



DESIGN & BRAND GUIDELINES.

SHOW UP & PLAY BRAND LOGO



Logo Use Guidelines

Size & Scaling

- Minimum print size: 1.5 inches wide
- Minimum digital size: 120px wide
- Never scale the logo disproportionately (no stretching or squishing)
- Always scale proportionally from corners

Background Control

- Use full-color logo on light or neutral backgrounds
- Use white/reverse logo on dark backgrounds
- Avoid placing logo over:
 - Busy images
 - Low-contrast areas
 - Patterns that reduce readability

Orientation & Integrity

- Do not rotate the logo
- Do not skew, warp, or distort
- Do not add effects (drop shadows, outlines, glows, gradients unless specified)
- Do not modify or rearrange logo elements

File Usage

- Use SVG or EPS for print and scalable applications
- Use PNG for digital (transparent background)
- Avoid using JPG unless necessary (no transparency)

Logomark Use Guidelines

The logomark is a simplified brand symbol used when the full logo is not required.

Approved Use Cases

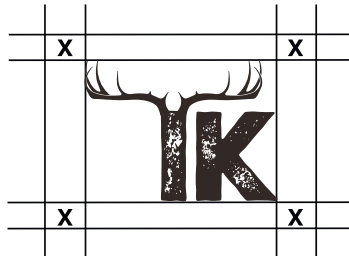
- Favicons and app icons
- Watermarks
- Merchandise and embroidery
- UI elements and icons

Size & Legibility

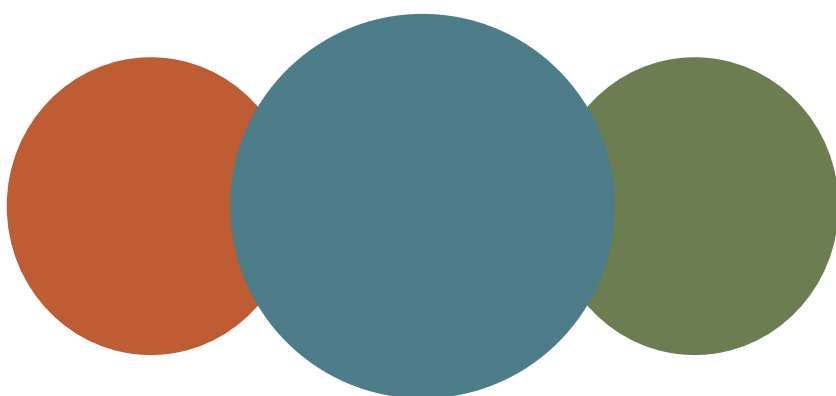
- Minimum print size: 1 inch
- Minimum digital size: 32px
- Do not use the logomark below these sizes
- Ensure all details remain clear and legible at small scales

Pairing with Logo

- Do not place the logomark directly next to the full logo unless specified
- Avoid redundancy—use one or the other intentionally



GROUNDING · RUGGED · DEPENDABLE PRIMARY BRAND COLORS

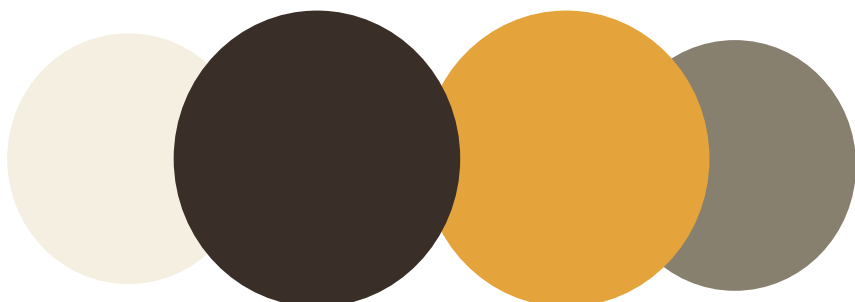


CMYK: 19/74/89/8
RGB: 190/92/52
HEX: #be5c34

CMYK: 73/39/40/7
RGB: 76/126/136
HEX: #4c7e88

CMYK: 58/35/77/16
RGB: 109/126/82
HEX: #6d7e52

WARM · NATURAL · SUPPORTIVE SECONDARY BRAND COLORS



CMYK: 4/5/10/0
RGB: 243/236/224
HEX: #f3ece0

CMYK: 60/64/69/62
RGB: 59/48/42
HEX: #3b302a

CMYK: 10/39/89/0
RGB: 228/163/59
HEX: #e4a33b

CMYK: 30/30/44/30
RGB: 138/128/110
HEX: #8a806e

BOLD · FUNCTIONAL TYPOGRAPHY

Aa

Main Headline

Oswald Bold
Google Font
Print & Web

Aa

Subheader

Mukta Bold
Google Font
Print

Aa

Body Copy

Mukta Regular
Min size: 10 pt
Google Font
Print & Web