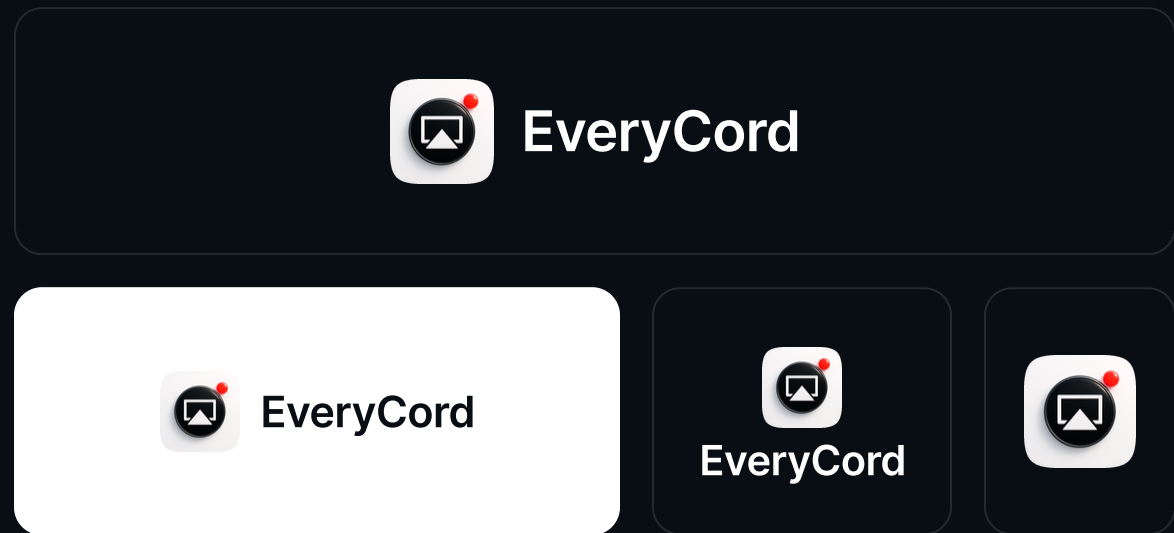


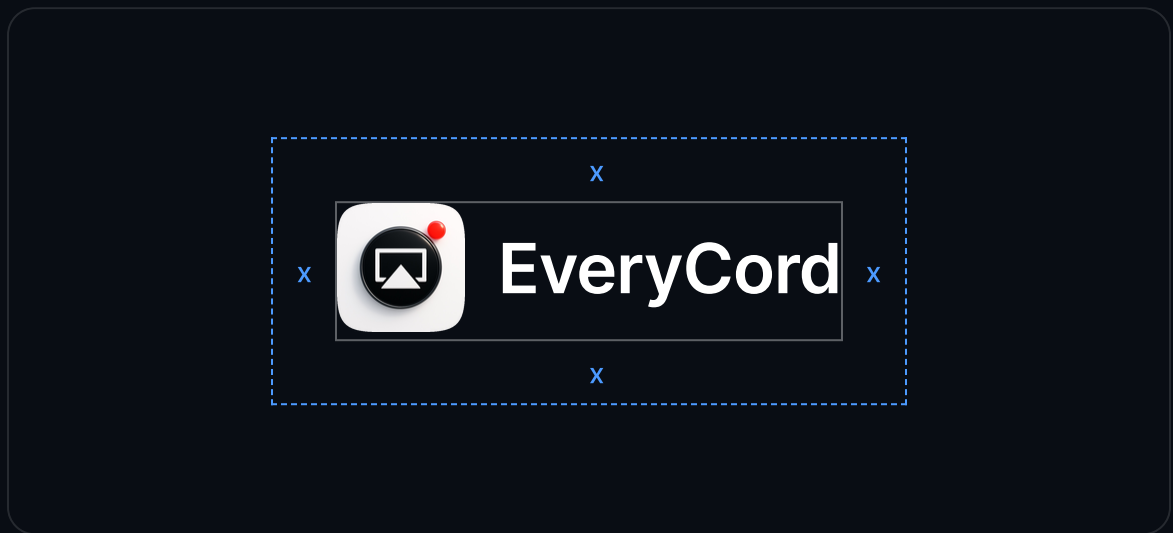
01 Logo

Use the supplied files without changes. The horizontal lockup is the default. Use the stacked lockup in square or tall spaces, and the app icon alone when the name is set nearby.



02 Clear space

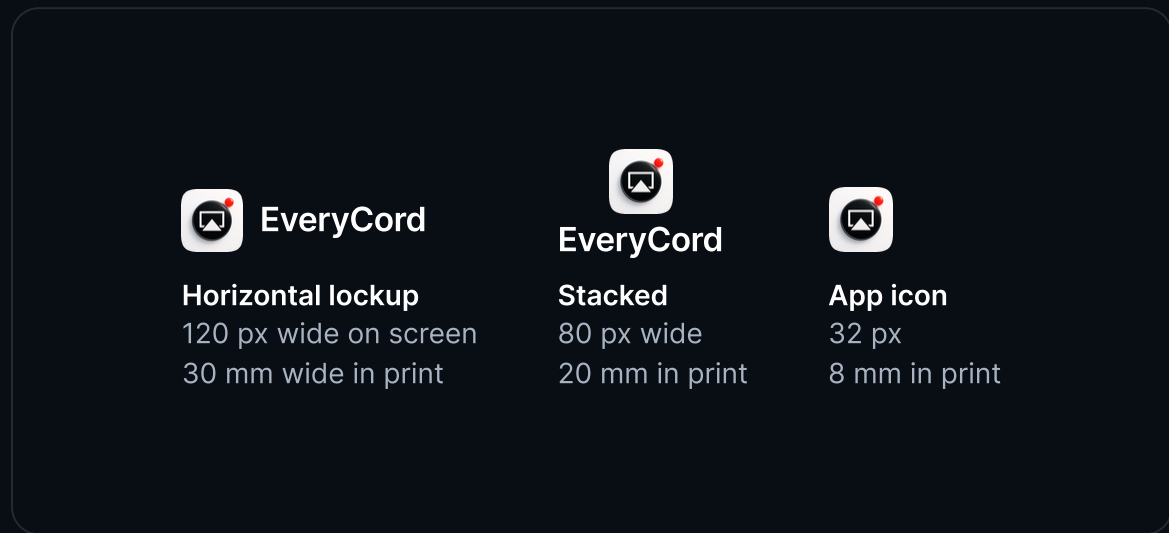
Keep at least **x** of empty space on every side, where x is half the height of the app icon. The supplied PNG files already include this space.



The icon is 2x tall. The space around the lockup is x, or half the icon height.

03 Minimum size

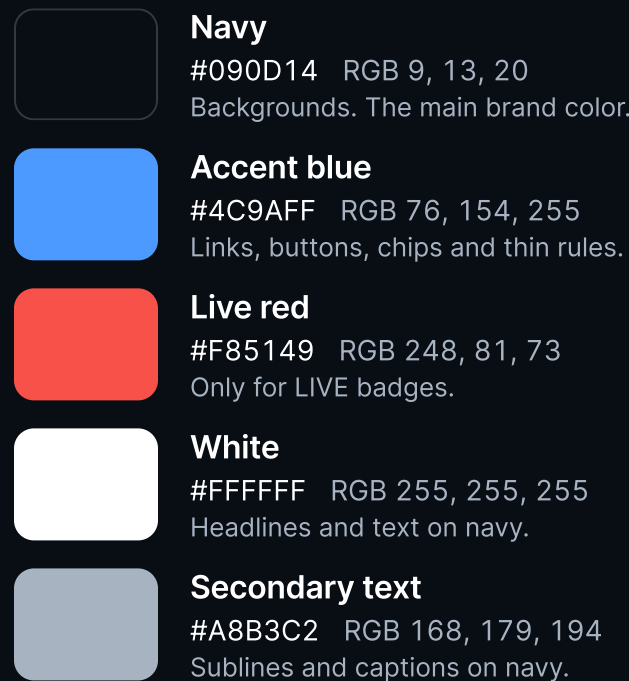
Below these sizes the icon detail and the wordmark stop reading clearly. Use the app icon alone for anything smaller.



Lockup widths exclude the clear space.

04 Color

Navy leads. Accent blue is for interactive details. Live red appears only where something is live.



05 Typography

Inter, free under the SIL Open Font License (rsms.me/inter).

Aa

Headlines Inter SemiBold, tracking -2% · **Body** Inter Regular · **Labels** Inter Medium

EveryCord on every screen

Record. Go live. Watch together.

Apple Vision Pro

- Write the name as EveryCord: one word, capital E and C.
- Sentence case. Plain, confident sentences, no exclamation marks.
- Name Apple products in full: iPhone, iPad, Mac, Apple Vision Pro, Apple Watch.

06 Do and don't

Use the files as supplied. Do not redraw, recolor or add effects to the icon or the wordmark.

