

Sustainable Catalyst

Logo & Usage Guide

Brand Philosophy

The Sustainable Catalyst mark represents clarity, structure, and discipline. It should appear deliberate — never decorative. Minimalism is part of the identity.

Brand Colors

- Pure Red — #FF0000 (Primary accent)
- Pure Black — #000000 (Primary text)
- Pure White — #FFFFFF (Primary negative space)
- Cream — #FFF8E7 (Secondary background for a classic, editorial tone)

No gradients. No drop shadows. No embellishments. The mark should always appear in high contrast environments.

Clear Space

Maintain generous spacing around the logo. Minimum clear space should equal the height of the letter 'C' in the wordmark on all sides. Do not crowd the mark with text, borders, or competing elements.

Size & Scaling

- Maintain legibility at small digital sizes.
- Avoid reducing below 24px height in digital contexts.
- Never distort aspect ratio.
- Ensure print versions remain readable without magnification.

Approved Backgrounds

- Solid black
- Solid white
- Solid red (with white wordmark)
- Cream (#FFF8E7) for editorial or long-form contexts

Avoid busy textures, complex photography, low contrast surfaces, or gradient overlays. If the logo is not immediately legible, the background is incorrect.

Improper Use

- Do not stretch or compress.
- Do not recolor arbitrarily.
- Do not add outlines, shadows, or effects.
- Do not rotate or skew.
- Do not place inside decorative shapes.
- Do not animate excessively.

Closing Principle

The logo signals structural seriousness. If treatment feels decorative, loud, or trendy — it is likely incorrect.