

Logo



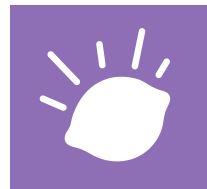
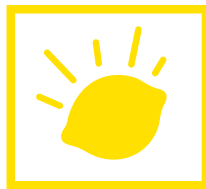
Stacked version

Where space allows, this is the preferred configuration for all marketing and promotional materials.



Horizontal version

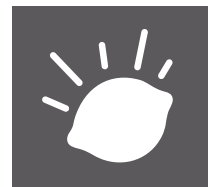
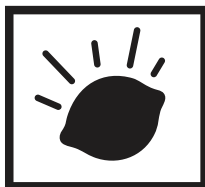
This configuration is predominantly use for stationary and paperwork, or alternatively where space does not allow for the stacked configuration.



Icon

This icon can be used for social media account profile images and on photographs.

Black & White / Grayscale Logo



Fonts

Yanone Kaffeesatz Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

Colors



CMYK: 45, 64, 0, 0
 RGB: 148, 109, 182
 HEX: #946db6
 Pantone: 2587 U
 Pantone: 2577 C



CMYK: 0, 5, 100, 0
 RGB: 255, 231, 0
 HEX: #FFE700
 Pantone: Medium Yellow U
 Pantone: Medium Yellow C

Minimum Sizes



The minimum size of the stacked logo must be no smaller than 68.5px x 56px, or 2.42cm X 1.98cm on printed material.



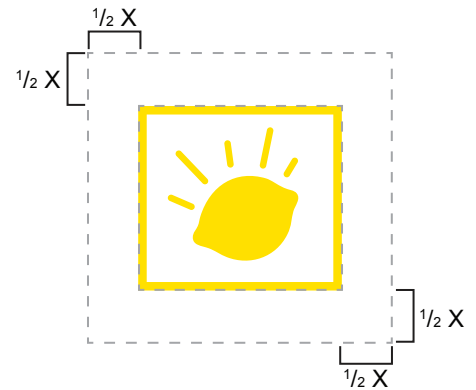
The minimum size of the horizontal logo must be no smaller than 105px x 32px, or 3.70cm X 1.13cm on printed material.



The minimum size of the icon must be no smaller than 35px x 32px, or 1.23cm X 1.12cm on printed material.

Clear Zone

If X is the width of the lemon, leave white space around the logo NO LESS THAN 1/2 X



Logo - Light Background



Logo - Dark Background



Incorrect Logo Treatments

Below are some examples illustrating incorrect usage of the Mindful Nutrition & Fitness logo.

1. Do not recreate the wordmark or use a different font. Always use the original supplied artwork.
2. Do not change the alignment, size or space relationship between the logo and the wordmark.
3. Do not rotate the logo or wordmark.
4. Do not stretch/distort the logo.



1.

2.

3.

4.