

VISUAL BRAND GUIDELINES

LOGO



In order to create consistency throughout the brand, our primary, green logo should be used whenever possible on branded materials (with certain exceptions such as social media posts).

Always include "18 U.S.C. 707" on the primary logo.



On green or dark backgrounds, logo may be inverted to white. Take care to avoid alternating between green and white logos on sets of similar assets.



Secondary logo interpretations can never be used in place of a primary logo, but instead can be used as a supporting graphic element in materials such as backdrops, apparel, patches, pins, etc.

