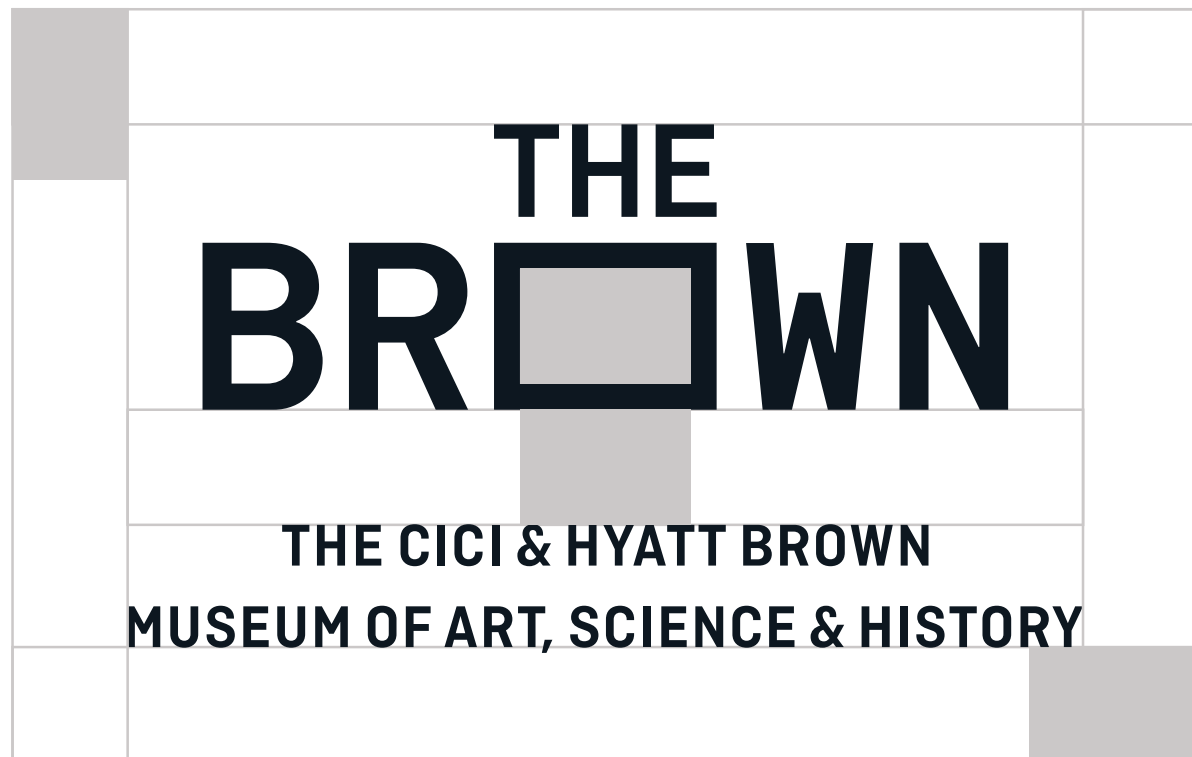


## LOGO STRUCTURE & CLEARANCE SPACE

The brand lockup is a unique piece of artwork and should never be reproduced. The refined logo identity, with carefully considered spacing, gives the symbol a clear appearance.

Always maintain the minimum clear space around the logo to preserve its integrity. To ensure visual clarity and maximum impact, the mark should remain free of surrounding text, images, or graphic elements. Use the height of the inner portion of the frame to define this clear space, and apply this guideline consistently across all logo variations.



## MINIMUM LOGO SIZE

To protect the legibility and impact of the logo, it must never be reproduced in a size smaller than the one shown on this page.

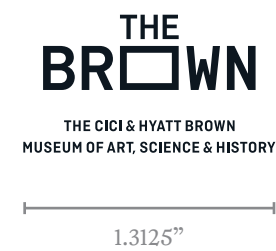
### PRINT

In print environments, the minimum size of the logo depends on the application. The minimum width for Logo A, B, and C is 1.3125", for Logo D and E, it is 2.625" to account for the small size of the the subtitle.

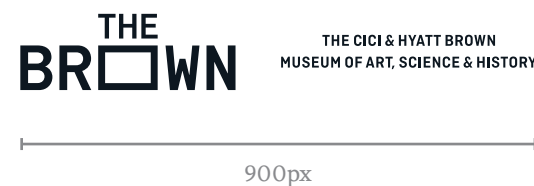
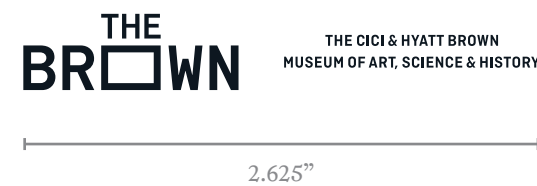
### SCREEN

In screen environments, the minimum size of the logo depends on the application. The minimum width for Logo A, B, and C is 400px, for Logo D and E, it is 900px to account for the small size of the the subtitle.

### LOGO A,B,C



### LOGO D,E





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Do not alter the logo's color. It should remain black or white. Exceptions may be made for special applications, such as metal lettering, foil stamping, or similar treatments.



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Do Not apply blending effects to the logo



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Do Not outline

## LOGO MISUSES

The Brown logo should under no circumstances be used in the situations described on this page. Please apply this logic to all logo variations.



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Do Not place an image inside the letterforms



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Do Not stretch or distort



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Do Not add text



Do Not rotate



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Do Not change typeface



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Do Not use a gradient on the logo