



**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

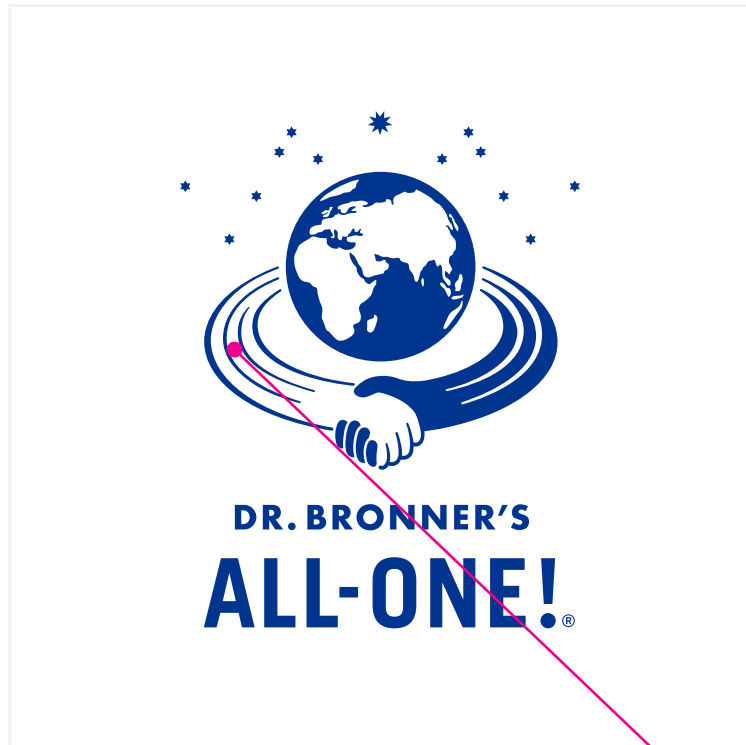


**A DARK BACKGROUND?**

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!





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.

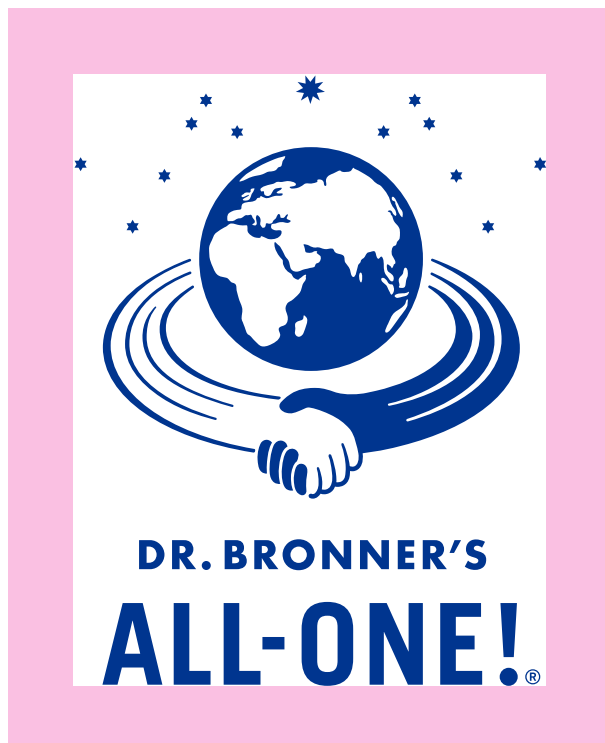


0.75"

### 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.

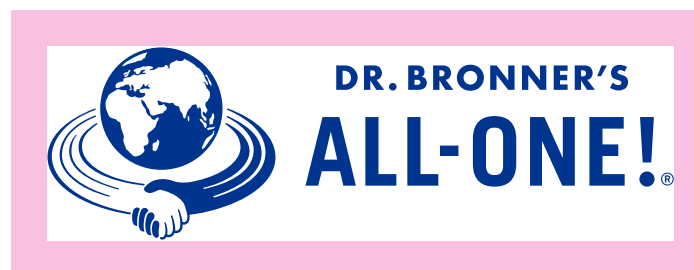


## ALTERNATIVE LOGO VERSION: WITHOUT STARS

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!







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



**DR. BRONNER'S**  
**ALL-ONE!®**



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



**DR. BRONNER'S**  
**ALL-ONE!®**

**DO NOT SIMPLY INVERT THE LOGO COLOR ON A DARK BACKGROUND. WHITE ARM ALWAYS GOES ON THE LEFT!**

**Thank you!**

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