Lingoda logo variations

**Lingoda standard logo - horizontal**

The primary horizontal logo, to be used in most cases when possible.

**Lingoda standard logo - vertical**

The secondary vertical logo is only to be used where the layout format eg. extremely vertical or rounded profile images requires a vertical logo format.
Both of the Lingoda logo formats can be used in coloured or white version depending on the medium and background.

**coloured logo**
only use on white background

**white logo**
only use on coloured background or photography
Minimum empty spacing around our logo

Primary horizontal logo:
The minimum empty space around the logo is based on the dot of the brandmark on all directions.

Secondary vertical logo:
The minimum empty space around the logo is based on the ‘o’ from the Lingoda letters on all directions.
Logo do’s

Always use the coloured logo horizontal on white background and with its defined colours.

Always use the white version of our logo on coloured background.

Always use the white version of our logo on photographic background.
Don’t change the scale of the logo elements.
Don’t rotate the logo.
Don’t use the logotype without the brandmark.

Don’t change the colours of the logo.

Don’t use the coloured logo on coloured background.

Don’t use the coloured logo on photographic images.