

SQUID

The word "SQUID" is written in a bold, white, sans-serif font. The letter "Q" is replaced by a stylized white squid icon. The squid has a rounded body, two small teal circles for eyes, and four vertical tentacles of varying lengths extending downwards.

Brand Guidelines
2016

We have prepared these brand guidelines to ensure that our Brand Assets follow a consistent style and use.

Keep in mind that SQUID App is evolving and that we will possibly modify these guidelines from time to time. Therefore it is important that you check our Press Kit regularly to ensure that you are using our Brand Assets correctly.

Our Press Kit is available on our website: www.squidapp.co

Brand Name



The squid is a smart, dynamic and eclectic animal. In the SQUID App world the squid catches the news for the user with its tentacles and provides the “best ink” according to the user’s preferences.

Brand Assets Usage

The Brand Assets (SQUID App Icon, SQUID Logotype and pictures) available in our Press Kit can only be used by Media in order to refer to SQUID App.

SQUID App does not permit to create or sell merchandise (T-shirts, mugs, stickers, and the like) using its Brand Assets.

If you would like to use Brand Assets in a way that is not covered by these guidelines, please contact us: contact@squidapp.co

Recommended

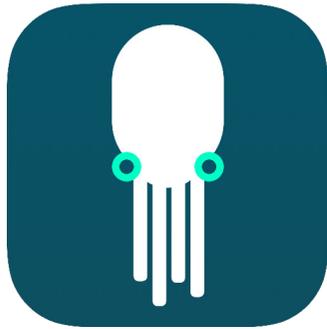


- Use only the Brand Assets available in our Press Kit
- Make sure the Brand Assets are displayed clearly
- Maintain proportions and preserve clear space around the SQUID App Icon and the SQUID App Logotype
- Follow other SQUID App [Terms of Use](#) and [Privacy Policy](#)

Not recommended

- Modify SQUID App Brand Assets in any way, such as changing colors or adding elements to the design (eg. rotate, add texture, shadow or any other effects)
- Use any icons, pictures or trademarks to represent SQUID App other than what is available in this press kit.
- Use the SQUID App Brand Assets to refer to any product or service other than SQUID App.
- Incorporate the Brand Assets, or anything confusingly similar, into any other trademarks, names, domain names or logos.
- Use the SQUID App Brand Assets in a way that implies partnership, sponsorship or endorsement without our consent.
- Feature the SQUID App Brand Assets on materials associated with pornography, illegal activities, or other materials that violate SQUID App [Terms of Use](#) and Privacy Policy.

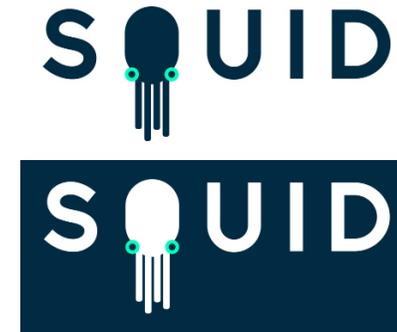
Artworks



App Icon

The App Icon should only be used when there is a clear context around the Squid App product.

The minimum clear space around the App Icon is equivalent to 1/3 of its width.



Logotype

The logotype exist in 2 color options. The Blue Logotype should be use on bright background. The White Logotype (upon request) should be used only on the blue background.

Please use the Blue Logotype whenever possible.

Contact

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