PARADE OF HEARTS

Brand Guidelines
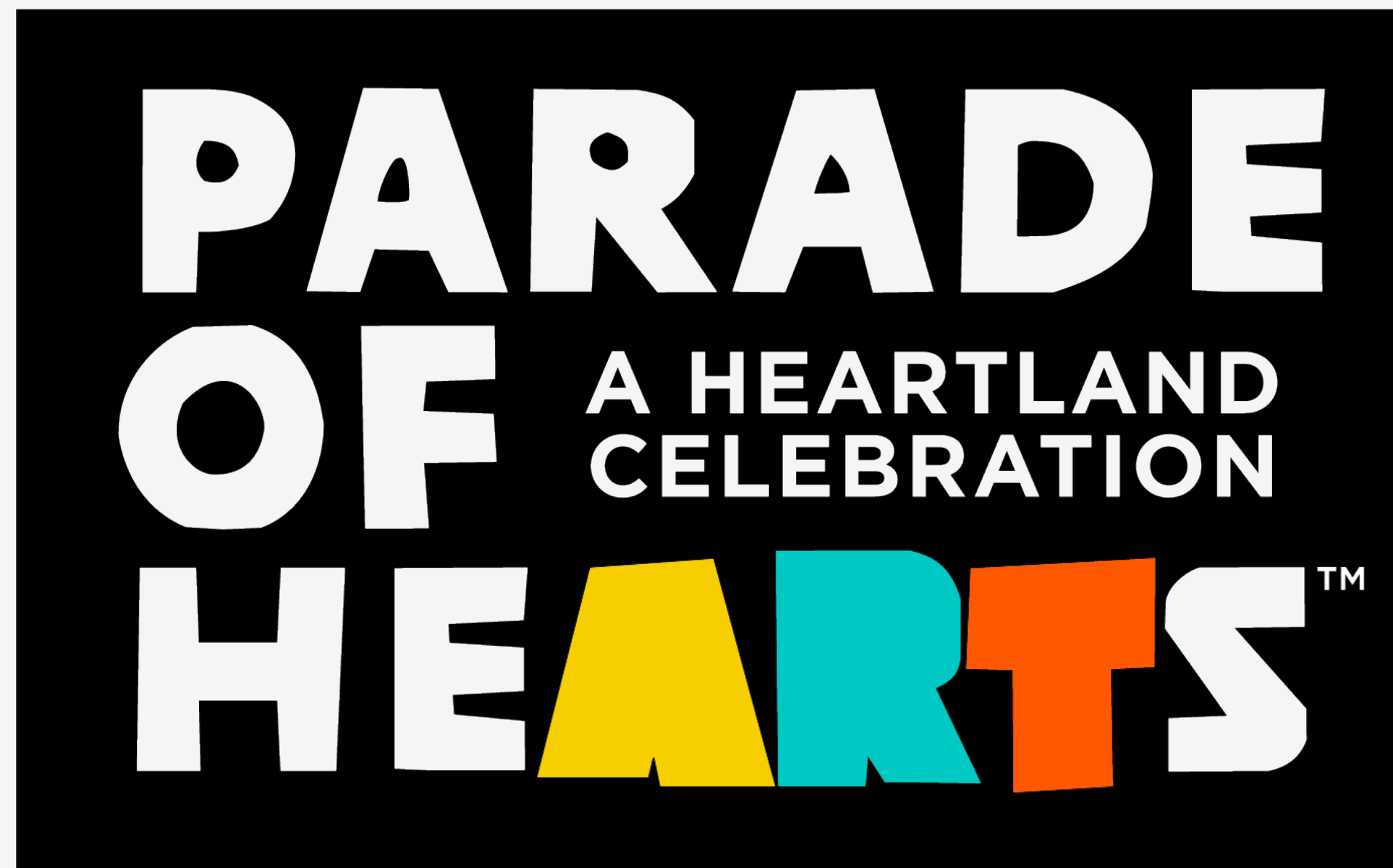
VERSION 1: JAN. 07, 2022

The Parade of Hearts

This document is an overview on how you should use the brand assets for The Parade of Hearts. Please be aware of these guidelines and implement them in your Parade of Heart projects.

01

BRAND LOGO

MAIN

File Name: POH_Logos_TM-1-main-color.png

02

BRAND LOGO

VARIATIONS

Logo Variations

Main Logo - Detailed
File Name: POH_Logos_TM-1-detailed.png

Main Logo - One-Color
File Name: POH_Logos_TM-1main-b+W.png

Secondary Logo -Long
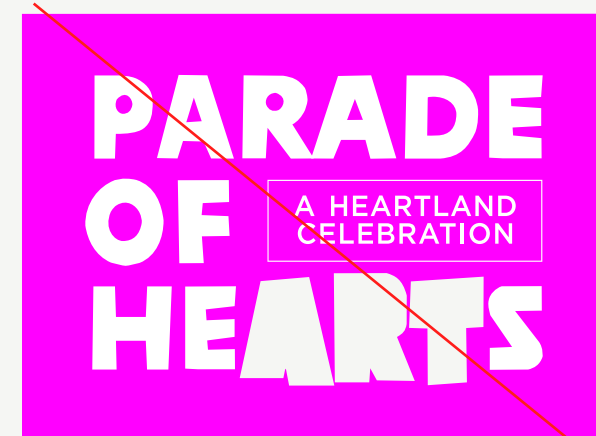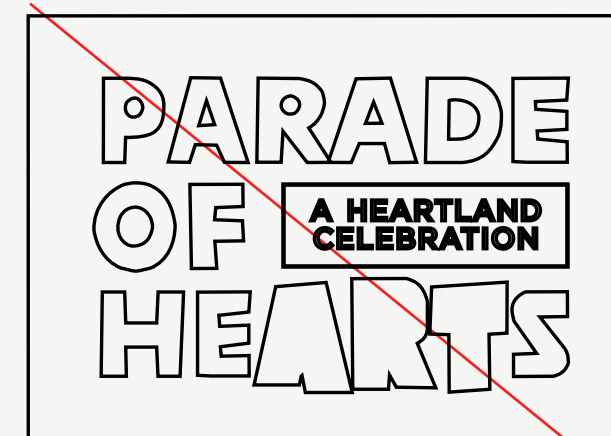File Name: POH_Logos_TM-1-extended-black.png

03

MISUSE

Do not compress the logo

Do not stretch the logo

Do not use colors outside of the color guide

Do not overdo outlined stroke

CHEERS