

Read This Before Using the Bending Spoons Wordmark or Logotype

Use only the approved wordmark or logotype, as downloaded in the accompanying file.

Choose the main wordmark for general use.

Choose the alternative logotype when a lack of horizontal space means the main wordmark is too small.

Don't change the orientation of the wordmark or logotype.

Don't combine the wordmark and logotype in the same space or visual element.

Stick to the approved colors in our brand palette—Black #000000 and White #FFFFFF.