



THREAD LOGO GUIDELINES

WE WANT TO LOOK GOOD ALL THE TIME. FOLLOW THESE RULES AND YOU'RE GOOD TO GO.

We don't want to come across all doom and gloom, but there is a right way and a wrong way to present our logo. If in doubt, just ask.

SIZING
Always resize proportionally.

TRANSPARENCY
Always use images with a transparent background. Random white boxes are sloppy as hell.

BACKGROUND
Exercise common sense with backgrounds. If it's too busy or the colors clash, choose an alternative version of the logo.

SPACING
We don't have specific padding requirements, but always give the logo space to breathe.

MESSING WITH IT
Don't change the logo color or shape. Only use one of the downloadable options provided on the press page.



PUBLISHING SOMETHING ABOUT THREAD? LET US KNOW SO WE CAN SHARE IT: PRESS@THREADINTERNATIONAL.COM