



COMPONENTS

CORE SIGNATURE

Primary Lock-Up

Logotype – The logotype is composed of a specially drawn and spaced series of letters designed to complement the symbol. The logotype must not be used alone.

Separators – The separators function as a visual platform separating the symbol from the logotype and the descriptor. The proportion and relationship between the separator and the rest of the signature components is set and must not be changed.

Descriptor – In addition to the Logotype, the tagline is part of the signature. Exceptions are limited to approval.

The space between the descriptor and the rest of the signature components must not be altered

