

THE INCLINE

LOGO STYLE GUIDE

LOGO SPECIFICATIONS



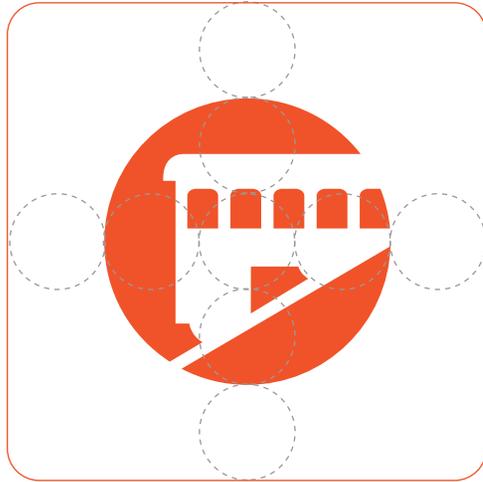
 **TANGERINE**
C: 0 M: 82 Y: 95 K: 0 | R: 240 G: 83 B: 41 | HEX: F05329

PROPER SPACING AROUND LOGO



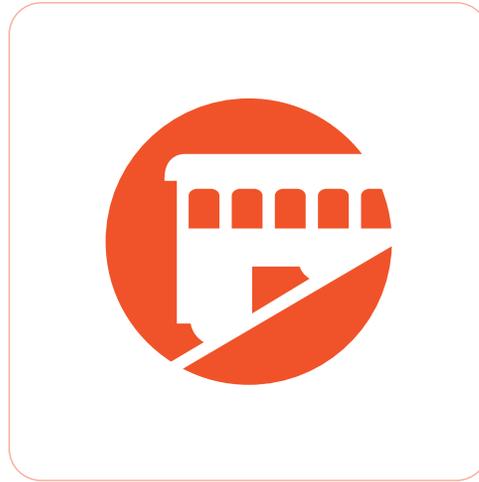
In order for the logo to stand out in its surroundings, it is important to not crowd the logo with other objects too close. Using the "N" as a form of measurement, you can see how the proper buffer space is determined.

ICON USE



WITHIN A DEFINED CONTAINER

If the circle is divided into thirds, that third determines the spacing around the icon



DEFINING THE SHAPE

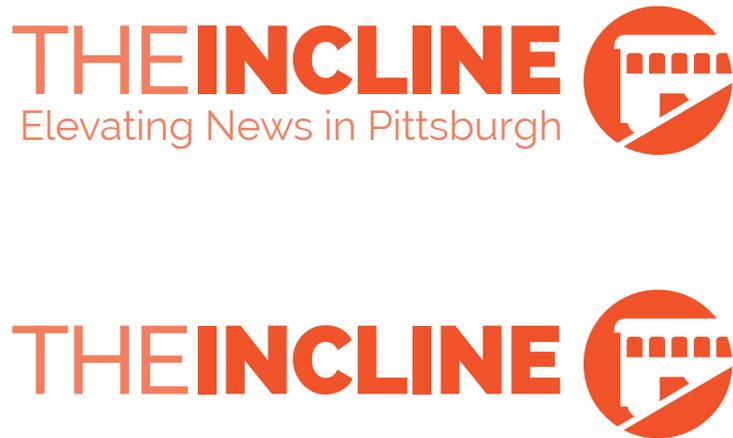
If the shape is defined by a line, the line should be the standard tangerine color at 50% opacity. The shape should use radius corners when possible.



REVERSING THE ICON

The shape can be defined by the standard tangerine, and have the icon appear pure white.

PROPER CONFIGURATIONS



The logo may appear with or without the tagline. If the logo is fitting into a narrow space, it may be stacked. In that case, it takes on a left aligned configuration. Please note that none of the logo elements change proportion to one another. These proportions should never be altered.

PROPER USE / BLACK & WHITE



Opacity specs the same as the top logos. Simply showing the logo without the tagline.

PROPER USE / COLOR

"THE" 75% opacity tangerine



Tagline 75% opacity tangerine



"THE" 75% opacity white



Tagline 75% opacity white



The tangerine is to be used as the official logo color.
The logo, in its official use, either appears on a white or tangerine background.

PROPER USE / COLOR



There may be circumstances where the logo needs to appear on a colored background other than tangerine. If the color background is medium to dark, the logo will appear in pure white and lighter opacities of white.



If the color background is very light and/or pastel, the logo will appear in pure black and lighter opacities of black. This overall treatment is less desirable than the left column, where the logo is on a dark rich color.

IMPROPER USE / COLOR

NEVER ATTEMPT to combine the tangerine logo with a colored or black background.



SCALING DOWN

When the logo needs to appear in very small spaces, the tagline will not appear. Below are all acceptable setups.

