



Mini Style Guide
for Vendors

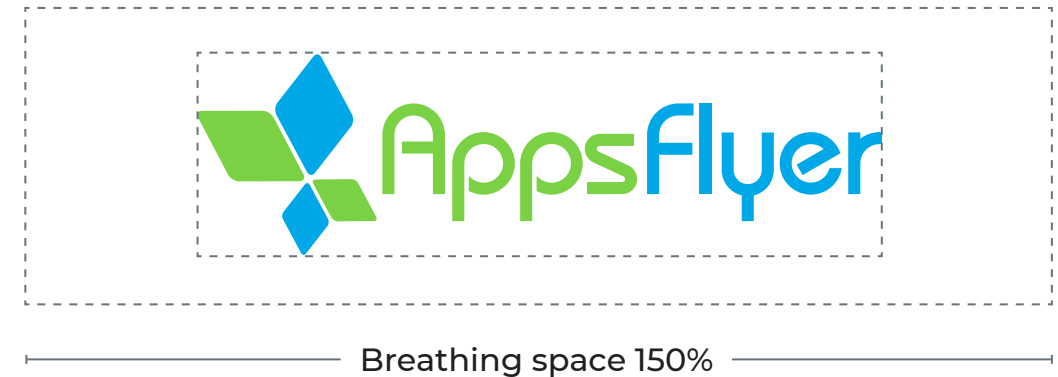
1A Logo

Primary logo

This is the main version of the logo. It should be used by default.

Breathing space

The minimum logo size should be 30 pixels, and the empty space around the logo should be at least 150% of the size of the logo itself.



Secondary logo - vertical

This version should only be used in cases where space is limited, resulting in a small horizontal version of the logo.

This happens mainly on social media or when the logo appears next to other logos that are vertical, making AppsFlyer's horizontal logo look small next to them.

Breathing space

The minimum logo size should be 30 pixels, and the empty space around the logo should be at least 150% of the size of the logo itself.



2

Logo Misuses



Don't change the logo colors unless it's white/black



Don't apply drop shadow to the logo



Don't rotate the logo



Don't use the logo in outline



Don't distort or wrap the logo in any way



Don't use the logo without the butterfly

Here's the right way to write AppsFlyer:

Appsflyer

appsflyer

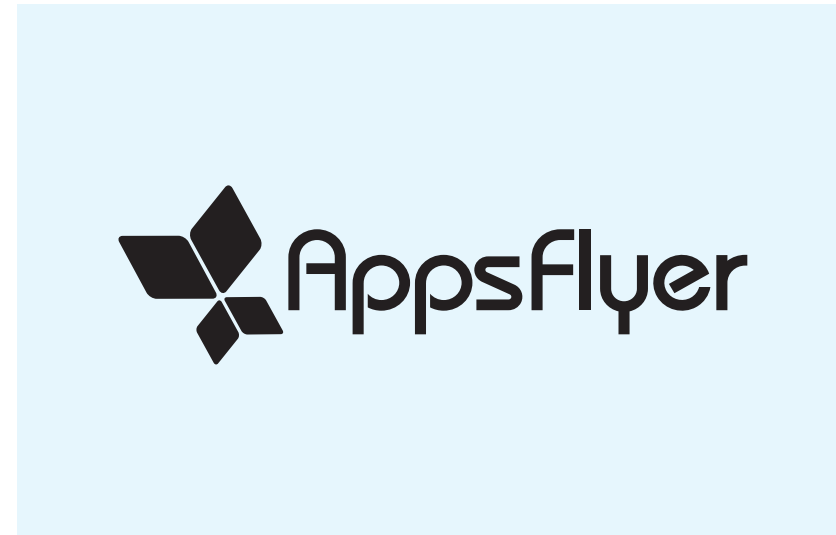
Apps Flyer

AppsFlyer (Capital A and F)

3 Logo color



Color logo on white background



Dark logo on light background



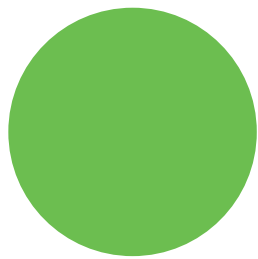
White logo on dark background



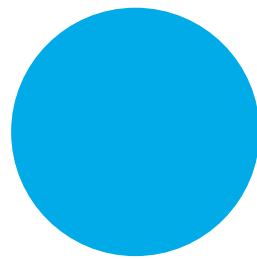
White logo on image background

4 Colors

Print Colors



C61 M0 Y93 K0
Pantone 2287 CP



C86 M8 Y0 K0
Pantone 299 CP