

Likert brand guide

Use the supplied artwork as provided. These guidelines cover factual editorial use; paid placements, co-branded campaigns, endorsement claims, and partnership announcements require written approval.

Official colors

 Likert green #7F9970	 Coral #D77A63	 Soft green #A8BD96	 Sand #DDD4C8
 Peach #E6AC98	 White #FFFFFF	 Supporting ink #18212B	

Typography

Display	Lora Iowan Old Style, Palatino Linotype, Book Antiqua, Georgia, serif
Body	Inter SF Pro Text, Aptos, Helvetica Neue, system sans-serif

Logo and editorial-image use

Do	Do not
- Use the supplied standard wordmark on light backgrounds and the inverse wordmark on dark backgrounds. - Use the icon only when nearby context already identifies Likert. - Keep the artwork legible and preserve comfortable clear space around it. - Retain the supplied caption and credit when publishing founder or demo-product imagery. - Crop editorial photography or demo-product imagery only when the result remains accurate and non-misleading.	- Do not stretch, redraw, recolor, rotate, outline, shadow, or add effects to a Likert logo. - Do not crop the logo artwork or remove part of the icon or wordmark. - Do not place the standard wordmark on a background that makes it difficult to read. - Do not use ambassador-program marks for core product coverage. - Do not imply an endorsement, partnership, or paid campaign without written approval.

There are intentionally no numeric minimum-size or clear-space requirements in this guide. Preserve legibility, comfortable surrounding space, and the supplied proportions.

Questions and approvals: press@likert.dating