



# Return Path Logo Guidelines



## Logo Configuration

There are two approved layouts of our logo.

### HORIZONTAL

The horizontal lock up is the standard and preferred version of the Return Path logo and should appear on the majority of branded materials.



### VERTICAL

The vertical lock up is the preferred logo when production restrictions do not allow the use of the horizontal logo.



## Logo Color Variations

Our logo is designed for use in full color on a white background or white on a colored background.

For instances in which the full color logo is not practical, the colors and color combinations shown here are the only approved alternatives.

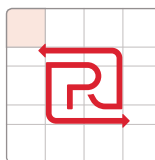


## Logo Spacing

To maintain the integrity of the Return Path logo, it is important that the space around it is not encroached upon.

To maintain readability and ensure maximum impact, the logo must never appear to be linked to or crowded by copy, images or other graphic elements.

No matter the size of the logo, the minimum clear space required is equal to half the width of the glyph in the logomark.



## Logo Misuse

The consistent application of color plays an extremely important role in the Return Path identity system.

To maintain readability and ensure maximum impact, the logo must never appear to be linked to or crowded. At no time should any unapproved colors or backgrounds be applied to the logo. The examples on this page illustrate a few inappropriate applications of the logo. These examples are not to be copied, and are only meant to show ways in which the logo should not be used.

