



Logo Adjustments



— Before

■ After

Adjusted the distance inside the lettering of the two R's

Resized and centered Energy under Cirro

Adjusted the dot on the i

Smoothed out line-work

Made logo single-color and removed grey from palette

Introduced a new Cirro Energy blue into the brand color palette



Logo Before



Logo After

Primary Brand Logo



Usage + Applications:
Used against a white or
light background

Inverse Brand Logo



Usage + Applications:
Used against a colored
or dark background

Black Primary Brand Logo



Usage + Applications:
Used for black-and-white
applications against a
white background

Logo Sizing



Logo Spacing

The logo should always be placed with an adequate amount of space between it and surrounding elements to ensure readability and recognition.

The appropriate amount of space is equal to or greater than the width and height of the C in the Cirro Energy logo.



— 1.5in —

For Print

Logo should not be smaller than 1.5 inches wide.



— 100px —

For Screen (At 72 DPI)

Logo should not be smaller than 100 pixels wide.