

PRIMARY LOGO



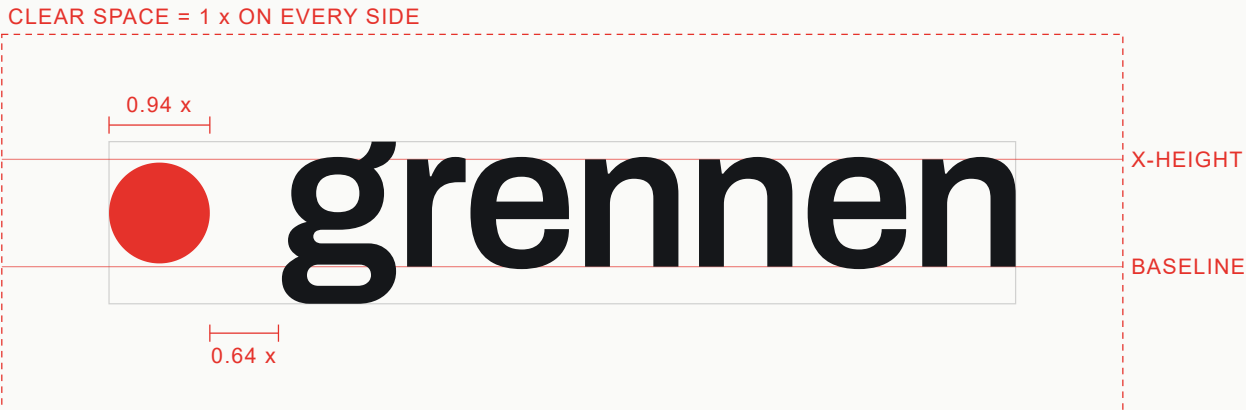
The Dot and “grennen” · on light backgrounds

REVERSED



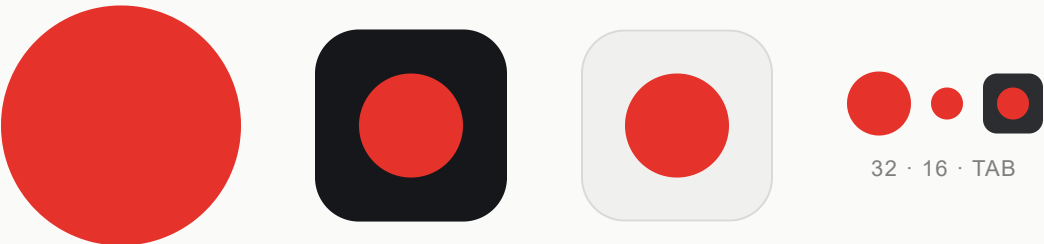
Stone wordmark, red Dot · on ink

CONSTRUCTION



x = the x-height of “grennen”

SYMBOL · THE DOT



App icons and favicons use the Dot alone

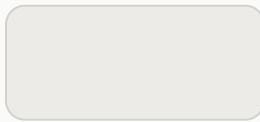
COLOUR



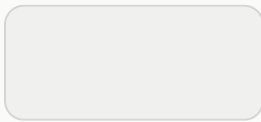
Signal
#E5322B
RGB 229 50 43
The Dot. Use it once per view.



Ink
#15171A
RGB 21 23 26
Wordmark, text and dark surfaces.



Stone
#ECEBE7
RGB 236 235 231
Wordmark on ink.



Page
#F0F0EE
RGB 240 240 238
Light background.

TYPEFACE



Archivo SemiBold (600)
Tracking -2.5% · all lowercase

• grennen MINIMUM SIZE
72 PX ON SCREEN · 20 MM IN PRINT

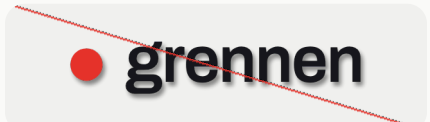
PLEASE DON'T



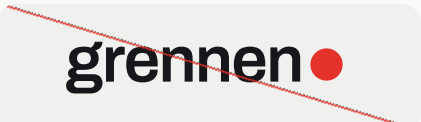
Don't recolour the Dot



Don't stretch or squash



Don't add shadows or effects



Don't move the Dot