LOGO GUIDELINES
QUICK REFERENCE – SPEED QUEEN®

Introduction

Our logo is the focal point of our brand identity. It should be included in all communication touchpoints.

The Speed Queen logo must never be redrawn or altered and must always be produced from the master artwork.

Clear Space Rule

It is important to leave clear space around the Speed Queen logo. This will help to protect visual integrity and ensure maximum impact.

A minimum clear space must surround the logo at all times. Minimum clear space is determined by measuring the height of the Speed Queen logo's "X". Wherever possible, allow more than the minimum amount of clear space.

The clear space should be kept free of all type, graphic elements, keylines, photography and visual clutter.

Minimum Size

Minimum size restrictions ensure that the Speed Queen logo is always clearly legible in print and on screen. The overall width of the logo determines its minimum size.

Ensure the logo never appears smaller in width than the specified sizes. The logo is in danger of losing clarity if reproduced any smaller than this

0.75 in - minimum size for print media
120 px - minimum size for digital media

Color Versions

The recommended logo color is the full color version reproduced on a white background.

When you cannot use the full color logo (such as for black and white press advertisements), please use either the white-out logo on dark color background or single black color version.

These alternative logo versions can be used on a photographic background. However, the result must have sufficient contrast and the logo must be fully legible.

Recommended: Full color logo on white background

Black color logo on white background

Full color logo on dark background

White-out logo on dark background

LOGO GUIDELINES

QUICK REFERENCE – SPEED QUEEN®

Logo Misuse

Don't distort the logo.

Don't add a drop shadow or other special effects.

Ensure optimal legibility when placing the logo on a photographic background.

Don't add a mirror effect.

Don't create the logo in unapproved colors.

Don't add a gradient to the logo.

Don't use a keyline or stroke around the logo.

Don't add a transparency effect to the logo.

Don't skew or "italicize" the logo.

Don't create new or unapproved logo lockups.

Don't use the logomark without "Q" symbol.

Don't use the logo within a sentence.

Access

Logo files can be obtained from Marketing OnDemand within the Dealer Center.

dealer.speedqueen.com

Questions

Contact the Speed Queen Communications team with any queries about brand identity.

corporatemarketing@alliancels.com