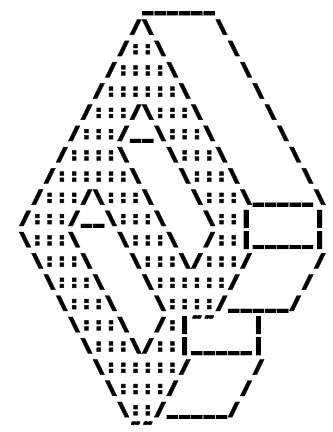


# Backtrace Logo Guide



backtrace



# Construction

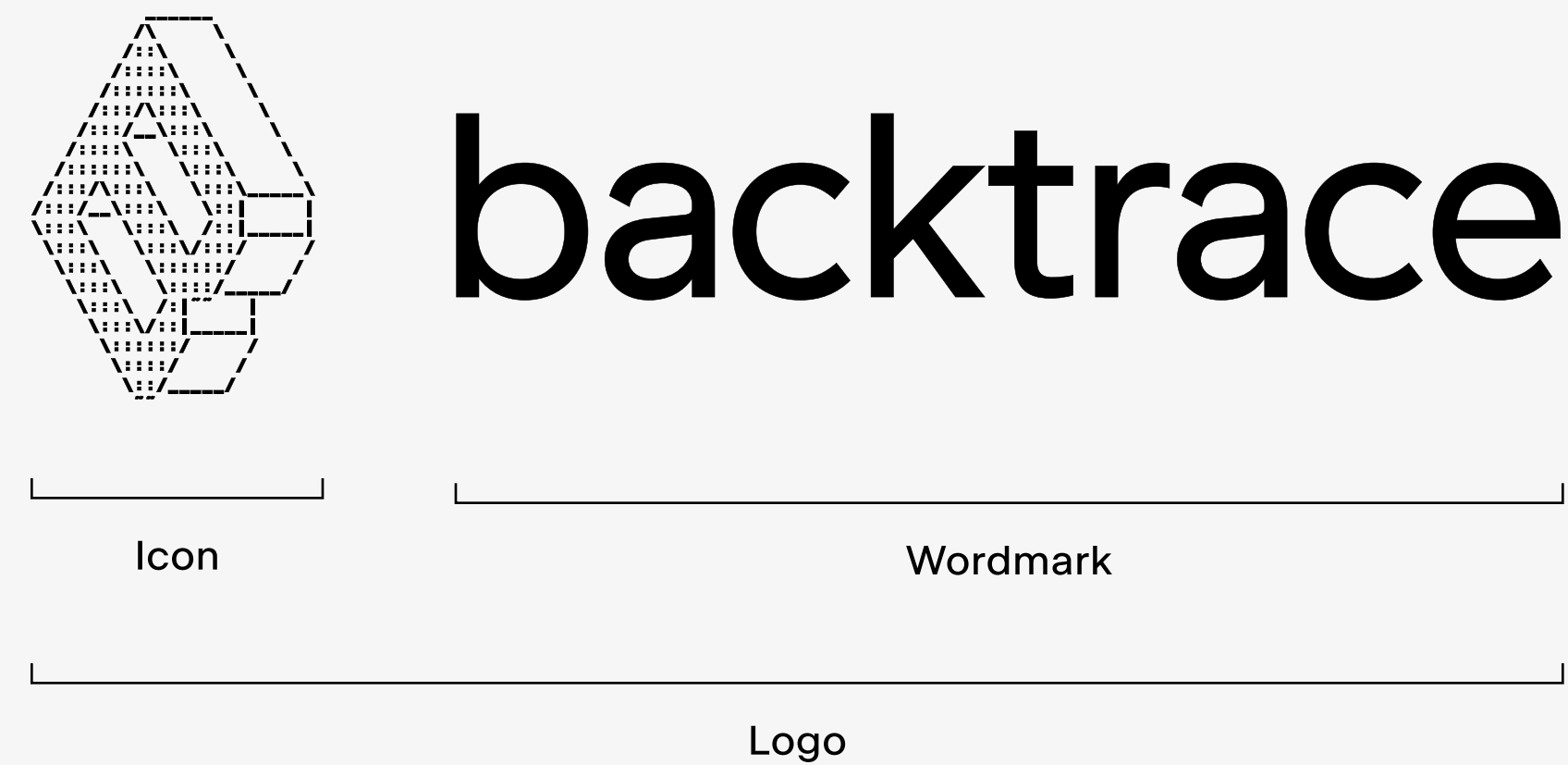
Built on a balance of structure and clarity, our logo reflects the precision and reliability that define the Backtrace brand.

The icon is composed of modular, isometric blocks — a subtle nod to systems thinking, architectural clarity, and the layered nature of data. This geometric structure captures both technical sophistication and approachability.

Each line and shape is intentionally placed to form a stylized "B", representing our brand’s initial while evoking depth, perspective, and momentum. The stacked nature of the blocks symbolizes building, progress, and thoughtful problem-solving — the foundation of everything we do.

Paired with the clean, modern wordmark set in GT Haptik, the logo achieves visual harmony and high legibility across digital and physical mediums.

Please note: The icon may be used independently or locked with the wordmark. However, the wordmark should not be used on its own — it’s meant to complement the icon and maintain brand cohesion.



# Clear Space

Our logo needs a little breathing room — please don’t crowd it.

To the right, you’ll find a guide for the minimum clear space that should surround our logo. At a minimum, leave space equal to half the width of the icon on all sides. Between the icon and the wordmark, keep a gap of at least half the width of the icon’s size.

This ensures the logo always appears clean, balanced, and unmistakably ours.

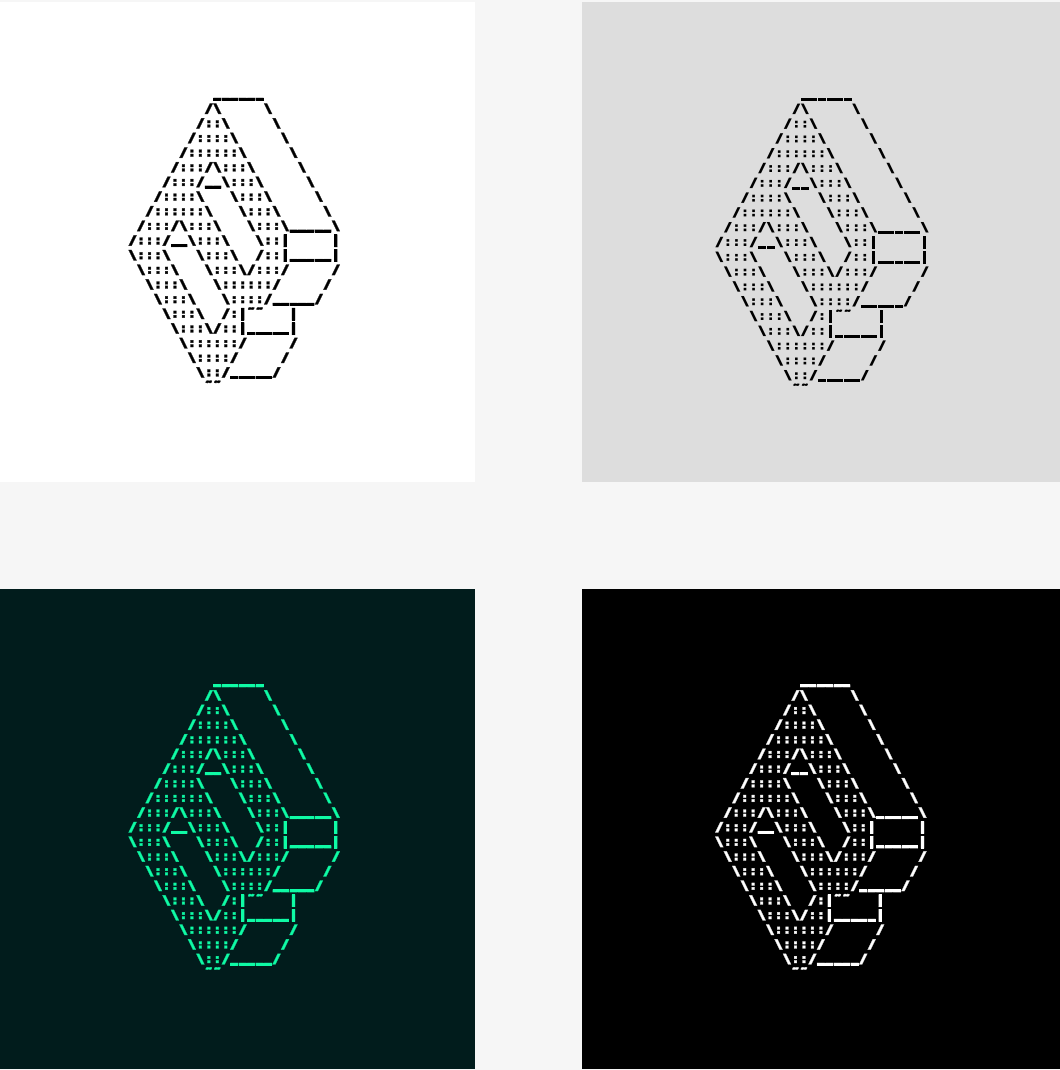
And of course, if in doubt — give it a little more space.



# Color Usage

Our logo almost always appears in 3 colors that are part of the backtrace palette:

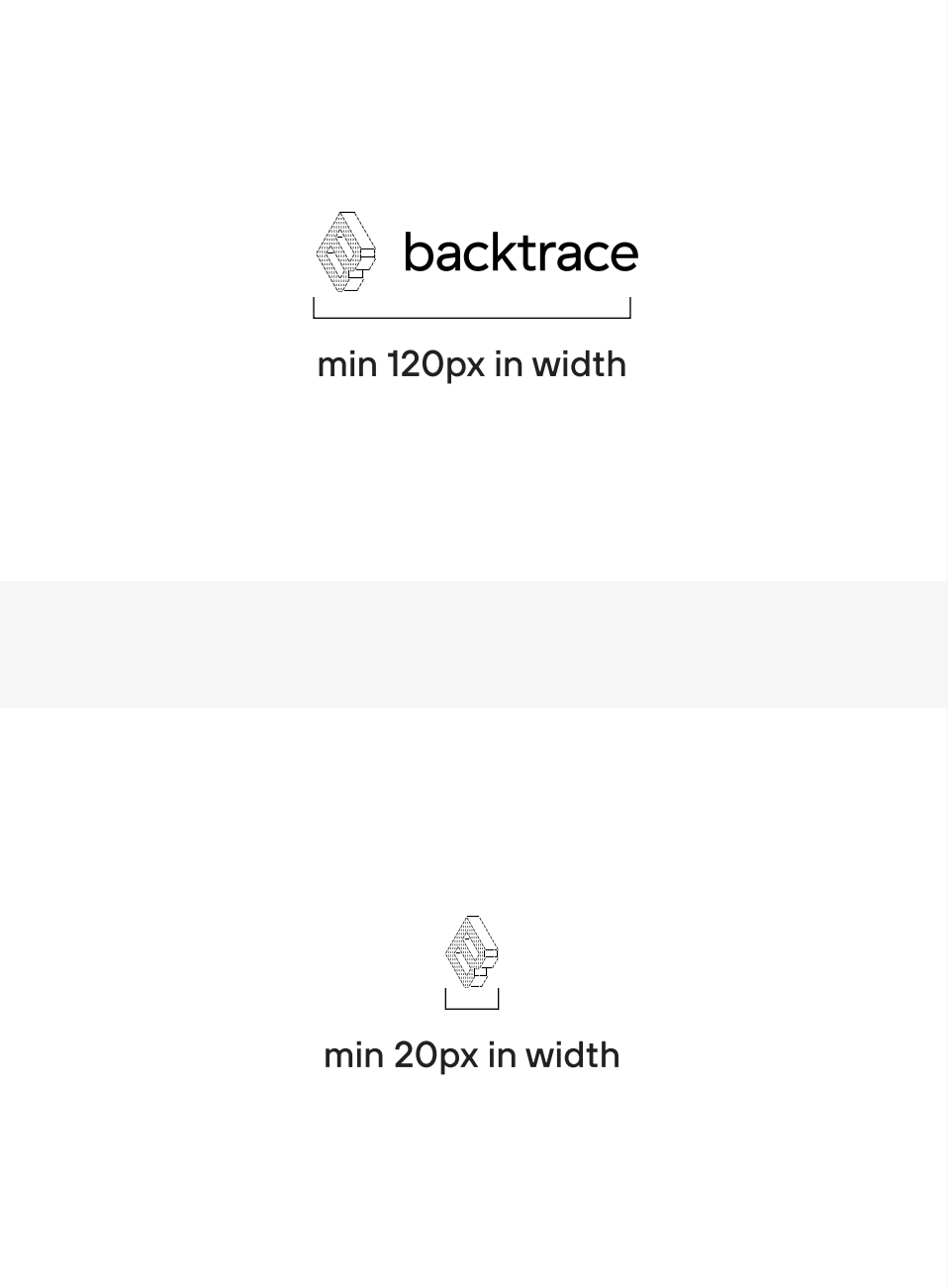
We use black on white and light backgrounds, and the Green\_500 on dark backgrounds.



# Minimum Sizes

To maintain the integrity and legibility of our logo, we have defined minimum sizes for digital usage. Scale and proportion are determined by available space, aesthetics, function, and visibility.

There's no maximum size for the logo or symbol.



# Logo Placement

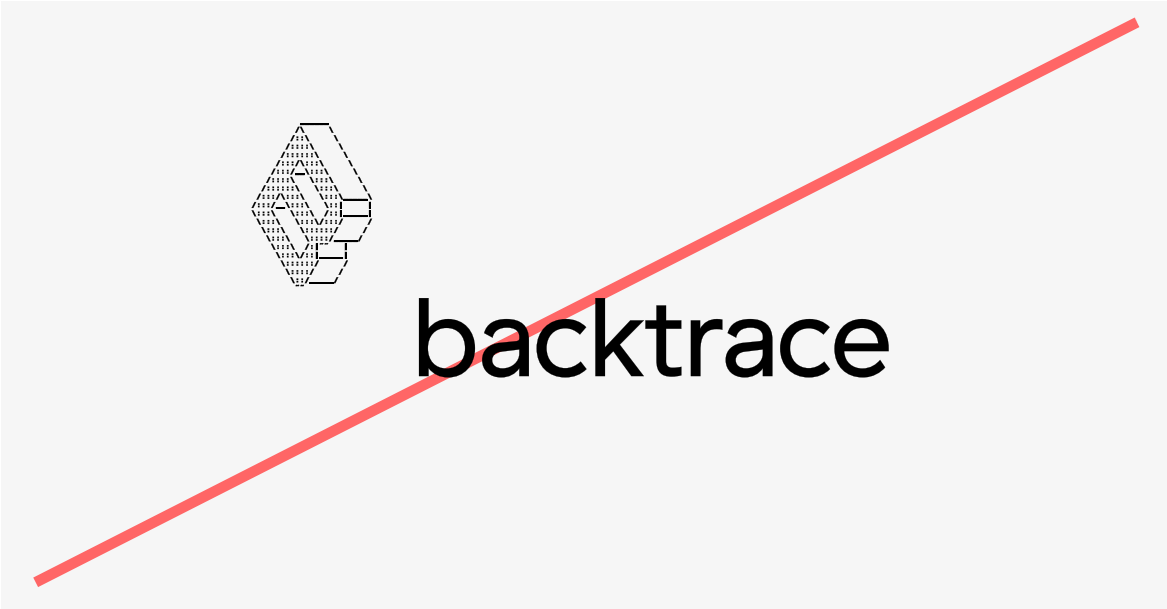
The logo should always be placed in the defined positions. Either chose any corner or the centre of the artboard.

Please be mindful to create enough contrast and that you do not cover any other crucial elements when placing the logo.

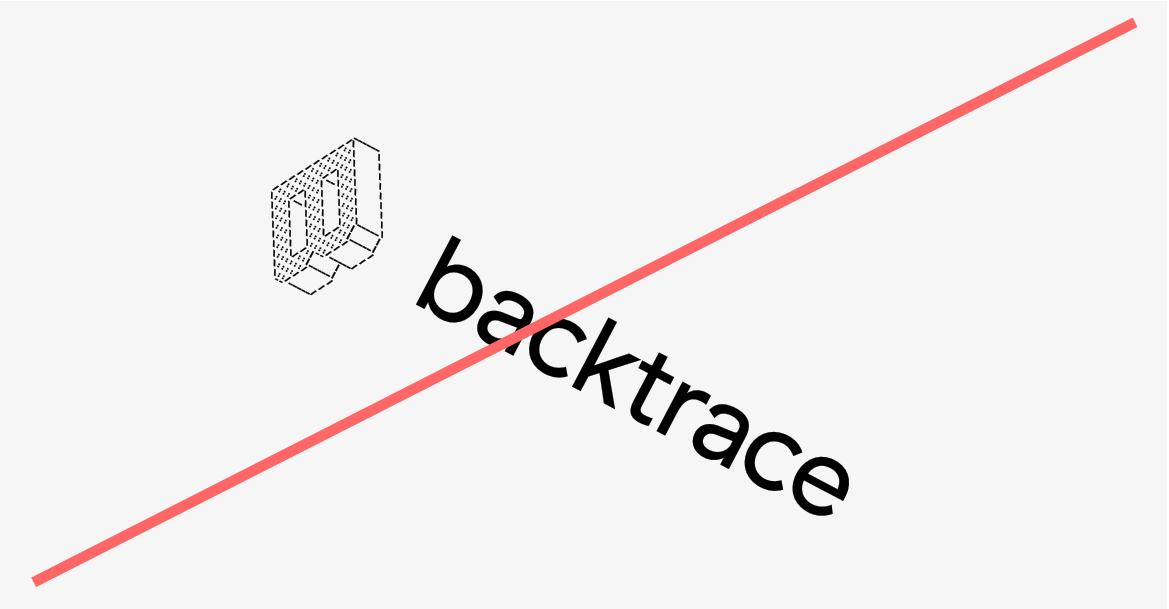
Always keep the spacing guidelines in mind, so that the logo hast enough room around it.



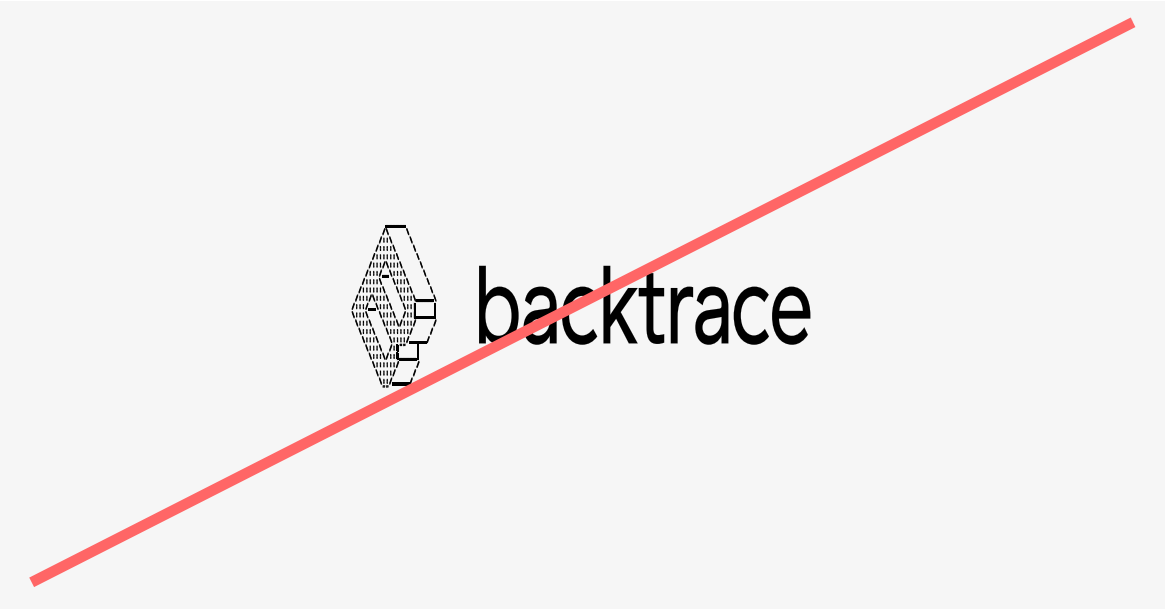
# Logo Misuse



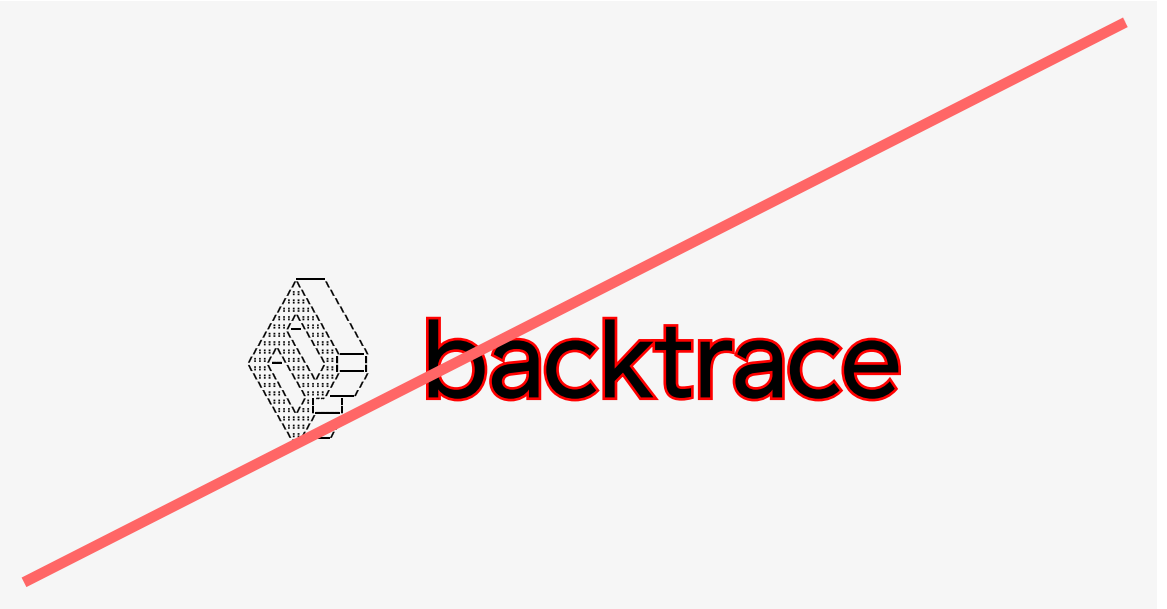
Don't stack the logo or manipulate the relation between icon and wordmark in any way.



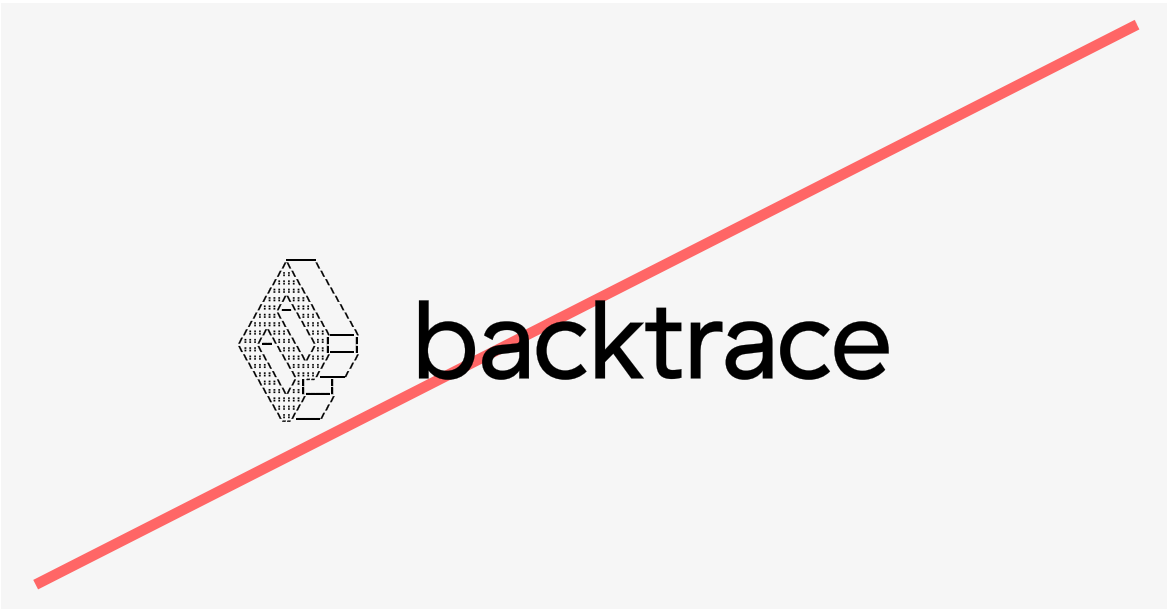
Don't rotate the logo.



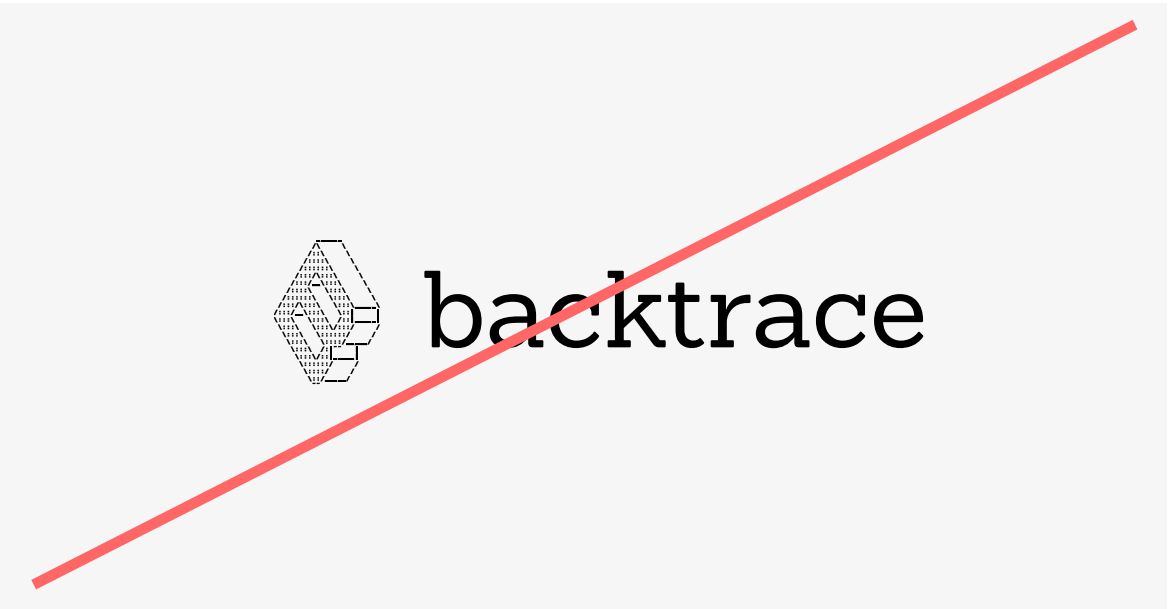
Don't distort or warp the logo in any way. Always stick to the original proportions.



Don't create an outline around the logo.



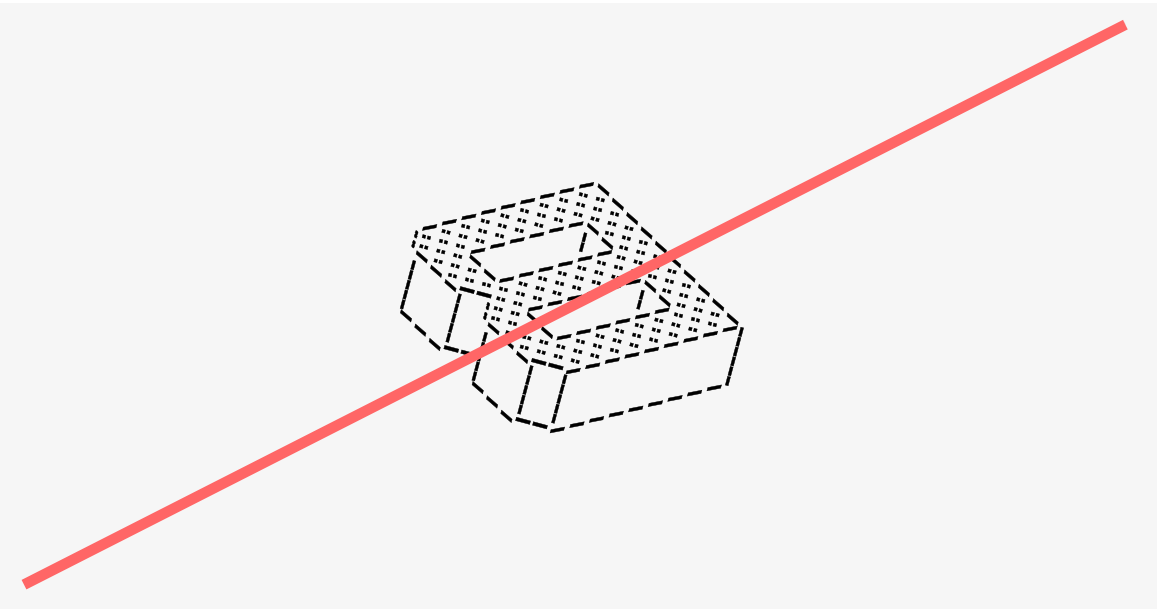
Don't change the logo color or tone outside those colors specified in the color section of this guide. Also, do not use any patterns or images as the logo's filling.



Don't change the typeface or otherwise manipulate the wordmark. Soley use available fonts.



Don't use the wordmark on its own.



Don't manipulate the icon in any way.