

Ely logo system

Nine approved production routes built from one character, one wordmark, and one palette.



01 Primary signature

Default horizontal brand lockup



02 Character + wordmark

Editorial and hospitality-led applications



03 Wordmark only

Shallow placements or nearby emblem



04 Chat badge

Avatars, app tiles, compact square use



05 Character only

Character-led moments without a lockup



06 Stacked signature

Centered, narrow-width layouts



07 Reversed signature

For dark backgrounds



08 One-color signatures

Single-ink production and technical inverse



09 Small-size badges

Use only at the supplied output sizes



72 px



44 px



28 px

28 px uses the approved cream-band adjustment

RECOMMENDED USE

Default signature

Route 01 - Everyday brand use

Compact

Route 04 - Avatars and app tiles

Dark fields

Route 07 - Navy and deep backgrounds

Single ink

Route 08 - Engraving and strict reproduction