Logo usage guidelines
1. Logo

The logo exclusion zone should be the logo at least 150% of the size of the logo itself. (Logo=x, exclusion zone=1.5x)

Download the logo files
2. Logo colors

The minimum primary logo size should be 100 pixels wide and vertical logo is 70 pixels wide.

Color logo on white background
Color logo on dark blue background
White logo on dark color
Dark logo on light background
3. Logo misuses

It is important that the appearance of the logo remains consistent. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

- Don't apply drop shadow to the logo
- Don't rotate the logo
- Do not squeeze or expand the logo in any way
- Don't use the logo without the butterfly
- Don't move the butterfly size or position
- Don't replace the font of the logo
- Don't change the logo colors unless it's white/black
- Don't use the logo in outline
- Don't use the color logo on color BG
4. Company name

Here's the right way to write AppsFlyer when we don't use the logo: AppsFlyer (Capital A and F)
5. Colors

Logo green brand color
R=122, G=209, B=67
C=57, M=0, Y=87, K=0
#7AD143
Pantone 2291 CP

Logo blue brand color
R=0, G=194, B=255
C=63, M=4, Y=0, K=0
#00C2FF
Pantone 801

Brand black color
R=34, G=13, B=78
C=100, M=100, Y=30, K=40
#220D4E
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Here's the right way to write AppsFlyer (capital A and F) for games when we don't use the logo: AppsFlyer for games.