It’s important to consider the different ways to use our logo. When circumstances do not allow for the use of the primary logo, you can use the secondary logo.

Color is an integral part of brand identity. Consistent use of the color palette not only reinforces the cohesiveness of the brand, but also serves a psychological purpose by communicating certain feelings to your audience.

The primary logo and wordmark are the official trademarks and primary symbols of our brand. They are not permitted to be altered or re-proportioned in any way, except as specified in this manual. To maintain art integrity, they must be reproduced from original files.

Our logo is what connects with customers and it is the #1 item that customers will associate with our brand, therefore it needs to stand out, respecting the perfect amount of clear space will give our logo the optimal legibility, visibility, prominence, and impact. Do not place any text, graphics or images within this area of clear space.

The logo clear space is equivalent to the height of the logo.

Don’t rotate the logo, it should always be used horizontally.

Do not distort or stretch the logo. Make sure the logo is never trapped or incomplete and always adheres the exclusion zone guidance.

To make sure our logo is always visible, we’ve determined a minimum display size for the digital and print applications.

7 mm height 16 mm width

The logo clear space is equivalent to the height of the logo.

<table>
<thead>
<tr>
<th>Primary Font</th>
<th>Roboto</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>0123456789 ?&lt;&gt;+-()$&amp;@!={}</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary Font</th>
<th>Poppins</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td>0123456789 ?&lt;&gt;+-()$&amp;@!={}</td>
<td></td>
</tr>
</tbody>
</table>

This is a sample of an ideal font stacking and hierarchy to use on materials.