

ScanOnline Brand Guidelines Overview

ScanOnline Logo

The ScanOnline logo can be utilized in the following variations. To ensure logo visibility, the primary logo should be used on lighter backgrounds, whereas the secondary versions are used against darker backgrounds.

PRIMARY



SECONDARY



RF Wave Mark

The RF wave mark can be used as in our signature gradient combination or as a transparent overlay or watermark.

Improper Logo Usage

- Do not use the ScanOnline logo against a busy pattern or image, which could result in the logo being unclear or distorted.
- Never recolor any elements of the ScanOnline logo.
- Do not use "ScanOnline" as a logo without the RF wave mark.

RF WAVE MARK



TRANSPARENT OVERLAY/RF WAVE WATERMARK



Logo Clear Space

Utilize the "RF wave" from the logo as a guide in determining the average clear space.

Corporate Colors



Corporate Fonts

In cases where Acumin SemiCondensed cannot be used as a heading, substitute font with Lato or Arial.

Body Text: **Lato or Arial.**

Headings: **Acumin SemiCondensed**

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Acumin SemiCondensed Bold

Acumin SemiCondensed Light

Acumin SemiCondensed Semibold

Acumin SemiCondensed Italic

Acumin SemiCondensed Medium

For questions about ScanOnline brand guidelines, please contact jgoldstein@scanonline.com.