

# **LOGO SUITE**

### **Primary**

This combination logo would be utilized on most applications for maximum brand recognition.

### **Secondary** An alternative lockup for

the primary logo where space is limited.

#### Wordmark

This logo would be utilized selectively in times when the primary logo cannot, i.e. select merchandise, emblems.

### Logomark

This logo would be best suited for more digital applications, like icons.















## COLOR **PALETTE**

**Venetian Red Primary Color** 

#CE1515

#### **Classic White**

**Primary Color** 

#ffffff

#### **Classic Black** Secondary Color

#00000

**Carbon Steel** Secondary Color

#242225

### **BRAND FONTS**

Aa Futo Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk LI Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

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Aa Futo Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk LI Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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