

# Logo & Symbol

Our logo is often the first visual element people associate with our brand. It features three key components: the main logo composed by the wordmark (*Cultural Infusion*), our symbol (The spiral), and the name of the product (Atlas).

There are two formats available, horizontal and vertical. You can choose whichever suits the context best, but we suggest selecting the version that offers the most clarity and visual balance for your application.

Use the logo with care. It should always be given enough space to stand out and must never appear crowded, diminished, or overlooked.

## Horizontal

Use this horizontal logo when the layout allows for a wider format. It's one of two official logo variations and should be chosen when it offers the best clarity and legibility. Always maintain clear space around the logo equal to the height of the lowercase letter "o". This ensures the logo remains prominent and uncluttered.

If you're uncertain about logo placement or usage, feel free to contact us.



## Vertical

This is the vertical version. The vertical logo is to be used where the space lends itself to a taller logo.



## Usage on backgrounds

Full colour



Black



Reversed



## Guidance

It is important to protect the original logo design. The logo must not be altered in any way. See examples below.

