

V.1, November 2025

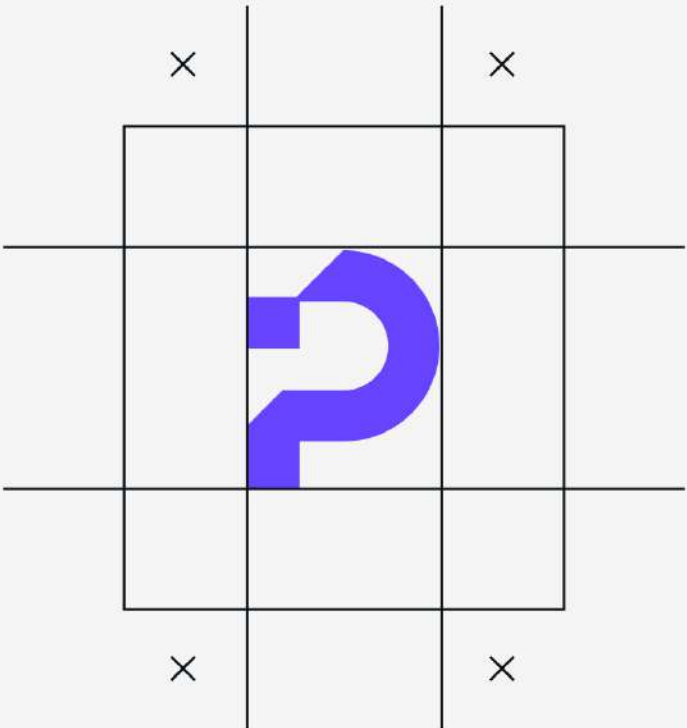


Principled Intelligence Logobook

Clearspace

The clearspace is the area around the logo, in which no text or graphic elements can be placed to keep the logo legible. There may be exceptions if it is part of the corporate identity.

The safety area of the logo is equal the height of the icon.



Minimum size

Establishing a minimum size ensures that the impact and legibility of our logo is not compromised when implemented.

The following values are the minimum size that should be used in the application use cases.



200 Px



150 Px



100 Px



50 Px



25 Px

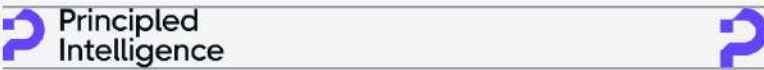
Minimum size

Establishing a minimum size ensures that the impact and legibility of our logo is not compromised when implemented.

The following values are the minimum size that should be used in the application use cases.

Minimum logo & icon height:

Digital: 22 pixels
Print: 8 mm





Do not distort the logo



Do not use drop shadows or any other effects



Do not change the transparency of the logo



Do not rotate the logo



Do not change the brand colors



Do not change the font or register



Principled Intelligence, 2025.