BRAND STANDARDS
COLORS

The official colors for the logo are Nyquist Orange (#F05423, C0 M83 Y100 K0) for the fill and standard black (#231F20, K100) for the letter outlines, “PEDALS”, and “TM”. Fill color may be changed under special circumstances.

For black-and-white media, black outlines on a white background or white outlines on a black background are both permissable.
COLORS

When appearing on a contrasting solid color background, the fill color can be removed and the stroke color can be changed to white. In this scenario, no color other than white may be used for the stroke. If the stroke is changed to white the fill MUST be removed, no exceptions.
WHAT NOT TO DO

Do not separate or deconstruct the letterforms.

Do not resize, edit, or change the letterforms in any way.

Do not stretch or rotate the logo.

Do not obscure or crop the logo.
WHAT NOT TO DO

Do not skew or distort the logo in any way.

Do not place transparent fill logo on a background that is too light.

Do not resize, reposition, or remove “PEDALS”.

Do not resize, reposition, or remove “TM”.
PACKAGING

This is an example of what packaging should look like. The pedal is to be placed on a solid color background and the pedal is to be outlined in white as shown. The back should provide a complete description of the pedal’s functions. The top edge of the box should include the tagline included with the pedal’s description.

For the pedal’s name, the typeface “Swis721 Cn BT Bold” should be used. The logo and the pedal’s name should appear on the front of the box, as well as on the bottom edge so it is visible whether the box is displayed upright or on its side.
For packaging, the website, and most other branded materials, the typeface “Swis721 Cn BT” should be used.

For promotional materials like ads or media, the typeface “Nine-Forty AM” can be used.