



Logo Guidelines

2026

Logo Standards and Usage - CarMD

1

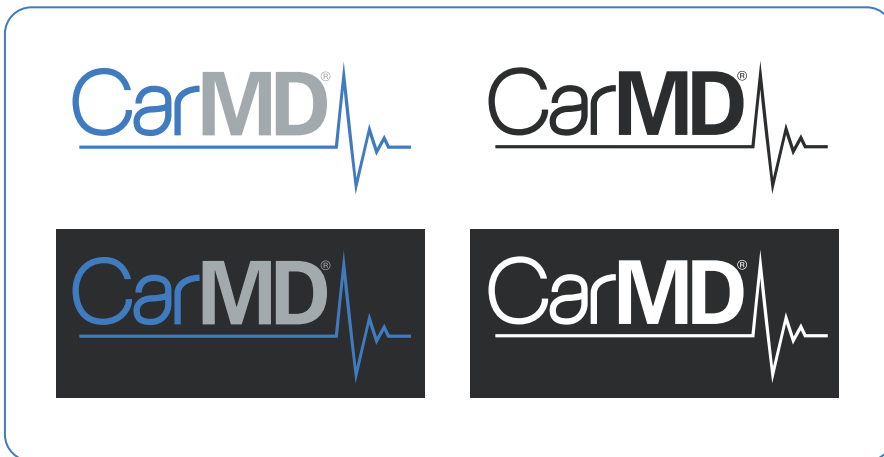
The CarMD logo is a key part of the brand identity and should always be used consistently across all applications. Proper logo usage helps maintain recognition, clarity, and trust while ensuring the brand appears professional and unified in every touchpoint.

- Always maintain clear visibility and strong contrast around the CarMD logo
- Do not place the logo on busy, cluttered, or low-contrast backgrounds
- Never apply gradients, color changes, or unauthorized effects to the logo
- Do not alter the logo typography or font styling
- Approved taglines must remain in their original format and placement
- Keep the logo clear, consistent, and unobstructed across all applications
- Consistent usage helps preserve brand integrity and visual impact

Alternate Logos

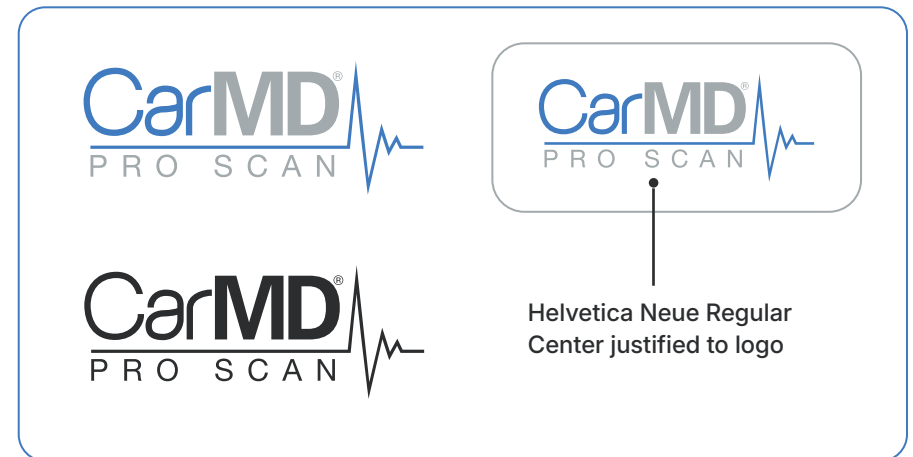
Alternate logo configurations may be used for specific approved programs. In these versions, the product or program name is centered beneath the CarMD logo in Helvetica Neue Regular to maintain a clean, consistent, and recognizable brand presentation across all applications.

APPROVED LOGOS



[Link to CarMD Logos](#)

APPROVED ALTERNATE LOGOS



[Link to CarMD Alternate Logos](#)

Logo Standards and Usage - CarMD Connect

2

The CarMD Connect logo is a key part of the brand identity and should always be used consistently across all applications. Proper logo usage helps maintain recognition, clarity, and trust while ensuring the brand appears professional and unified in every touchpoint.

- Always maintain clear visibility and strong contrast around the CarMD Connect logo
- Do not place the logo on busy, cluttered, or low-contrast backgrounds
- Never apply gradients, color changes, or unauthorized effects to the logo
- Do not alter the logo typography or font styling
- Approved taglines must remain in their original format and placement
- Keep the logo clear, consistent, and unobstructed across all applications
- Consistent usage helps preserve brand integrity and visual impact

[Link to CarMD Connect Logos](#)

✓ APPROVED LOGOS

CarMD[®]
CONNECT

CarMD[®]
CONNECT

CarMD[®]
CONNECT

CarMD[®]
CONNECT

✗ UNAPPROVED ALTERNATE LOGOS

CarMD[®]
CONNECT

Don't change the color of the logo

CarMD[®]
CONNECT

Don't change the size proportion of any part of the logo

CarMD[®]
CONNECT

Don't warp the logo

CONNECT
CarMD[®]

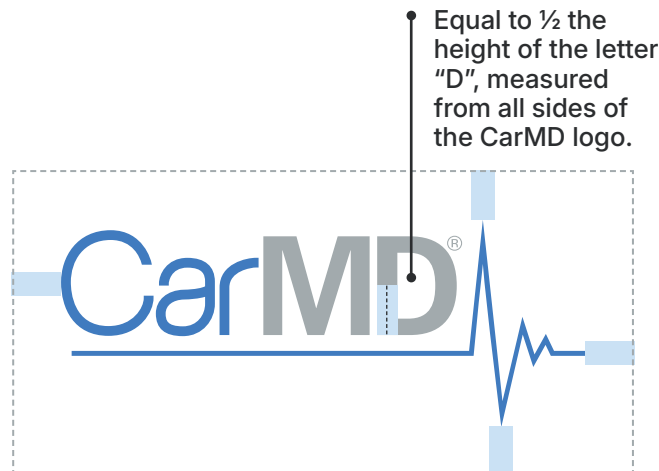
Don't change position of the logo

Clear Space

3



Maintain clear space around the logo equal to $\frac{1}{2}$ the height of the letter "D." No text, graphics, or edges may enter this area to ensure visibility and brand clarity.



Maintain clear space around the logo equal to the height of the letter "D." No text, graphics, or edges may enter this area to ensure visibility and brand clarity.

