

DR. BRONNER'S LOGO GUIDELINES



In 2014, Dr. Bronner's added 13 stars to our corporate logo in reference to the cosmos, which inspired Dr. Emanuel Bronner's ALL-ONE vision, and continues to inspire the company. The stars acknowledge that all our work happens within a larger cosmological context.

The smaller stars can be seen as representing the 12 constellations of the zodiac or the 12 tribes. The brightest star represents our sun or the Eternal father.

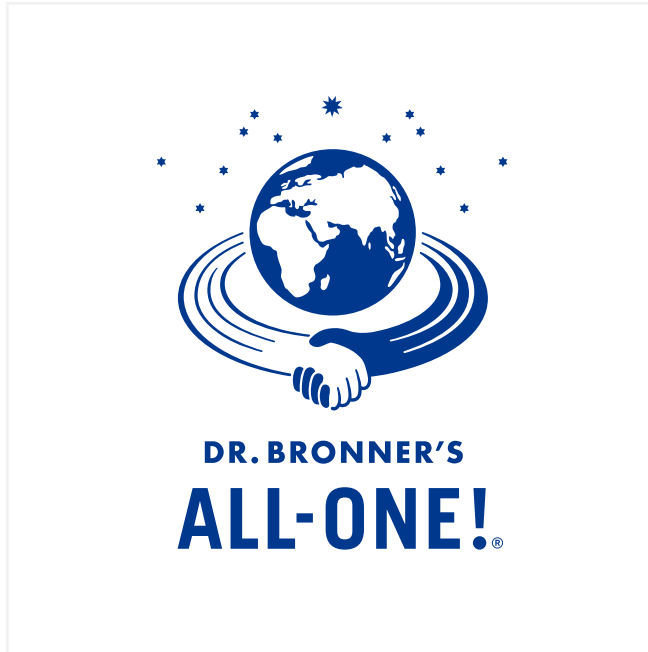
Together the stars add up to 13, a number with mystical meaning in Judaism as well as other religious traditions. The placement of the stars uses a pattern from Metatron's cube, an ancient geometric figure which uses 13 circles to create all the platonic solids, and which represents completeness, perfection and wholeness.

DR. BRONNER'S CORPORATE LOGO

This is the official Dr. Bronner's logo. We have a few versions of it for you to use, depending on the circumstances.



FOR LIGHT AND DARK BACKGROUNDS



LIGHT BACKGROUND

The light background version can be black or preferably, our corporate color, Peppermint blue, PMS 2146.



DARK BACKGROUND

One way to be sure you're using the correct version: **the white arm is always on the left side!**

FILE NAME CONVENTIONS



File Location:

Logo-Light-Background\Vertical\

Vector: drbronnens-logo-vert-negative.ai

Lo-res: drbronnens-logo-vert_LR.png

Hi-res: drbronnens-logo-vert_HR.jpg



File Location:

Logo-Light-Background\Horizontal\

Vector: drbronnens-logo-horiz.ai

Lo-res: drbronnens-logo-horiz_LR.jpg

Hi-res: drbronnens-logo-horiz_HR.jpg



File Location:

Logo-Dark-Background\Vertical\

Vector: drbronnens-logo-vert-negative.ai

Lo-res: drbronnens-logo-vert-negative_LR.png

Hi-res: drbronnens-logo-vert-negative.png



File Location:

Logo-Dark-Background\Horizontal\

Vector: drbronnens-logo-horiz-negative.ai

Lo-res: drbronnens-logo-horiz-negative_LR.png

Hi-res: drbronnens-logo-horiz-negative.png

VERTICAL AND HORIZONTAL VERSIONS



VERTICAL LOGO

The vertical version is good when you have more height, or when you need more of a square shape.



HORIZONTAL LOGO

The horizontal version is good for a wider space, or when you need more of a rectangle shape.

MINIMUM SIZE GUIDELINE



VERTICAL LOGO

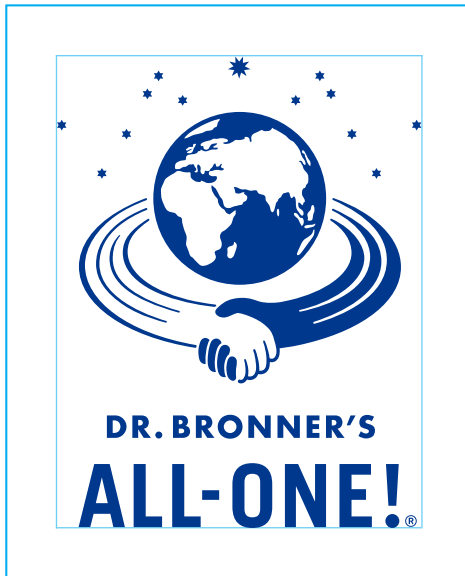
The minimum width for the vertical version is 0.375"



HORIZONTAL LOGO

The minimum width for the horizontal version is 0.75"

CLEAR SPACE GUIDELINES



Minimum clearance for vertical logo



Minimum clearance for horizontal logo

LOGO NO-NO'S



Not enough clear space!



No custom colors!



Reversed in box on white



Wrong logo!
Arm on the wrong side!



Wrong logo!
Arm on the wrong side!

Did you use our logo?

Please make sure to show us how you've used our logo before you go to print, or launch it online. Send your design to marty@drbronner.com for approval.
Thanks!

Questions?

Send a note to marty@drbronner.com