



LOGO AND COLORS

Do use the logo in any of the approved color combinations — black, white, or our signature yellow. Choose the version based on the background: a dark logo on light surfaces, a light logo on dark surfaces, to maintain contrast and legibility.

Do give our logo some space. The logo's minimum breathing space should never be less than the logo's x-height (indicated by the logotype's lowercase "v").

Do not distort the logo by altering its proportions, angle, rotation, or color outside the approved palette. We've provided the logo in our signature yellow, black, and white to cover a full range of use cases.

Primary and Secondary Colors

Primary color — yellow — used as our core brand colors.

Secondary palette — blue and terracotta — used for accents and supporting elements.

Neutral colors — black, white, and cream — used as base backgrounds and for text.

LOGO USAGE OPTIONS

