

# Brand Guidelines

MASTER BRAND  
POSITIVE AND NEGATIVE



BLACK AND WHITE



MONO





IDEAL MINIMUM CLEAR SPACE

FOR PARTNERS



EXAMPLE



MINIMUM SIZE





TWL GREY  
R: 134  
G: 134  
B: 134  
#868686



TWL YELLOW  
R: 252  
G: 183  
B: 21  
#FCB715



TWL RED  
R: 178  
G: 30  
B: 59  
#B21E3B



TWL BLUE  
R: 4  
G: 140  
B: 152  
#048C98



TWL GREEN  
R: 172  
G: 169  
B: 53  
#ACA935

#### FONT

Bliss 2 Light  
**Bliss 2 Heavy**