Brand Usage

Logo 2
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**LOGO**

**LOGO CONFIGURATIONS**

Tilt Five has three configurations of the official logo:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Stacked</td>
<td>2. Horizontal</td>
<td>3. Icon</td>
</tr>
</tbody>
</table>

![Stacked Logo](image1.png)  
*Tilt Five*  

![Horizontal Logo](image2.png)  
*Tilt Five*  

![Icon Logo](image3.png)
LOGO

LOGO CONFIGURATIONS

In a situation where an inverse version is required, please use these versions of the logo.
Take care to only use official logo files provided by Tilt Five.

1. Stacked
2. Horizontal
3. Icon
LOGO

LOGO CONFIGURATIONS

In a situation where a one colour version is required, please use these version of the logo. Take care to only use official logo files provided by Tilt Five.

Black Version

Tilt Five

Tilt Five

Tilt Five

White Version

Tilt Five

Tilt Five

Tilt Five
LOGO

CLEARANCE
Proper logo clearance is essential to let the logo properly breath and be seen. A clearance equivalent of, at least, half the height of the 5 in the logo or icon should be maintained around all four sides.
**LOGO**

**MINIMUM SIZING**

<table>
<thead>
<tr>
<th>Horizontal logo</th>
<th>Stacked logo</th>
<th>Icon</th>
<th>Tiny Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE FULL LOGO IS PREFERRED FOR USE IN ALL CASES</td>
<td>THE FULL LOGO IS PREFERRED FOR USE IN ALL CASES</td>
<td>PREFERRED IN CASES WHERE THE SPACE IS TOO SMALL FOR THE FULL LOGO</td>
<td>FOR USE IN SMALL AREAS WHEN THE NAME IS NOT REQUIRED</td>
</tr>
</tbody>
</table>
| Example uses:  
  • Print and online materials where there is the space and clearance to put the full mark | Example uses:  
  • Print and online materials where there is the space and clearance to put the full mark | Example uses:  
  • Marketing Material  
  • Social Media Profile Picture  
  • Website once users have scrolled  
  • Business Cards | Example uses:  
  • Favicon  
  • Apps  
  • Mobile  
  • Apparel |

**Tilt Five**

- **NO SMALLER THAN**: 1” (25.4MM)
- **NO SMALLER THAN**: 0.75” (19.05MM)
- **NO SMALLER THAN**: 0.25” (6.4MM)
- **NO SMALLER THAN**: 0.125” (3.2MM)
Do not alter the colours of the logo

Do not substitute a different font into the logo

Do not stretch, skew or distort the logo in any way

Do not place the logo on a patterned background

Do not place the logo on a background colour which compromises the legibility of the signature

Do not rearrange the elements of the logo

Do not alter the proportions of elements within the logo

Do not remove elements from the logo

Do not add words or elements to the logo
COLOUR PALETTE

PALETTE BREAKDOWN

C: 0%  M: 80%  Y: 100%  K: 0%
Pantone: 158 C
R: 241  G: 89  B: 34
HEX: f15922

C: 78%  M: 69%  Y: 51%  K: 48%
Pantone: 432 C
R: 50  G: 54  B: 67
HEX: 323643

C: 65%  M: 55%  Y: 43%  K: 17%
Pantone: 430 C
R: 96  G: 100  B: 112
HEX: 606470

C: 2%  M: 1%  Y: 1%  K: 0%
Pantone: Cool Grey 1 C
R: 50  G: 54  B: 67
HEX: F7F7F7
Mukta is a Unicode compliant, versatile, contemporary, humanist, mono-linear typeface family.