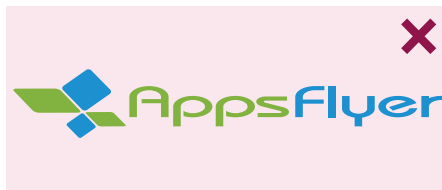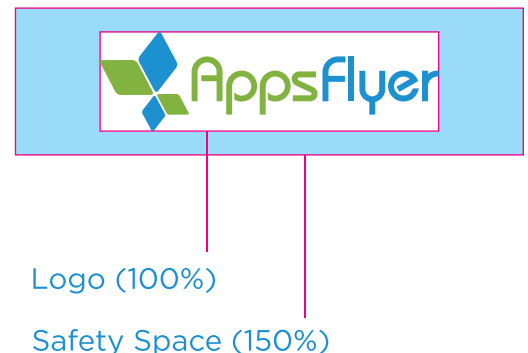# AppsFlyer Asset Usage Guidlines

Maintain Proportions

The proportions of the logo should never be altered. Hold the "Shift" key
in most software programs to maintain the proportions while scaling up or down
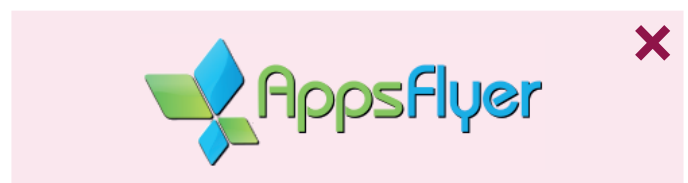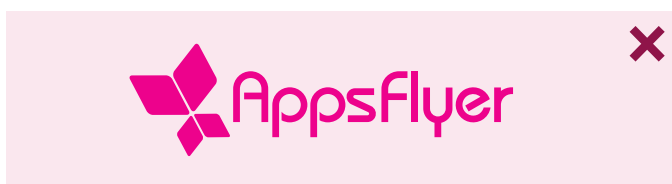
Safety Space

When using the logo with other graphic
elements, such as other logos, copy, illustrations
or photography, always maintain a minimum
amount of white space around it.

The minimum size of the logo should be 30 pixels,
and the empty space around the logo
should be at least 150% the size of the logo itself.

Logo (100%)

Safety Space (150%)

Don't

• Change the color of the logo • Add special effects to the logo
• Use the emblem of the logo separately from the name • Use older versions of the logo

AppsFlyer Asset Usage Guidlines

Primarily the logo should be used on a white background for maximum impact and clarity. In cases where the 2-color logo or [in] is not appropriate, the following versions are available for use: