# Identifier please don't...

Modification of our brand identifier system outside of our established guidelines will dilute our brand, jeopardize our ownership of it and make it harder for people to understand, recognize and value us.

*use unapproved colors*

*'fill' the 'O' with an image or texture*

*alter the relationship between the symbol and the wordmark*

*skew, stretch or otherwise alter the form of our 'O' symbol*

*use unapproved gradient fills*

**Olin College of Engineering Comedy Club**

*change the typography of the wordmark*

*create unapproved modifiers*

*add drop shadows, bevels or other effects.*