Partner logo lockup guidelines

Partner logo lockups

We use "co-branding" to highlight our offerings, endorsements, and integrations with partners.

Lucid product logos

Lucid product logos should always be clear and legible.
Always display them on a background that provides enough contrast.

Cool Grey 0 - 20 background:

Use the full-color logo.

Cool Grey 21 - 100 background:

Use the full-color logo with white wordmark.

✳ Lucidspark
◆ Lucidchart
❖ Lucidscale

Partner logo orientation

Always use horizontal orientation with a partner logo.
Do not stack logos, even if it seems like the best or only option.

Partner Logo | ✳ **Lucidspark**

Internal integrations

If a partner integrates into our product, lead with the partner's logo.

✳ **Lucidspark** | **Partner Logo**

External integrations

If Lucid integrates into a partner product, lead with the Lucid product logo.

Lockup guidelines

Sizing

Whenever possible, use a horizontal version of the partner logo.

Horizontal partner logo

Match the height of the partner's logotype to the height of the Lucid product word mark.

Vertical partner logo

Make sure both logos are about the same size. If you're unsure, please reach out to the Brand Creative team for help.
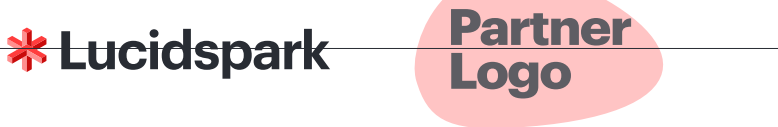

Alignment

Proper alignment should always be considered for both static and motion applications.

Use the type baseline to align horizontal logos.

Center align the logos when the partner logo is a vertical lockup.

Spacing

Clear space is necessary when pairing product logos with partner logos or other graphics.

Increase the clear space around each logo to 2x the width of the logo mark.

Lockup guidelines

Two-product lockup

This is how to group two Lucid product logos with one partner logo.

Internal integrations

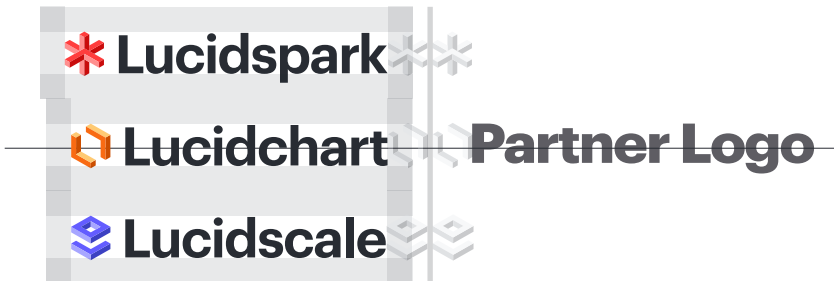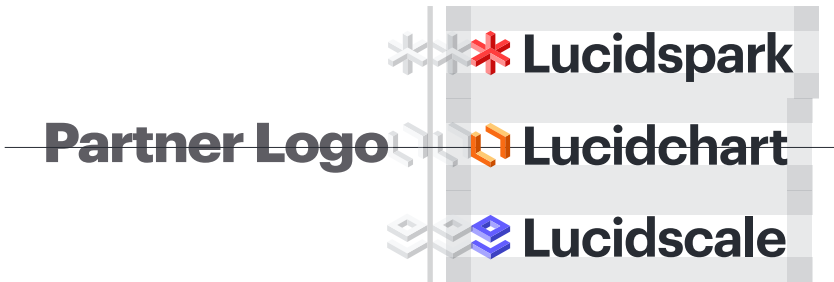If a partner integrates into our product, lead with the partner's logo.

External integrations

If Lucid integrates into a partner product, lead with the Lucid product logo.

Three product lockup

This is how to group three Lucid products with one partner logo. Be mindful of the partner media kits and guidelines when grouping multiple logos together.

Middle pipe

The middle pipe is a vertical line placed between two logos. It helps delineate between logos and signify partnership. Its color should change to properly contrast with the background color.

A middle pipe will typically be a 2pt line weight.

The height of the middle pipe should be exactly 1.5x of the clear space above and below our product logo.

Pipe color will typically be Cool Grey 20. The color may change to White 100 to contrast background tint.