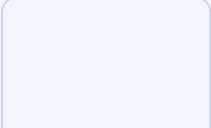


■ PALETTE

				
Charcoal #060A17 Primary ground	Off-white #F4F4FB Type on dark	Pink #ED99ED The full stop. Accent only	Navy #0D2775 Type on light	Aqua #6EEDD1 Secondary accent

■ TYPEFACES

Bricolage Grotesque

DISPLAY · 500 / 600 / 700

Credit Unions.

Outfit

BODY · 300 / 400 / 500

Shared infrastructure

Nunito

WORDMARK · 900

maslow

JetBrains Mono

LABELS & EYEBROWS · 400 / 500

COOPERATIVE ECONOMY

Instrument Serif

ACCENT ITALIC · 400

Together. Thriving.

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■ WORDMARK

maslow.

NAVY + PINK — LIGHT GROUNDS

maslow.

OFF-WHITE + PINK — DARK GROUNDS

■ RULES & CLEAR SPACE

- **Never recolour the full stop.**
It is always pink (#ED99ED).
- **Never distort or rotate** the wordmark. Scale proportionally only.
- **Don't** place the off-white mark on light, or the navy mark on dark — keep contrast.
- **Don't** add effects, outlines or shadows, or rebuild the mark in another typeface.

The image shows a dark navy blue rounded rectangle containing the 'maslow.' wordmark in white. A dashed green line forms a square around the wordmark, indicating the required clear space. Below the wordmark, the text 'CLEAR SPACE = HEIGHT OF THE "m" ON ALL SIDES' is written in green. At the bottom, two versions of the wordmark are shown: 'maslow.' with the text 'DIGITAL MIN - 120PX WIDE' below it, and 'maslow.' with the text 'PRINT MIN - 20MM WIDE' below it.

maslow.

CLEAR SPACE = HEIGHT OF THE "m" ON ALL SIDES

maslow.

DIGITAL MIN - 120PX WIDE

maslow.

PRINT MIN - 20MM WIDE