



Primary



Alternate



Black & White (Print Only)



1 Color (Lineart)

Usage Guides

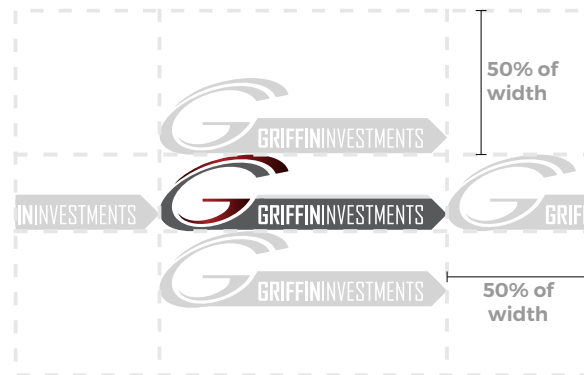


Min. & Max. Width

The minimum width is 225px or .75 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 should not be obscured with a background.



The logo color should not be changed or texturized.

Colors

Red

RGB: 127 38 41
HEX: #7f2629
CMYK: 31 92 82 26
PMS: 1815 C

Gradient

RGB
Red: 205 60 57
Blk: 0 0 0
CMYK
Red: 23 99 85 16
Blk: 0 100 100 100

Dark Grey

RGB: 83 87 90
HEX: #53575A
CMYK: 66 56 53 29
PMS: Cool Gray 11 C

Light Grey

RGB: 223 224 225
HEX: #E0E1E2
CMYK: 0 0 0 13
PMS: Cool Gray 1 C

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.