

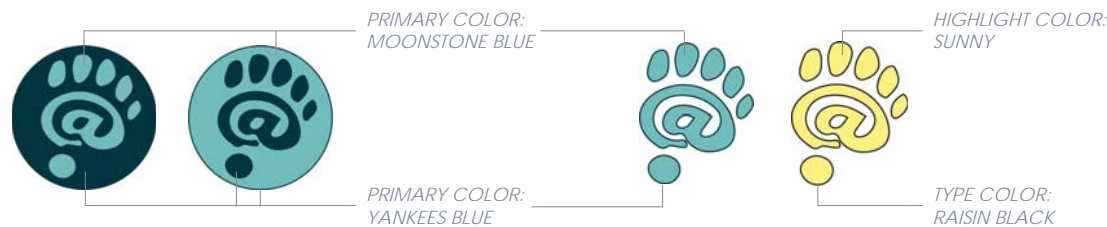
Brand Identity - Mike Truax

LOGOS

PRIMARY LOGO



SECONDARY LOGOS

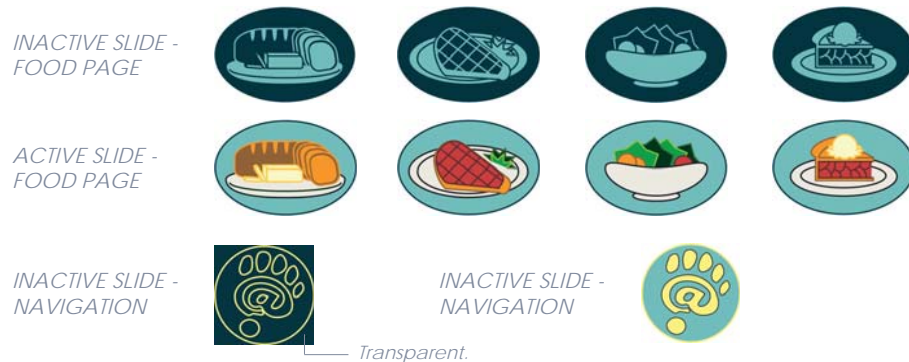


Secondary logos are to be used where brand recognition is required but space is limited.

Watermarks are to be used where brand recognition is desired, but with minimal impact to the overall look and feel of the space. The SUNNY watermark is meant for emphasis only and should be used sparingly.

ILLUSTRATIONS

WEBSITE ICONS



PALETTE

PRIMARY COLORS

MOONSTONE BLUE
CMYK - 55, 6, 28, 0
RGB - 123, 191, 191
HEX - #7CBFBF

YANKEES BLUE
CMYK - 92, 62, 50, 54
RGB - 21, 54, 66
HEX - #143642

Primary colors are meant to evoke a sense of trust and dependency (YANKEES BLUE) while retaining a sense of imagination and creativity (MOONSTONE BLUE). The complimentary shades work together to provide a product and experience that is grounded and clean, yet full of personality.

HIGHLIGHT COLOR

SUNNY
CMYK - 4, 0, 62, 0
RGB - 255, 241, 125
HEX - #FFF17C

Highlight color (SUNNY) gives a pop of excitement, a cheery hint of something new.

TYPOGRAPHY

TITLE FONT

Eras Bold ITC

TAGLINE FONT

**Franklin Gothic Medium
Condensed Regular**

CONTENT FONT

Arial Regular

TYPE COLORS

RAISIN BLACK
CMYK - 74, 64, 58, 74
RGB - 37, 38, 39
HEX - #252627

ALABASTER
CMYK - 6, 6, 9, 0
RGB - 243, 239, 233
HEX - #F2EFE9

Title Font shows the brand's confidence, determination, and strength.

Content Font is relaxed and simple, putting the reader at ease.

Tagline Font merges the impact from the Title Font with the nature of the Content Font, offering a pleasant balance.

DESIGN NOTES

Mike Truax is a lover of both technology and nature. His life is a balance of computers and code with the wilderness. When he creates new experiences for others, he does so with both machine accuracy and organic discovery. His brand reflects that duality in perfect cooperation: a paw housing the "at" symbol, where the strength and curiosity of a bear cradles the surprising ingenuity behind a simple idea. This brand doesn't leave its mark; it makes it.