

BRAND GUIDELINES

LOGOS

LOOKOUT PASS USES ONE PRIMARY LOGO

LOGOS MAY BE ANY COLOR OF OUR COLOR PALETTE

LOGOS MAY BE PLACED IN ANY AREA WITH MINIMAL DISTRACTIONS. TO INSURE THE LOGO STANDS OUT MAINTAIN A BORDER ONE "L" LENGTH OR SEPARATED BY A THIN LINE FROM ANY DISTRACTING ELEMENTS INCLUDING PHOTO CONTENTS, OTHER LOGOS, ETC. (ex. below)

LOGOS MAY BE PLACED OVER WELL CONTRASTING BOUNDING BOXES OR GRADIENTS (ex. below)

CORRECT PLACEMENT



INCORRECT PLACEMENT



FONTS

IN AN EFFORT TO KEEP A STREAMLINE BRAND IDENTITY WE USE THE GILROY FONT FAMILY AS OUR PRIMARY FONT.

AS A SECONDARY FONT LOOKOUT PASS USES NFT REDZONE CLASSIC.

USE OF OTHER FONTS MUST BE APPROVED BY MARKETING DEPARTMENT BEFORE PUBLISHING

GILROY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GILROY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GILROY MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

NFT REDZONE CLASSIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

NFT REDZONE OBLIQUE

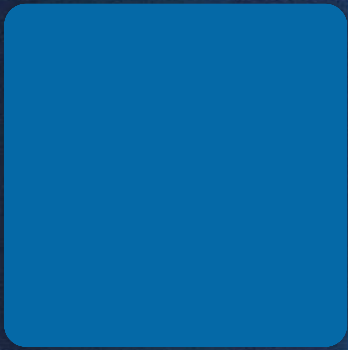
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COLOR PALETTE

FOUR COLORS ARE PERMITTED FOR USE ON ALL MATERIAL. TWO SHADES OF BLUE, BLACK, AND WHITE. GRADIENTS ARE PERMITTED HOWEVER THERE NEEDS TO BE ONE SHADE OF BLUE INCORPORATED. TO ADD SEPARATION YOU MAY ADD MODERATE NOISE TO SOLID COLORS



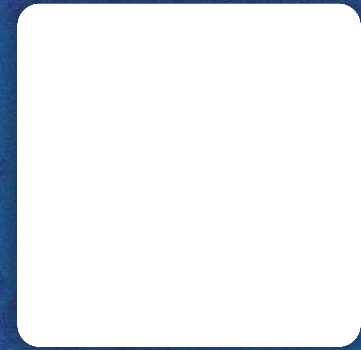
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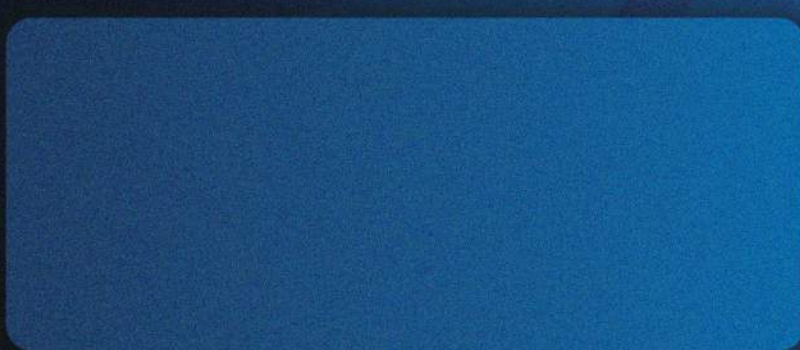
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FFFFFF



NOISE ADDED



GRADIENT MUST INCORPORATE A BLUE