

52 Brand Guidelines

Primary



Alternates



White
RGB: 255 255 255
HEX: #ffffff

Black
RGB: 0 0 0
HEX: #000000

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 should not be obscured with a background.

The logo color should not be changed or texturized.

Colors

Red
RGB: 190 0 0
HEX: #be0000

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

Swiss 721 Bold Extended

(for News 9 Plus font name only)

Bold Extended

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.