

Kounsel App Badge Guidelines

Use Kounsel App badge and this identity guidelines to effectively promote your profile on the Kounsel App in all your marketing communications.

Kounsel App Badge

Include a Kounsel App Badge in your website as a clear call to action for people to get the app and work with you.

[Download Kounsel App Badges](#)



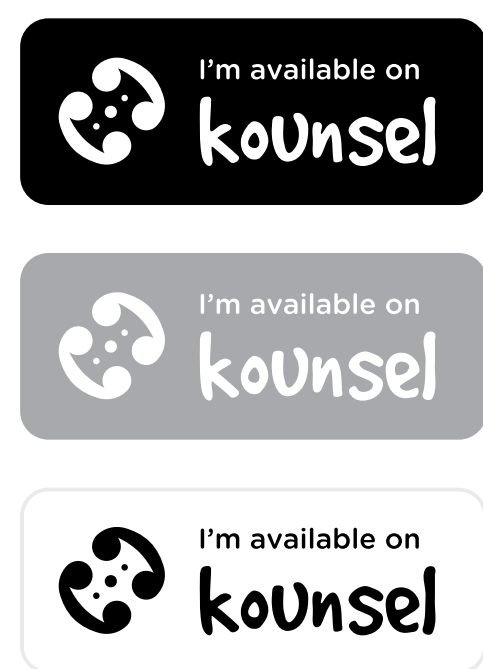
Preferred Badges

Use the preferred blue or white badge in all marketing communications promoting the app. The gray border surrounding the white badge is part of the badge artwork and should not be modified.



Alternative Badges

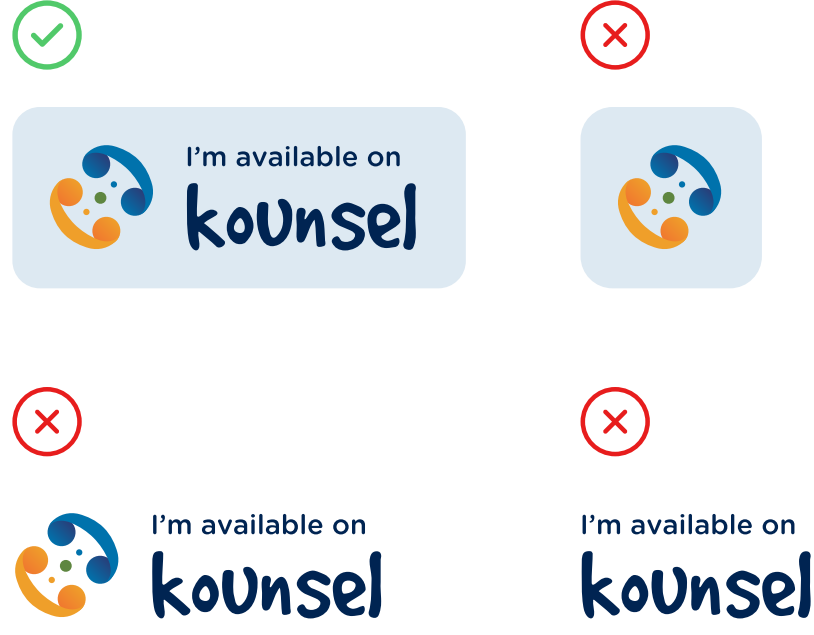
The alternative badges are designed to give you greater versatility and can be used when the preferred Blue or White badge don't work visually in the layout. The alternative badges are suitable when only one badge appears in the layout and when it complements the colors used in the layout.



Badge Use

Use one Kounsel App badge per layout or video. Place the badge in a subordinate position to the image or main message so that it isn't the dominant artwork. Don't modify, angle, or animate the Kounsel App badge.

Use only the badge artwork provided in these guidelines. Don't use icons, logos, graphics, or images from www.kounsel.com to promote the app. Never use the Kounsel logo in place of the word Kounsel. Don't use the badge without the background color. Don't change or modify the badge in anyway.



Graphic Standards

Minimum clear space is equal 6 px all around. Don't place photos, typography, or other graphic elements inside the minimum clear space.

Minimum badge height is 60 px for use onscreen. Select a size that is clearly legible but not dominant in the layout.

When the badge is placed on advertising with very limited layout space, such as banners for mobile devices, select a badge size that is clearly legible on the target mobile devices. Minimum clear space for very limited layout space is equal to 8px.

Minimum badge height: 60 px



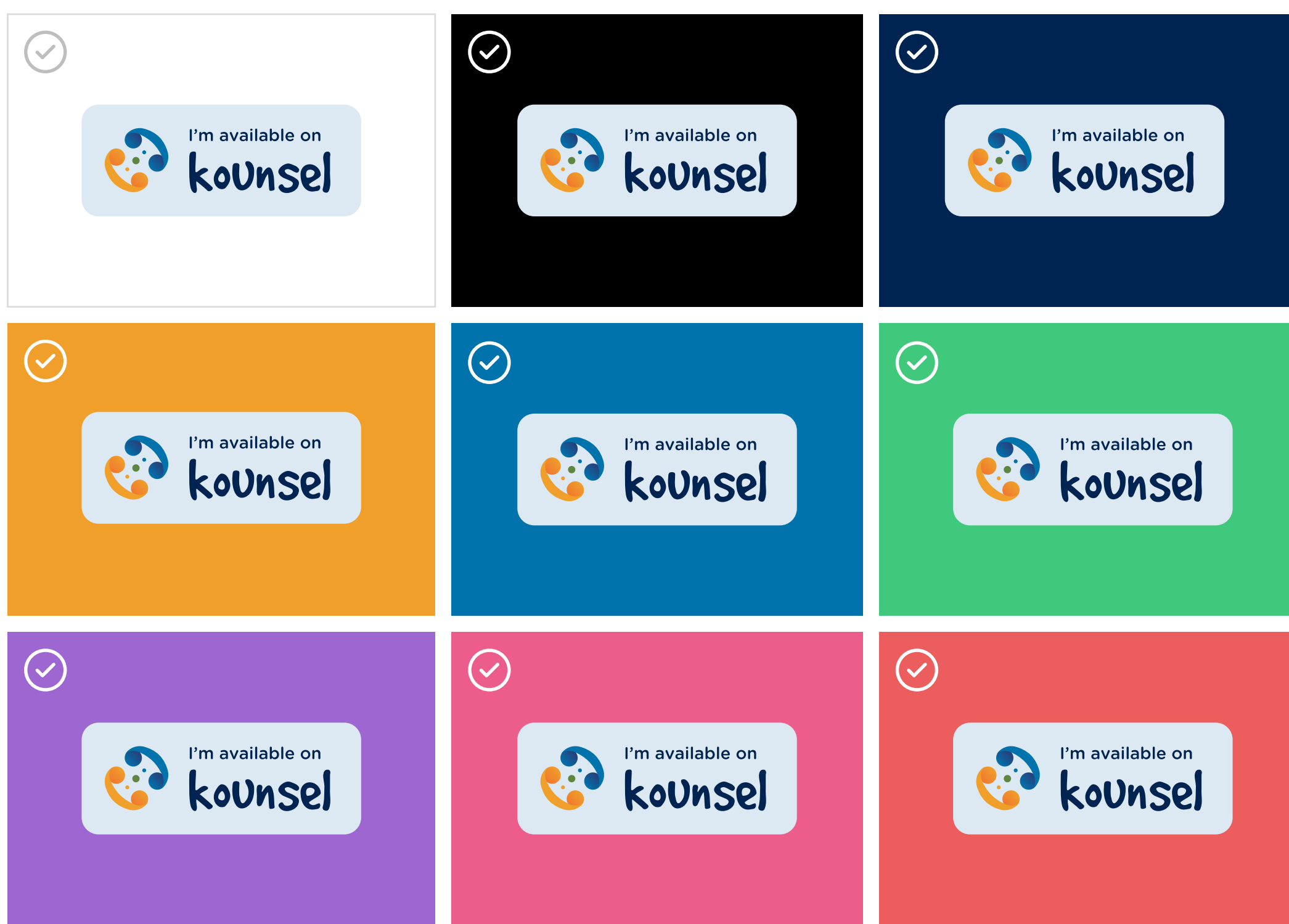
Min clear space: 8 px



Color Background

When the preferred badge is placed on a colored background, don't place it in a color with low contrast like grey, or a light tone of any color. If that's not an option, then use one of the alternative badges.

Use main badge on colored backgrounds with a strong contrast so the button is visible and clear.



Don't use the main badge on backgrounds with low color contrast where the button is not clear.

