# Logo variations and colors

Our preferred logo variation is **Horizontal**, and we like to be seen in our primary brand color orange. This is your go-to option for things like co-branding, when immediate recognition is extra important. **Vertical** can be used when there's limited horizontal space, in centered layouts, or when the logo is on its own. **Symbol only** should be limited to applications when it's already been established that Mavenoid is communicating.

All variations of the logo come in a few color options for added flexibility when applied on images or colored backgrounds. There are also black/white options for monochrome applications, or for when color isn't suitable.



Preferred logo variation: Horizontal, Orange



Vertical, Orange



Symbol only, Orange



Horizontal, Black/white