary logo for all visual materials, as it features the ICON name and the ICON Prop proudly.



1. Primary logotype



2. Secondary horizontal logotype



### Measurement

The clearspace measurement is 0.25" or 24px.



### Minimum Size

The minimum size for print and screen is 0.32" or 34px.



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The minimum size for print and screen is 0.32" or 34px

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Color Variations

**Color Applications**  
The ICON logotypes should always appear on ICON's branded colors.

It is also important that the ICON aircraft logotypes are reproduced in the correct colors. Reproducing the logotype in non-brand colors will weaken recognition.



**LIGHT BACKGROUND**  
Guidelines

ICON RED: PMS 1795 C

C: 10	R: 215
M: 98	G: 40
Y: 93	B: 47
K: 1	

**DARK BACKGROUND**  
Guidelines

ICON RED: PMS 1795 C

C: 10	R: 215
M: 98	G: 40
Y: 93	B: 47
K: 1	

## 0.1

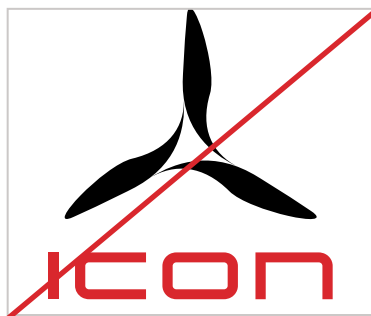
## Things to Avoid



CROPPING



MIXING MARKS



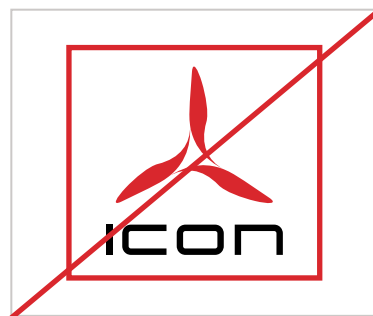
CHANGING COLORS



GRADIENTS



COMPLEX IMAGES



PLACING IN OTHER SHAPES

