

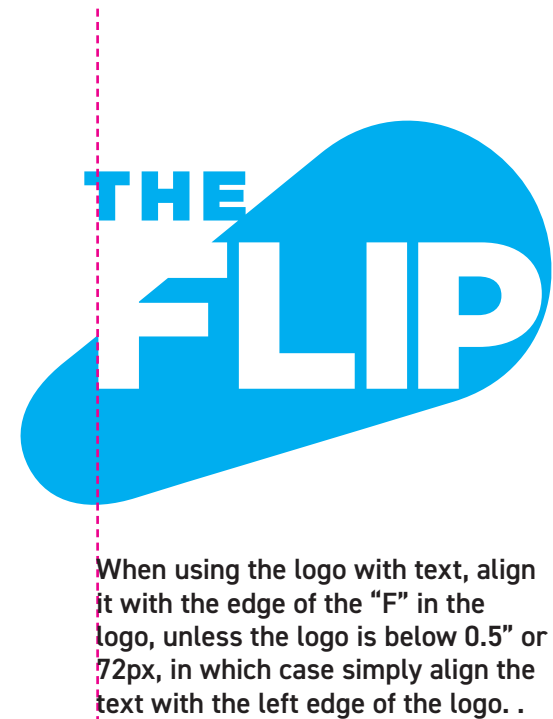
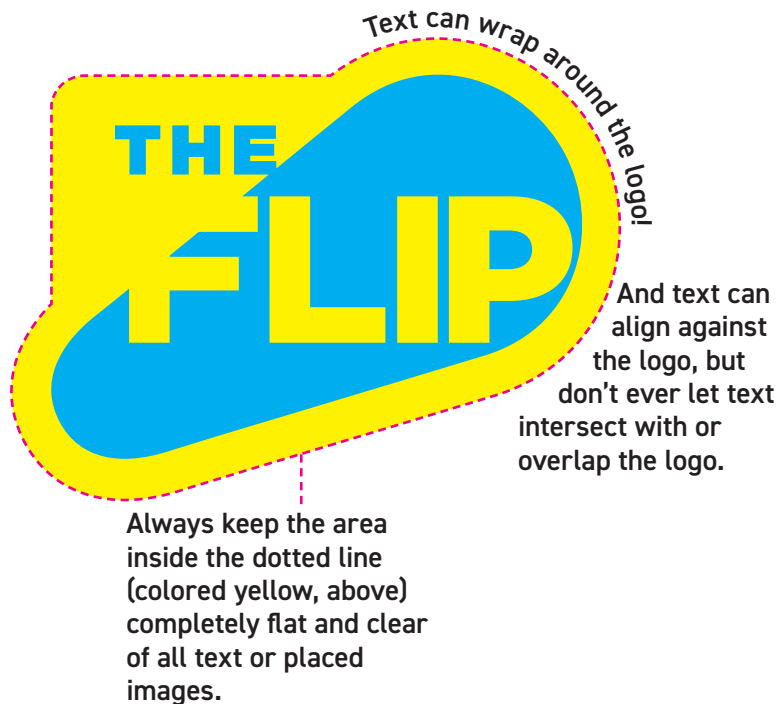


LOGO STYLE GUIDE

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THE LOGO

This is the main version of the logo, use this version when the logo is in print at 1" or larger, and online at 72" or larger.



THE LOGO, BOXED

This is the main version of the logo in a box! Use this when the logo is on a busy background, so that nothing intercepts the logo.



SCALE

The “large” logo is the preferred logo, use for display and titles. For legibility at smaller sizes, use the medium or small versions, and for favicons and such, use the “tiny” alternate version of the logo.



LARGE

Print: 1” and up
Online: 72px and up



MEDIUM

Print: 1” - 0.5”
Online: 72px - 36px



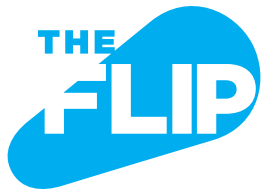
SMALL

Print: 0.5” - 0.25”
Online: 36px - 18px



TINY

Print: 0.25” down
Online: 18px down



This is the primary version of the logo and can scale anywhere from 1” up to 10 feet high! Use this version of the logo for titles and display, anywhere it is over an inch wide, or 72 pixels.



Looser kerning makes this version of the logo more readable at smaller sizes. Use this whenever the outer square is under 1 inch wide, or 72 pixels.



Without the “THE” in the logo, this version loses less integrity when viewed at very small sizes. Use this version of the logo to print at half and inch or less, or online at 36 pixels or less.



This is simply the flipper shape from the logo, basic enough to be recognizable as an icon. Use in print at a quarter of an inch or smaller, and online at 18 pixels or less.



LARGE LOGO WITH TAGLINE

The large logo with tagline is used when it is being displayed at any size over 1" or 72 px, e.g. for signage or titles. Use whichever of the four options below work best within context.



MEDIUM LOGO WITH TAGLINE

Use the medium-sized logo with tagline when the logo is going to be under 1" or 72 px, e.g. as a notation or within a larger body of text or imagery. When possible, use the versions on the left and before using the ones with the visible box surrounding the logo (on the right).



PRIMARY COLOR PALETTE

When possible, choose only ONE single color, something that has impact but doesn't detract from whatever photography is the star. Use the monochrome palette when in doubt. Aim for optimal contrast.

BLACK

C: 0
M: 0
Y: 0
K: 100



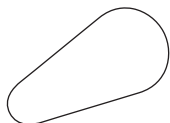
R: 0
G: 0
B: 0



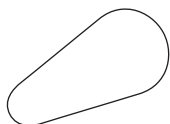
#000000

WHITE

C: 0
M: 0
Y: 0
K: 0



R: 255
G: 255
B: 255



#FFFFFF

DARK GREY

C: 0
M: 0
Y: 0
K: 60



R: 119
G: 119
B: 119



#777777

LIGHT GREY

C: 0
M: 0
Y: 0
K: 30



R: 187
G: 187
B: 187



#BBBBBB

FOG

C: 0
M: 0
Y: 0
K: 15



R: 221
G: 221
B: 221



#DDDDDD

TURQUOISE

C: 100
M: 0
Y: 0
K: 0



R: 0
G: 182
B: 233



#00B6E9

RED

C: 0
M: 100
Y: 90
K: 0



R: 238
G: 36
B: 36



#EE2424

MAGENTA

C: 100
M: 0
Y: 0
K: 0



R: 0
G: 182
B: 233



#ED3794

BLUE

C: 100
M: 85
Y: 0
K: 0



R: 0
G: 182
B: 233



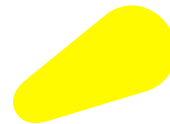
#184897

YELLOW

C: 0
M: 0
Y: 100
K: 0



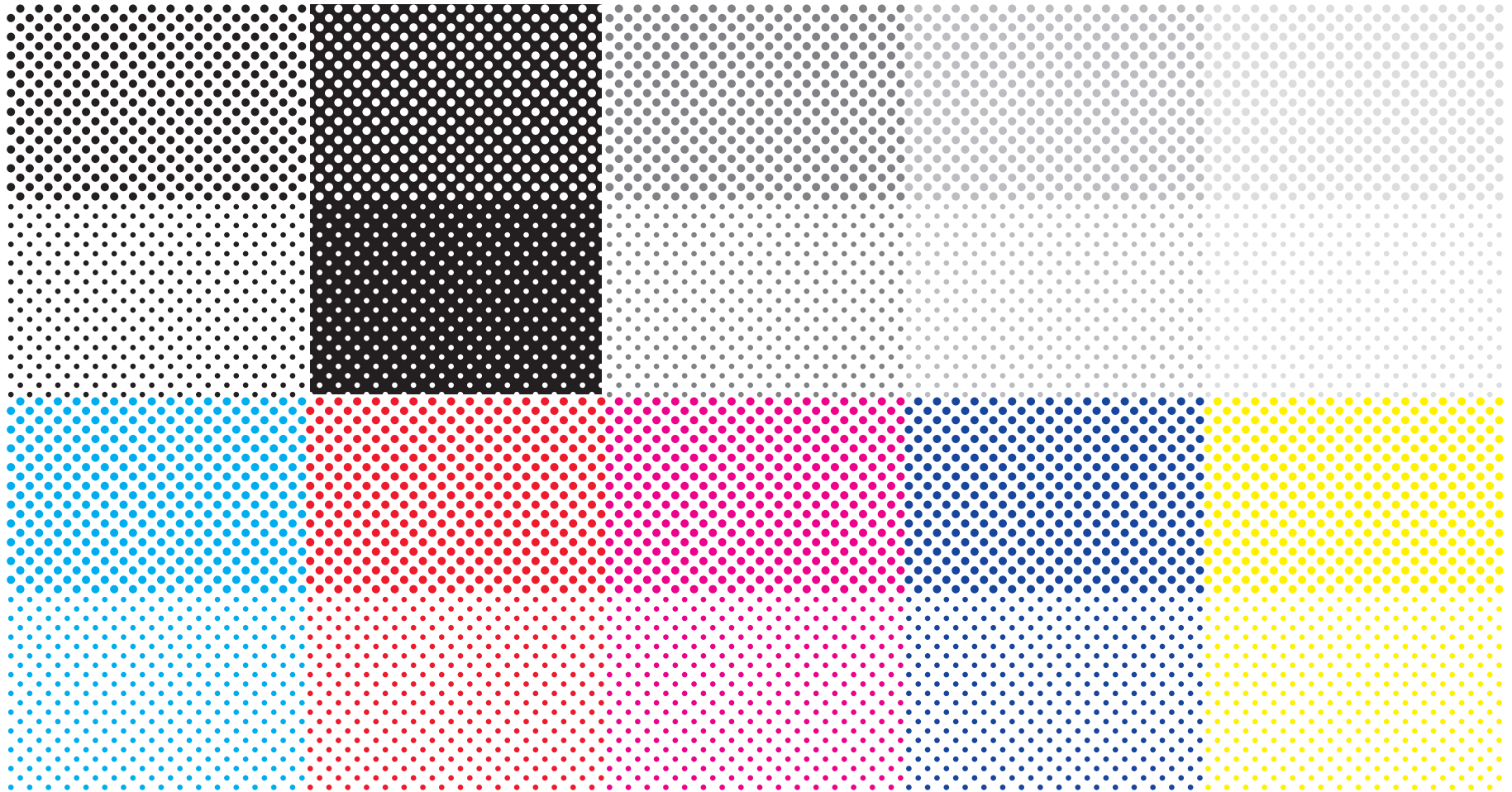
R: 255
G: 250
B: 0



#FFFA00

SECONDARY COLOR PALETTE: PATTERNS

This is already a pretty bold bunch, so for shades and variations of each color use a classic dot pattern, echoing old printing techniques.



TYPOGRAPHY

Use monochrome color palette for text when possible. Try to keep copy short and to-the-point. Prioritize the information given and design accordingly.

TITLES

EXAMPLE

Font: DIN Condensed - Bold
Size: 36 pt
Leading: 30 pt
Kerning: Optical
Tracking: -5
Case: All caps
Aligned: Left
Color: Black
Hyphenation: Off
Space after: 0.05 inches

SUBHEADERS

EXAMPLE

Font: DIN Condensed - Bold
Size: 24 pt
Leading: 20 pt
Kerning: Optical
Tracking: 5
Case: All caps
Aligned: Left
Color: Black
Hyphenation: Off

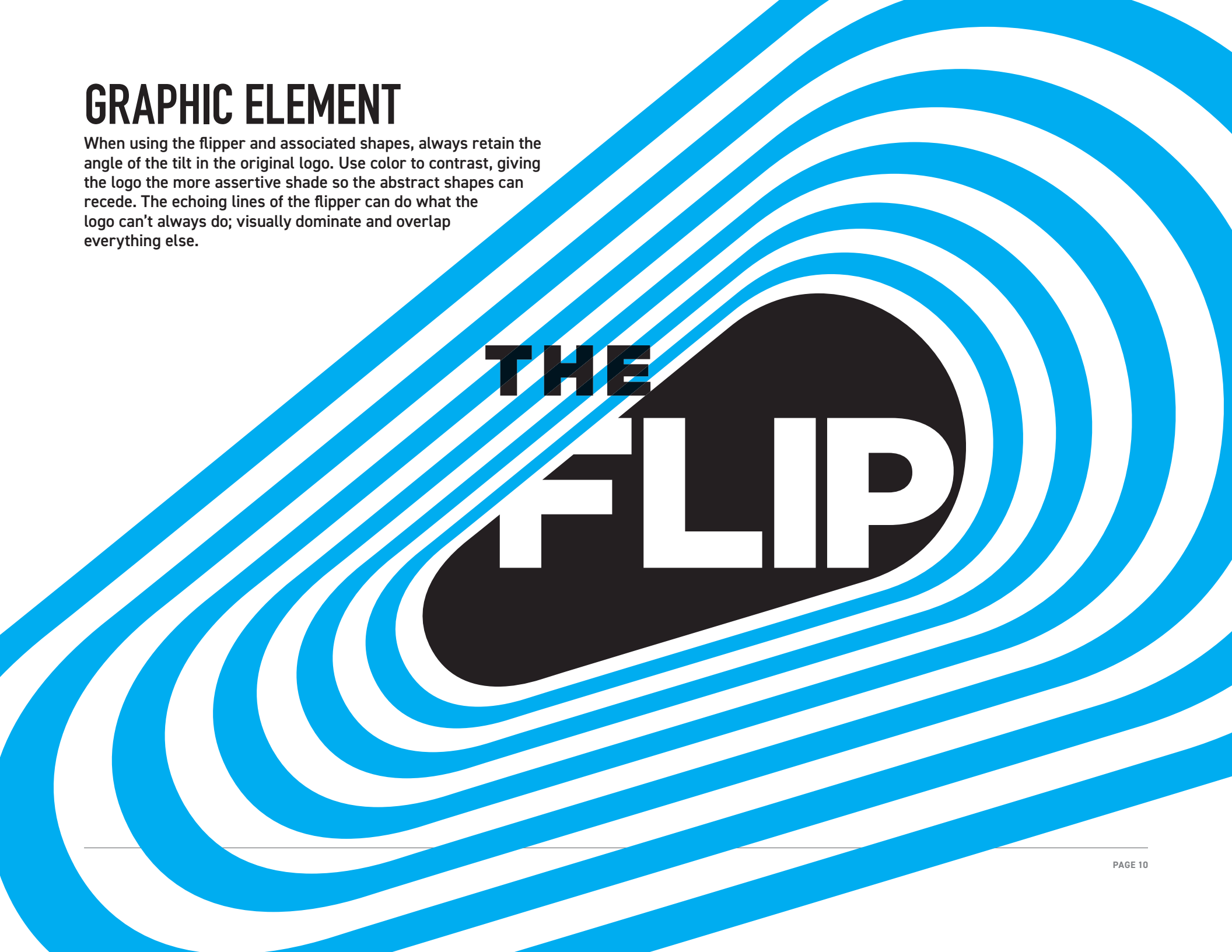
BODY COPY

Example

Font: DIN 2014 - Demi
Size: 11 pt
Leading: 12 pt
Kerning: Optical
Tracking: 0
Case: Normal
Aligned: Left
Color: Black
Hyphenation: Off

GRAPHIC ELEMENT

When using the flipper and associated shapes, always retain the angle of the tilt in the original logo. Use color to contrast, giving the logo the more assertive shade so the abstract shapes can recede. The echoing lines of the flipper can do what the logo can't always do; visually dominate and overlap everything else.



**THE
FLIP**