

### PRIMARY STACKED LOGO



The stacked logo is the primary 988 logo. Use this logo in most scenarios.

### CONDENSED LOGO



### HORIZONTAL LOGO VERSIONS



Retains the original character of the primary logo. To be used on an as-needed basis when the primary logo doesn't fit the situation. Includes both color and one color options.

### TYPOGRAPHY

#### BEBAS NEUE PRO REGULAR & BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

#### MONUMENT EXTENDED REGULAR & BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### COLOR PALETTE



### URBAN BACKGROUND EXAMPLES

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Hyper close up photography. Inspired by street art and abstract architecture.



### RURAL BACKGROUND EXAMPLES

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Hyper close up photography. Inspired by art in nature and slice of life abstract expressions

