



Our purpose is to discover and share place-based design and policy solutions.

Our Primary Logo

Our primary logo is a horizontal composition of our wordmark and our landmark Place Matrix, which includes our brand icon — the Place Dot. Our logo is only to be used in the standard white and inverse black versions.



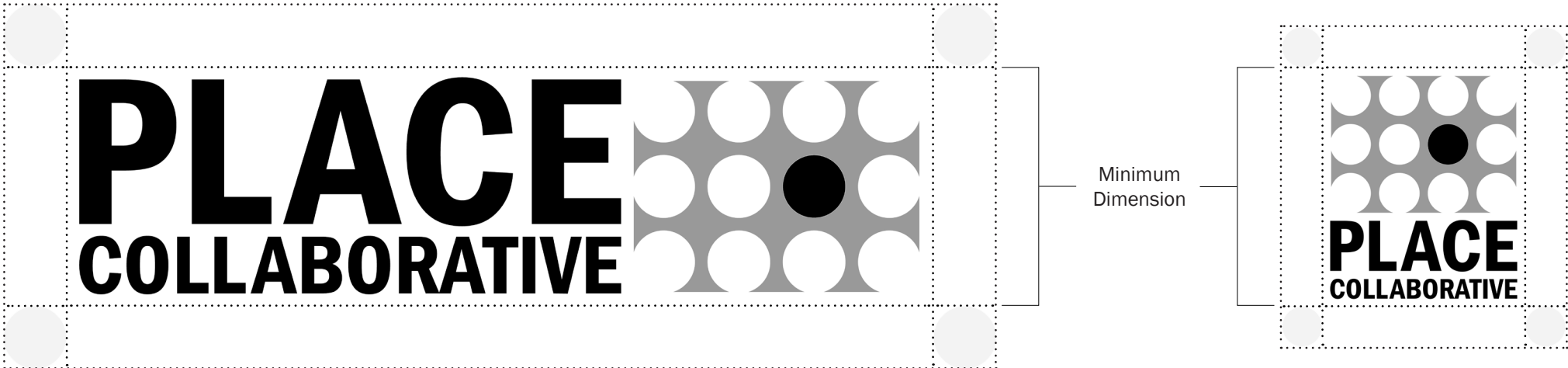
Our Secondary Logo

When our primary logo is not favorable for the intended composition, our secondary logo can be used in its place. Our logo is only to be used in the standard white or inverse black versions.



Our Logo Usage Guidelines

Our logo's exclusion zone is equal to the diameter of the Place Dot around its entire perimeter.
Its minimum size is set by the vertical dimension, which should not be less than 150 pixels or 0.5 inches.



The standard white and inverse black logos should always be used with white and black backgrounds, respectively. For background lightness values in-between these extents, the following ranges and associated logos must be used.



Our Logo Usage Guidelines

Our logo should never be adjusted, modified, transformed, or applied in any of the following ways.



Do not deviate from the standard white and inverse black color variants of our logo.



Do not distort or skew our logo.



Do not rotate our logo.



Do not change the arrangement or composition of our logo.



Do not apply any glow, drop shadow, or reflection effects to our logo.



Do not apply any transparency to our logo.



Do not place our logo over busy or visually complex portions of an image.



Do not stack our logo.



Do not overuse both versions and color variations of our logo within a single media package. Maintain one version and color variant to the greatest extent possible.