



Logo Versions

BairesDev's logo consists of a symbol and a wordmark.

The symbol can be used by itself (i.e., on social media profiles), but the wordmark must always include the icon.

The elements can be presented in a horizontal or vertical format, depending on the layout, always ensuring the best representation and readability of the logo.

[Access Logo Files](#)

Horizontal - No Tagline (preferred version)



Vertical - No Tagline



Icon/Symbol Only

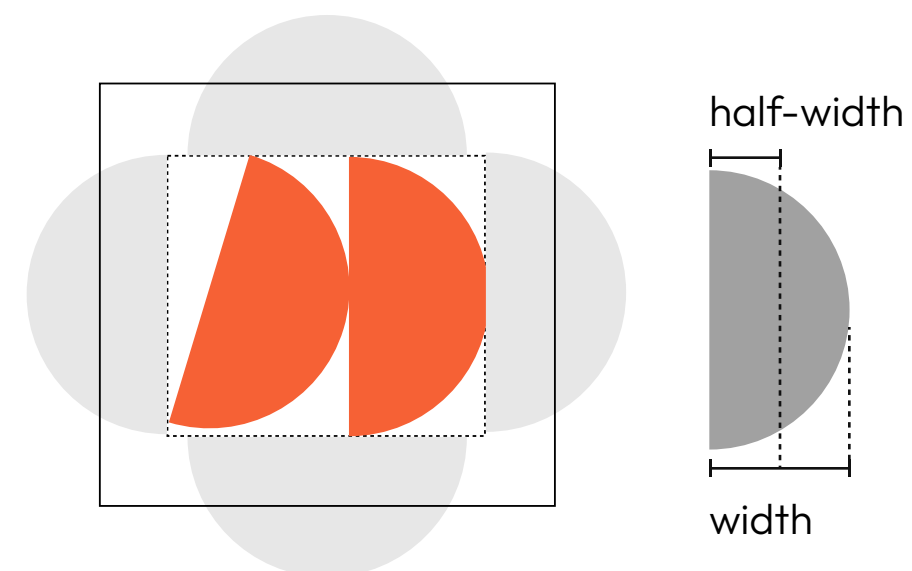


Logo Versions: Safety Areas & Size Limits

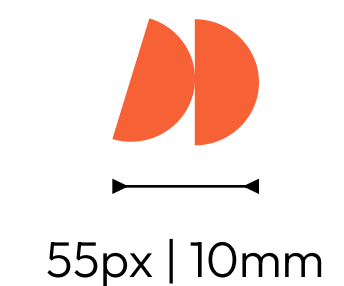
To ensure the best presentation of the logo, it is important to make sure no other elements invade the safety area around it.

An easy way of ensuring the safety area is correct is using logo elements to determine space.

The safety area reference for the horizontal logo is one of the semi-circles, for the vertical version, it's the letter D, and for the icon, it's half the width of one semi-circle.



















Minimum Sizes



Logo Application: Monochrome

When applying the logo over colored backgrounds, it is necessary to **maintain a color contrast of at least 3:1**, and the logo needs to be presented in monochrome, in either full black or full white, depending on the contrast.

The reference on this page is showcasing our logo applied over our brand colors, although this rule should be observed when the logo is applied over any colored background.

 BairesDev	✓ Contrast: 5,97:1	 BairesDev	✓ Contrast: 10,55:1
 BairesDev	✓ Contrast: 4,19:1	 BairesDev	✓ Contrast: 9,34:1
 BairesDev	✓ Contrast: 6,28:1	 BairesDev	✓ Contrast: 10,99:1
 BairesDev	✓ Contrast: 10,02:1	 BairesDev	✓ Contrast: 13,65:1
 BairesDev	✓ Contrast: 3,16:1	 BairesDev	✗ Contrast: 1,78:1
 BairesDev	✓ Contrast: 4,49:1	 BairesDev	✗ Contrast: 2,01:1
 BairesDev	✓ Contrast: 3:1	 BairesDev	✗ Contrast: 1,71:1
 BairesDev	✗ Contrast: 1,18:1	 BairesDev	✗ Contrast: 1,38:1

Logo Application: Incorrect Usage

To ensure clear and consistent application of our logo, we've compiled some examples of treatments or alterations to avoid.

1. Don't alter the proportions of the logo.
2. Don't rotate the logo.
3. Don't use 3D effects.
4. Don't use gradients.
5. Don't change the wordmark typography.
6. Don't apply external colors to the logo.
7. Don't alter the color use in the elements.
8. Don't use low resolution or pixelated files.
9. Don't remove elements from the logo.

