

Twine Branding and Acceptable Use

The following pages are a visual representation of the many ways the Twine logo may be utilized.

Vertical

Twine icon centered over Twine wordmark and slogan. This arrangement is optimized for use in places where a 1:1 (square) aspect ratio is required.



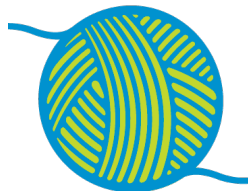
Horizontal

Twine icon presented to the left of the Twine wordmark and slogan. This arrangement is optimized for banners, page headings, etc.



Icon Only

The twine icon should only be used as a stand-alone element in situations where the full Vertical icon, when scaled down, would be difficult to read or recognize.



Usage Guidelines for the Twine name

When presented as text, Twine should always be written with a capital "T" and lower-case for the rest of the word.

Our slogan, "Connection tool for school," is not part of the Twine name, and is only necessary when using the full logo as described above. If using both the product name and slogan, these should be separated with a hyphen, and the first "C" in connection should be capitalized.

Acceptable

Twine

Twine – Connection tool for school

Not acceptable

TWINE

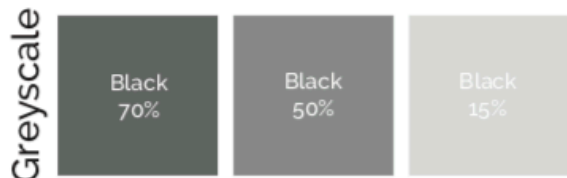
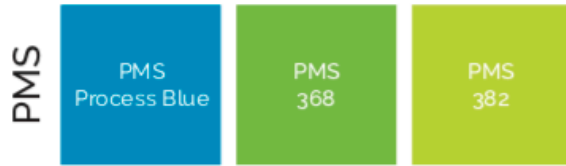
twine

Twine: Connection tool for school

Twine – Connection Tool for School

Twine connection tool for school

Twine Brand Colors



Twine Fonts

Lobster 1.4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890