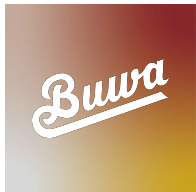# LOGO SPACING

Keep objects, symbols and text outside of
the marked area around the logo

LOGO APPLICATION & SPACING

Do use against brand colors and assigned assets

Do maintain necessary specified spacing even within elements.

Do use white versions where higher contrast may be necessary against dark backgrounds

Do's

Do not desaturate main logo, use black or white vector version instead

Do not use against non brand colors

Do not alter incline of primary logo, use secondary *Buwa* version instead

Do not recreate in other font or non brand colours

Do not skew/ distort proportion of the logo,use alternative visions where there may be space constraints

Don'ts

FONT CHOICES

The fonts:
Thirsty script is the primary font choice for its display script style and legibility. Its use is limited to the logo design.

Secondary fonts:
Body text fonts for print and other media include *Univers Condensed* and *PP right sans* for special headings.

Thirsty Script

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qg Rr Ss Tt Uu Vv Ww Xx Yy Zz

Univers Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PP Right Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz