LOGO INTRODUCTION

The Segmind logo represents assimilation, systematic integeration and endless loop.

STANDARD LOCKUP

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Our standard horizontal lockup is our official logotype, consisting of the icon and our wordmark.

the logo

the icon

the wordmark

Segmind

VERTICAL LOCKUP

The vertical lockup can be used when the provided space is square.
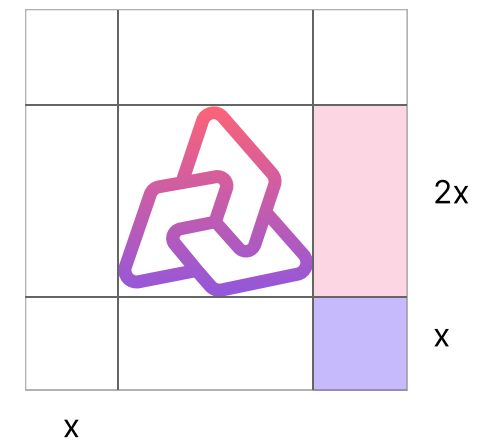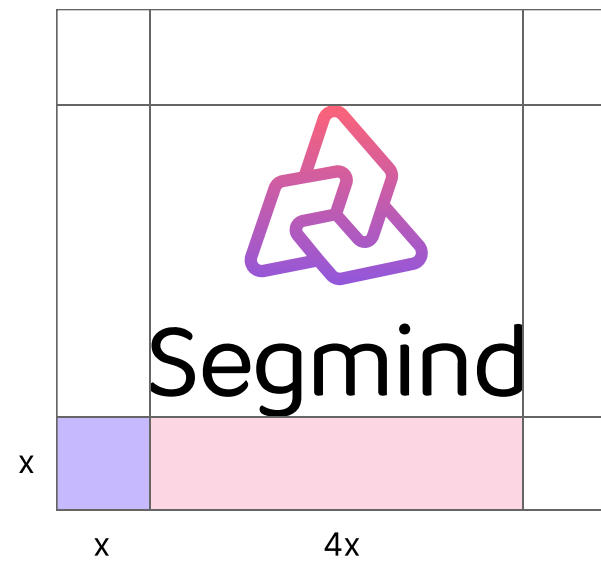
STANDALONE ICON

Use the icon only when "Segmind" has been well established elsewhere on the page or in the design.

SAFE SPACE

Safe space acts as a buffer between the logo and other visual elements on a page, including text. This space is the minimum distance needed and is equal to half the height of the icon.

LOGO COLORS

The icon consists of a gradient made of a shade of purple and colar red. The wordmark is in black.

Segmind

HEX: FF6375

HEX: 7353F8

HEX: 000000

HEX: FF6375   HEX: 7353F8

MINIMAL SIZE

Here's the recommended minimum size at which the logo may be reproduced. For legibility reasons, we ask that you stick to these dimensions.

Segmind

print size: 1.5 inch wide
digital size: 150 pixels wide

Segmind

print size: 1.2 inch wide
digital size: 120 pixels wide

USING GREYSCALE

If, for technical reasons, the color logotype isn't an option, use the white or black versions instead. You can also create a version using any value on the grayscale.

DONT'S

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Our lockups are the go-to-branding
element and cornerstone of the
Segmind identity. Therefore, we
care about them and how they are used.

Here are a few examples of what not to
do with them.

Do not use gradient in the
Wordmark.

Do not use incorrect protion of Icon
and Wordmark in a vertical lockup

Do not left align the Icon
and the Wordmark.

Do not use any other color apart
from logo colors, black or white.

Segmind

Download Asset