

OFF
THE
GRID[®]

Brand Guidelines

Logo

Our official logo. Please download the highest resolution of our logo, available on our website.

Do not recreate the logo.



Protection Area

Ensure the logo is not overlapping or overlapped by another element.



Minimum Size

The logo is designed to be clear at most sizes, but ensure it is not distorted by any size manipulation prior to publication.

For guidance, the minimum size of the logo is 20mm in print and 90px in digital format.



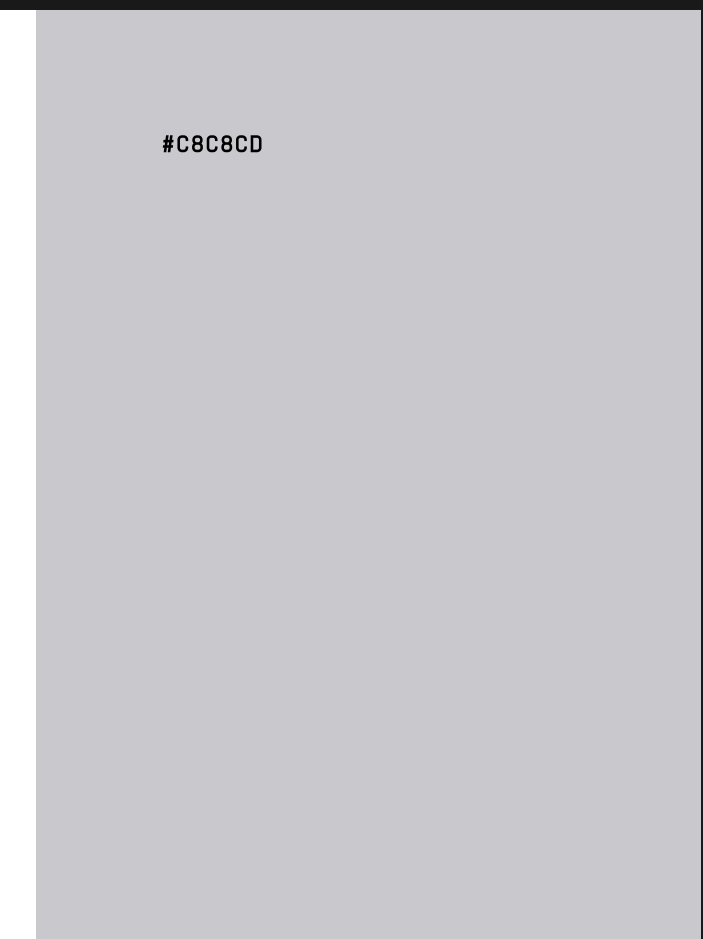
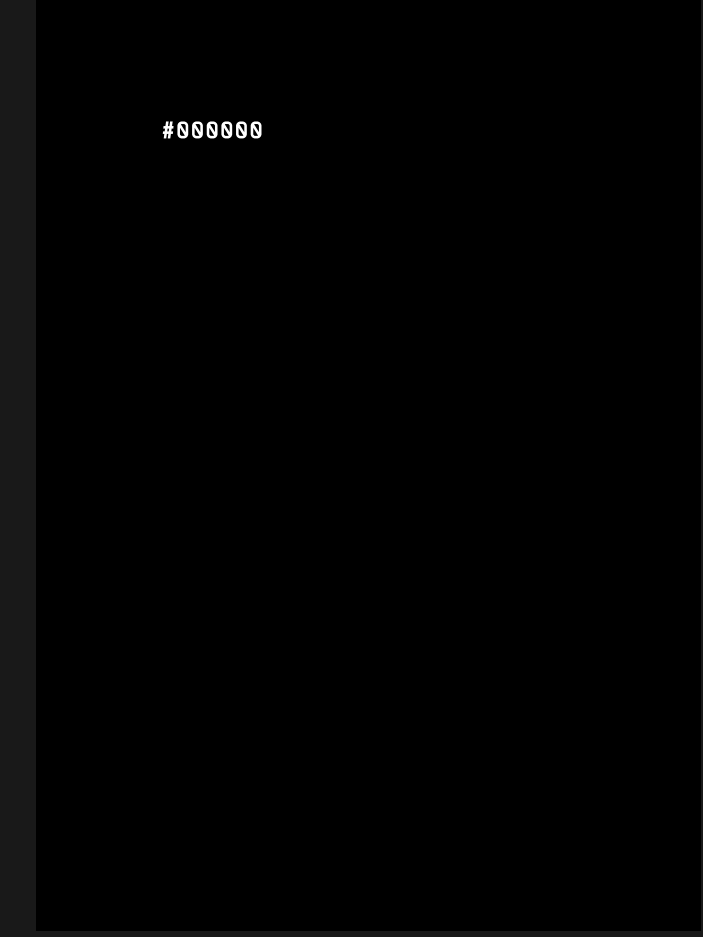
Monochrome

Where necessary, the Off The Grid logo can be used in a monochrome form.

The monochrome logo should only be used when the full-color version is illegible or impossible.

The logo consists of the words "OFF THE GRID" stacked vertically in a bold, stylized, monochrome font. The letters are thick and blocky, with a distinctive slanted diagonal line on the right side of the "G" in "GRID". A registered trademark symbol (®) is located to the upper right of the word "OFF".

Colors



PP Supply Sans

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Alternatives

Space Mono Regular 400

Space Mono Bold 700

Fonts

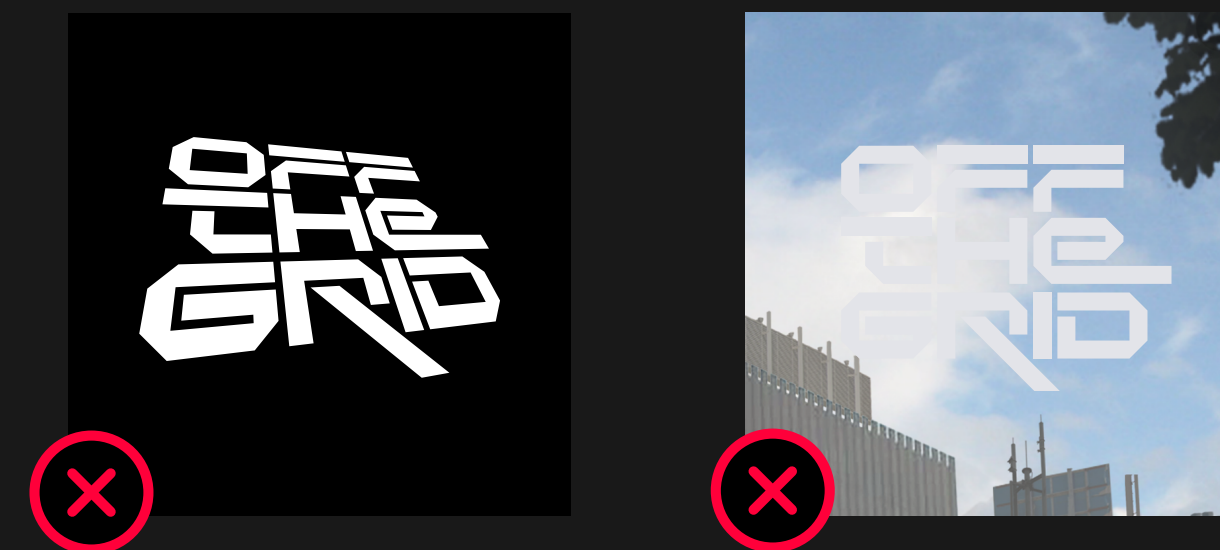
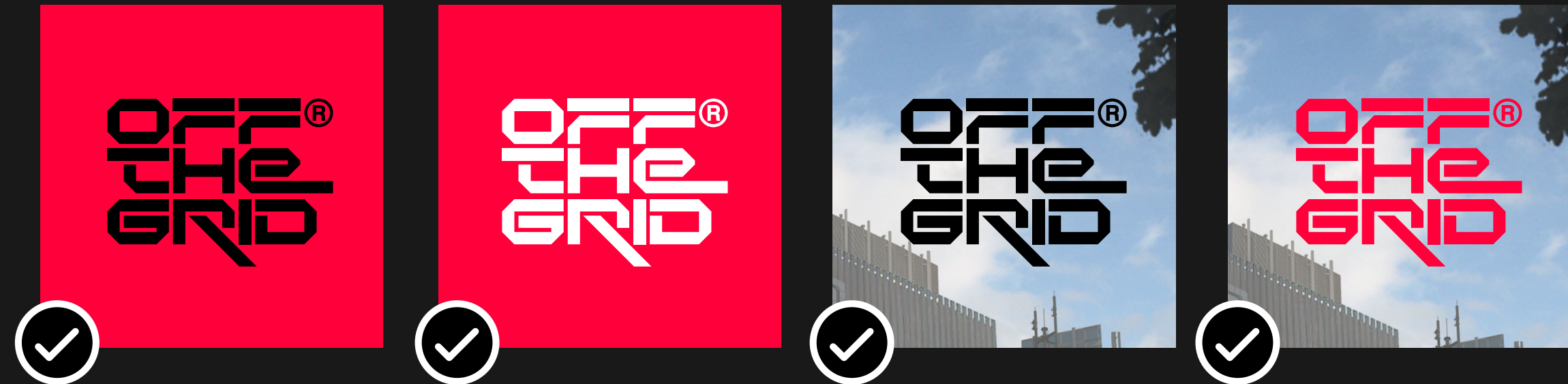
Do's and don'ts

Do:

- Use the official logo assets available on our website
- Ensure the logo is not overlapping other elements
- Use the monochrome icon only when needed
- Ensure the logo is always clear against any background

Don't:

- Recreate the logo
- Change/alter the color scheme of our logo
- Distort the logo
- Rotate the logo
- Added additional effects to the logo
- Crop the logo



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Thank you