



Brand Guide[©]

v06042026

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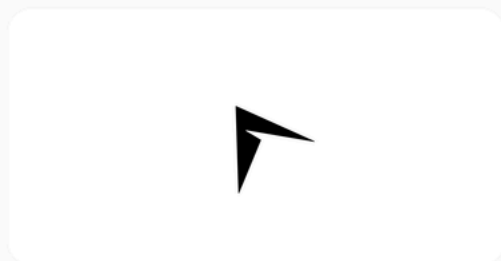
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Do & Don'ts

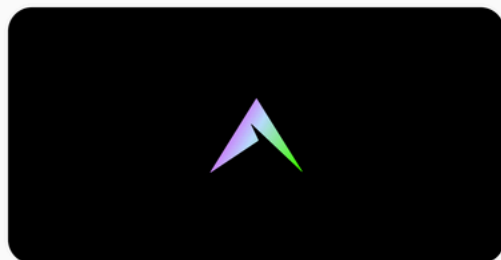
Don'ts ❌



Stretch or distort the logo



Rotate the logo at any angle



Apply gradients on logo

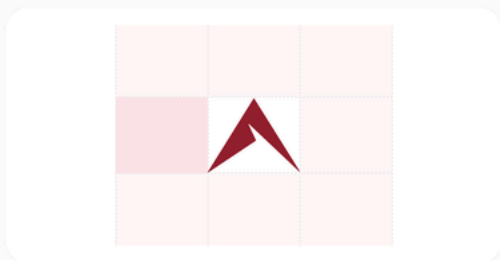
Do ✅



Logo on dark background (light version)



Logo on light background (dark version)



Logo with correct clearspace applied

Do & Don'ts

Don'ts ❌

Do ✅



Add drop shadows or any visual effects



Use monochrome version correctly



Place logo on busy backgrounds w/o overlay



Logo on photography with clean background

^
This is content

Use the logo below minimum size

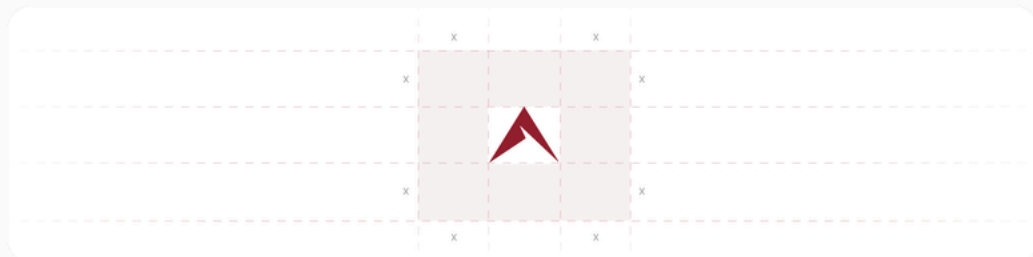
SALES GYM
BY PEAK ATLAS

Logo on product names

Clearspace & Minimum Size



Horizontal Logo should never be smaller than 80px in digital or 25mm in print.



Icon Logo should never be smaller than 24px in digital or 8mm in print.



Mark Logo should never be smaller than 60px in digital or 20mm in print.

Usage Rights

What the Press May Use

✔ Permitted *(no approval required)*

Editorial use by press, executive headshots in press features, quotes from official press releases, product screenshots in review articles, assets from MediaKit.zip used without modification.

⚠ Required Written Approval

Commercial use or paid advertising, co-branding and partnership lockups, merchandise and physical packaging, third-party white papers or publications, use outside the country of original publication.

✖ Prohibited

Modifying, recoloring, or distorting the logo in any form, implying endorsement or affiliation where none exists, use in political, religious, or offensive contexts, sublicensing or transferring rights to any third party.

Usage by Asset Type & Attribution

Asset	Editorial Press	Commercial	Social Media	Modification
Primary Logo	Yes	Approval	Yes	No
Stacked Logo	Yes	Approval	Yes	No
Mark Logo	Yes	Approval	Yes	No
Icon Logo	Yes	Approval	Yes	No

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Include the approval contact support@peak-atlas.com and the document version number.