



DR. BRONNER'S
ALL-ONE!®

This is the official Dr. Bronner's logo.
We have a few versions of it for you to
use, depending on the circumstances.

Ask yourself first: What color background will the logo be on?



A LIGHT BACKGROUND?

OR

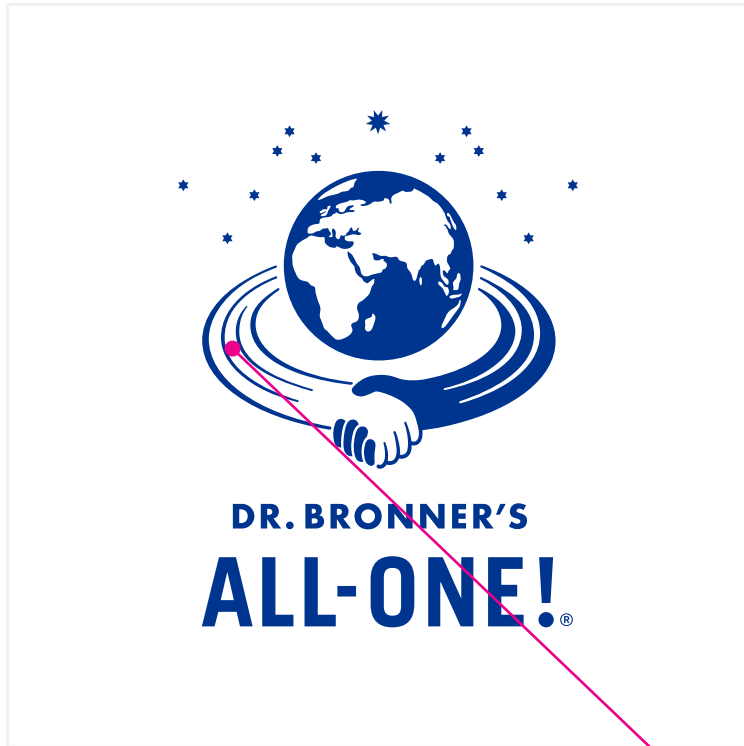


A DARK BACKGROUND?

This makes a **BIG** difference. We have different logos for different kinds of backgrounds. Don't simply invert the logo—instead, download and use the correct logo via Bynder.

LIGHT BACKGROUND LOGO

The light background version can be black or preferably Peppermint blue—PMS 2146 C. The white arm is always on the left side!



DARK BACKGROUND LOGO

The dark background version can be a light color, reversed out against a dark background. Be sure you're using the correct version. The white arm is always on the left side!



We'll say that again—**the white arm is always on the left side!**



**DR. BRONNER'S
ALL-ONE!®**

VERTICAL LOGO

The vertical version is the preferred, default logo. It works especially well when you have more height to work with, or need more of a square shape.



**DR. BRONNER'S
ALL-ONE!®**

HORIZONTAL LOGO

The horizontal version is good for a wider space, when you need a rectangle shape. This logo version shouldn't be your first choice but is perfectly acceptable to use when needed!



**DR. BRONNER'S
ALL-ONE!**



0.375"

VERTICAL MINIMUM SIZE

The **minimum width** for the vertical version is 0.375"
This is the smallest size our printed logo is legible.



0.75"

HORIZONTAL MINIMUM SIZE

The **minimum width** for the horizontal version is 0.75"
This is the smallest size our printed logo is legible.





Minimum clearance for stars



Minimum clearance for stars

CLEAR SPACE WITH STARS

The stars in the logo are a reference to the cosmos, which inspired Dr. Emanuel Bronner's ALL-ONE vision, and continue to inspire the company. This is the preferred version of the logo. However, when space is constrained, you can use a version without the stars—see next page.

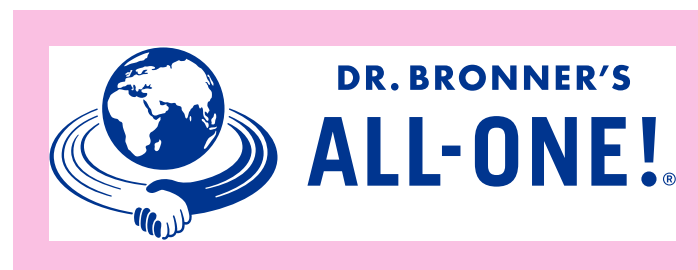


ALTERNATIVE LOGO VERSION: WITHOUT STARS

The logo with stars is preferred. However, when the minimum clearance for stars is not available, you can use a version without the stars.



Minimum clearance without stars



Minimum clearance without stars



LOGO NO-NO'S



Not enough clear space!



No custom colors!
Only product scent colors.



Reversed logo in a blue box
on a white substrate



Don't distort the logo!



Wrong logo!
Arm on the wrong side—
White arm goes on the left!



Wrong logo!
Arm on the wrong side—
White arm goes on the left!



Wrong use of Magic
Soaps logo!



Outdated logos!

Thank you!

Logo guideline adherence is required for all print and digital use.