

## Our logo – clear space



To ensure legibility, the logo must stand out and not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type or distracting graphics.

The minimum protection space required on all sides of the logo is equal to the height of the “P” from the Prosper Canada wordmark. This area is to always remain clear of colour, imagery or other elements.

The leaf symbol is twice the height of the “P” from the name Prosper Canada. It may be used on its own as a graphic element on promotional items or marketing materials.

## Our logo must be recognizable and readable

### Minimum size



1.25 inches  
for print reproduction



90 pixels  
for on screen usage



.75 inches  
for promotional  
items only

To ensure legibility, we have set the minimum sizes for the reproduction of our logo.

The minimum size is 1.25 in. (32 mm) or 90 pl. wide.

For promotional items such as pens, the logo may not be smaller than .75 in. (19 mm) wide. Do not use the logo at this size on any other applications.

## Our Identity

### Our logo – Incorrect usage



**Proportion**

Never change the proportions of our logo.



**Angle**

Never angle our logo or use it sideways.



**Clear space**

Always leave at least the minimum required clear space around all sides of our logo.



**Color**

Never use anything but the approved colors of our logo.



**Effects**

Never add a gradation, drop shadow, highlight, blur or other graphic effect to our logo.



**Combination**

Never add other graphics or type to our logo or use it as the basis for another logo.



**Clarity**

Don't place our logo on any background that makes it hard to read. Use reverse logo if it's necessary.



**Distortion**

Never distort the logo in any way.

There is flexibility in our visual identity but there are definitely things you should never do with our logo. It is the most visible part of our brand expression. Using it correctly helps ensure the brand is seen and understood the way we want and need it to be.

