CAST Logo Guidelines

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 distort (stretch or squish) the logo.

Do not tilt the logo off the horizontal baseline.

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

Contact Cassandra Sell at csell@cast.org for more information.