

# 9 Brand Guidelines

## Primary



**Stroked Logo**  
Please ask permission for use.

## Alternates



**Black & White**

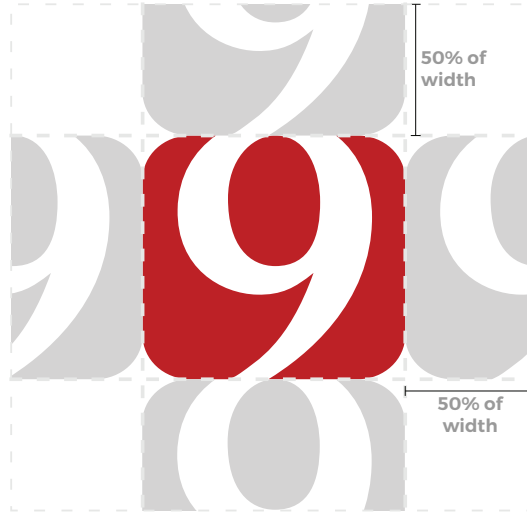
## Usage Guides



**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



**Blue**  
RGB: 56 72 122  
HEX: #38487A  
CMYK: 54 41 0 52



**Yellow**  
RGB: 255 177 0  
HEX: #FFB100  
CMYK: 0 31 100 0

## 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.