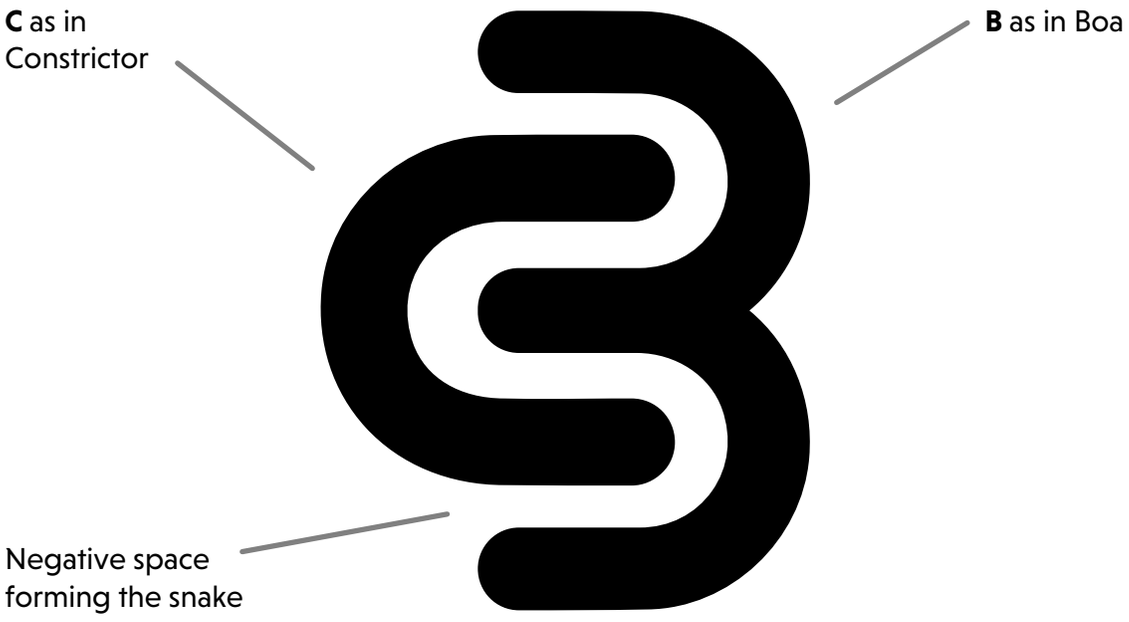
Boa Constrictor Logo Identity

LOGO EXPLAINED

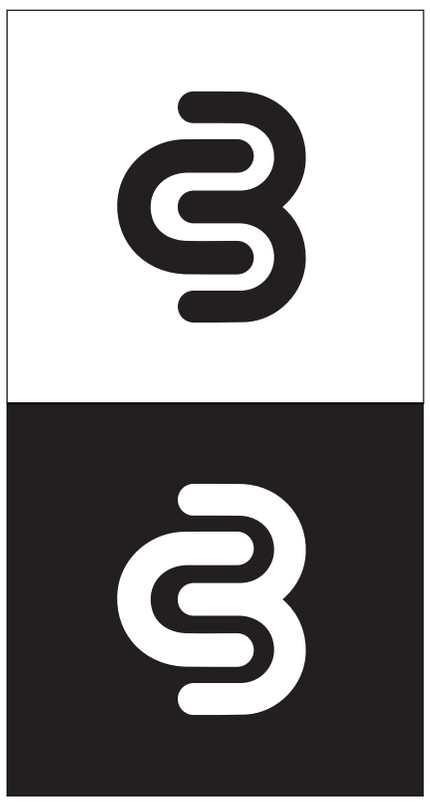


LOGO

LOGO WITH WORDMARK

COLOR BACKGROUNDS

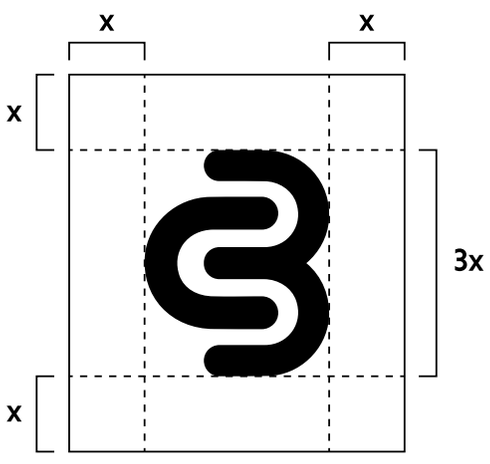
Logo
Reversed



Logo with Wordmark
Reversed

CLEAR SPACE

Logo



Logo with Wordmark

TYPOGRAPHY

Niveau Grotesk

Extra Light
Light
Regular
Medium (used in wordmark)
Bold
Black

Alphabet (shown in Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789:.,/?!@#$%^&*(){}[]<>

COLOR USAGE

Black
R = 0 G = 0 B = 0
C = 100 M = 100 Y = 100 K = 100
#000000

White
R = 255 G = 255 B = 255
C = 0 M = 0 Y = 0 K = 0
#FFFFFF