

Logo & Symbol

Our logo is often the first visual element people associate with our brand. It features two key components: the main logo composed by the wordmark (*‘Cultural Infusion’*) and our symbol (The spiral).

Use the logo with care. It should always be given enough space to stand out and must never appear crowded, diminished, or overlooked.

Horizontal

Use this horizontal logo when the layout allows for a wider format. It’s one of two official logo variations and should be chosen when it offers the best clarity and legibility. Always maintain clear space around the logo equal to the height of the lowercase letter “o”. This ensures the logo remains prominent and uncluttered.

If you're uncertain about logo placement or usage, feel free to contact us.



Usage on backgrounds

The logo should stand out against the background. It is important to choose the right version, depending on the background colour. **It is preferable to choose the full colour version whenever possible.**

Full colour version – Light background



Black version – Light background



Full colour version – Black background



White version – Black background



Guidance

It is important to protect the original logo design. The logo must not be altered in any way. See examples bellow.



Do not change logo original proportions. No stretching.



Do not bend or set it up on an angle.



Do not alter the size or relationship of any part



Do not add any external colour.



Do not add drop shadow or any other effects.



Do not add additional graphic elements.