Lingoda logo variations

Lingoda standard logo - horizontal

The primary horizontal logo. to be used in most cases when possible.

Lingoda standard logo - vertical

The secondary vertical logo is only to be used where the layout format eg. extremely vertical or rounded profile images requires a vertical logo format.

Lingoda logo colour variations

Both of the Lingoda logo formats can be used in coloured or white version depending on the medium and background.

coloured logo
only use on white background

white logo
only use on coloured background or photography

Minimum empty spacing around our logo

Primary horizontal logo:

The minimum empty space around the logo is based on the dot of the brandmark on all directions.

Secondary vertical logo:

The minimum empty space around the logo is based on the 'o' from the Lingoda letters on all directions.

Logo do's

Always use the coloured logo horizontal on white background and with its defined colours.

Always use the white version of our logo on coloured background.

Always use the white version of our logo on photographic background.

Logo dont's

Don't change the scale of the logo elements.
Don't rotate the logo.
Don't use the logotype without the brandmark.

Don't change the colours of the logo.

Don't use the coloured logo on coloured background.

Don't use the coloured logo on photogrpahic images.