

The selected identity, ready to use.



PRIMARY LOGO



STANDALONE MASCOT



DESRIPTOR LOCKUP



APP ICON & AVATAR

One identity. Five practical finishes.



Full colour / light backgrounds



Reverse / dark backgrounds



Single-colour plum



Single-colour black



White knockout / dark backgrounds

PATHS, NOT PICTURES

SVG, PDF and EPS masters scale cleanly.

Lettering and descriptor are outlined.

PNG exports have transparent backgrounds.

See START-HERE.txt for sizes and print guidance.