

PRIMARY • ON CREAM



Wordmark



Mark



Symbol

REVERSE • ON INK



Wordmark



Mark

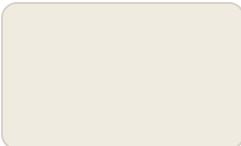


Symbol

PALETTE



Ink #141414



Paper #F4EDE1

CLEAR SPACE & MIN SIZE

Clear space = the height of the mark's counter on all sides. Minimum digital size: wordmarks 120px wide · symbol 28px. Never recolor, stretch, add effects, or place the knockout marks on a busy field without the lozenge.

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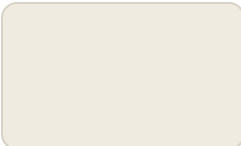


Symbol

PALETTE



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CLEAR SPACE & MIN SIZE

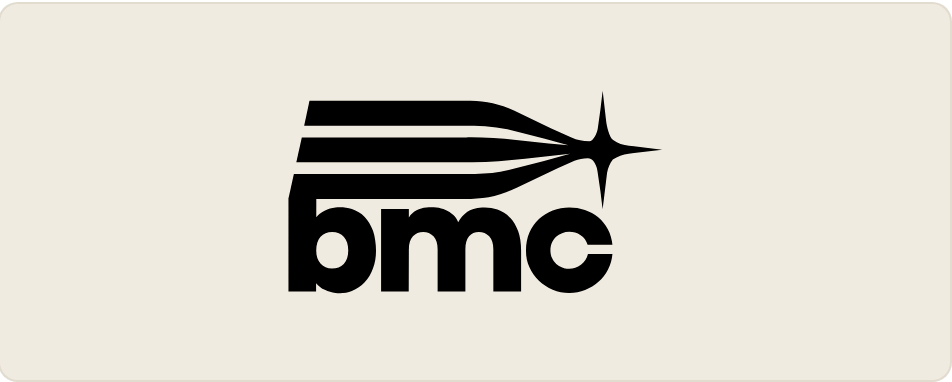
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Branded Mayhem Collective

UMBRELLA

The holding identity. Agency + practice + Contraband.

PRIMARY • ON CREAM



Monogram

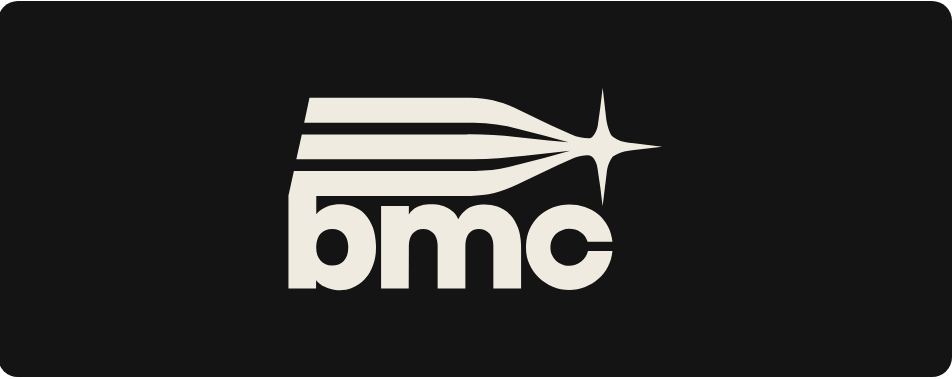


Stacked lockup



Horizontal lockup

REVERSE • ON INK



Monogram



Stacked lockup

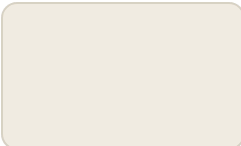


Horizontal lockup

PALETTE



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