
LOGO



CLEARSPACE & MINIMUM SIZE



To protect the integrity of the tribeOS logo, it must never be crowded. White space equal the crossbar of the “t” should be maintained around the logo (as illustrated).



Minimum reproduction size is 0.75 inches wide.

INCORRECT USAGE



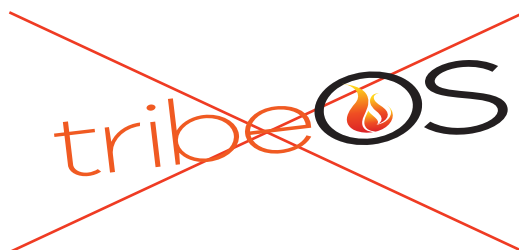
Do not change the colours.



Do not scale or change proportions of logo elements.



Do not add graphical treatments such as drop shadows, etc.



Do not stretch, rotate, or distort.



Do not use logo as a read-through (as if part of a sentence)

COLORS



CMYK

C: 0 M: 92 Y: 100 K: 0

RGB

R: 239 G: 59 B: 36

HEX (Web)

#F05924



CMYK

C: 0 M: 45 Y: 100 K: 0

RGB

R: 249 G: 157 B: 28

HEX (Web)

#F9A01D



CMYK

C: 43 M: 35 Y: 35 K: 1

RGB

R: 153 G: 153 B: 153

HEX (Web)

#999999



CMYK

C: 0 M: 45 Y: 100 K: 0

RGB

R: 0 G: 0 B: 0

HEX (Web)

#000000



CMYK

C: 67 M: 68 Y: 61 K: 65

RGB

R: 48 G: 41 B: 43

HEX (Web)

#242021

TYPOGRAPHY

Proxima Nova

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Condensed Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PRODUCT LOGOS

