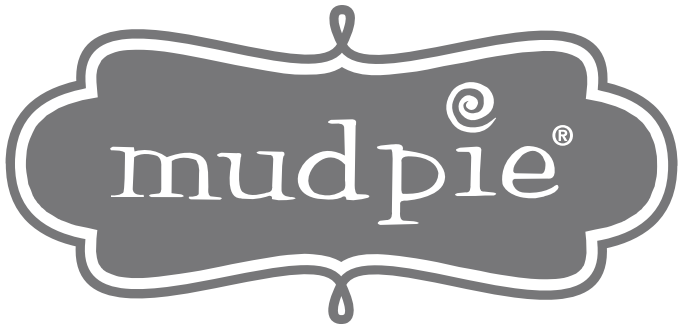
LOGO



Main logo

Logo + tagline

1.5” wide
Minimum accepted size

SECONDARY LOGOS

B2B logo + tagline

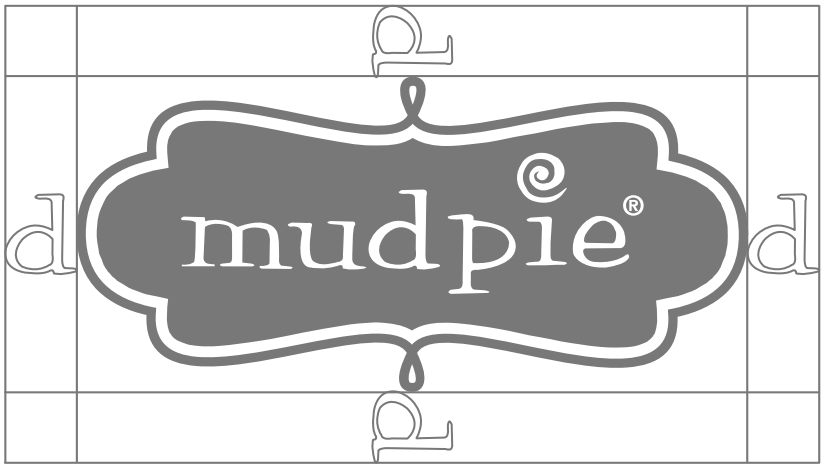
Inversed logo

LOGO USAGE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The minimum clear space is defined as the width of the D. This minimum space should be maintained as the logo is proportionally resized.

The tagline should also align an additional D width from the outside edges.

TEXT USAGE

When referring to Mud Pie in text, the correct usage is *Mud Pie*. Incorrect uses include: *mudpie*, *MudPie*, *mud pie* and *mudpie*.