



# 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

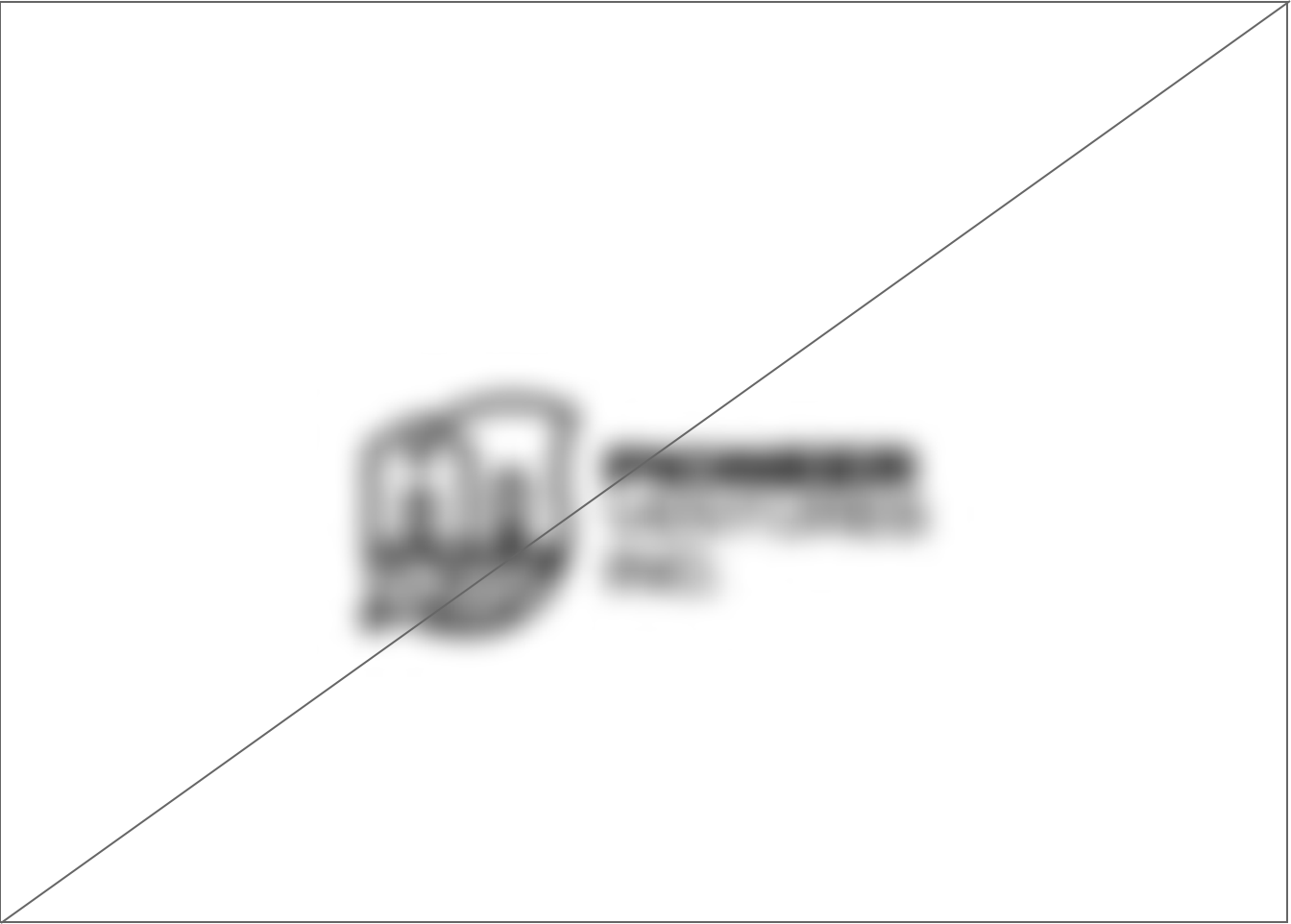
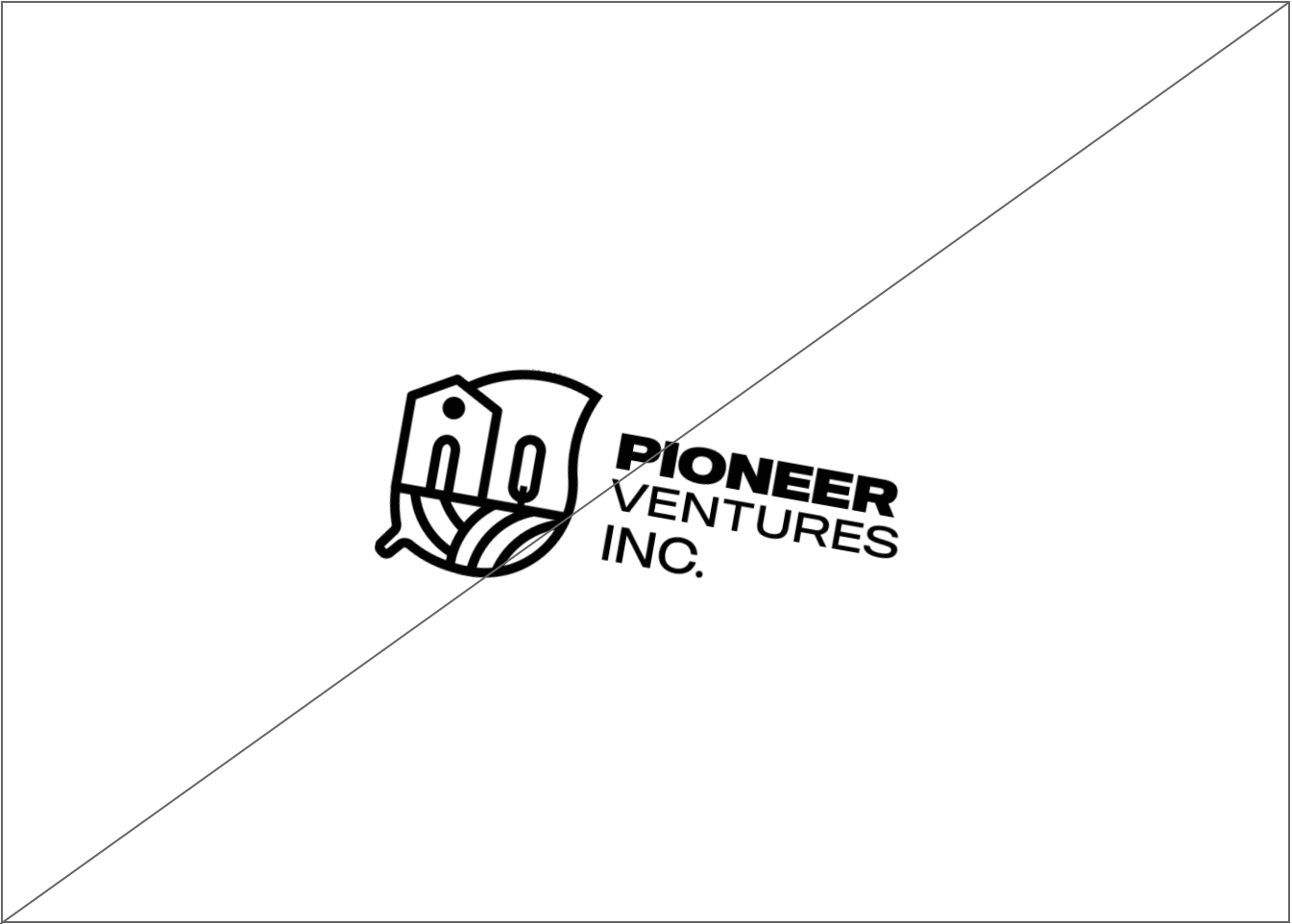
Please do not use, display, mirror or frame (including in metatags or hidden text) our company assets.

### 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.





Aa

## 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

AΛBΒCΘDΔEΞFΓG  
HΨIΪJΪKΪLΪMΪN  
OΪPΪQΪRΪSΪTΪUΪ  
VΪWΪXΪYΪZ

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

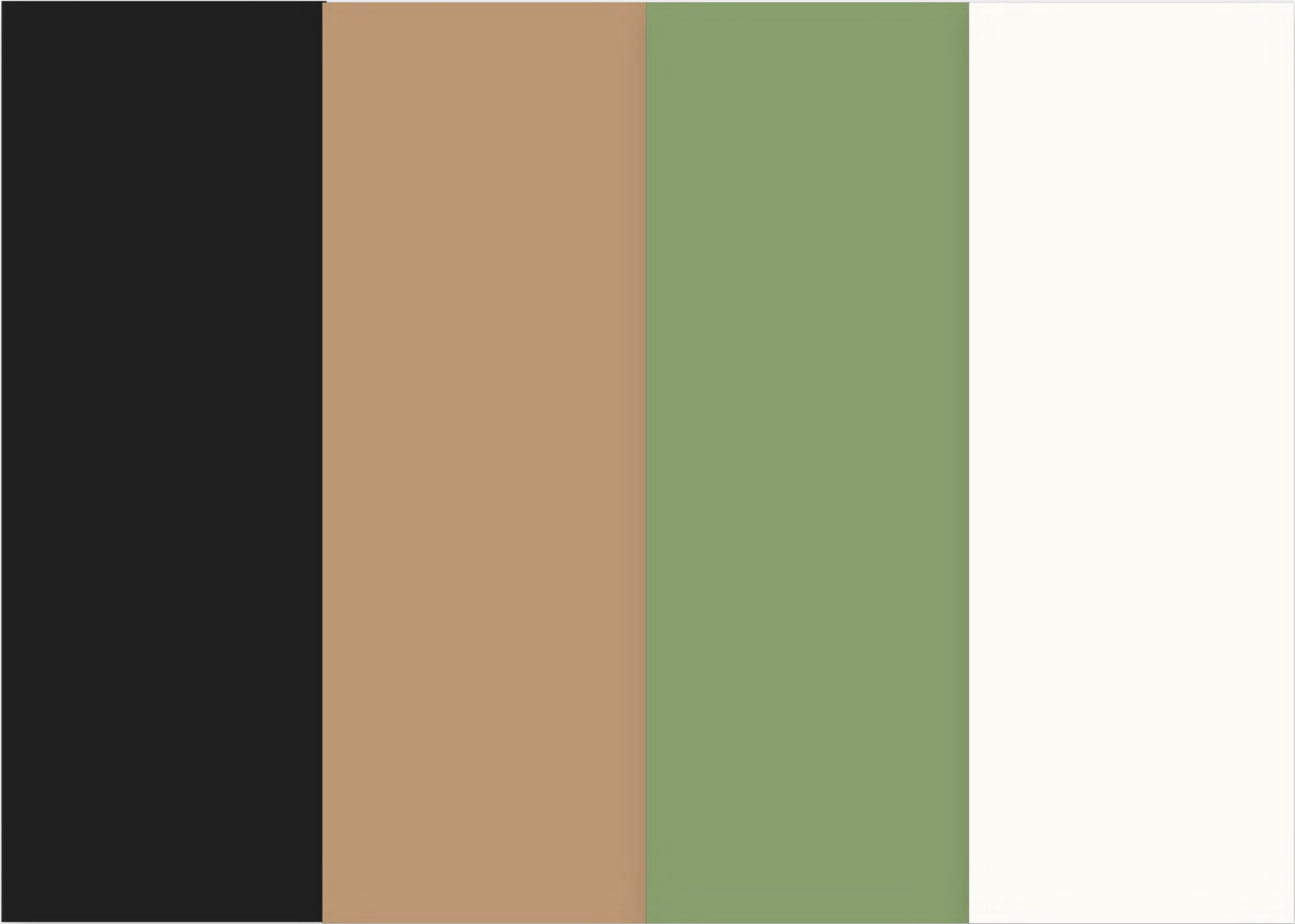
# About MADE OUTER SANS

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

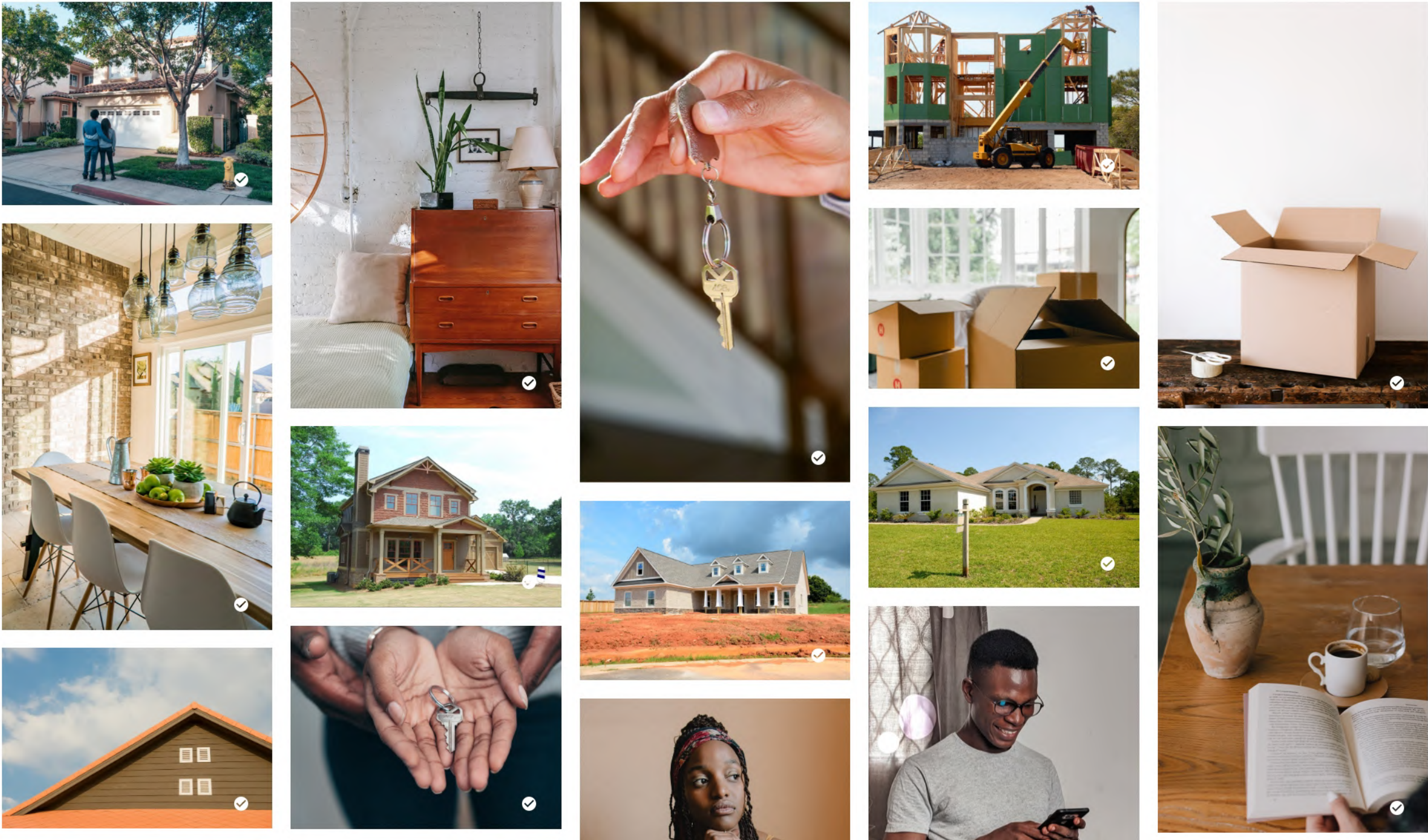
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HEX#889f6e

HEX#FDFBF6

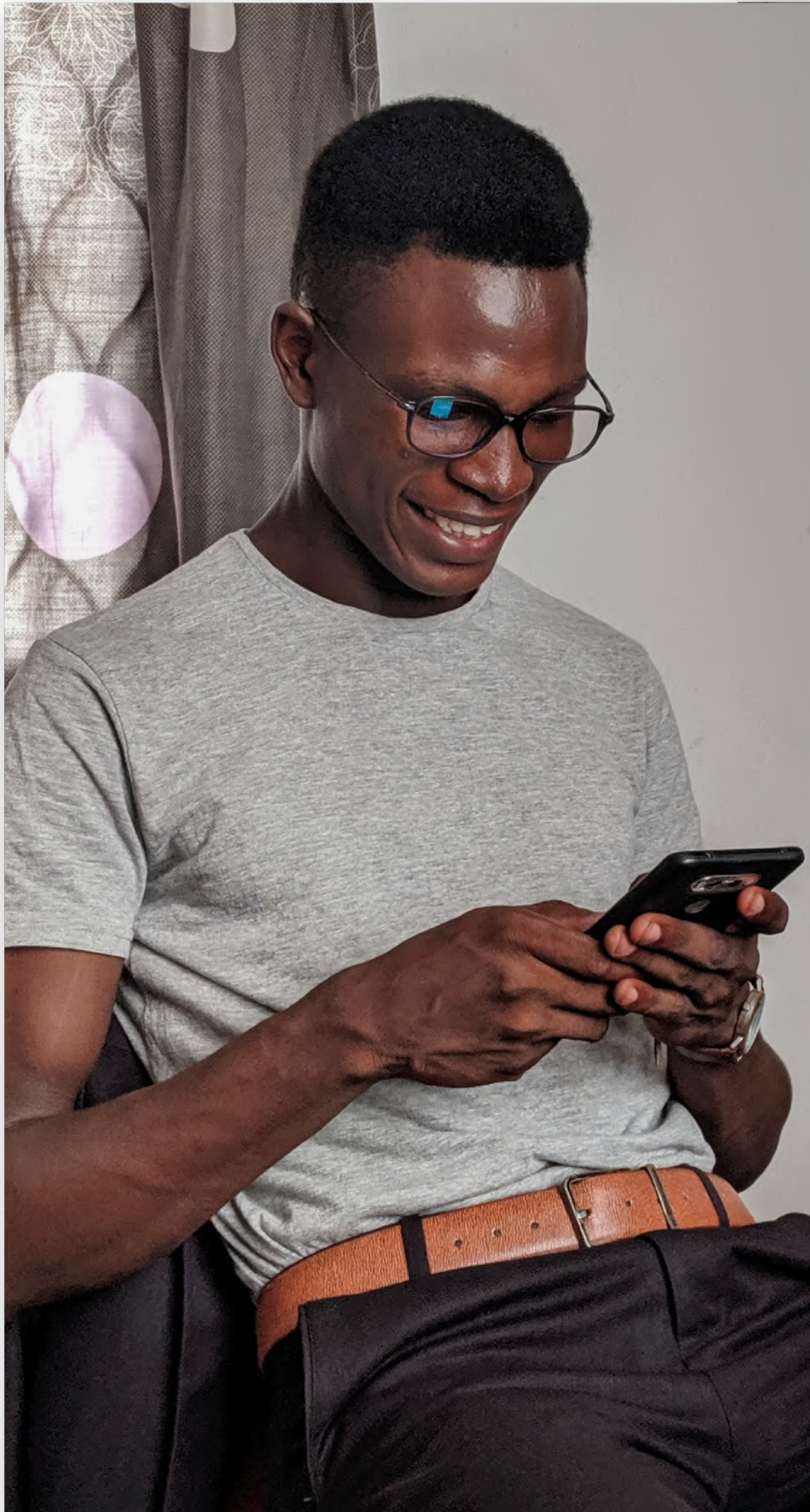


# Photography



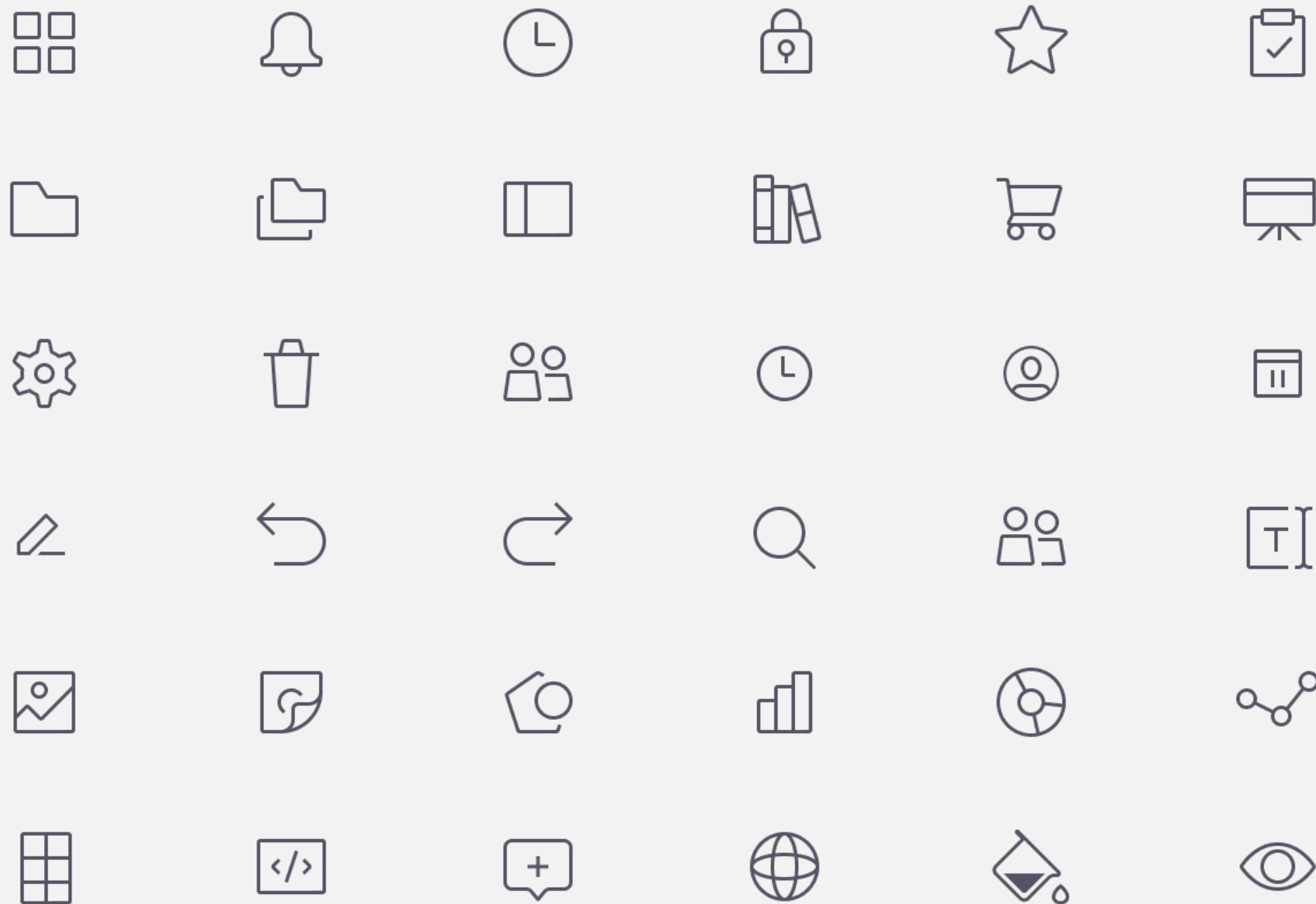


# PIONEER VENTURES INC.









## 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.

