

Logo Identity

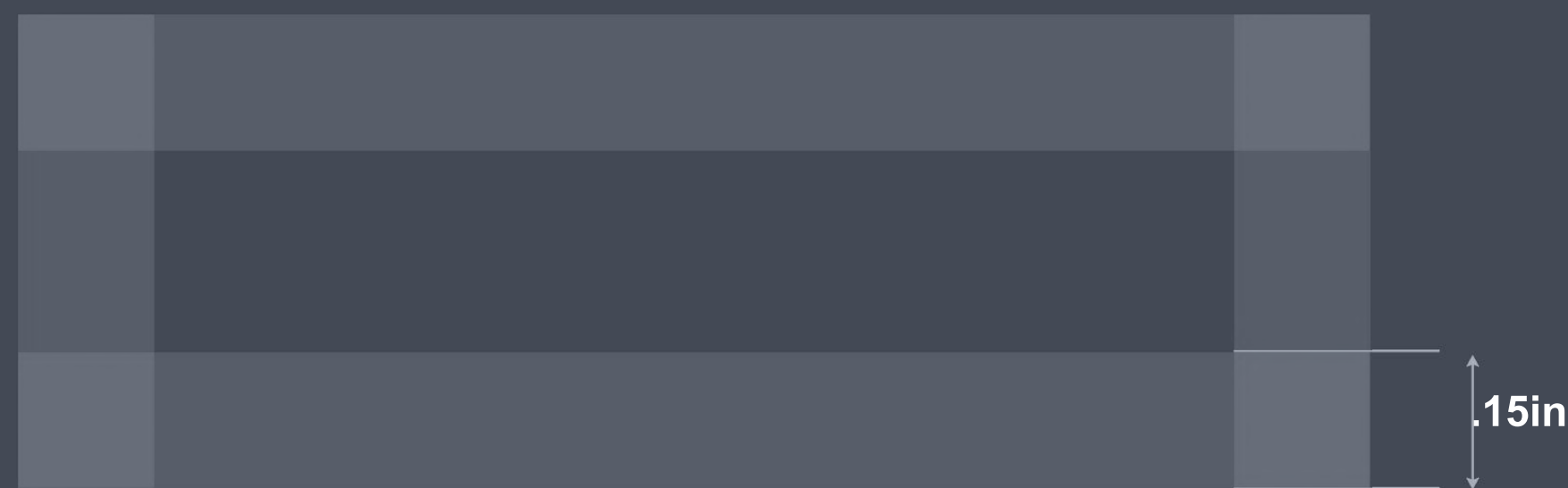


Logo Housing & Icon



- White Background**  
The primary housing option will be a centred logo on white. The left aligned version is most useful for web design.
  - Primary Color Background**  
On screen (web / app) using a colored background is often more visually effective than on white.
  - Icon**  
Use the "Outhouse" for any web icon need (profile pic, web apps, watermark, account pic)
- Logo & Icon Don'ts**
- Don't stretch or condense
  - Don't redraw the logo or create your own variation
  - Don't use a web download for a print publication or vice versa
  - Don't shrink the logo below the smallest provided size
  - Don't use the logo as text

Isolation Area



Minimum Size



- Isolation Area**  
The aim of the blank inline heavy by Linotype in "WORRY-FREE SOLUTIONS" was designed to create a neutral typeface that had great clarity, no intrinsic meaning in its form, and could be used on a variety of signage. "Deluxe" is a La Salle SB Bold font. The whole logo needs at minimum .15 inches (in) of space around the logo.
- Minimum Height**  
The logo has been designed to reproduce at a minimum height of .26 inches (in). On the web the minimum size of the logo is 78 pixels deep. There is no maximum reproduction size of this logo.

Colors



- Primary Color**  
is the primary brand color. It should be used wherever the background is white or black.
- Secondary Color 20%**  
This color is secondary to the 1st.
- Highlight Color**  
This color is used for highlighting or in environments where the primary is not appropriate.
- Background Color**  
This version is to be used in white projects.

Web #36b24  
RGB R=243 G=107 B=36  
CMYK C=0 M=56 Y=85 K=1  
Pantone 105 C

Web #605956  
RGB R=98 G=88 B=88  
CMYK C=0 M=8 Y=10 K=61  
Pantone 435 C

Web #d02928  
RGB R=208 G=41 B=40  
CMYK C=0 M=80 Y=81 K=11  
Pantone 485 C

Web #15467c  
RGB R=21 G=70 B=124  
CMYK C=83 M=44 Y=0 K=51  
Pantone 664 C

Typography

**AaBbCc**

Poppins / [https://fonts.google.com/specimen/Poppins Bold](https://fonts.google.com/specimen/Poppins%20Bold)

**SUB-HEADER**  
20/42pt

Contrary to popular belief, Lorem Ipsum is not simply random text.

**Body Copy**  
14/18pt

untiorporem ime none velit ommolla tenitatquas aut omnimpx rehenda iur? Etur? Pudis nonse aborit volenetur? Quia duscimo duntit tendis quibus es est, qui ducium ea comminusdam is et laut as maximum il isque dolescis ditiberum volorum quibus nient mint, ommolup tatecum et as ut alliquatquia dolor atusdaerum dicis explab ipicipi tionsequid eosantu saperspe sectur, occus, senisti core dit rendiorem sanis

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- Header**  
Font-Size: 60px  
Leading: 42px  
Tracking: 0px
- Sub-Header**  
Font-Size: 30px  
Leading: 20px  
Tracking: 0px
- Body-Copy**  
Font-Size: 18px  
Leading: 14px  
Tracking: 0px

Mukta font is the body text on the website and web display where possible.

Stationery

