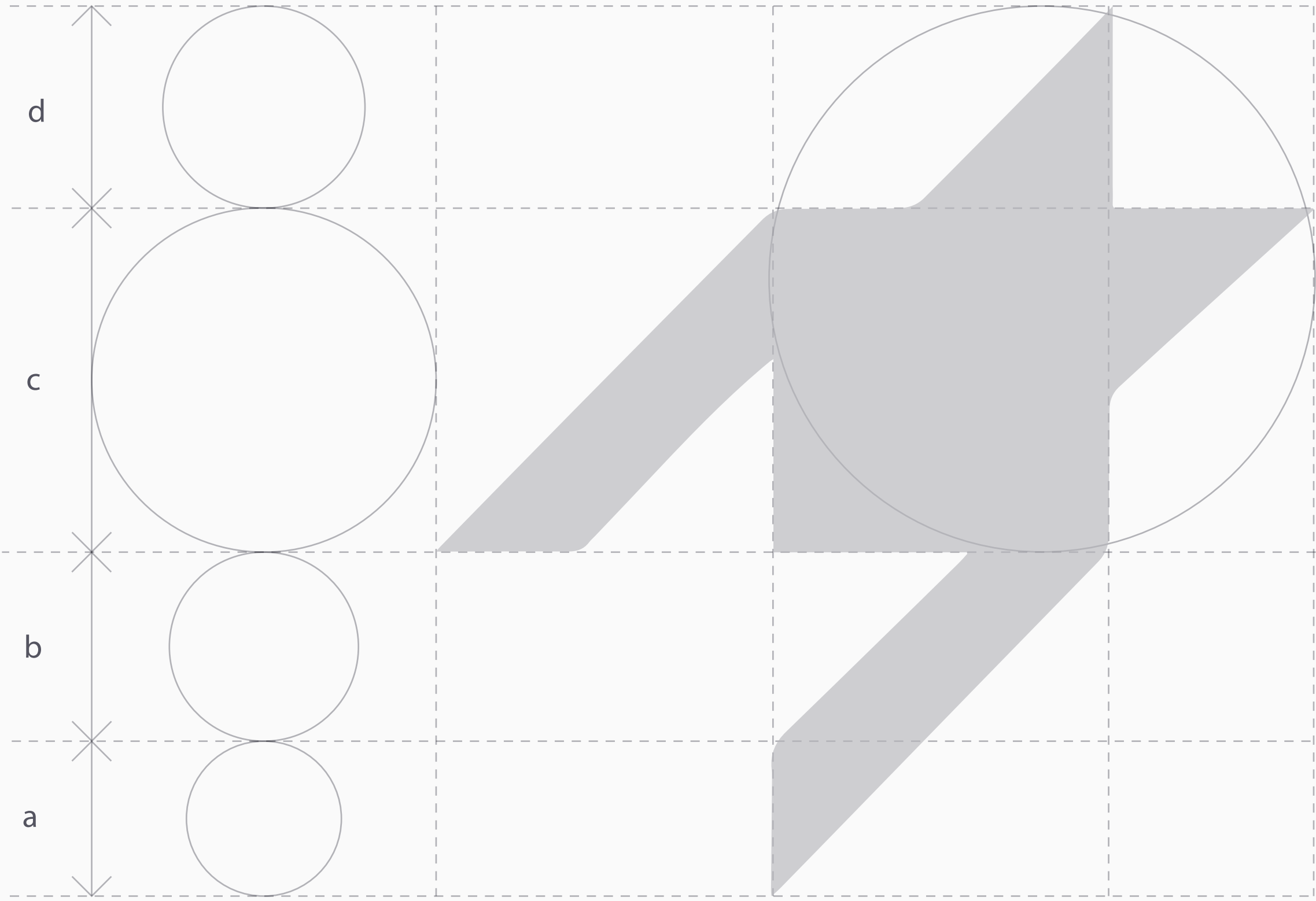
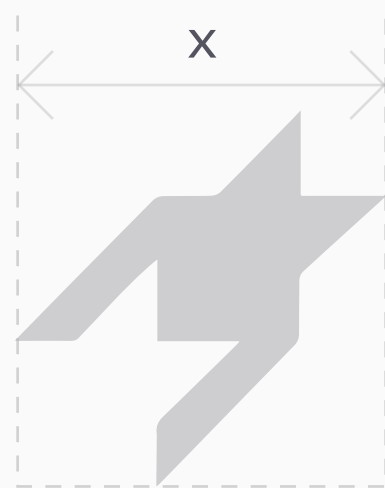
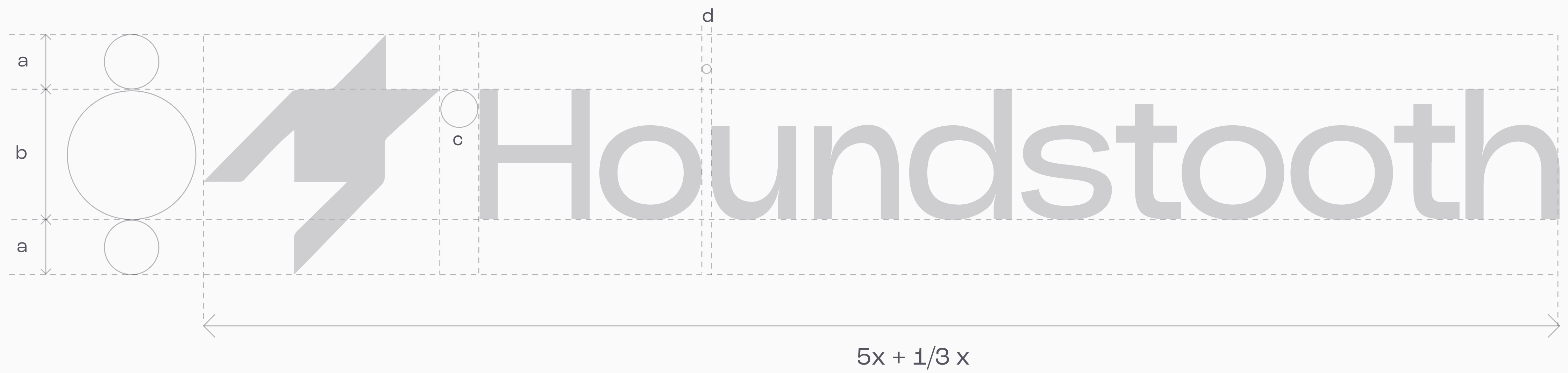
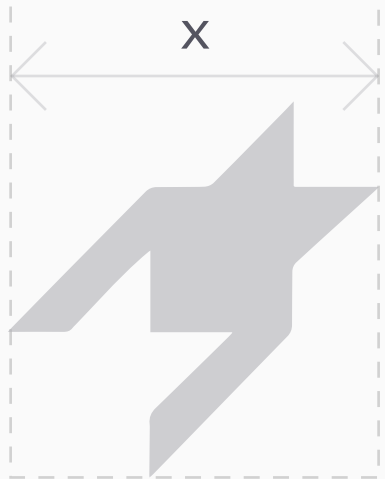


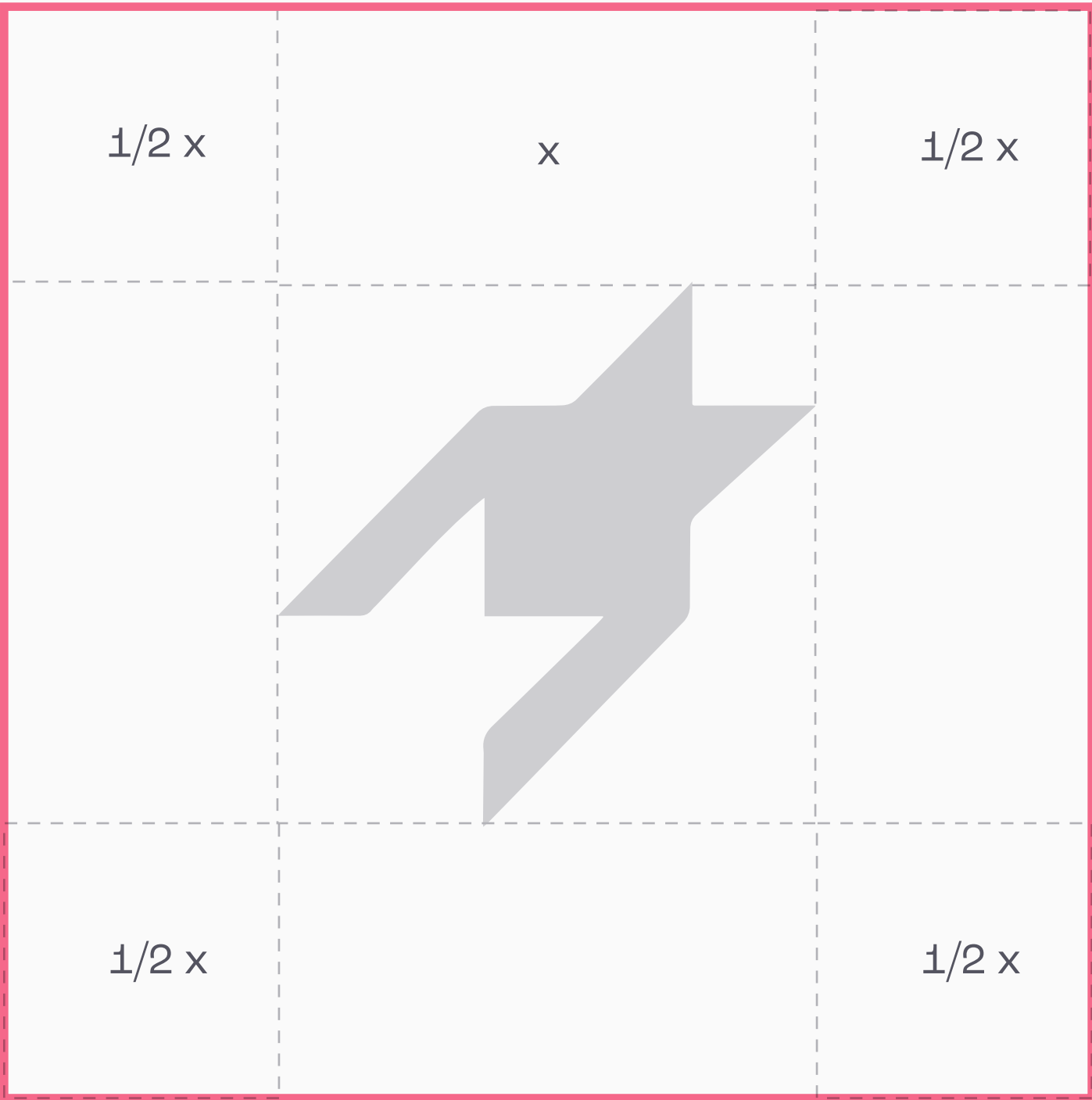
LOGO GUIDELINES

LOGOMARK CONSTRUCTION	2	USAGE ON BACKGROUNDS	14
LOGO HORIZONTAL CONSTRUCTION	3	PRIMARY COLORS	15
WORDMARK CONSTRUCTION	4	MISUSE	16
CLEAR SPACE	5-6	MIN MAX SIZES	17
LOGOMARK MONOCHROME	7	FONT	18
WORDMARK MONOCHROME	8	T-SHIRT 1 (FRONT)	19
HORIZONTAL LOGO MONOCHROME	9	T-SHIRT 1 (BACK)	20
LOGOMARK COLOR	10	BUSINESS CARD	21
LOGO HORIZONTAL COLOR	11	LETTERHEAD	22
LOGOMARK USAGE	12		
LOGOTYPE USAGE	13		

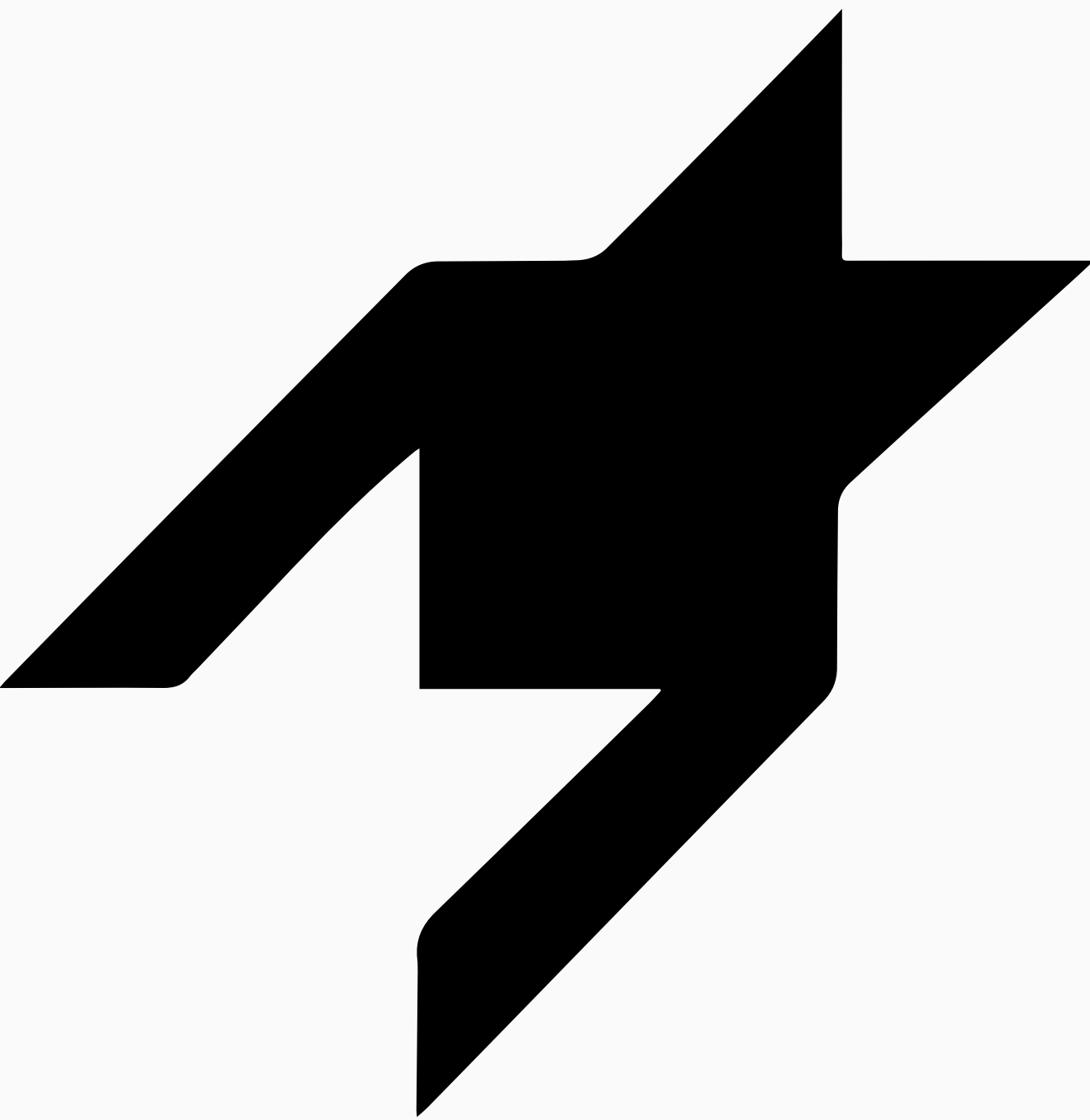












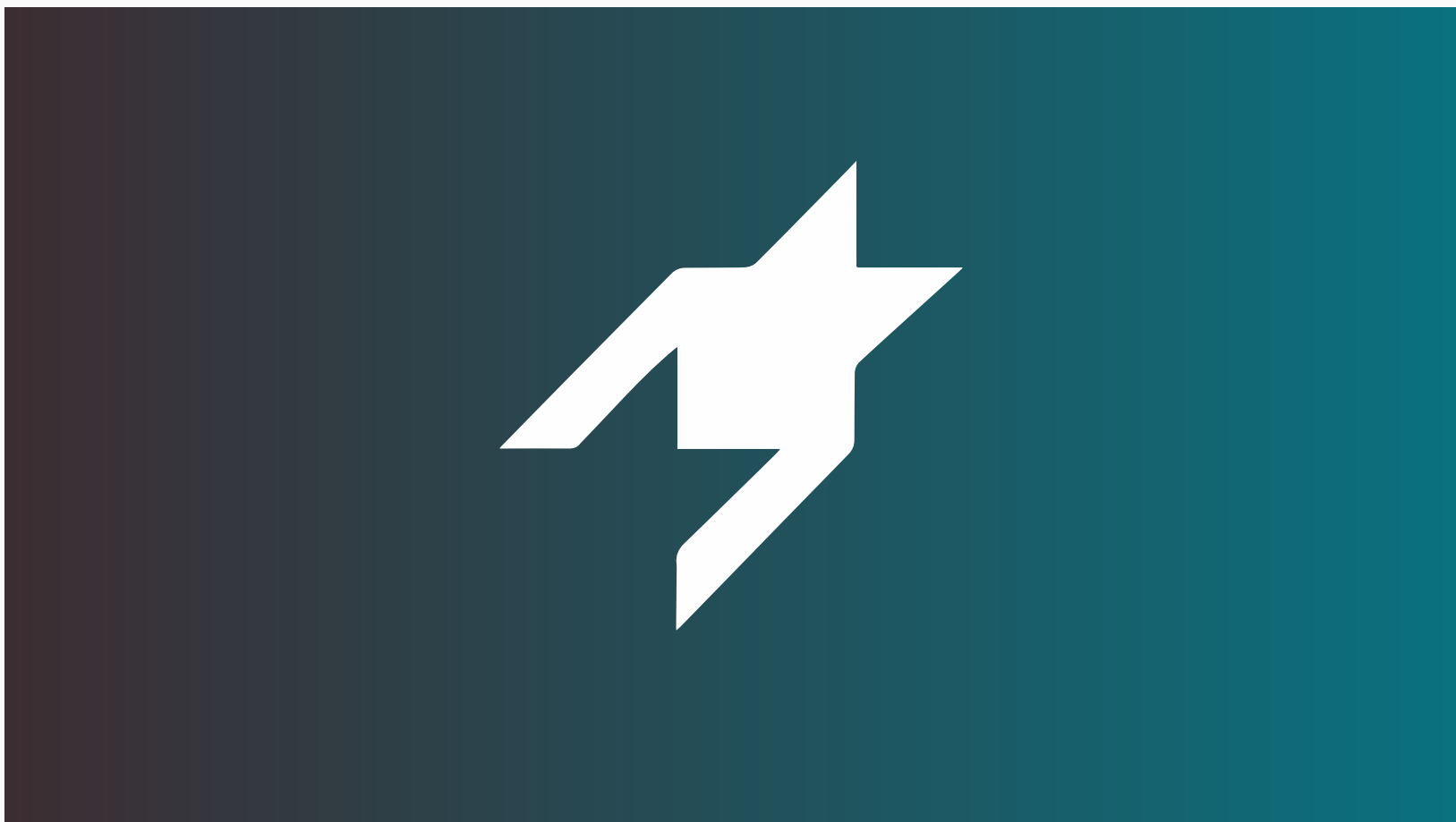
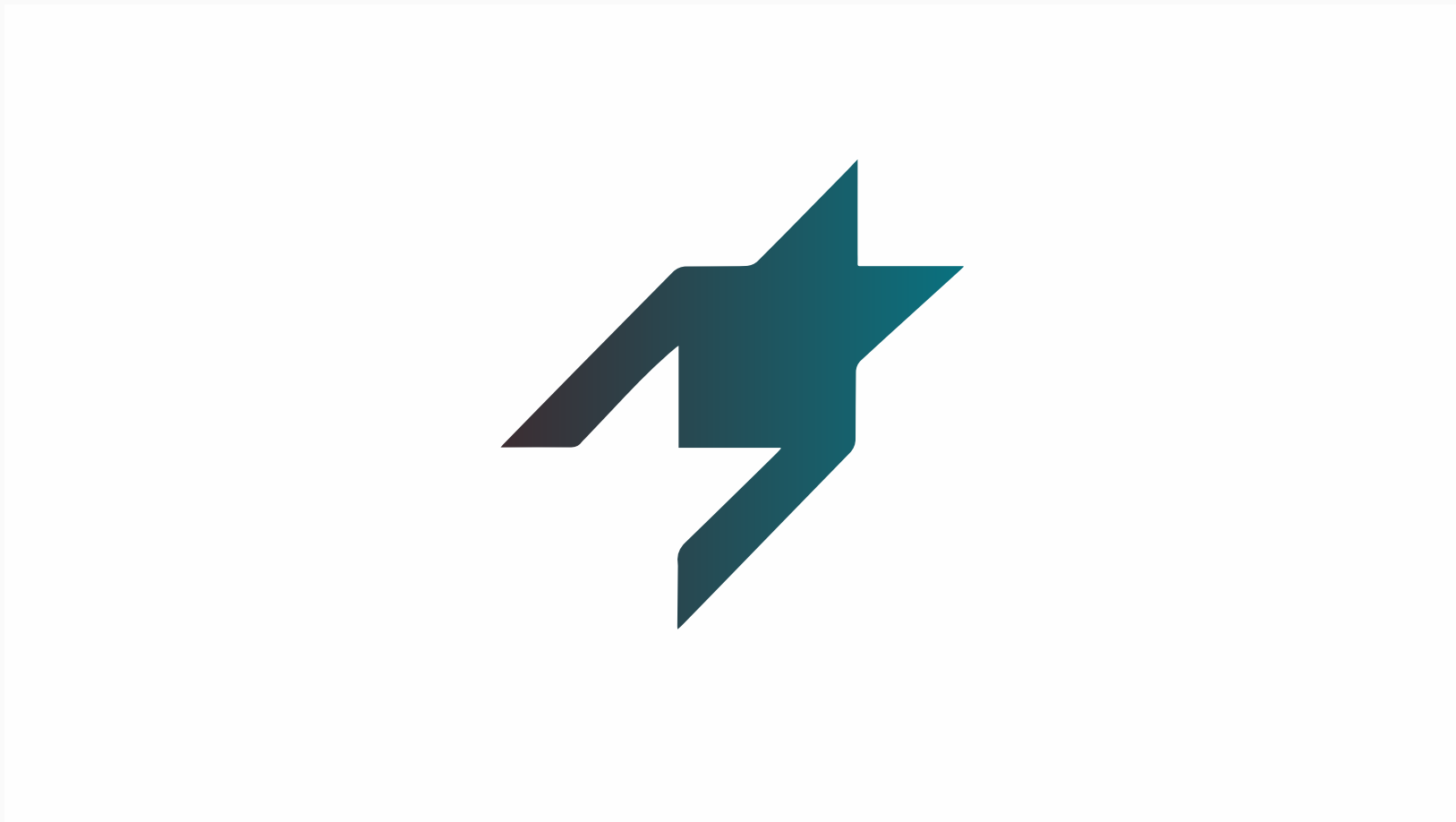
Houndstooth



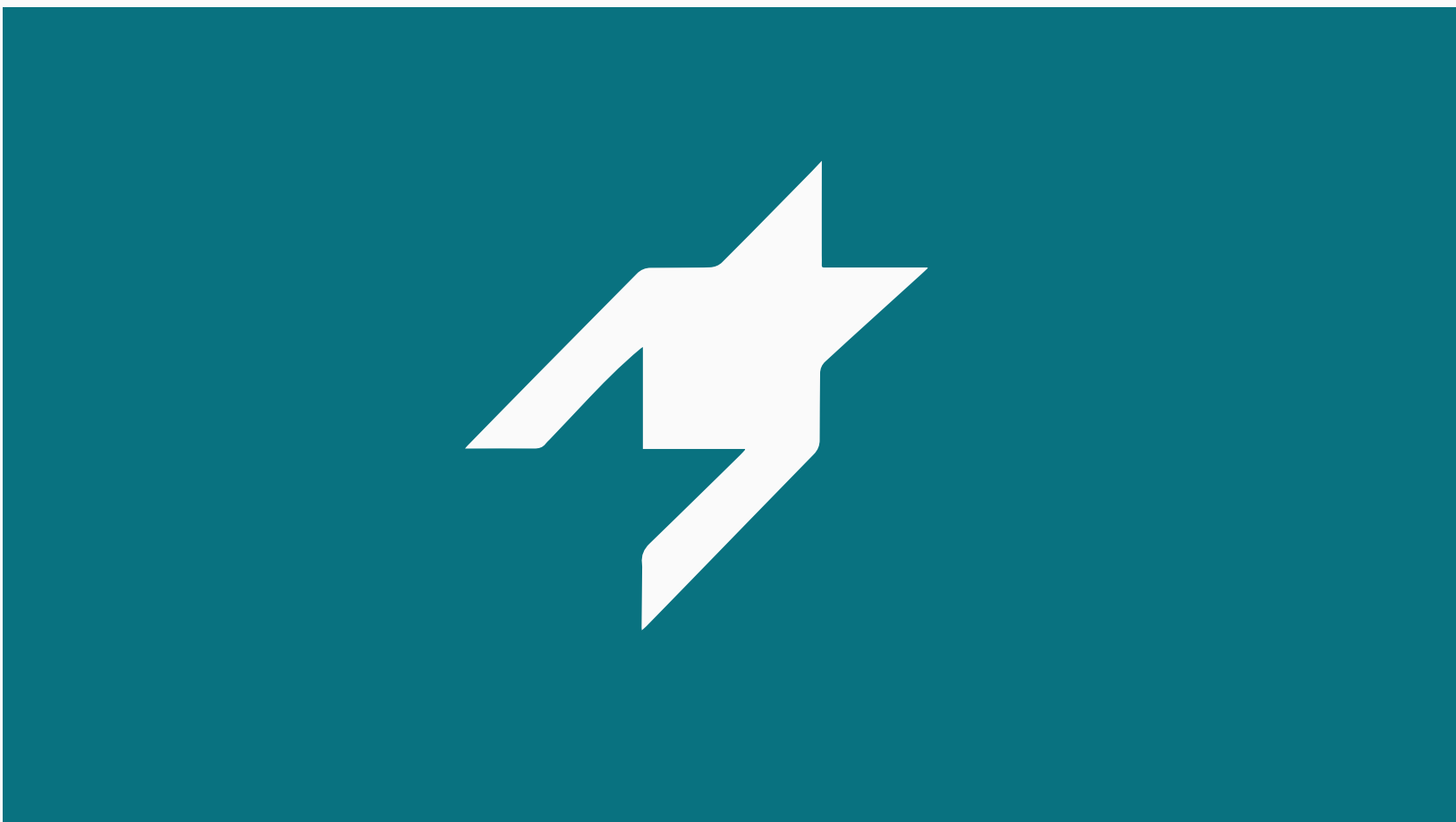
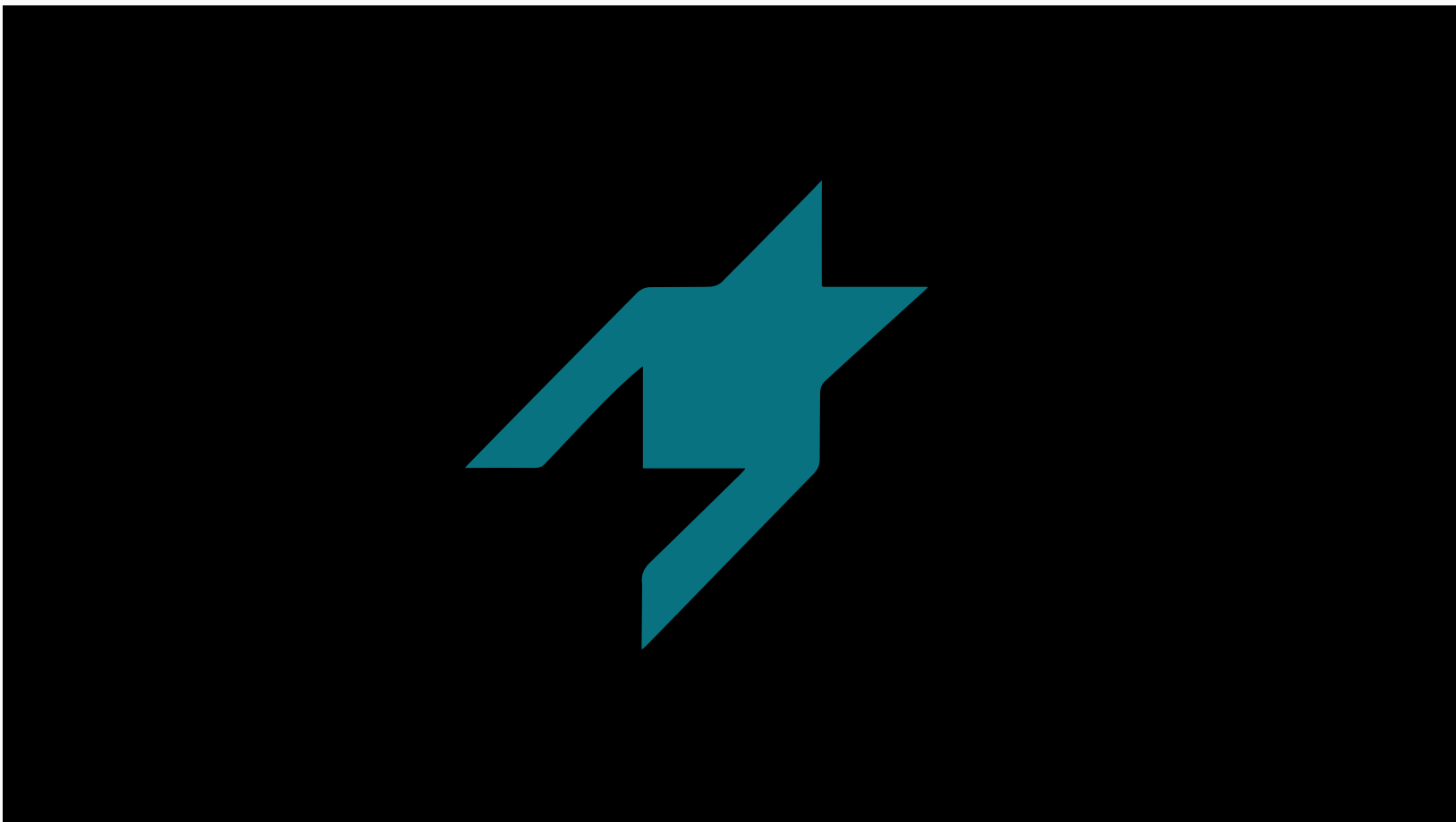
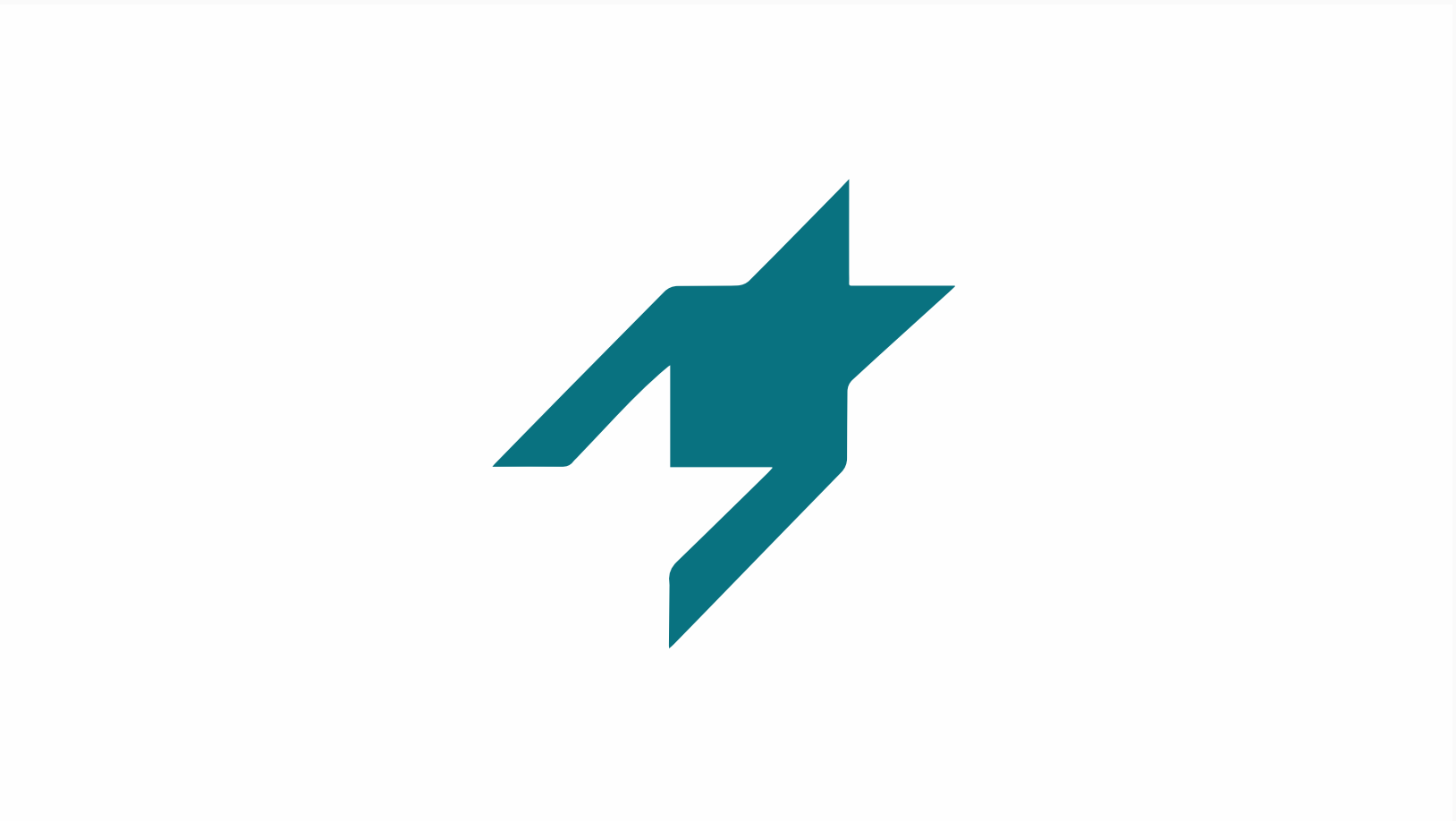




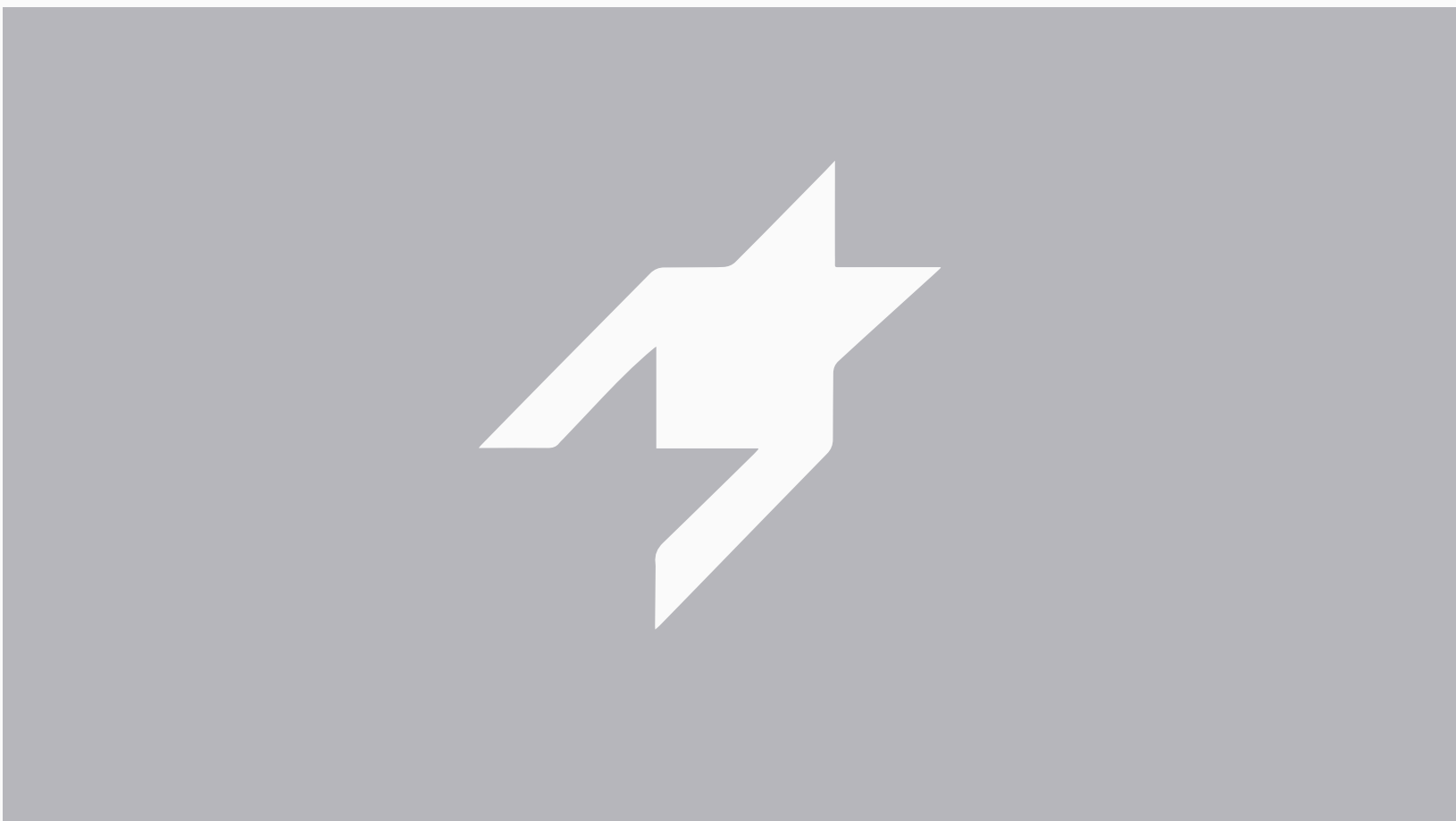
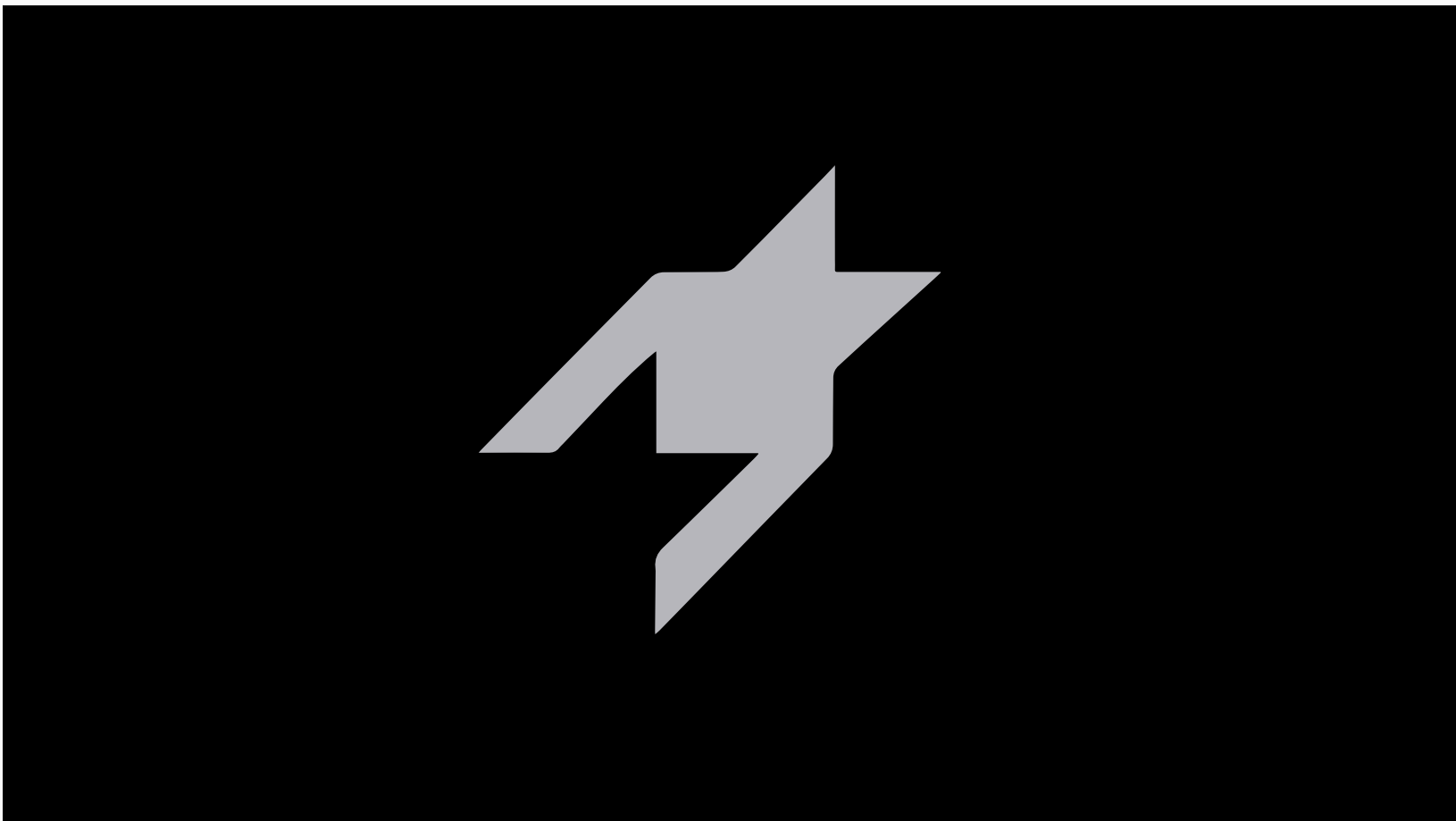
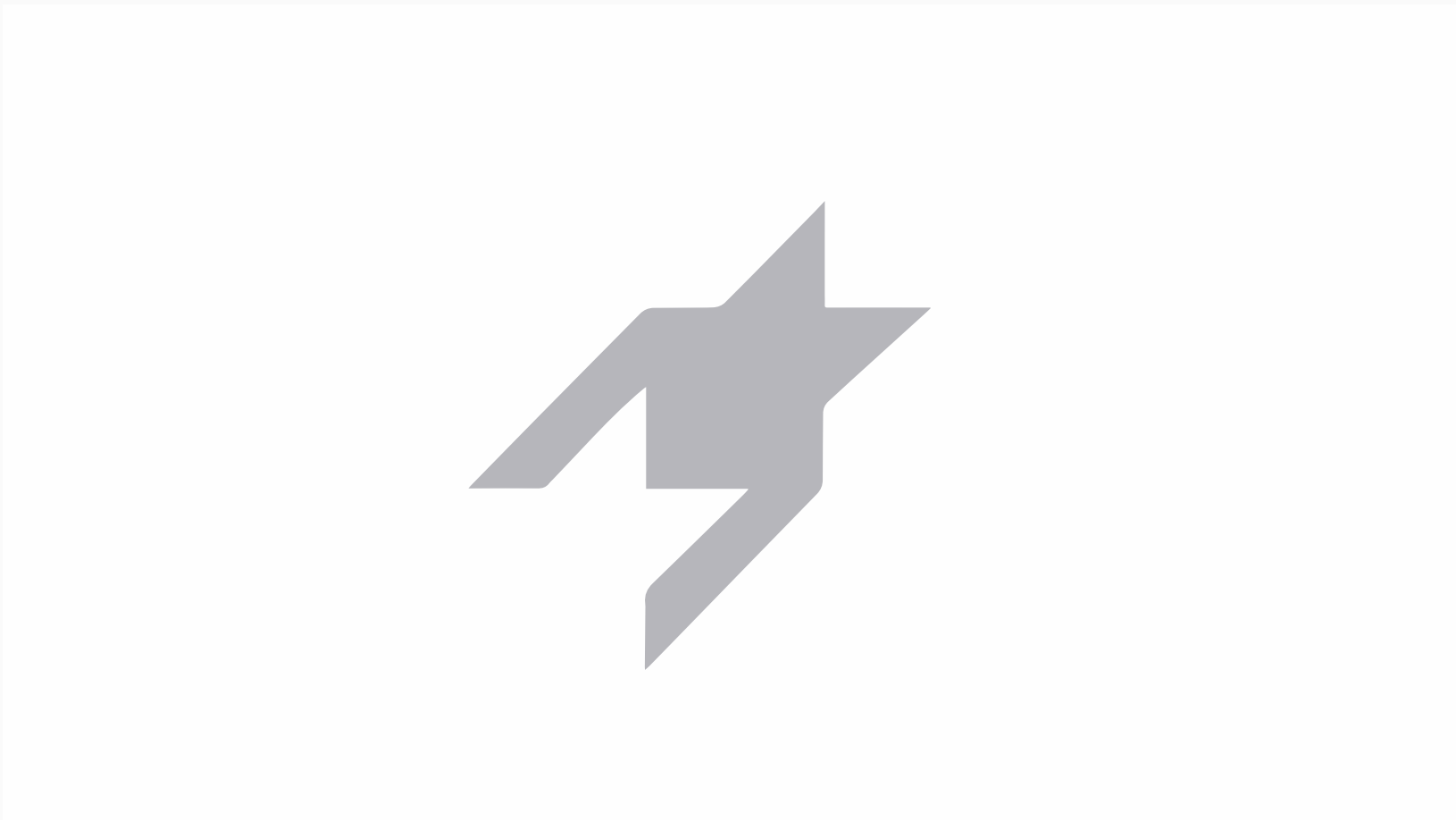
Color combination



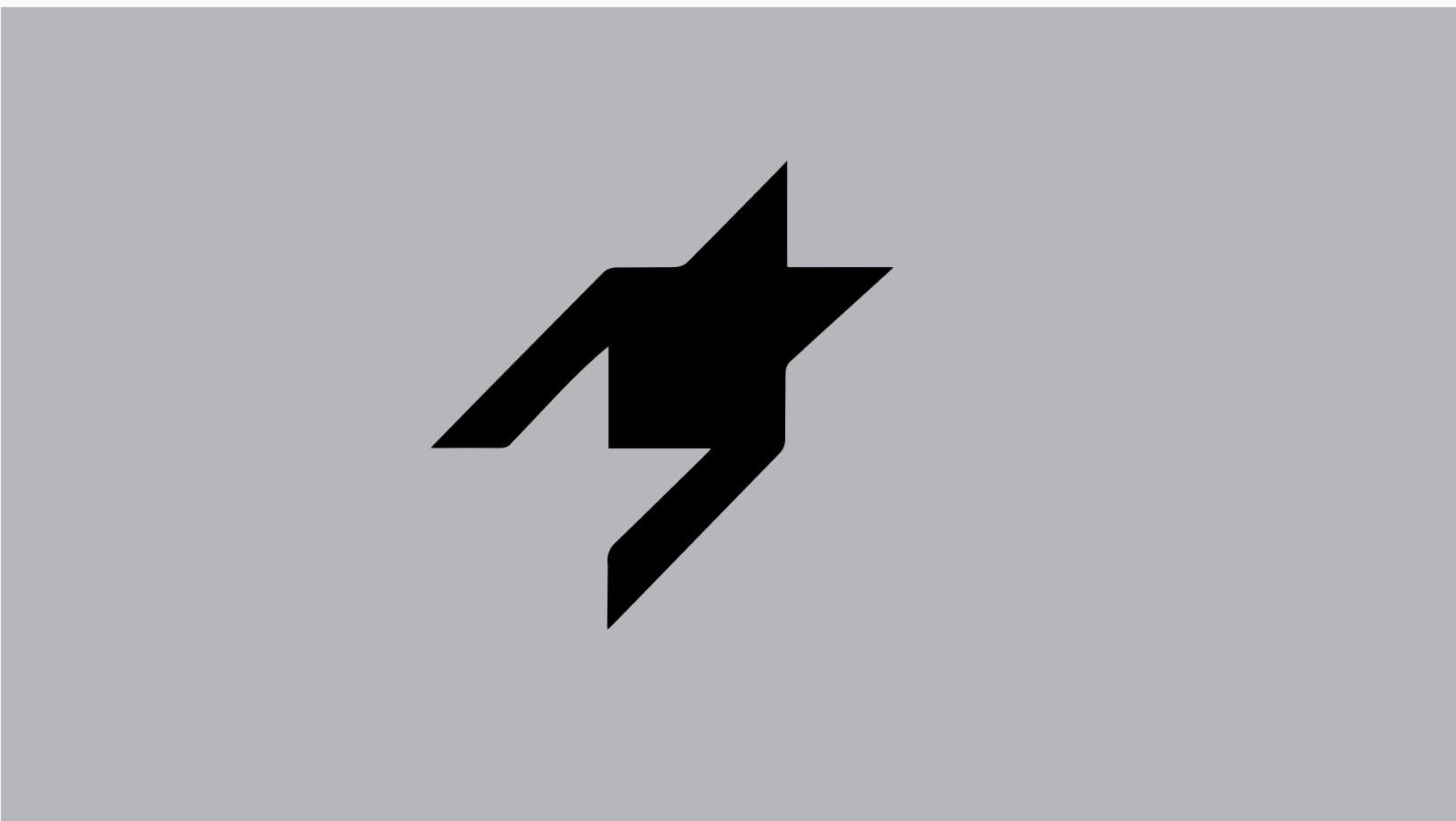
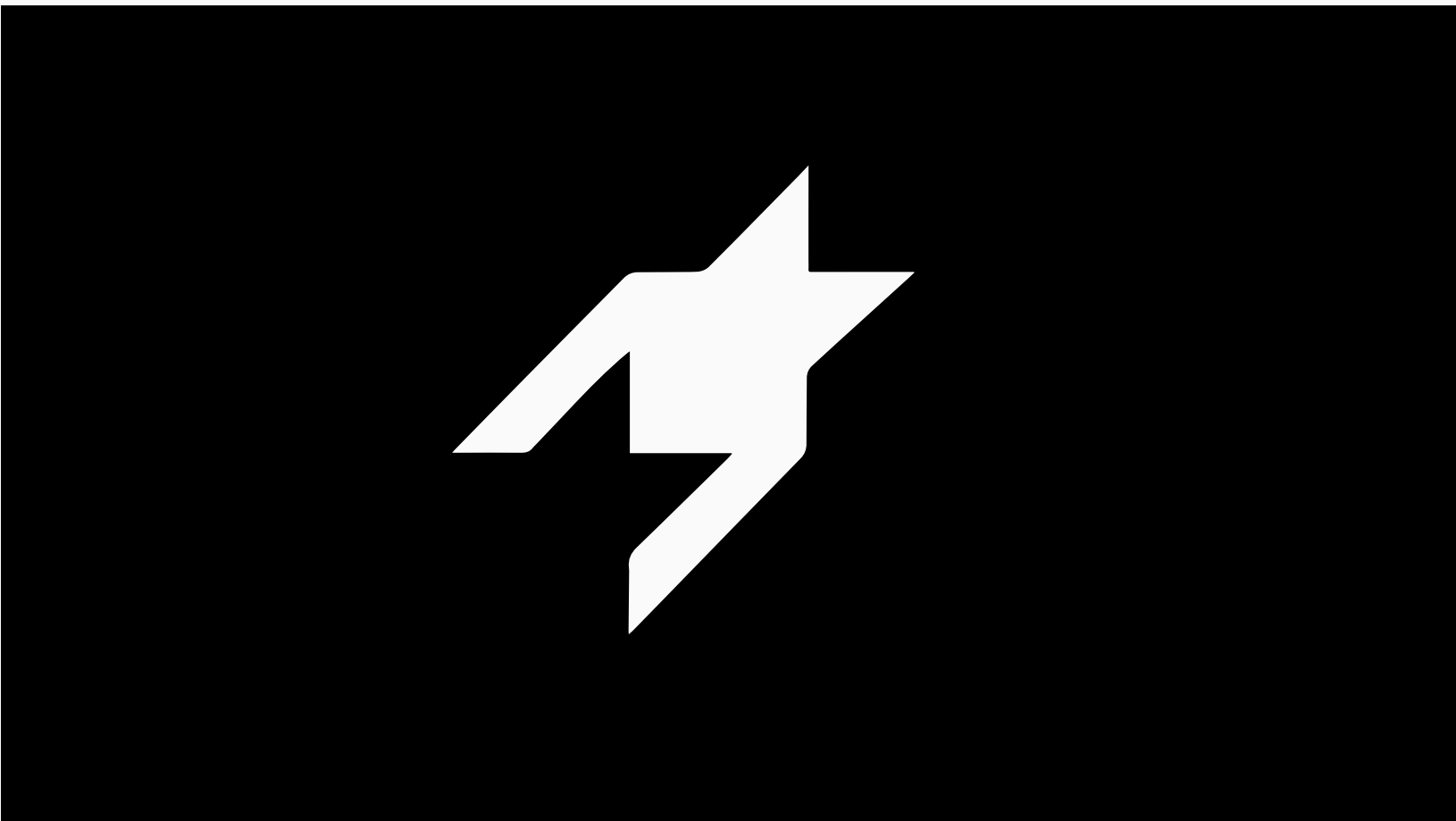
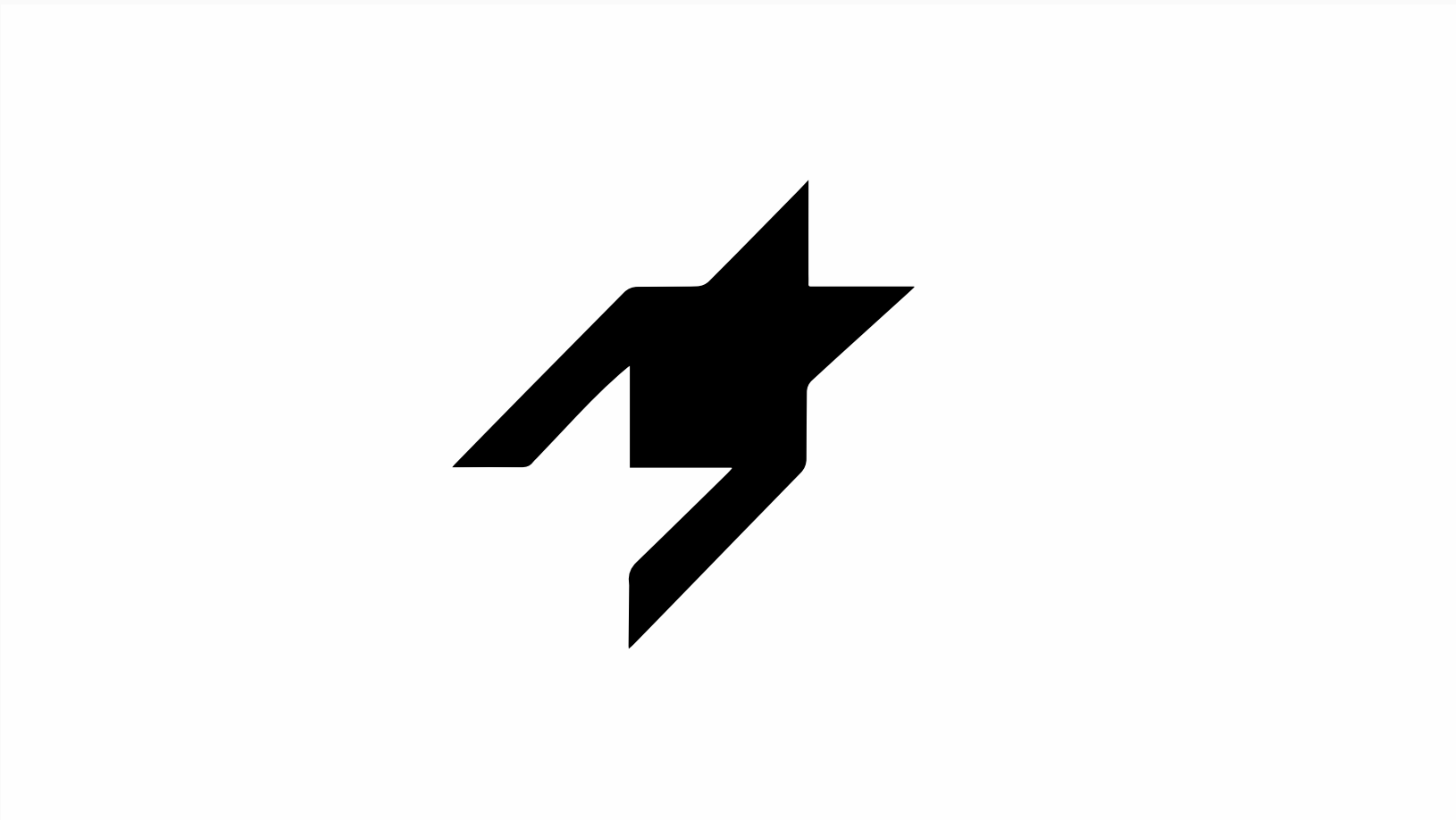
Color monochrome



Grayscale monochrome



Black and white



Color combination	Color monochrome	Grayscale monochrome	Grayscale combination	Black and white
				
				
				

Light background



Gray background



Color background



Dark background



PRIMARY COLORS

White

#FFFFFF

R: 250 G: 250 B: 250

C: 0 M: 0 Y: 0 K: 0

Blue

#097280

R: 9 G: 114 B: 128

C: 84 M: 34 Y: 39 K: 19

Black

#000000

R: 0 G: 0 B: 0

C: 0 M: 0 Y: 0 K: 100

Do not —
use another font



Do not —
skew, rotate or stretch



Do not —
use gradients on all



Do not —
break the logo grid



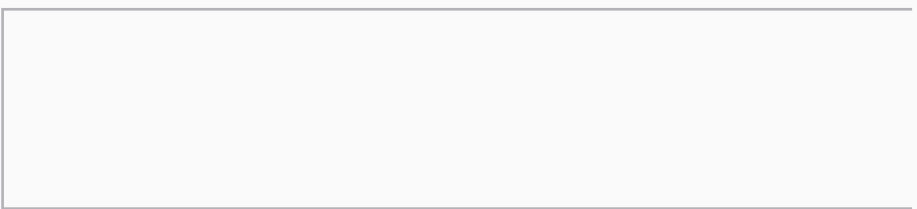
Do not —
rotate the logo arbitrarily



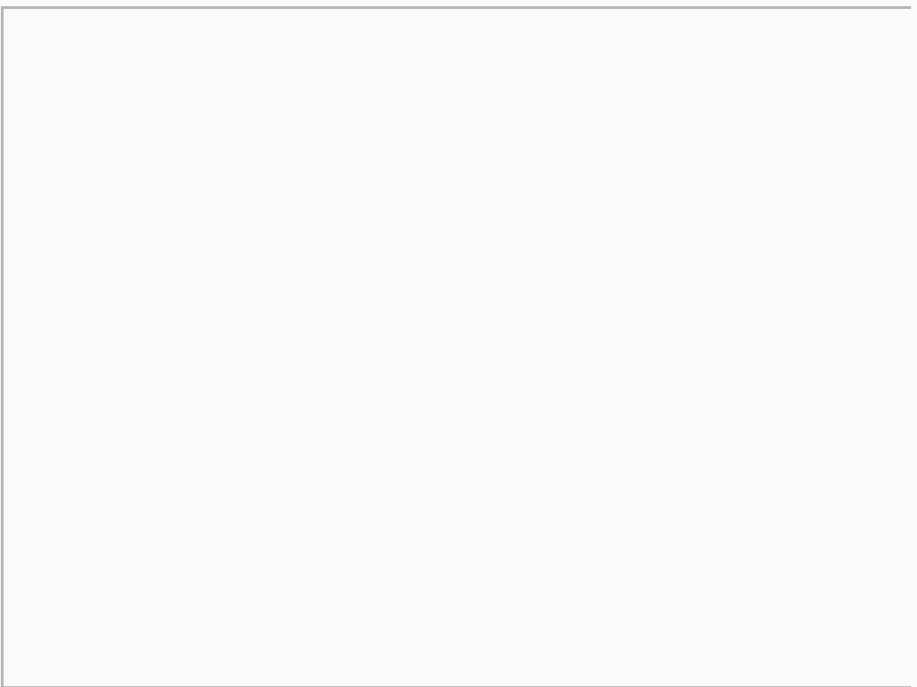
Do not —
use any effects with the logo



Min height 50 px / 15 mm



Max height 255 px / 90 mm



FONT

Roc Grotesk Regular - Body text & Headlines & Subheadlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
(!@#\$%^&*::?,,)

Roc Grotesk Medium - Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
(!@#\$%^&*::?,,)

Roc Grotesk Light - Body text

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

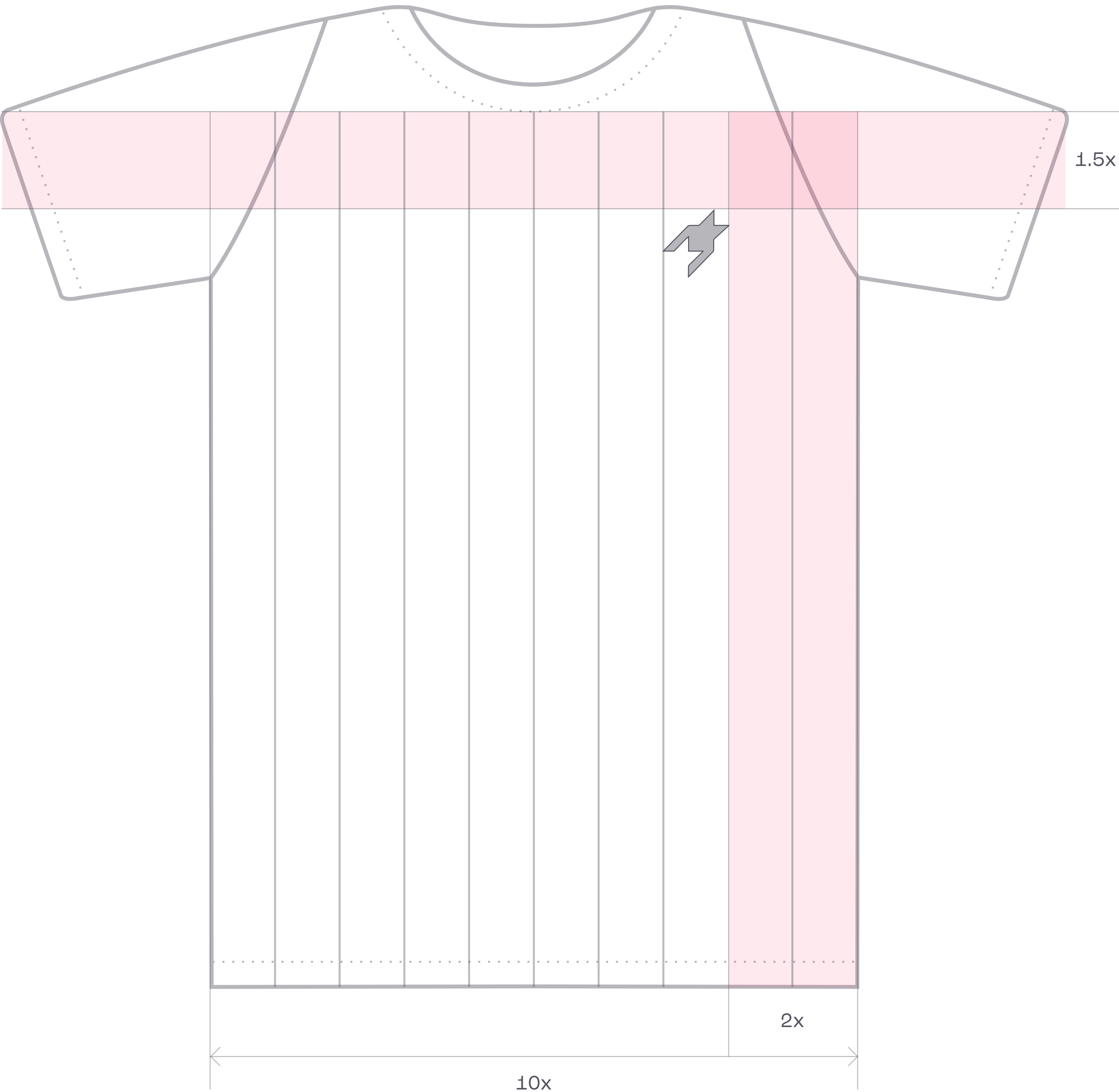
0123456789

(!@#\$%^&*::?,,)

T-SHIRTS 1 (FRONT)

HOUNDSTOOTH

Clear space



x = Width/10

Female (XS)



Male (S)



Male (L)



Male (XXL)



Clear space



Female (XS)



Male (S)



Male (L)

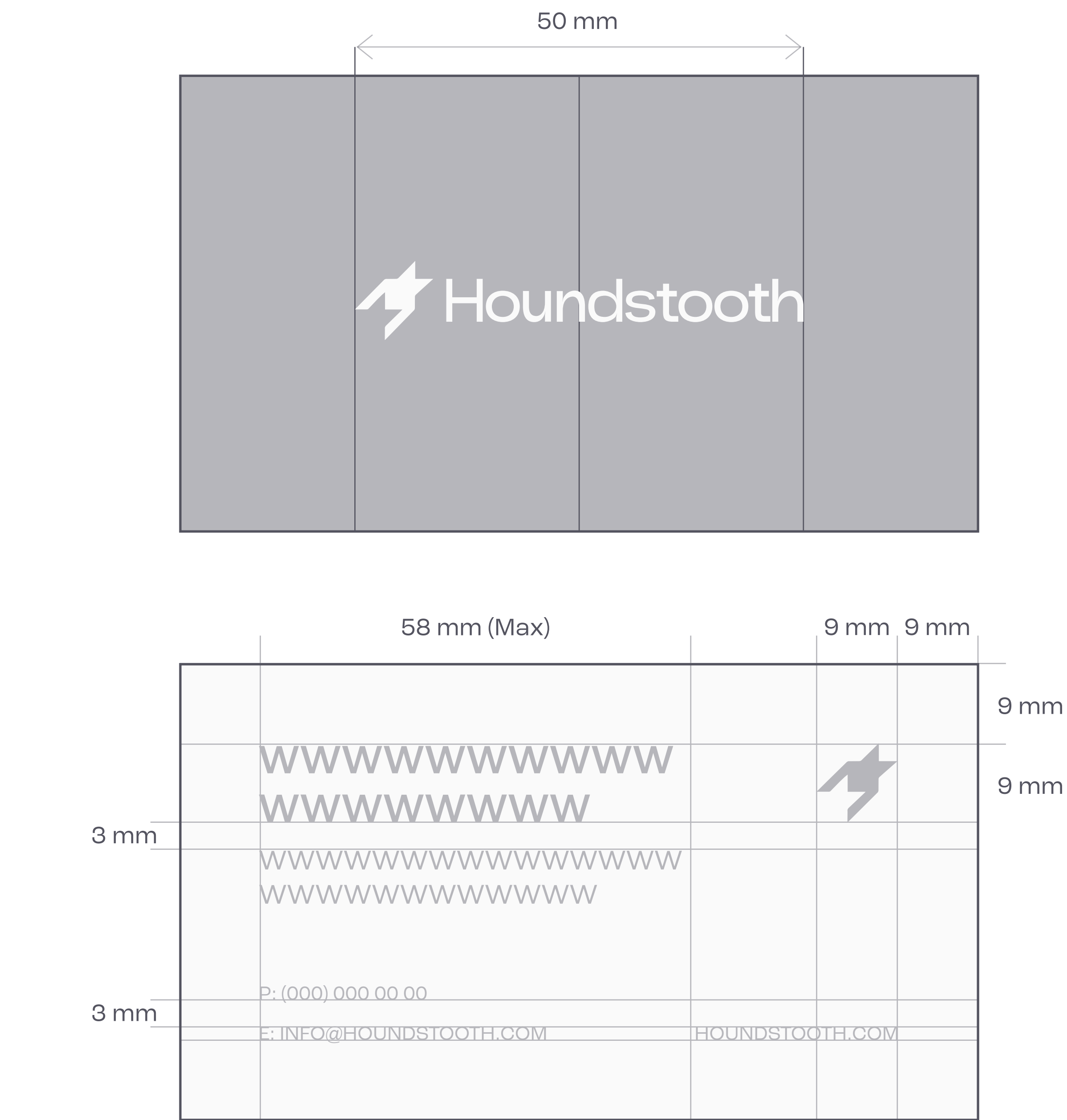


Male (XXL)



BUSINESS CARD

Recommendations



Example



Recommendations

43 mm	55 mm	9 mm	
			
		LOREM IPSUM Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo con- sequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla. HOUNDSTOOTH.COM	20 mm
43 mm			

Example

