

Endorsement Guide

Guidance on where and when to apply the
Forge Endorsement logo

Logo

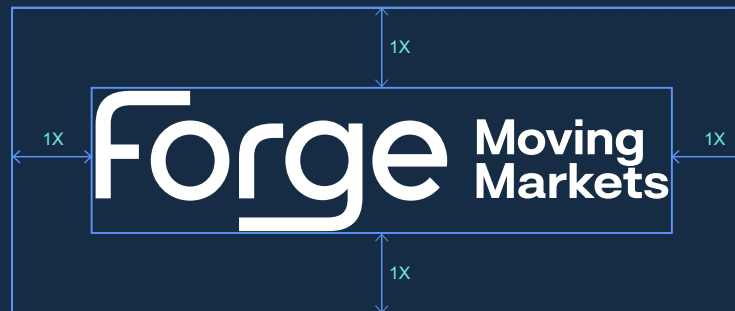
This document defines how the Forge Endorsement logo should be used across all internal and external materials to maintain a consistent, professional brand identity.

Clear Space

- Clear space protects the logo from crowding by other elements – text, edges, other logos, imagery.
- X is defined as the x-height of the lowercase “o”/“e” in the “forge” wordmark

Minimum Size

- Print: no smaller than **24.5mm / 1 inch wide**
- Digital: no smaller than **130px wide**



X= height of the lowercase “o” / “e” in forge



Logo Color Use

Approved Backgrounds

- Use full-color logo on white or light neutral backgrounds
- Use reversed (white) logo on dark or brand-color backgrounds
- Avoid placing the logo on busy photographs or low-contrast backgrounds; if unavoidable, use a solid color plate behind the logo

The logo for Forge Moving Markets is displayed on a white background. The word "Forge" is in a blue, sans-serif font, and "Moving Markets" is in a dark blue, sans-serif font, stacked vertically to the right of "Forge".The logo for Forge Moving Markets is displayed on a dark blue background. The word "Forge" is in a white, sans-serif font, and "Moving Markets" is in a white, sans-serif font, stacked vertically to the right of "Forge".

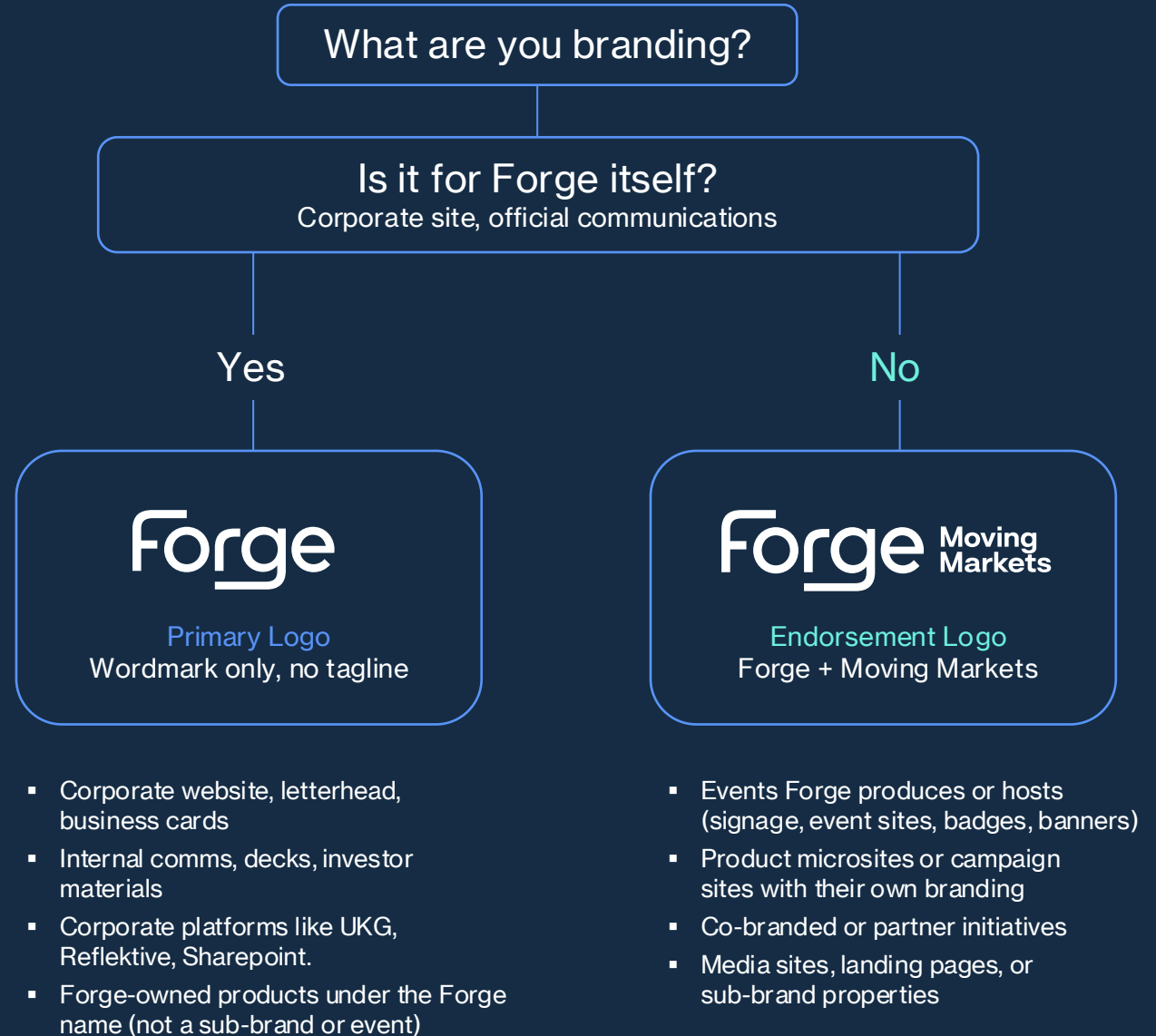
Forge Logo vs. Endorsement Logo

Forge Primary Logo

Use when Forge is speaking as itself, with no ambiguity about who's talking.

Forge Endorsement Logo

Use any time Forge is behind something but the thing itself isn't presented as "Forge" directly.



Incorrect Usage

DO NOT

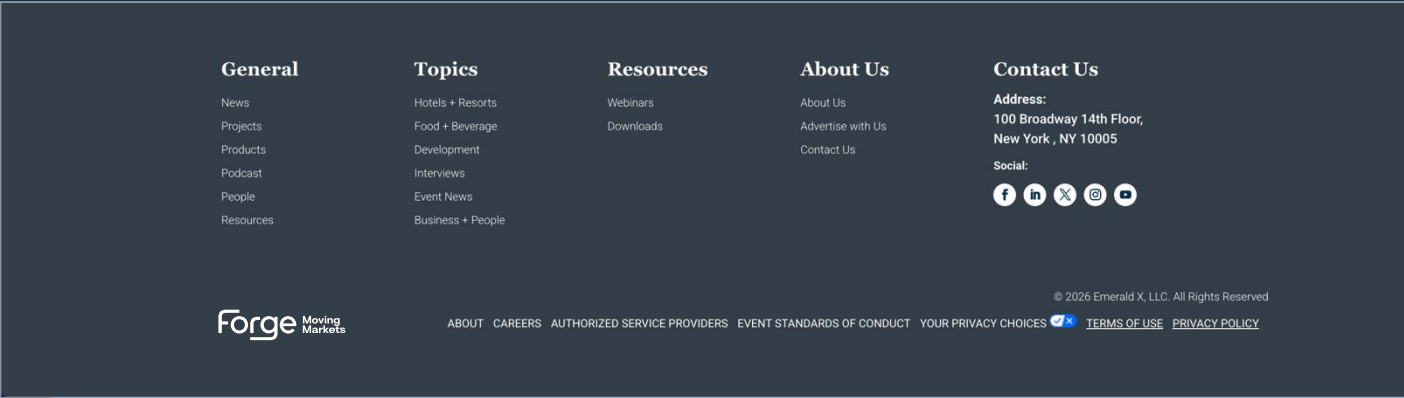
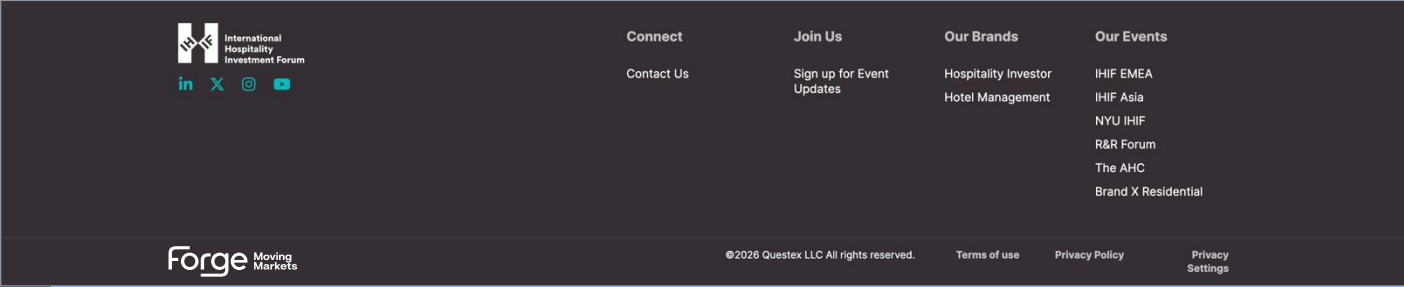
- Stretch or distort the logo's proportions
- Rotate or tilt the logo
- Recolor it outside the two approved treatments
- Add shadows, outlines, glows or other effects
- Separate or resize elements of the lockup independently
- Place it on a low-contrast or busy background without a scrim
- Crop or obscure any part of the logo
- Stack the logo
- Use a blurry, low-resolution, or unsharp version of the logo.



Market Application

Websites

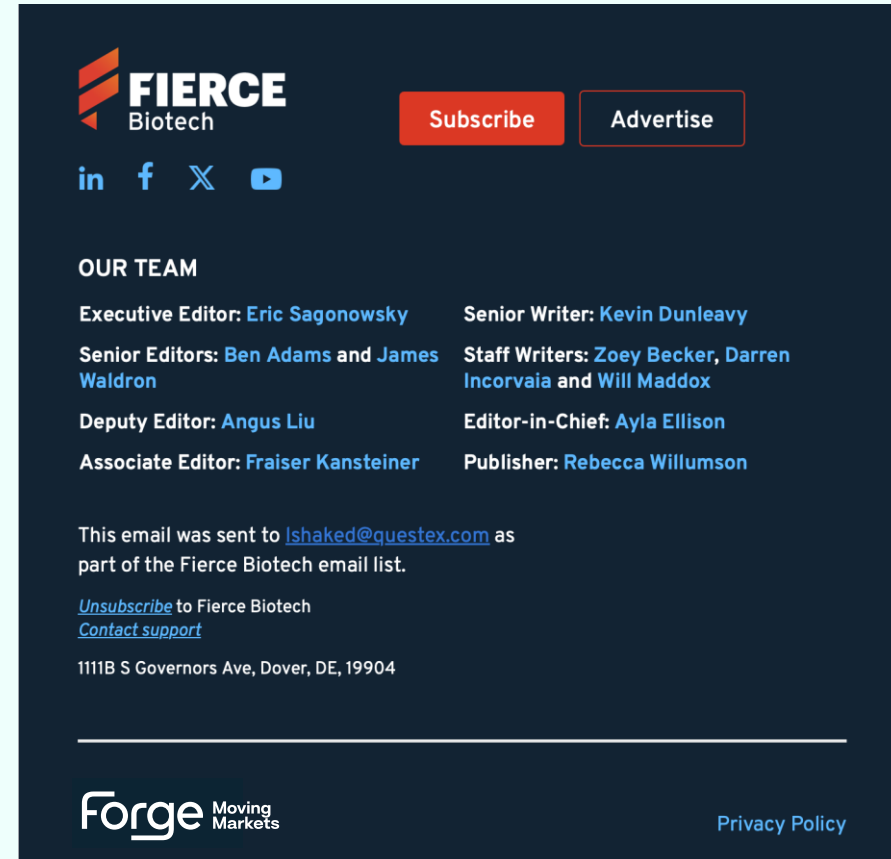
The lock-up should appear in the footer, typically, left-justified and on the same line as the site copyright



Market Application

Newsletters

The lock-up should appear in the footer, typically, left-justified and on the same line as the Privacy Policy



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Marketing Emails

The lock-up should appear in the footer, typically, right-justified and on the same line as the social links



Market Application

Print

When Forge is publisher of record, the Forge logo leads – placed first, sized at equal visual weight to any other logos present, with clear space maintained on all sides.

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Forge Moving Markets **professional beauty** association **be+well** beauty and wellness show

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Signage

Default to bottom-right placement, maintaining clear space. For symmetrical or standalone signage, center it instead. Use color or knockout depending on background and let the logo sit within the design without competing with it.

