



Brand Guidelines

C O N F I D E N T I A L

02

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Logo

Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.



Usage Guidelines

Using our brand assets correctly

1. Logo Usage

Generally, the “logo colors” act as pop colors in illustrations or icons but should not be used in design elements.

2. Brand Assets

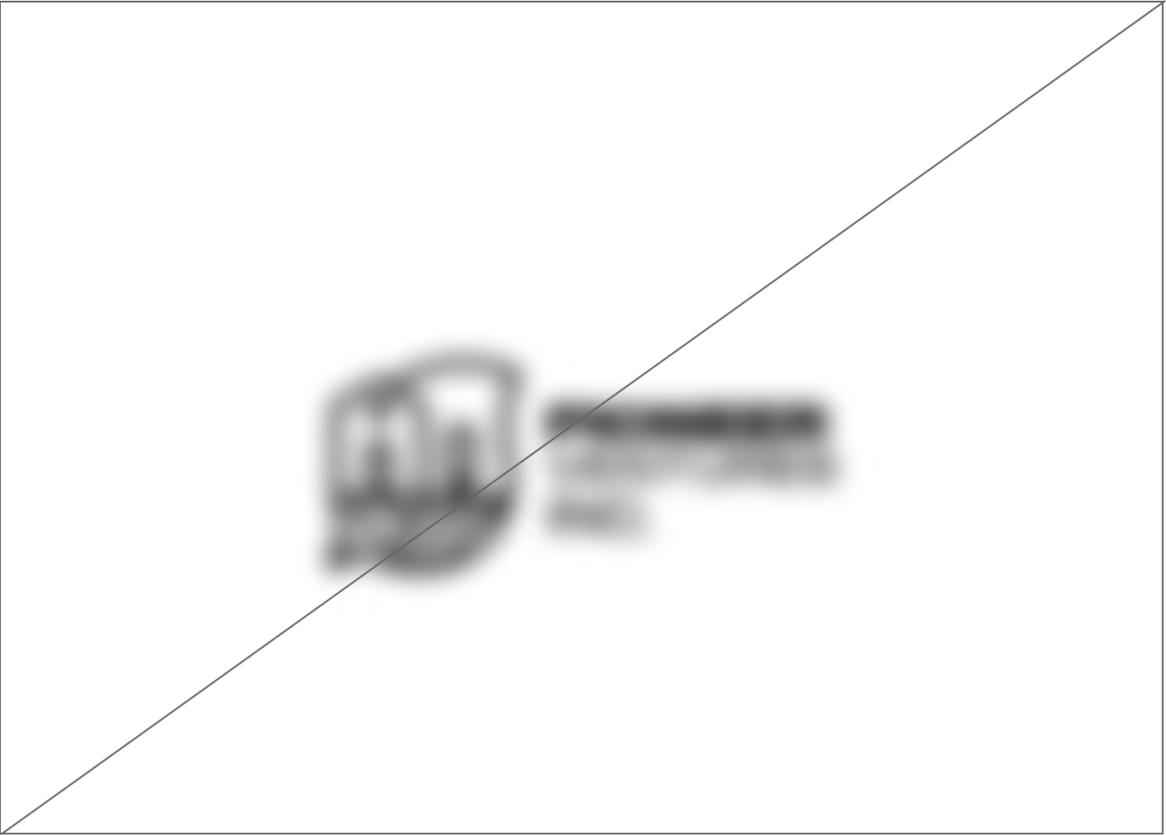
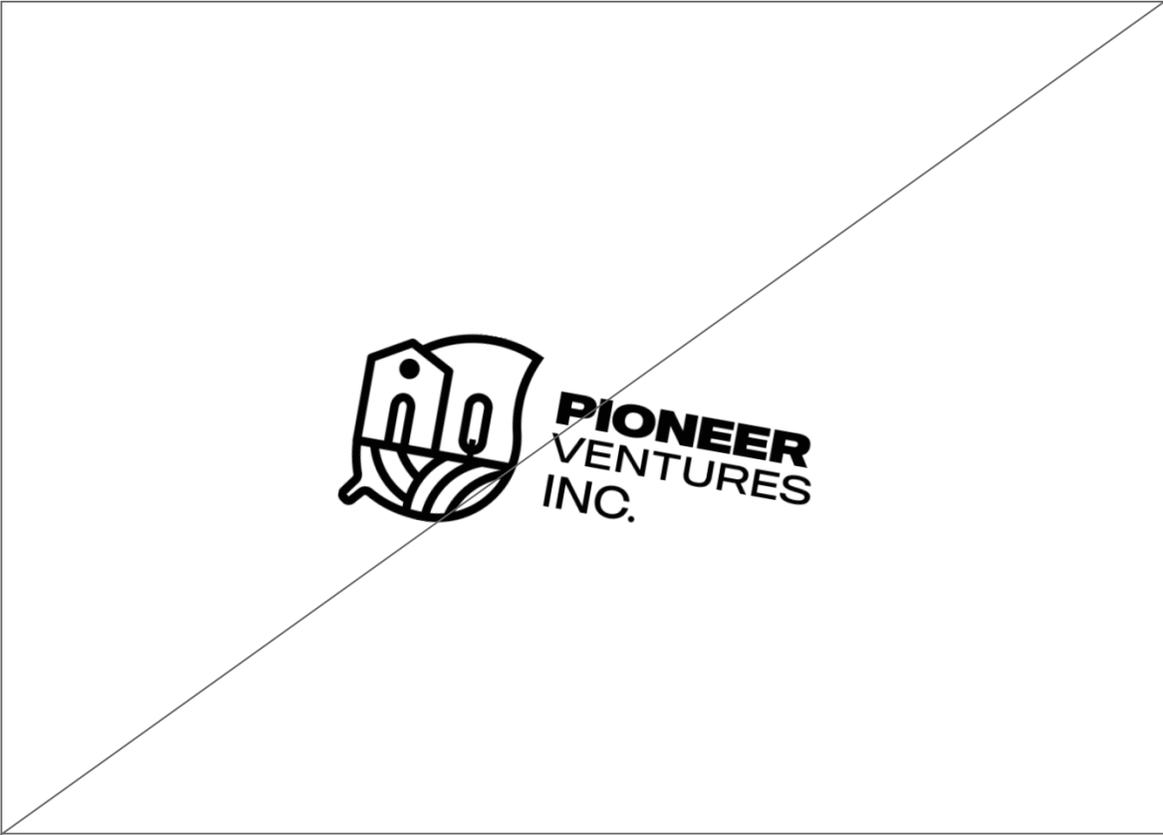
Please do not use, display, mirror or frame (including in metatags or hidden text) our company assets.

3. Color Palette

Avoid deviating from the core set of colors or creating tints of these values.

Logo: Incorrect Usage

Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.



A large, white, sans-serif capital letter 'A' and a lowercase letter 'a' are displayed side-by-side on a dark green background. The letters are bold and have a clean, modern design. The background features some faint, lighter green circular shapes.

Typography

The **OUTER SANS** is our company font. We always use it. When you're writing, use it. When you're making a presentation, use it. When in doubt, use **(OUTER SANS)**.

(Barlow Regular) is our company body font.

Typography

Header Font: OUTER SANS

AΛBΒCϞDDEEΞFFGG
HI-IIJJKKLLMMNN
OOPΠQQRRRSSTTU'J
VVWWXXYY'ZZ

Body Font: Barlow Regular

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

Typography

Headline

MADE OUTER SANS

Regular

60 px

0 - line-height

-40 - tracking

Body

Barlow

12 px

0 - line height

1.5 - tracking

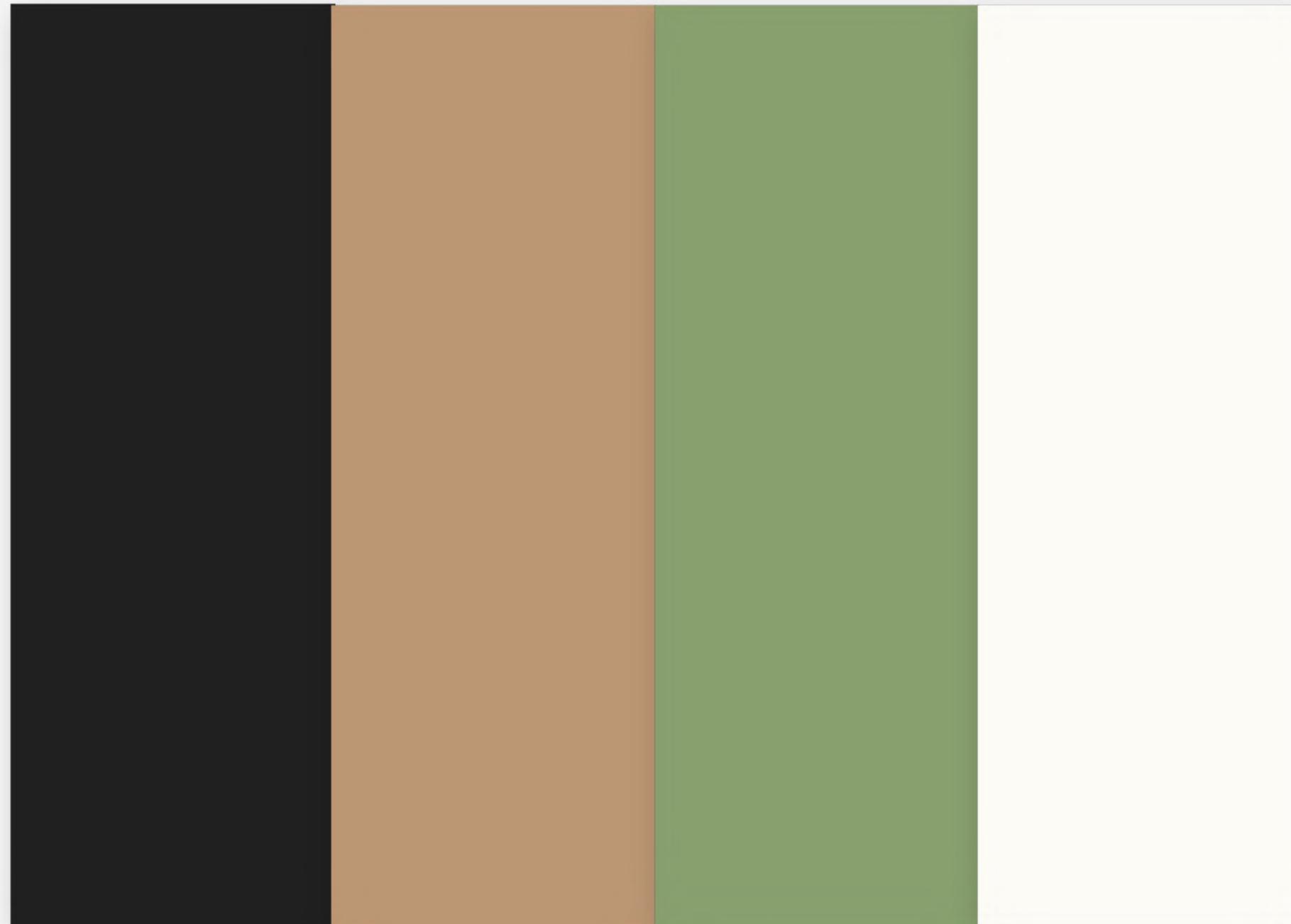
About MADE OUTER SANS

MADE Outer Sans is a modern type family of 24 typefaces. The Outer Sans type family will perfect for many project: fashion, invitations, music cover, game poster, cinema, book, magazines, logo, branding, photography, wedding invitations, quotes, blog header, poster, advertisements, t-shirt, etc.

About Barlow

Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.

Color Palette



HEX#202020

HEX#BC9774

HEX#889f6e

HEX#FDFBF6

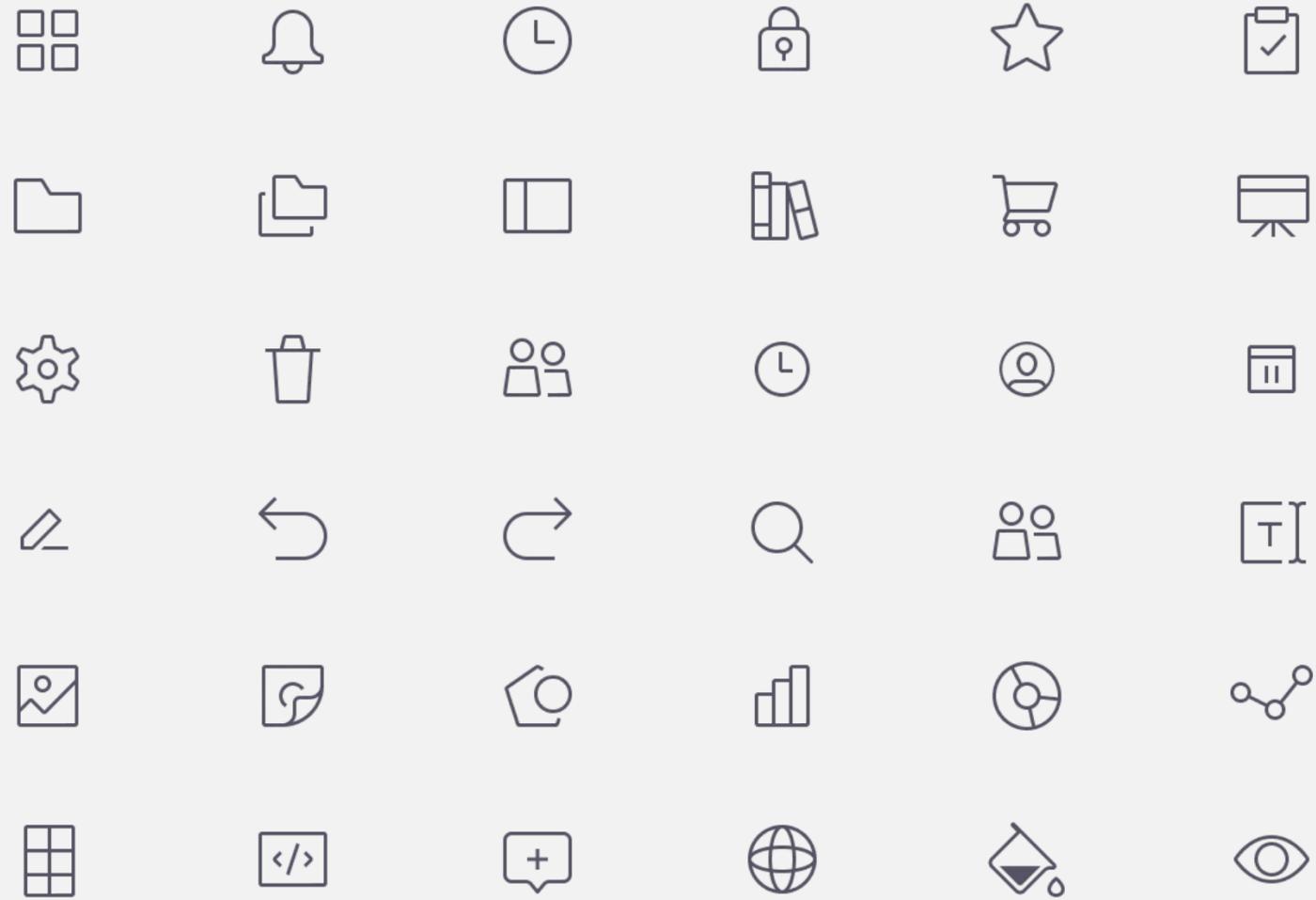
Photography



PIONEER VENTURES INC.







Iconography

Our iconography is connected to our typography at a fundamental level. It, too, was designed to illustrate the unique relationship between mankind and machine.

Icons and their usage principles enable you to communicate quickly and effectively across all touchpoints.



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INC.