



BRANDING GUIDE

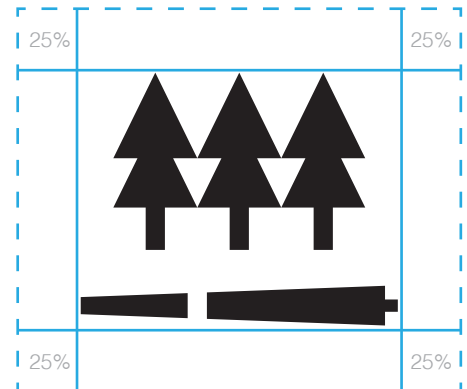
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Logo

The Tree-Rolls® logo should always have a proper amount of negative space around all sides. The negative space that needs to be around the logo (minimum) should be approx 25% of the height of icon/logo.



Official
Badge
Logo



Watermark
Logo



Logo reversed on acceptable types of backgrounds



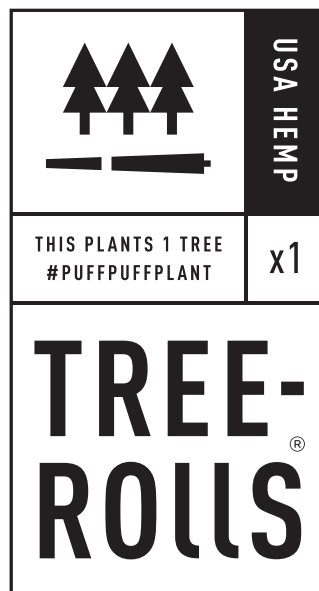
Graphic Assets

Secondary
Logos

**TREE-
ROLLS®**



Slogan
Logos



P U F F
P U F F
P L A N T

#PUFFPUFFPLANT™

Colors

Primary Colors



Faded Black
#231F20

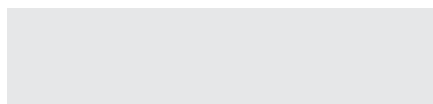


True White
#FFFFFF

Secondary Colors



Natural Paper
#D3C6B3



Cloud Gray
#E6E7E8

Texture



Natural Paper

Typography

DIN Pro Condensed Bold - *Used for headlines*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

DIN Pro Condensed Regular - *Used for subheads*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

DIN Pro Regular - *Used for body copy*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "



D. Muller

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