

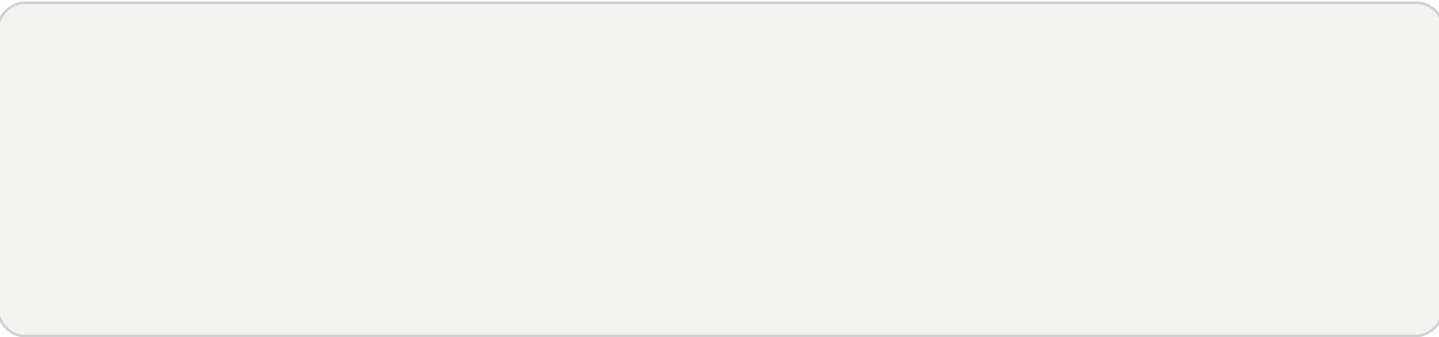


LOGO GUIDELINES

YOUR LOGO PACKAGE

 Logopack_Logo_Asset_Pack.zip	Your logo files, organized by logo version and file format.
 01_Primary_Logo	Format structure shown once.
 01_RGB_Digital	Files for screen-based use.
 01_SVG	Scalable artwork for screens.
 02_PNG_Transparent	Transparent images for digital layouts.
 03_JPG	Images with a solid background.
 04_WEBP	Lightweight images for websites.
 02_CMYK_Print	Files using the project CMYK values for print.
 01_EPS	Vector artwork for print production.
 02_PDF	Vector artwork for print, viewing and sharing.
 02_Primary_Logo_Dark	Same structure; logo for dark backgrounds.
 03_Logo_Mark	Same structure; standalone logo mark.
 04_Favicon_and_App_Icons	Website and app icons. See the included setup instructions.
 Logopack_Logo_Guide.pdf	A reference for using the logo, brand colors and supplied files.

BRAND COLORS



Off-White

HEX #F3F2EF RGB 243, 242, 239
CMYK 0, 0, 2, 5



Onyx

HEX #242424 RGB 36, 36, 36
CMYK 0, 0, 0, 86



Pumpkin

HEX #FF6A00 RGB 255, 106, 0
CMYK 0, 58, 100, 0

Use HEX and RGB for digital applications and CMYK for print.

PRIMARY LOGO / ORIGINAL



Original on White



Original on Black

Use the supplied original for its background. Keep the artwork colors, proportions and arrangement unchanged.

Asset folders: 01_Primary_Logo / 02_Primary_Logo_Dark

CLEAR SPACE / PRIMARY LOGO



Keep at least 10% of the logo width clear on every side.

X is the width of the logo itself. Keep text, graphics and page edges outside the clear-space boundary.

Maintain this spacing whenever the logo is resized.

COLOR VARIATIONS / PRIMARY LOGO

Use these color versions to suit the background and production method.



off-white
HEX #F3F2EF RGB 243, 242, 239



onyx
HEX #242424 RGB 36, 36, 36



pumpkin
HEX #FF6A00 RGB 255, 106, 0

Use light versions on dark backgrounds. Do not introduce other colors or alter the artwork.

BACKGROUND USAGE



Light-background original on White



Dark-background original on Black



Light-background original on Off-White



Dark-background original on Onyx



onyx on Pumpkin

Choose a background that keeps the entire logo clearly visible. Avoid busy images and colors that blend into the artwork.

INCORRECT USAGE / PRIMARY LOGO



X Do not stretch or distort



X Do not rotate



X Do not recolor — use only brand colors



X Do not add effects



X Do not reduce legibility



X Respect the clear space

Always use the supplied logo files. Do not redraw, distort or add effects to the artwork.

ADDITIONAL LOGO VERSIONS

Alternative forms of the identity for different layouts and applications.



Logo Mark

A standalone symbol for compact applications.

BRAND APPLICATIONS

Examples of the identity in use.

TOTE BAGS

Everyday essentials in the brand palette.



Off-White
Light-background original



Pumpkin
onyx logo



Onyx
Dark-background original

DRINKWARE

A consistent identity across light, accent and dark surfaces.



Off-White
Light-background original



Pumpkin
onyx logo



Onyx
Dark-background original

BUSINESS CARDS

A simple introduction in the brand palette.



Off-White
Light-background original



Pumpkin
onyx logo



Onyx
Dark-background original

PRESENTATION FOLDERS

A considered finish for documents and project handovers.



Off-White
Light-background original



Pumpkin
onyx logo



Onyx
Dark-background original

APPAREL

Relaxed silhouettes. Understated branding.



Off-White
Light-background original



Pumpkin
onyx logo



Onyx
Dark-background original



Logo assets & usage guidelines