

The Second Life® Brand Center: Graphical Illustration of Guidelines for Using the inSL Logo

The inSL logo may be used only by Second Life® residents to advertise or show their connection to the Second Life world.

This page illustrates some of the guidelines for use of the logo. For the complete guidelines, visit:
<http://secondlife.com/corporate/brand/insl/guidelines.php>

PANTONE® COLOR

GREEN: PMS 556

FORM, SIZE, AND COLOR

- No changes except proportional resizing
- Minimum print width: .5 inch
- Minimum digital width: 60 pixels
- Color logo may be used only on a solid white background
- The black logo and white logo may be used on any background that does not reduce the legibility of the logo

DOWNLOAD FILES

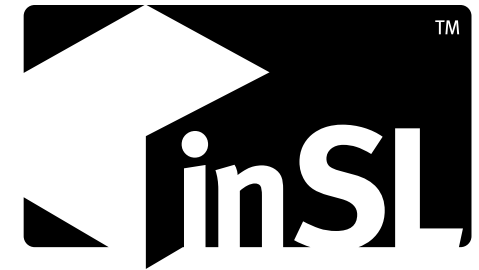
<http://secondlife.com/corporate/brand/insl/signup.php>

CLEAR SPACE

The minimum clear space area around the entire logo must be one-quarter the height of the rectangle portion of the logo.



COLOR LOGO



BLACK LOGO



WHITE LOGO (SHOWN ON BLACK)



CLEAR SPACE DIAGRAM