

6 Brand Guidelines

Primary



Stroked Logo
Please ask permission for use.

Alternates



Black & White

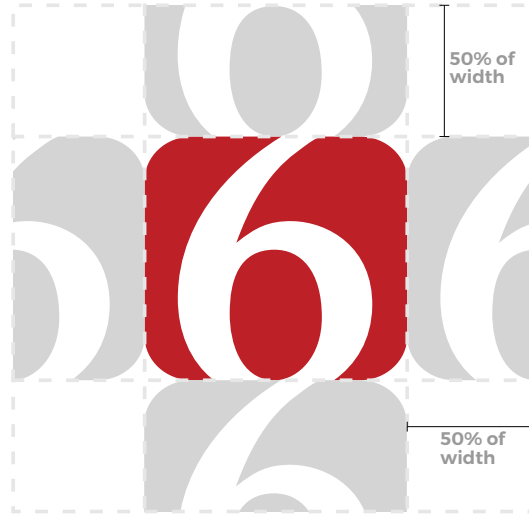
Usage Guides



Min. & Max. Width
The minimum width is 75px or .25 inches (at 300 dpi).

There is no maximum defined size.

Usage Guides



Exclusion Area

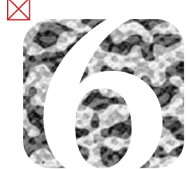
Always allow a minimum space around the logo.

Please Do Not (We thank you!)



Do not compress, stretch, crop, or otherwise manipulate the logo.

The following are examples of how the logo should **not** be used.



The logo color should not be changed or textured,



The logo should not be obscured with a background.

Colors



Red
RGB: 190 0 0
HEX: #be0000



(Print Only)
CMYK: 17 100 100 9
PMS: 186 C



Blue
RGB: 56 72 122
HEX: #38487A
CMYK: 54 41 0 52



Yellow
RGB: 255 177 0
HEX: #FFB100
CMYK: 0 31 100 0

Fonts

Trueno

(primary brand font)

Trueno Light

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Trueno Regular

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Trueno SemiBold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Trueno Bold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Roboto

(responsive web font only)

Roboto Regular

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.

Roboto Medium

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Roboto Bold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.