



BRAND GUIDELINES

VERSIONS



FULL COLOR



BLACK



FULL COLOR IN RED BACKGROUND

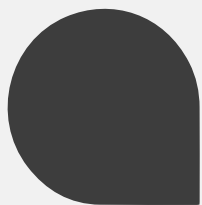


WHITE

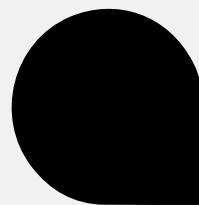




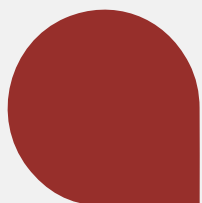
COLORS



HEX: #3D3D3D
RGB: 61, 61, 61
CMYK: 68% 61% 60% 49%
PANTONE: BLACK 7C



HEX: #000000
RGB: 0, 0, 0
CMYK: 0% 0% 0% 100%
PANTONE: BLACK C



HEX: #972F2B
RGB: 151, 47, 43
CMYK: 27% 91% 87% 24%
PANTONE: 7623 CP



HEX: #CFCEAE
RGB: 207, 206, 174
CMYK: 20% 13% 34% 0%
PANTONE: 5807 C



HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0% 0% 0% 0%
PANTONE: 11-0601 TPG
BRIGHT WHITE



TYPOGRAPHY

FRANCHISE
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+="':?><

BEBAS NEUE
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+="':?><

NEXA
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?>

DO's



Clear space equals the height of the logo text "CLEAR"



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec



JOHN DOE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget

DONT'S



X Do not crop the logo.



X Do not distort the logo.



X Do not use different colors.



X Do not rotate any part the logo.



X Do not outline the logo.



X Do not use a different typeface for the logo.





MINIMUM SIZE





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