



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

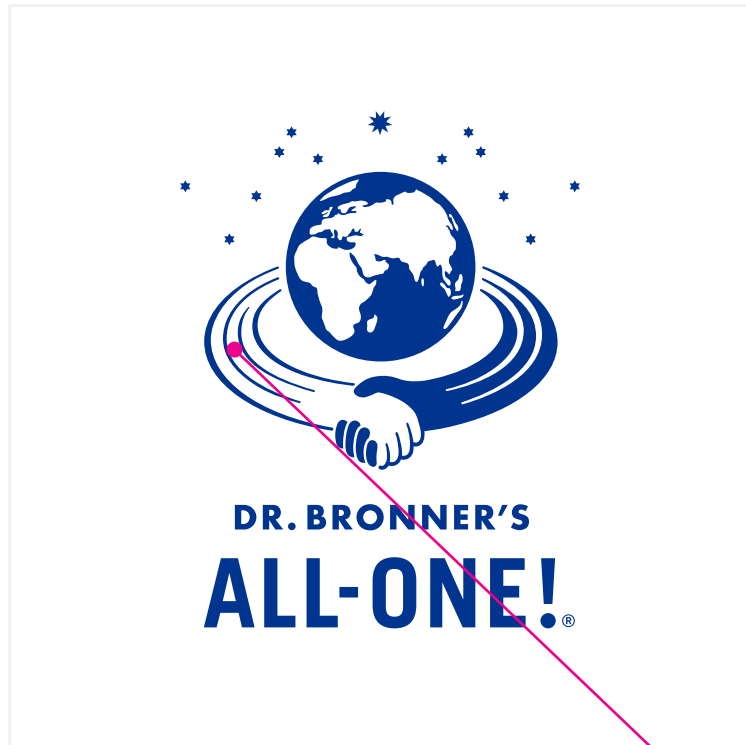


A DARK BACKGROUND?

This makes a **BIG** difference. We have different logos for different kinds of backgrounds.

LIGHT BACKGROUND LOGO

The light background version can be black or preferably, our corporate color, Peppermint blue, PMS 2146.



DARK BACKGROUND LOGO

One way to 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 good when you have more height,
or when you 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 more of a rectangle shape.



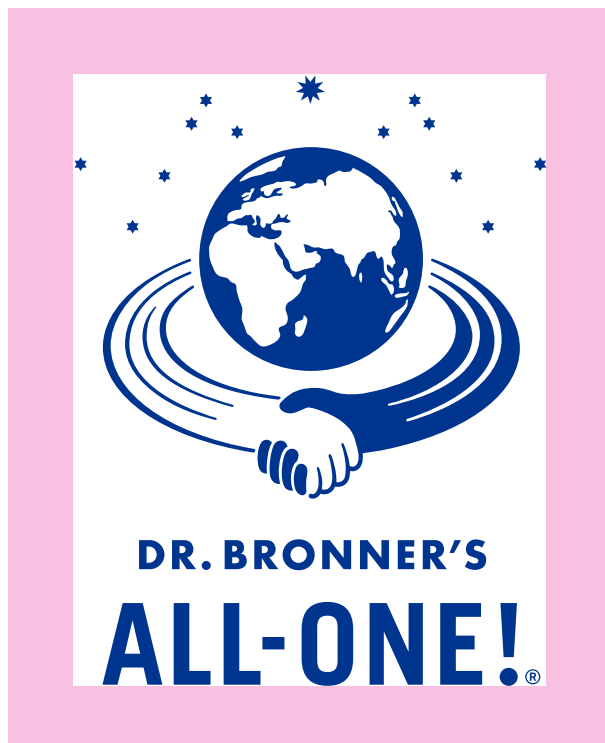
VERTICAL LOGO

The **minimum width** for the vertical version is 0.375"



HORIZONTAL LOGO

The **minimum width** for the horizontal version is 0.75"



Minimum clearance for stars



Minimum clearance for stars

CLEAR SPACE WITH STARS

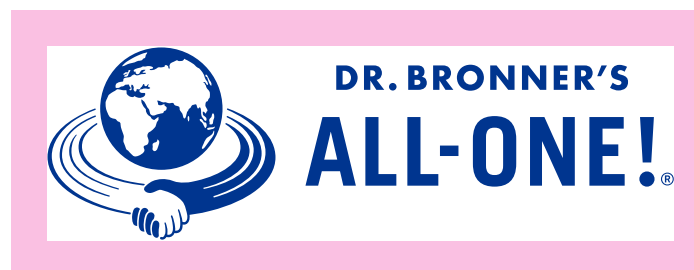
The stars in the logo are a reference to the cosmos, which inspired Dr. Emanuel Bronner's ALL-ONE vision, and continue to inspire the company. This is the preferred version of the logo. However, when space is constrained, you can use a version without the stars—see next page.

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 colors. (See page 16)



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!