

RESPONSIVE LOGO SYSTEM

Full Logo

Use Most Often

The Full Logo is recommended for the majority of use cases.

Minimum Logo Size

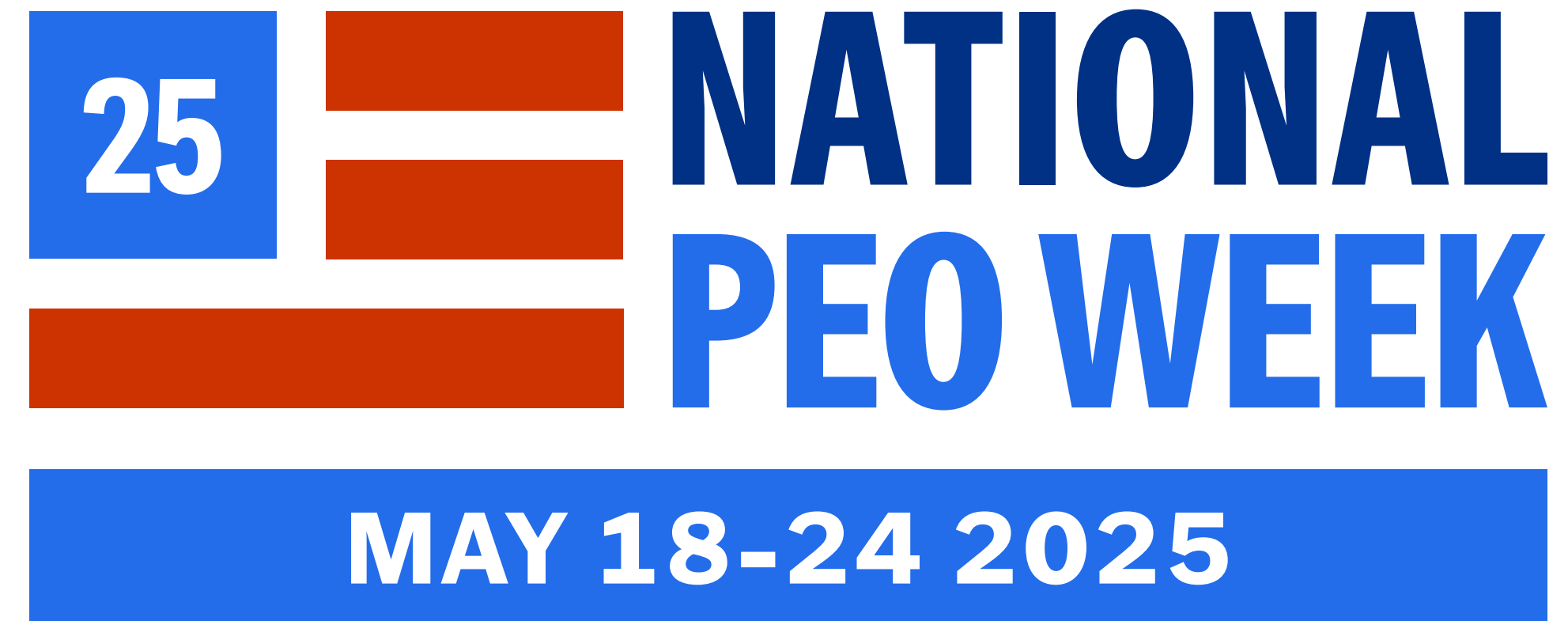
Pixels: 200 px x 80 px

Inches: 2.8125 in x 1.125 in

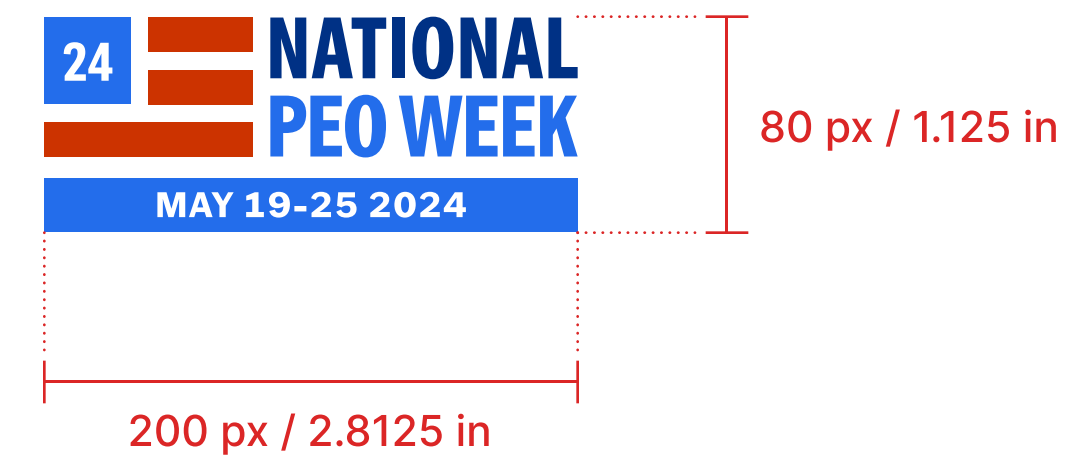
A good test to determine whether the logo is too small is whether the smallest text in the logo is still legible from an arm's length away. If you find it difficult to read at that distance, increase the size of the logo.

White Background

A white background is recommended for displaying the Full Logo.



MINIMUM LOGO SIZE



Badge Logo

Use As Needed

The Badge Logo is recommended for use cases in which the Full Logo fits poorly or would need to be scaled down past its minimum size.

Minimum Logo Size

Pixels: 120 px x 120 px

Inches: 1.6875 in x 1.6875 in

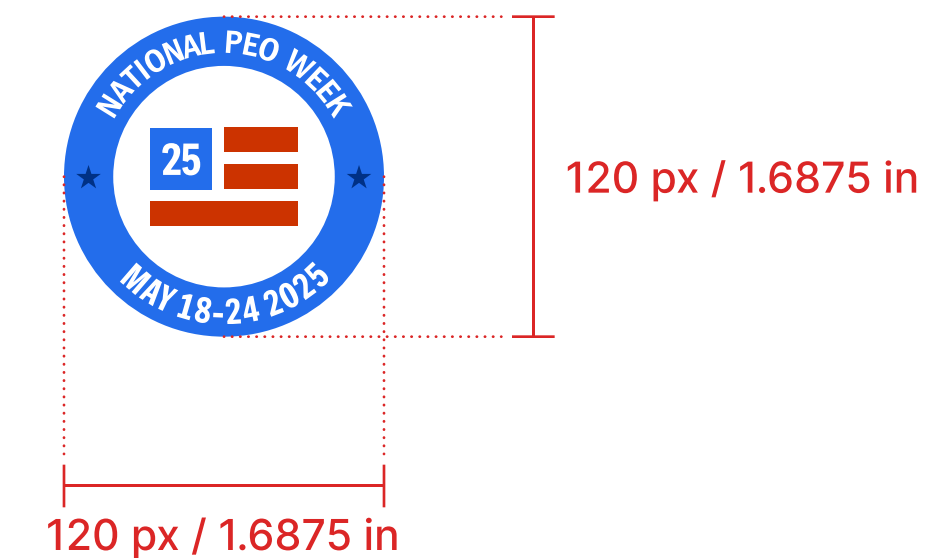
A good test to determine whether the logo is too small is whether the smallest text in the logo is still legible from an arm's length away. If you find it difficult to read at that distance, increase the size of the logo.

White Background

A white background is recommended for displaying the Badge Logo.



MINIMUM LOGO SIZE



Small Logo

Use Occasionally

The Small Logo is recommended only for those use cases in which neither the Full Logo or the Badge Logo will fit well or would need to be scaled down past their minimum sizes.

Minimum Logo Size

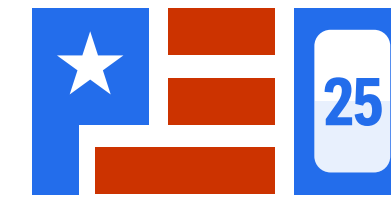
Pixels: 81 px x 40 px

Inches: 1.125 in x 0.5625 in

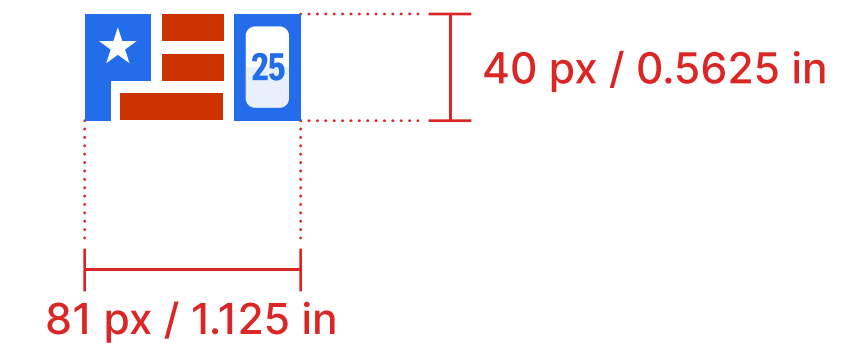
A good test to determine whether the logo is too small is whether the smallest text in the logo is still legible from an arm's length away. If you find it difficult to read at that distance, increase the size of the logo.

White Background

A white background is recommended for displaying the Small Logo.



MINIMUM LOGO SIZE



Alt Small Logo

Use Occasionally

The Alt Small Logo is recommended for use cases similar to those for the Small Logo, but that would benefit from the additional clarity and context.

Minimum Logo Size

Pixels: 80 px x 80 px

Inches: 1.125 in x 1.125 in

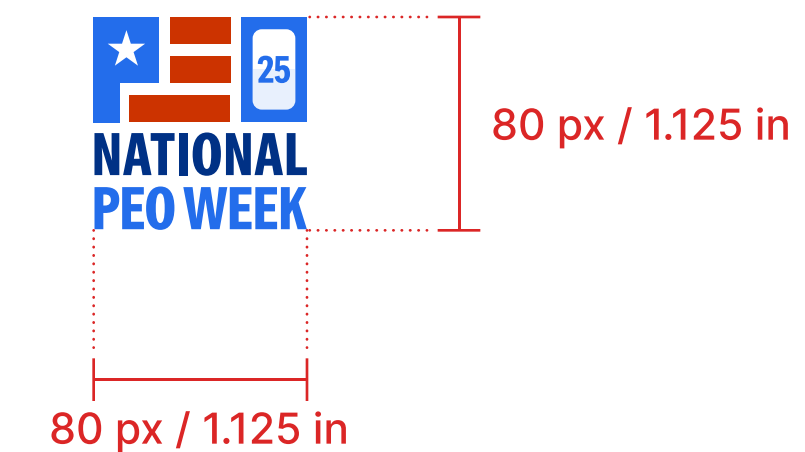
A good test to determine whether the logo is too small is whether the smallest text in the logo is still legible from an arm's length away. If you find it difficult to read at that distance, increase the size of the logo.

White Background

A white background is recommended for displaying the Alt Small Logo.



MINIMUM LOGO SIZE



RESPONSIVE LOGO SYSTEM

Tagline Options

POLICY MAKERS



HR SOLUTIONS FOR SMALL BUSINESSES

MAY 18-24 2025

SMALL BUSINESS OWNERS & THE PUBLIC



HR | PAYROLL | BENEFITS | COMPLIANCE

MAY 18-24 2025

Alt Logos for Dark Backgrounds

