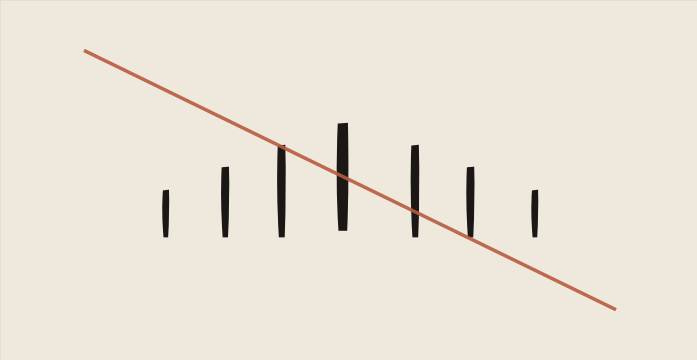
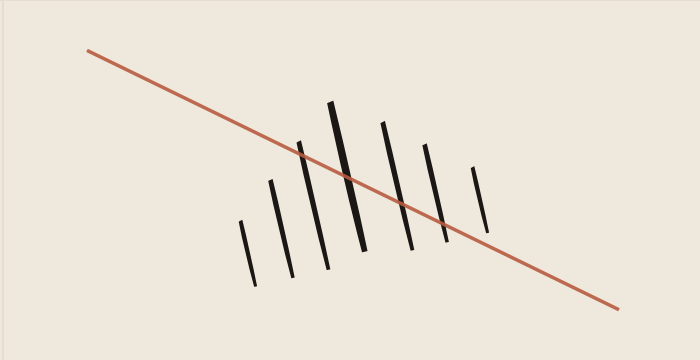




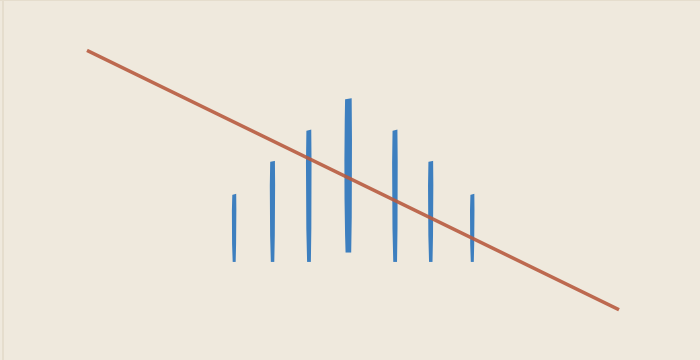
NEVER DISTORT

The stroke rhythm is the mark. Scale proportionally, always.



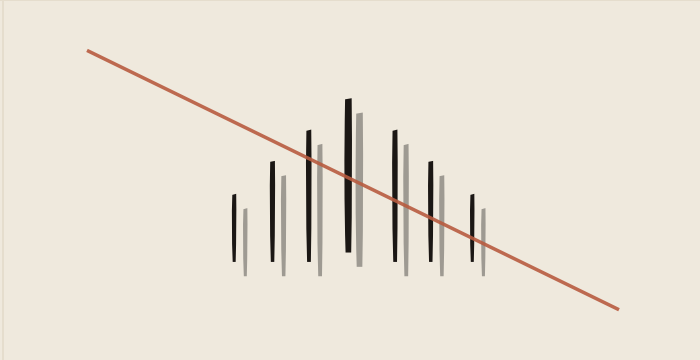
NEVER ROTATE

The roofline reads as a roofline only when it is level.



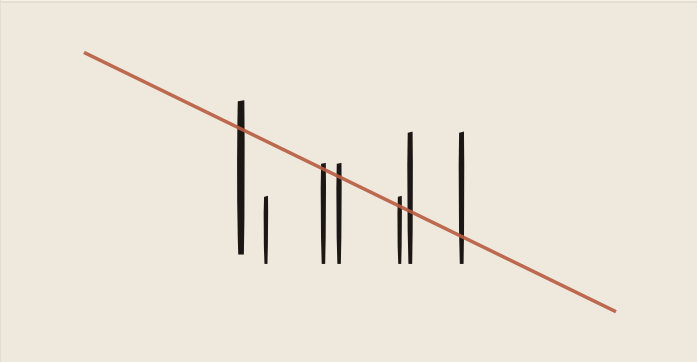
NEVER RECOLOUR

Ink, Bone, or one Chroma in a Lever context. Nothing else.



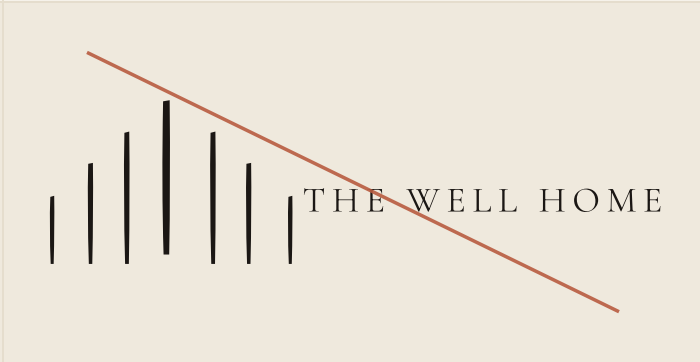
NEVER ADD EFFECTS

No shadow, glow, bevel, gradient or outline. The mark is flat.



NEVER REARRANGE

Seven strokes, in this order, at these heights.



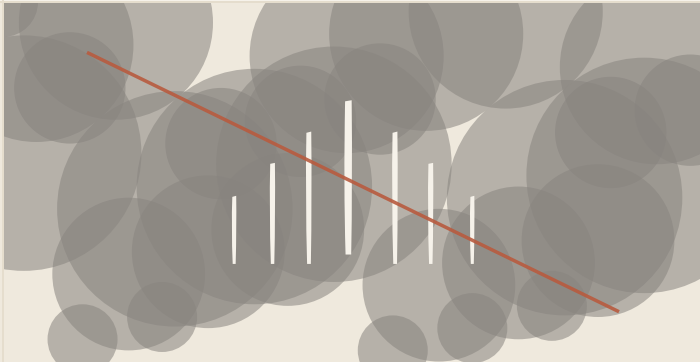
NEVER CROWD

Respect the clear space. Nothing enters the exclusion field.



NEVER RE-SET THE WORDMARK

It is drawn as outlines. Do not retype it in a system font.



NEVER PLACE ON A BUSY GROUND

Use the badge, or a solid panel behind the mark.