



# Logo Guidelines

Updated Nov 2, 2021

# Logo

The Mattermost logomark is called “the instrument.” It represents four tools that organizations need to achieve their highest priorities:

- A compass for direction
- A clock to set pace
- A meter to measure output
- A dial representing inputs —  
the contribution of everyone on the team



# Logo

## Variations

The Mattermost logo must not be altered in any way. It's available in 2 formats: horizontal or vertical. Horizontal is preferred. It's also available in 3 colorways: black, denim, or white. The colorway should be chosen to correspond with the background (black or denim on lighter backgrounds, white on dark backgrounds).

Logo files in EPS and PNG file formats are available for download [here](#).



# Logo

## Clear Space

The Mattermost logo must have adequate clear space around it at all times. The clear space should be at least as large as the x-height.

