

Logo Guidelines

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

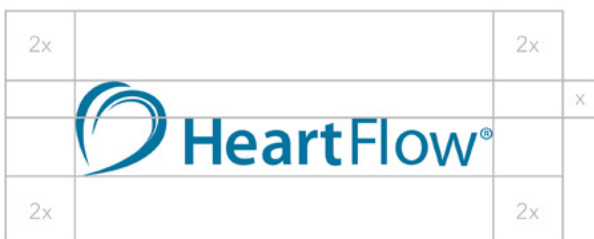
The preferred way to use the HeartFlow logo is over a white background or on the HeartFlow blue gradient. Every attempt must be made to do this. Please note that internal usage may allow for the placement of the HeartFlow logo on any approved HeartFlow color/gradient.



If the logo *must* be placed on a dark background or color options are strictly limited then the white HeartFlow logo may be used.

Clear Space & Minimum Size

Our logo must have a minimum size of 100px in width. If sized down more than this, it starts to lose legibility, integrity, and recognizability. It should also always have a certain amount of clear space around it, as defined below, to maximize visual effectiveness.











Logo Guidelines (cont.)

Incorrect Logo Usage

Incorrect usage includes, but is not limited to, the following scenarios:

1. Changing the logo's orientation and/or scaling disproportionately.
2. Adding extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.
3. Placing the logo on busy, unsuitable, or irrelevant photography.
4. Using unapproved colors.
5. Attempting to recreate the logo.
6. Placing a cropped-in, white-on-blue logo on an already white background.
7. Making alterations, additions, or substitutions to the words and/or colors contained in the logo.
8. Removing the registration mark.

1.  ✗	2.  ✗	3.  ✗	4.  ✗
5.  ✗	6.  ✗	7.  ✗	8.  ✗

Please do **NOT** abuse the HeartFlow logo in any of the ways described above or otherwise. It is a valuable asset that reflects who we are and should be treated kindly.