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1. Standard Logo

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2. Logo Variations

Logo Horizontal A

Logo Horizontal B

Logo Horizontal C

Logo Horizontal D

Logo Horizontal E

Logo Vertical A

Logo Vertical B

Logo Vertical C

Logo Vertical D

Logo Vertical E

3. Logo Anatomy

3.1. The Grit Icon

Our icon is a stylized version of the embedding diagram of a Schwarzschild black hole.

3.2. Colors

	Pantone	CMYK	RGB	Web
	Process Cyan C	100/0/0/0	0/155/219	#009de0
	Process Black C	100/100/100/100	0/0/0	#000000
	Cool Gray 4C	26/21/21/0	187/187/187	#bbbbbb
	White	0/0/0/0	255/255/255	#ffffff

3.3. Typography: Ubuntu

········▸ **ubuntu bold**

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········▸ ubuntu regular

4. Minimum Size

In order to ensure legibility, don't display the logo smaller than the minimum recommended size.

Minimum Print Size

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20 mm

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18 mm

Minimum Screen Size

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150 px

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140 px

5. Clearspace

The logo should always be reproduced with a minimum area of clear space around it.

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6. Incorrect Use

Don't invert or change the colors of the logo.

Don't use the logo on backgrounds with insufficient contrast.

Don't place the logo on textured backgrounds.
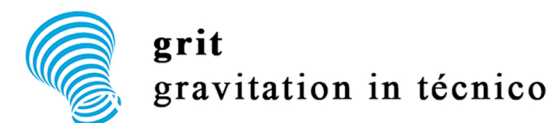
Don't rotate, skew or flip the logo.

Don't stretch, condense or distort the logo.

Don't change the position of the wordmark.

Don't apply shadows or any other effects.

Don't replace the typeface.

thank you!