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
- AppsFlyer
- 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