
STYLE GUIDE 2025



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PRIMARY LOGO VARIATIONS 01 - SET

Logo variations available in a number of formats including ICON variants.

Negative logo format to be used on light colours backgrounds or images.

Hero logo format to be used on dark colours backgrounds or images.

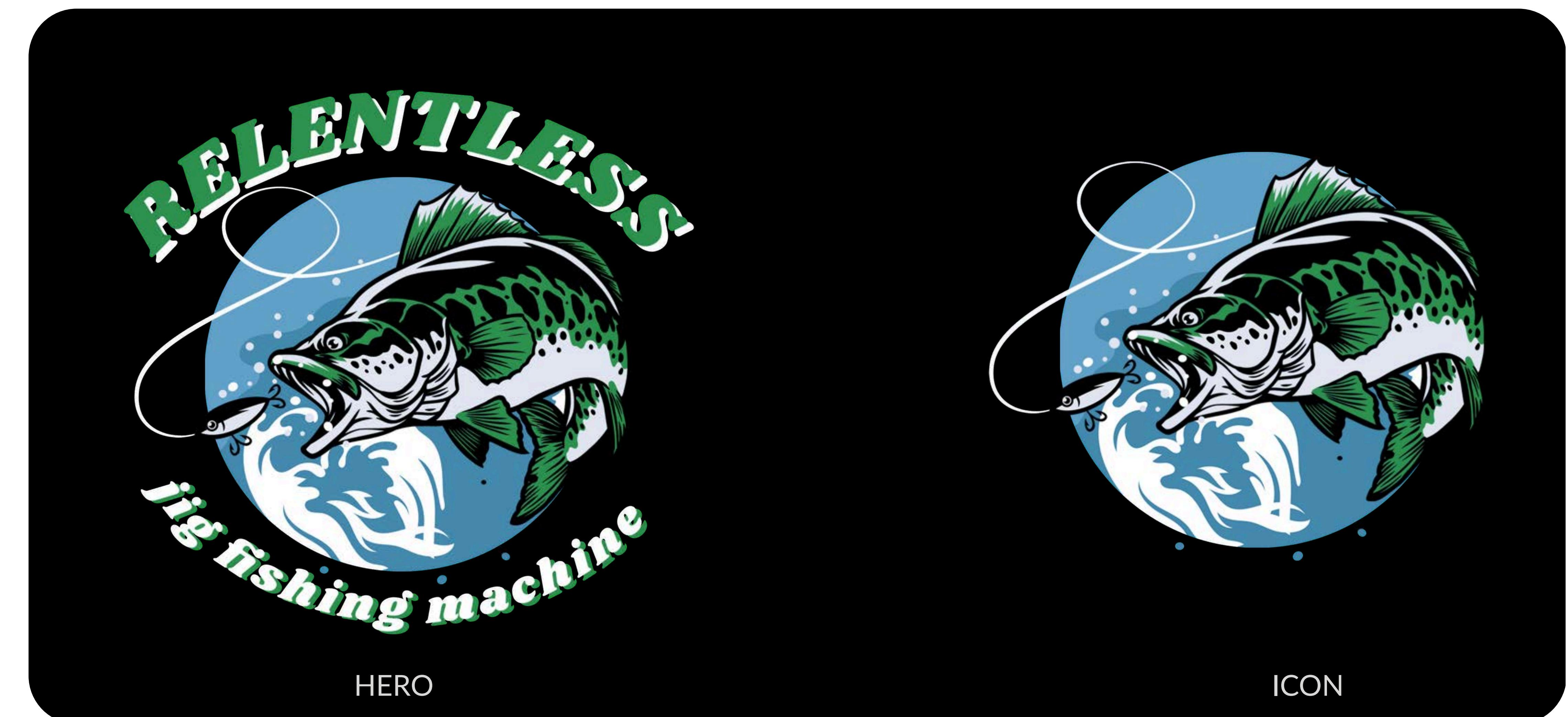
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HERO NEGATIVE



ICON NEGATIVE





SECONDARY LOGO VARIATIONS 02 - SET

Logo variations available in a number of formats including ICON variants.

Negative logo format to be used on light colours backgrounds or images.

Hero logo format to be used on dark colours backgrounds or images.

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VARIANT #1



VARIANT #2



VARIANT #1



VARIANT #2

LOGO RULES

01 - CLEAR SPACE

Other elements should not appear in close proximity to the Team Carlo Logo.

This clear space diagram details the clear space that must be allowed when in use.



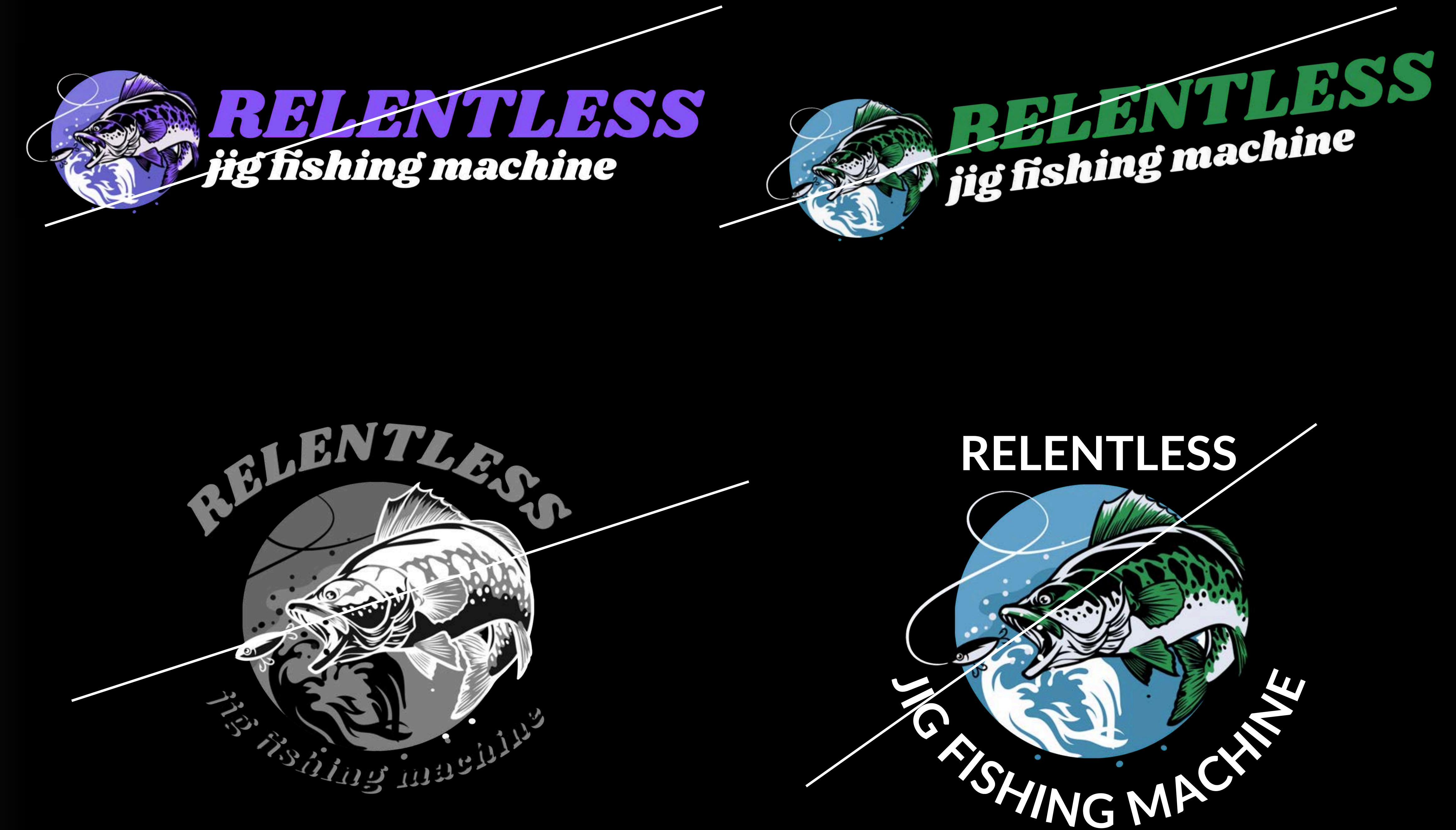
LOGO RULES

05 - USAGE

The Team Carlo logos should only appear as specified in the logo variations page so that the brands recognition is not compromised.

DO NOT:

- Reconfigure the elements
- Distort its ratio or shape
- Angle or shear
- Change colours outside specified use
- Create outlines or edit Change font use



EXAMPLES OF WHAT NOT TO DO. APPLIES
TO ALL TEAM CARLO EXPRESSIONS

ASSETS IN USE

SECONDARY GRAPHICS

To further strengthen the Team Carlo brand, the stylised secondary graphics have been created to be used as complimentary graphic assets.

Gear Up.
Cast Out.
Catch More.



STACKED TAGLINE

Gear Up. Cast Out. Catch More.

Gear Up. Cast Out. Catch More.

LANDSCAPE TAGLINE

ASSETS IN USE

SECONDARY GRAPHICS

To further strengthen the Team Carlo brand, the stylised secondary graphics have been created to be used as complimentary graphic assets.



OUTLINE ICON



RELENTLESS
jig fishing machine

OUTLINE LOGO

ASSETS IN USE

MOCKUPS #1

MERCHANDISE

When collating secondary graphics, they may be used together - only sparingly and never drawing away from the other graphic elements.



ASSETS IN USE

MOCKUPS #1

SIGNAGE

When collating secondary graphics, they may be used together - only sparingly and never drawing away from the other graphic elements.



BILLBOARD



STORE FRONT

ASSETS IN USE

MOCKUPS #1

OTHERS

When collating secondary graphics, they may be used together - only sparingly and never drawing away from the other graphic elements.



PACKAGING



BACKPACKS

BUFFS



COLOUR

01 - SPECIFICATIONS

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PRIMARY



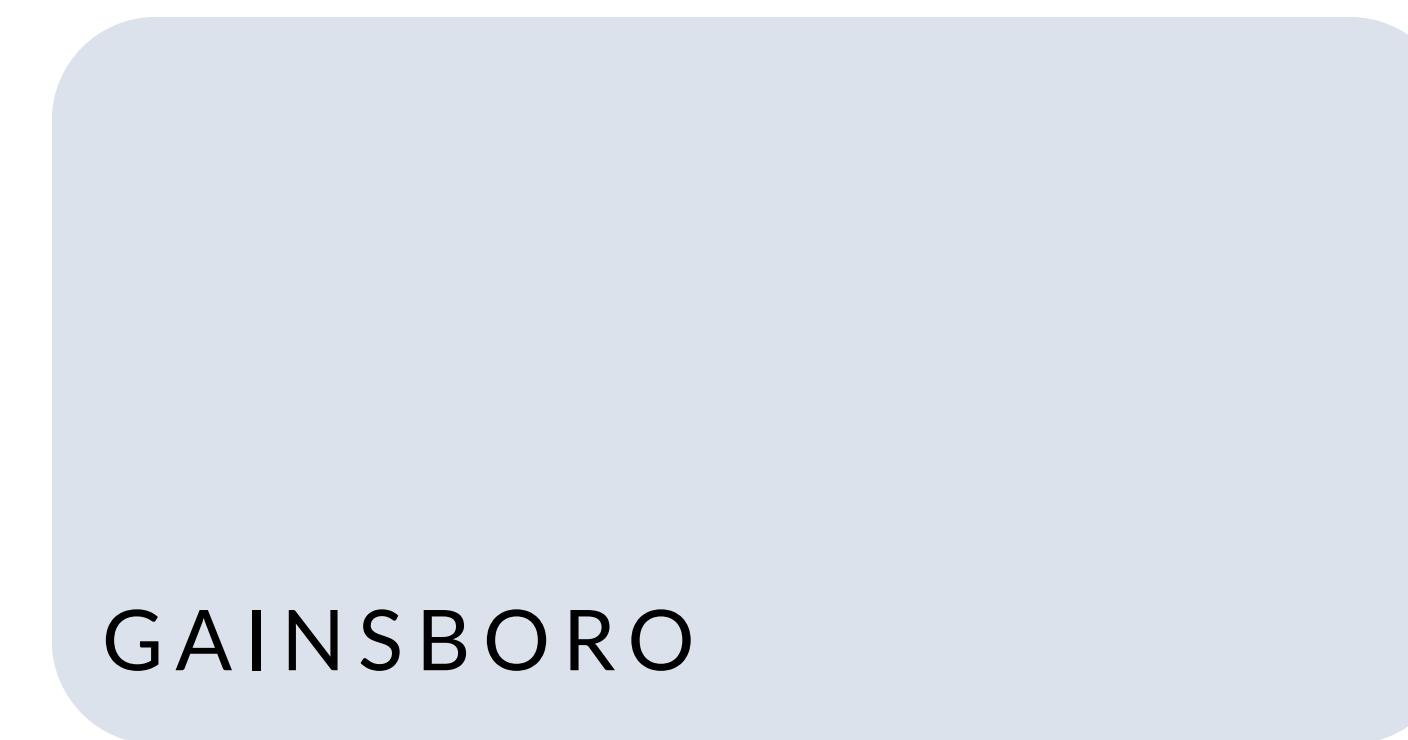
SPANISH GREEN

CMYK: 62, 0, 40, 42

RGB: 55, 146, 87

HEX: #379257

SECONDARY

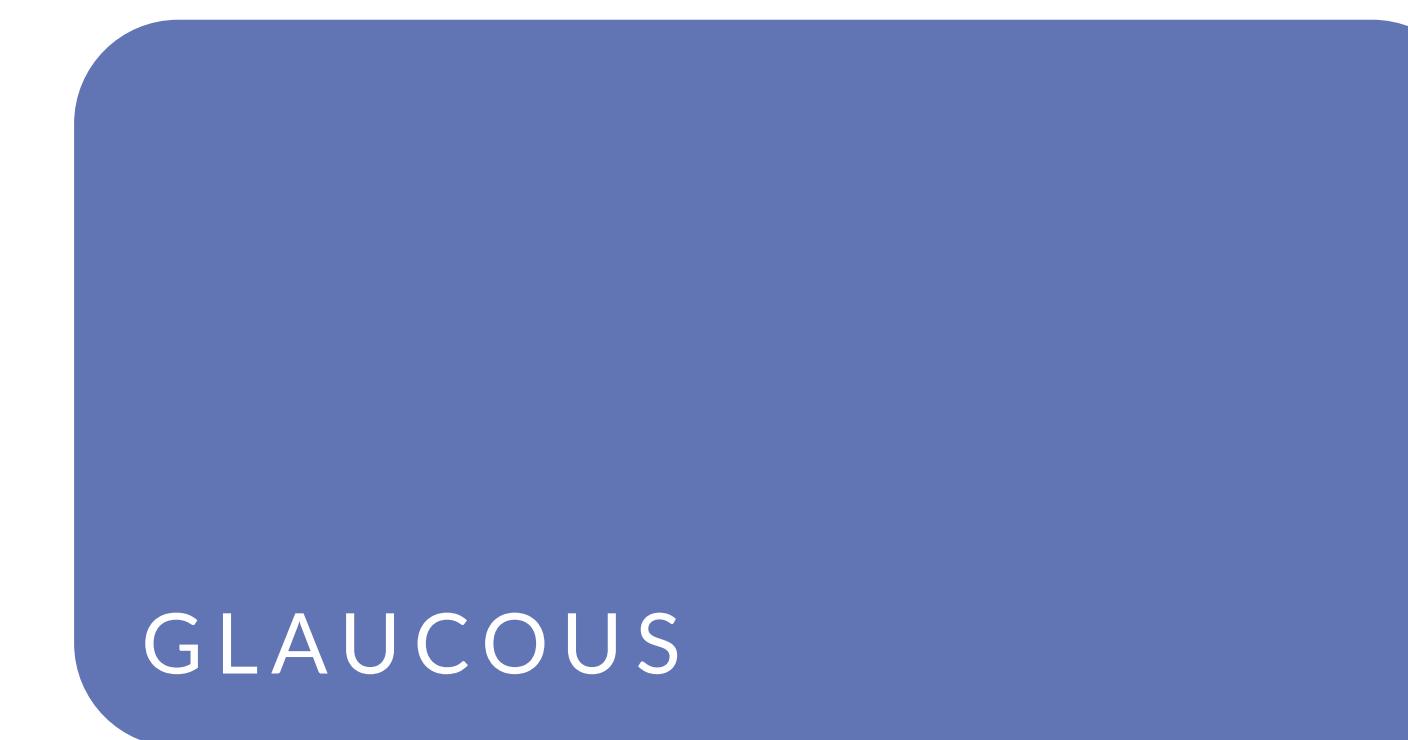


GAINSBORO

CMYK: 6, 3, 0, 7

RGB: 220, 226, 235

HEX: #DCE2EB

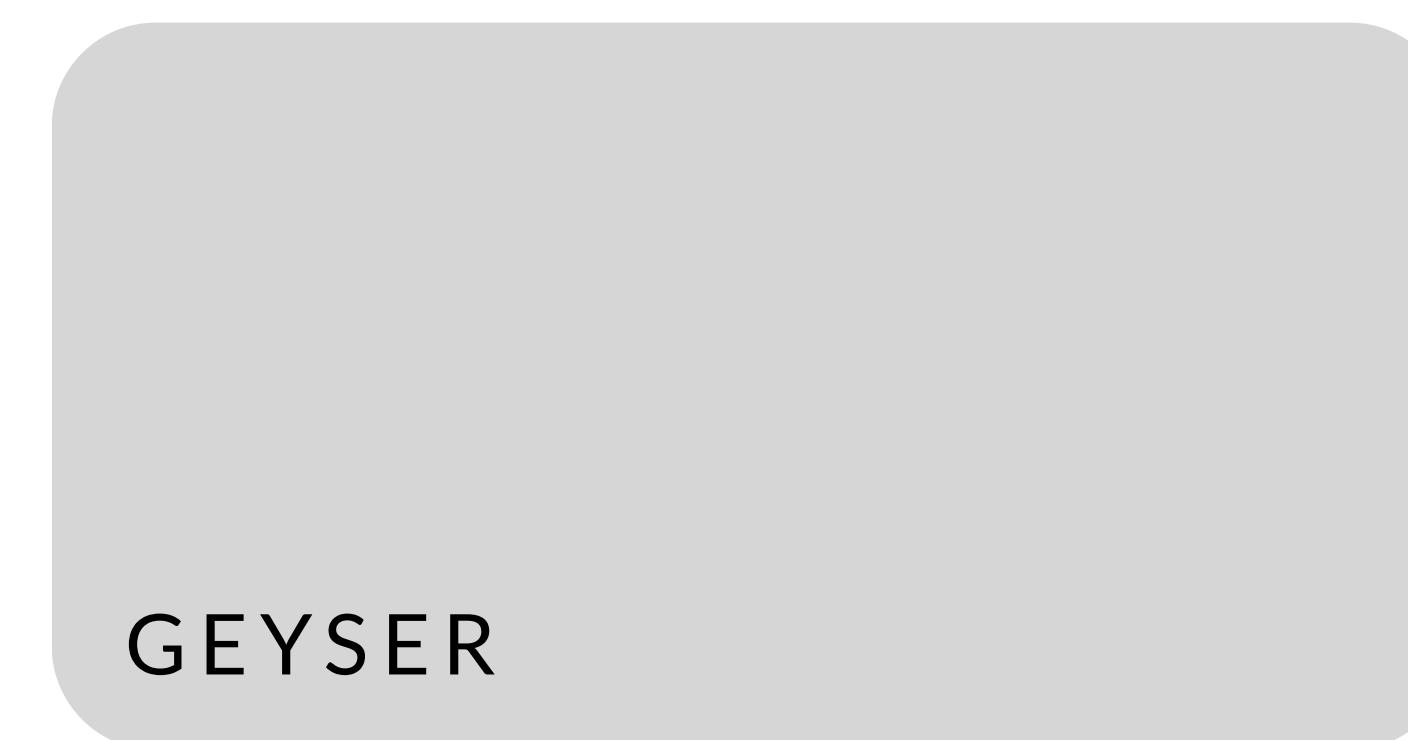


GLAUCOUS

CMYK: 45, 35, 0, 29

RGB: 97, 116, 179

HEX: #6174B3



GEYSER

CMYK: 0, 0, 0, 12

RGB: 222, 222, 222

HEX: #DEDEDE



BLACK

CMYK: 0, 0, 0, 97

RGB: 6, 6, 6

HEX: #060606

TYPEFACE

01 - USE

HEADINGS + SUB HEADINGS

LATO
BLACK

A B C D E F G H I J K L M -
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

HEADINGS + SUB HEADINGS

LATO
REGULAR

A B C D E F G H I J K L M -
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SUMMARY

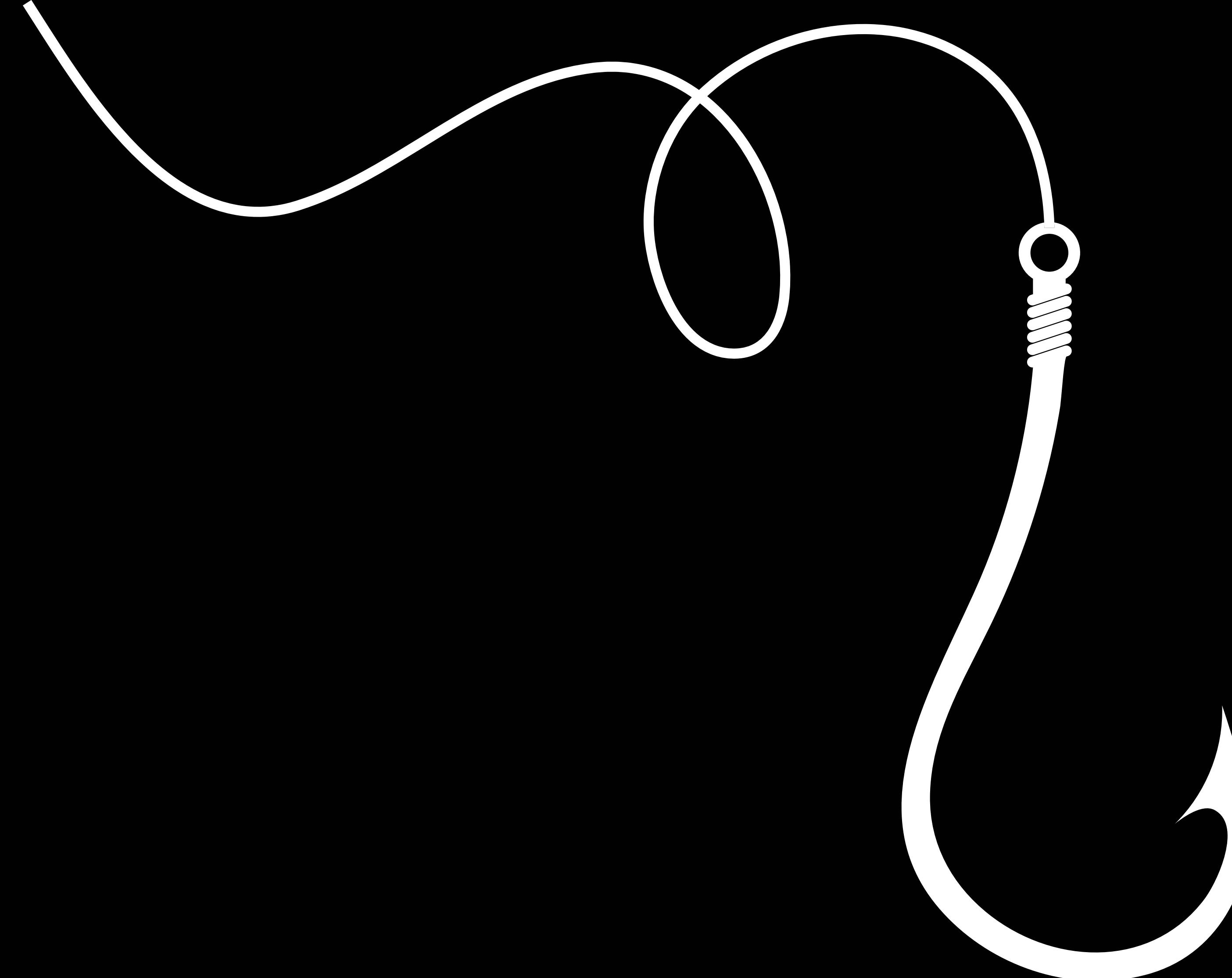
2025

Relentless Jig Fishing Machine pride them selves on representing their brand to it's correct use, these guidelines which are detailed and must be followed.

However, If you have any queries about working with the Relentless Jig Fishing Machine expression, please make contact with the team directly

Email Address
Website Link
Contact Number

[<---BACK](#)



**Gear Up.
Cast Out.
Catch More.**

