



BRAND GUIDELINES

USAGE ON BACKGROUNDS

(FULL-COLOR LOGO)

Full-Color Logos Can Be Used Only On White And Black Colored Backgrounds.

Avoid Using Full-Color Logos On Photographs Unless The Logo Sits On A Black Or White Area Of The Image.



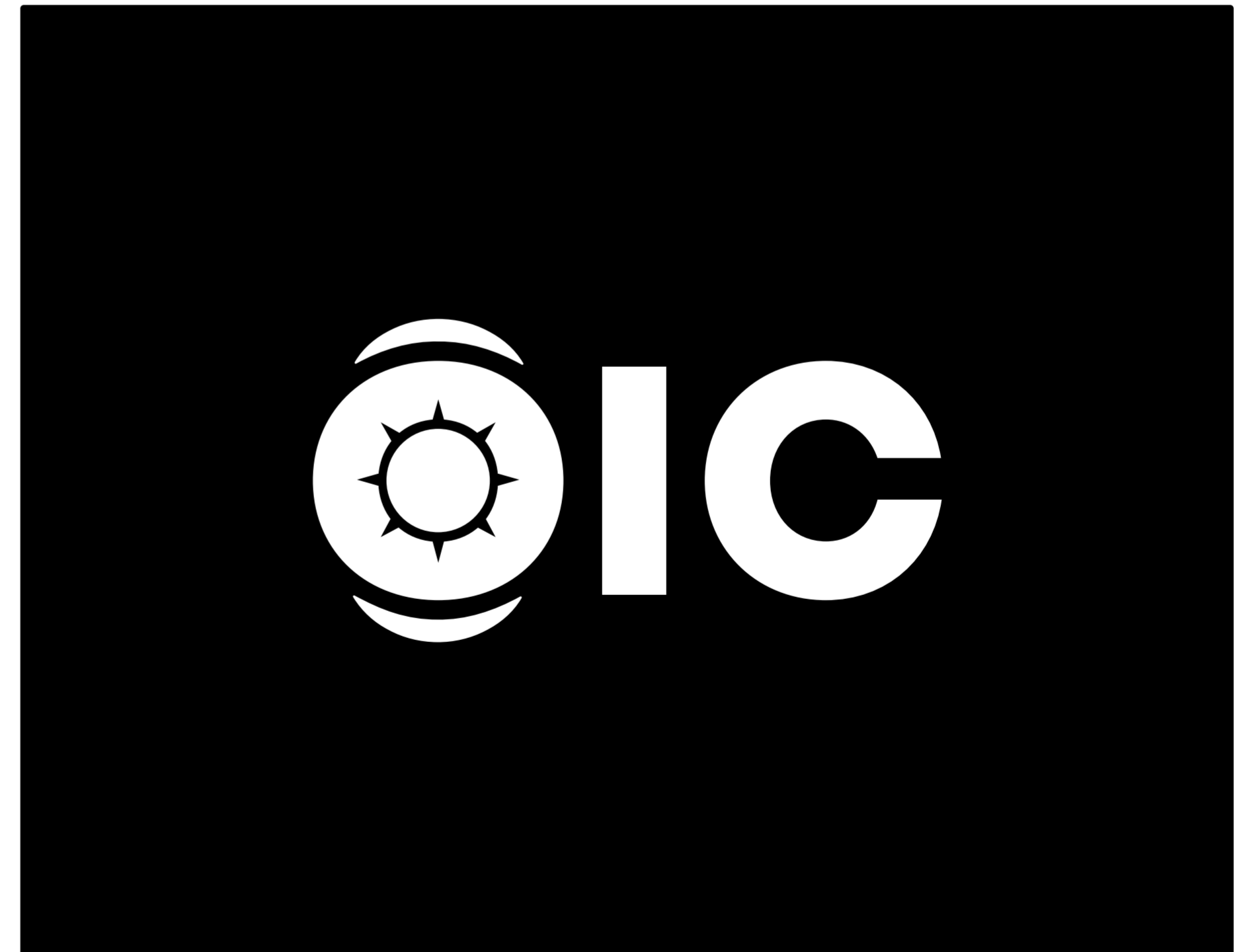
visually yours



visually yours

WITHOUT CAPTION

Full-Color Logos Can Be Used Without Caption
Only On White And Black Colored Backgrounds.
Avoid Using Full-Color Logos On Photographs Unless
The Logo Sits On A Black Or White Area Of The Image.



ONE COLOR USAGE

In The Case Where Color (Or More Than A Single Color) Isn't Possible, A Single-Color Logo Can Be Used.

However, The Single-Colour Logo Must Only Be Used In Black And White Colorways, As Displayed Below.



visually yours



visually yours

LOGO MISUSE

Do not crop the logo



Do Not Distort The Logo



Do Not Alter The Opacity Of The Logo



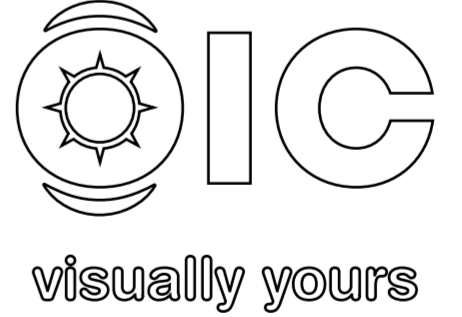
Do Not Use Drop Shadows Or Any Other Effects



Do Not Use Different Colors



Do Not Outline Logotype



COLOR PALETTE

#000000

PANTONE Black 6 C
C-0 M-0 Y-0 K-100
R-0 G-0 B-0

TYPOGRAPHY

BRAND FONT: HELVETICA

FAMILY : ROUNDED BOLD

SPECIMEN : NYMPHS BLITZ QUICK VEX DWARF JOG.



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