

Olares Logo Usage Guide

Thank you for featuring Olares. Please follow the guidelines below to ensure our brand is represented accurately and consistently.

What's Included

Plain Text

```
BrandKit_Olares/  
├── PNG/  
│   ├── Standard/  
│   │   ├── logo_black.png  
│   │   ├── logo_color.png  
│   │   └── logo_white.png  
│   └── Mascot/  
│       ├── logo_mascot_black.png  
│       ├── logo_mascot_color.png  
│       ├── logo_mascot_white.png  
│       ├── mascot_black.png  
│       ├── mascot_color.png  
│       └── mascot_white.png  
└── SVG/  
    ├── Standard/  
    │   ├── logo_black.svg  
    │   ├── logo_color.svg  
    │   └── logo_white.svg  
    └── Mascot/  
        ├── logo_mascot_black.svg  
        ├── logo_mascot_color.svg  
        ├── logo_mascot_white.svg  
        ├── mascot_black.svg  
        ├── mascot_color.svg  
        └── mascot_white.svg
```

All PNG files have transparent backgrounds. SVG files are vector-based and can be scaled to any size without quality loss.

Logo Variants

Standard — Wordmark

The wordmark-only logo. Use for editorial articles, press releases, formal partnerships, and any context where a clean, professional presentation is preferred.

Mascot — Wordmark + Mascot

The logo with mascot. Best suited for social media posts, community content, event promotions, and casual or lifestyle-oriented contexts.

Mascot — Standalone

The mascot illustration without the wordmark. Use as a supporting visual element, avatar, sticker, or decorative asset — not as a primary brand identifier.

Color Versions

Version	Filename Suffix	When to Use
Color (Orange)	<code>_color</code>	Default choice. Use on white or light-colored backgrounds.
Black	<code>_black</code>	Use on light backgrounds when a monochrome look is needed.
White	<code>_white</code>	Use on dark or photographic backgrounds.

File Formats

Format	Best For
PNG	Digital use — articles, social media, video, presentations, and email.
SVG	Design and print — web development, large-format output, and editorial layouts.

When in doubt, use the PNG version.

Do's

- Use only the files provided in this kit.
- Scale the logo proportionally — always maintain the original aspect ratio.
- Ensure adequate clear space around the logo on all sides.
- Select the color version that provides sufficient contrast against your background.

Don'ts

- Do not stretch, distort, or crop any part of the logo.
- Do not recolor, add gradients, or apply visual effects such as shadows, glows, or outlines.
- Do not rearrange or alter the spatial relationship between the mascot and wordmark.
- Do not use the standalone mascot as the sole brand identifier in place of the full logo.
- Do not recreate the logo from screenshots or low-resolution sources.