



# Mittshp

Logo Style Guide & Assets



# Color Logo



Color Logo on Black



# Outlined Logo



# Black & White Logo



# Minimum Logo Exclusion Zone





# Logo Don'ts



Don't italicize, smooch, or reshape the logo.



Don't change the logo color to fit your design.



Don't use a complex image behind the color logo.



Don't make the malted's eyes or smile transparent.

# Logo Don'ts

The  mltshp style guide.

Don't use the logo as text.



**mltshp**

Don't use the logo malted without logo type or vice versa.



Don't use an image download of the logo.



Don't add a drop shadow behind the logo.



# Logo Don'ts



Don't use the logo in conjunction with other brands.



Don't put the logo on the logo.



Do not add tag lines to the logo.



Don't redraw the logo or create your own variation.

# Logo Don'ts



Don't drink the malted.



Don't place the logo at end of rainbow.



Don't invite a vampire into the logo.



Don't count the logo's money while at the table.



# Logo Don'ts



Don't give the logo peanuts.



Don't wash the logo in hot water.



Don't use the logo as a flotation device.



Don't count the logo before it is hatched.

# Logo Don'ts



Don't leave the logo hangin'.



Choking Hazard: Don't eat the logo.



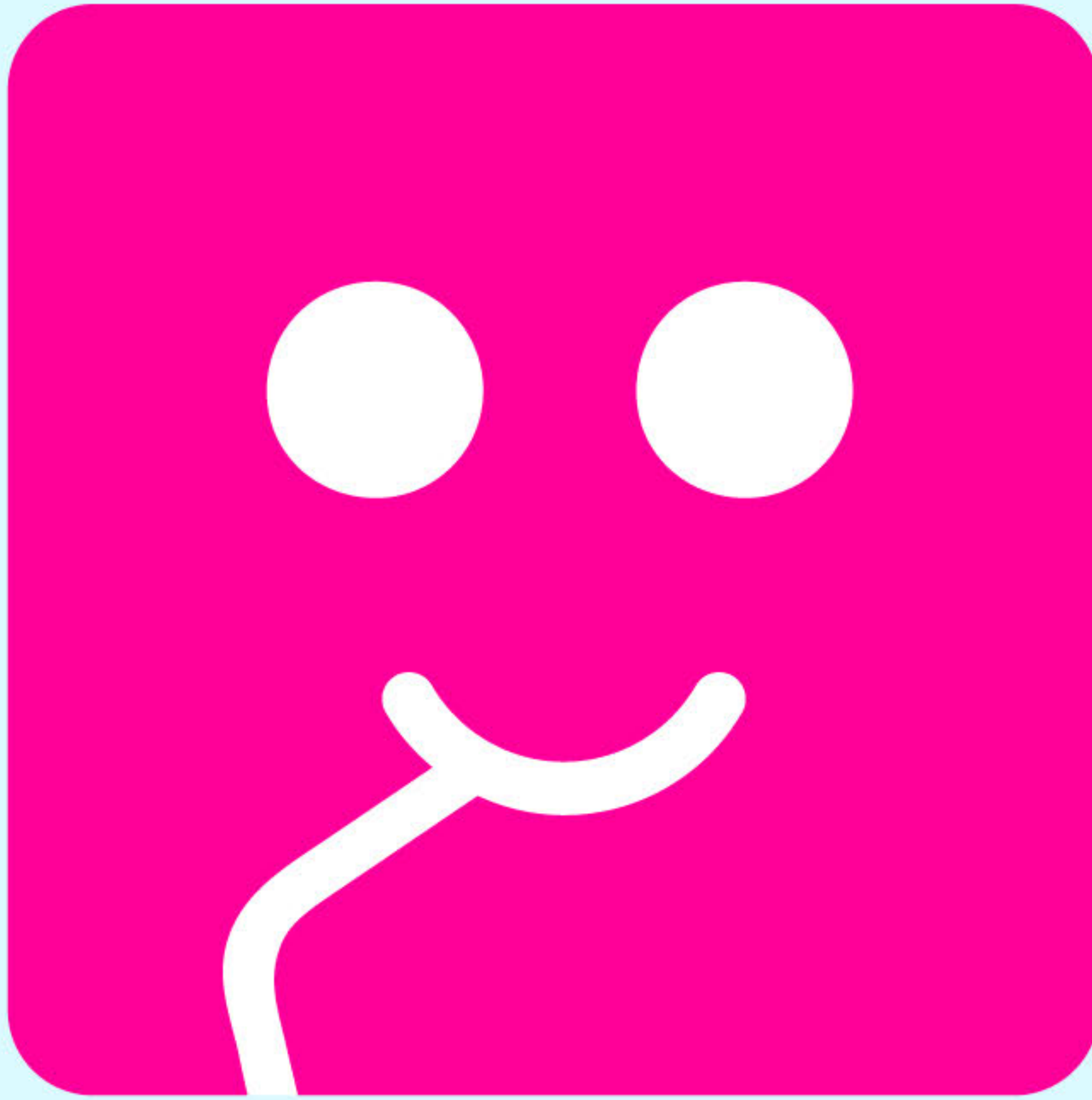
Don't buy the logo if the milk is free.



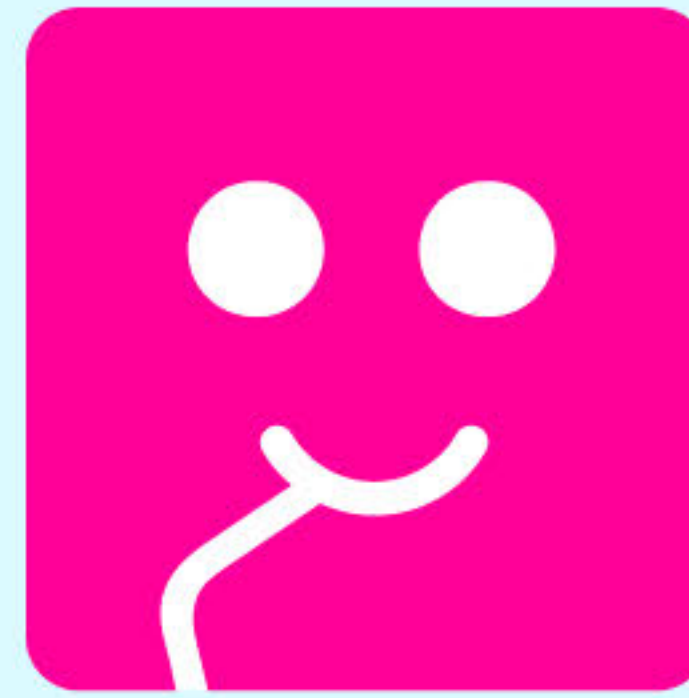
Don't Drink. Don't smoke. What do you do?



# Rounded Profile Icons



320px

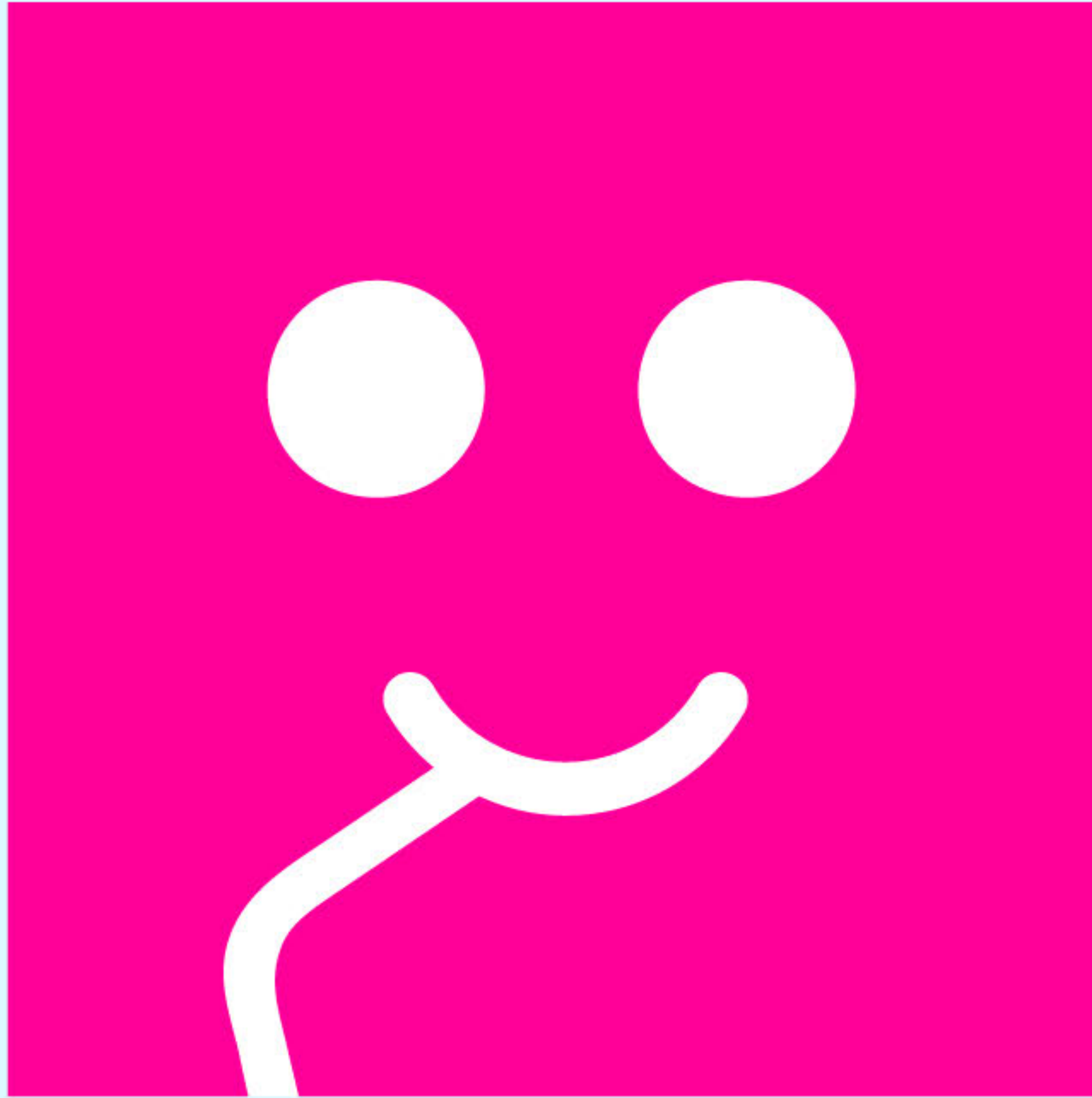


128px

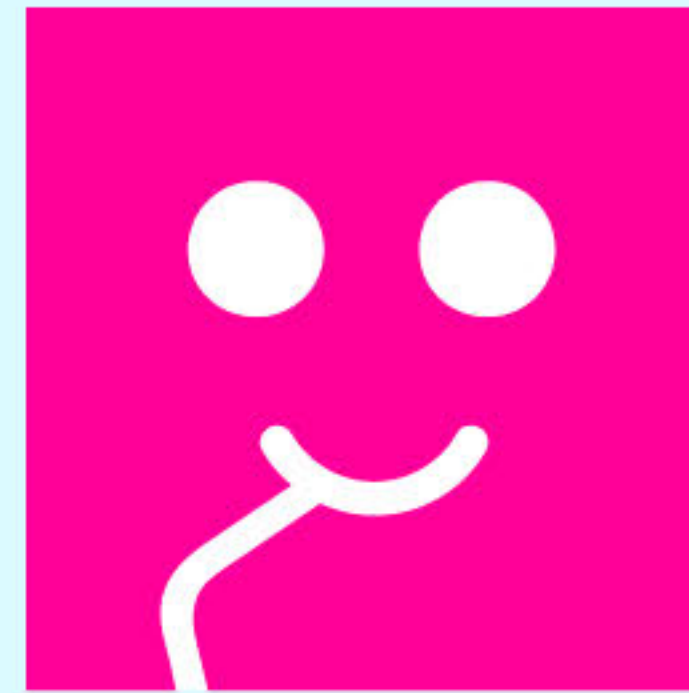


64px

# Squared Profile Icons



320px



128px



64px



# Smaller Icons



48px



32px



24px



16px



48px



32px



24px



16px

# Best of mltshp Rounded Icon



320px



128px



64px



# Best of mltshp Squared Icon



320px



128px



64px

# Reaction Icons



Save



Comment



Love



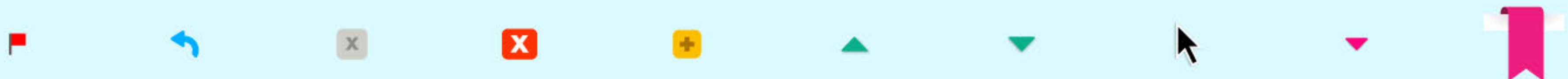
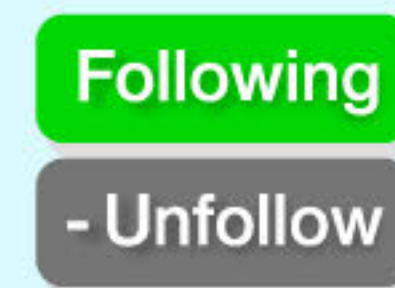
15px - Homepage



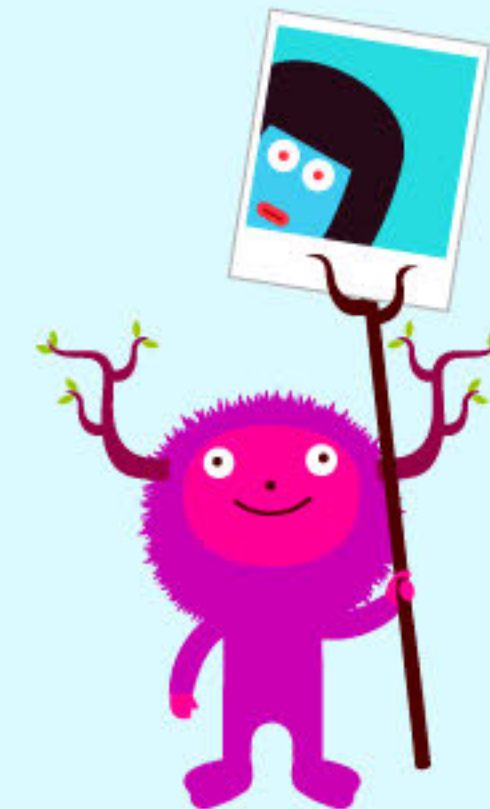
8px - Posts



# Action Buttons











# Character Illustrations





# Logo and Element Colors

	<b>Pink</b> #ff0099		<b>Blue</b> #dbfaff		<b>Red</b> #ff0200		<b>Orange</b> #f79d1f
	<b>White</b> #ffffff		<b>Black</b> #000000		<b>Blue</b> #0099ff		<b>Yellow</b> #ffff00

## Logo Base Font

HarryObese is made by the Red Rooster Type founders (RRT).  
Font license is held by @heyitsal for mltshp's usage.

## Character Illustrations

The base illustrations around the site are were originally purchased and then...  
color corrected, given arms, gestures, expressions, horns, clipboards, disco balls, etc.  
Original illustrations are licensed under istock.com's basic usage rights.

## Thanks!

Logo, Elements & Style Guide by Al Rotches  
Need Something? Questions? [mltshp@aldesigns.com](mailto:mltshp@aldesigns.com), <http://aldesigns.com>, @heyitsal

**Thank you** for letting me be a part of the community effort to  
create and keep mltshp thriving. This has been a labor of love...  
<https://mltshp.com/user/heyitsal>