

## PRIMARY & SECONDARY LOGO(S)

The Primary Logo (top) should always be used first. The Secondary Logos (bottom) should only be used when additional Branding is necessary to avoid repetitive use of the main logo.

The Symbol should never be separated from its presented lockup.\*



## CLEAR SPACE

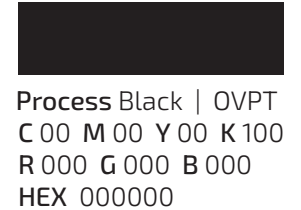
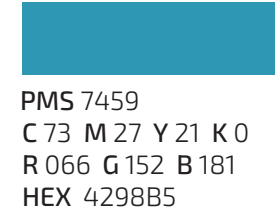
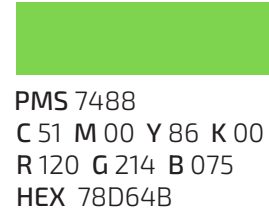
Always maintain a clear space around the logo to avoid potential competing graphic elements.

The minimum clear space is defined by the height of the 'm' in 'morning,' otherwise notated by 'x'.

This guidance should be followed on all logo variants.



## COLORS



## REVERSED LOGO

A reversed Secondary Logo may be used so long as it knocks out of the MorningDEW green or blue brand colors as illustrated below:



ie. website footer, back of business card, bottom of flyer, back of brochure

## TYPOGRAPHY

**Exo 2 Bold** For Headings, set in all caps

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  
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

**Exo 2 Medium<sup>†</sup>** For Subheadings, set in all caps, Tracking +60

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  
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

**Exo 2 Light** For Body Copy, sentence case

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  
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

\*Exception: The Symbol should be used exclusively for any social media profile imagery

<sup>†</sup>Use Exo 2 Medium for any implementation of a brand extension in the logo (ie. "PROPERTY WORKS, LLC")