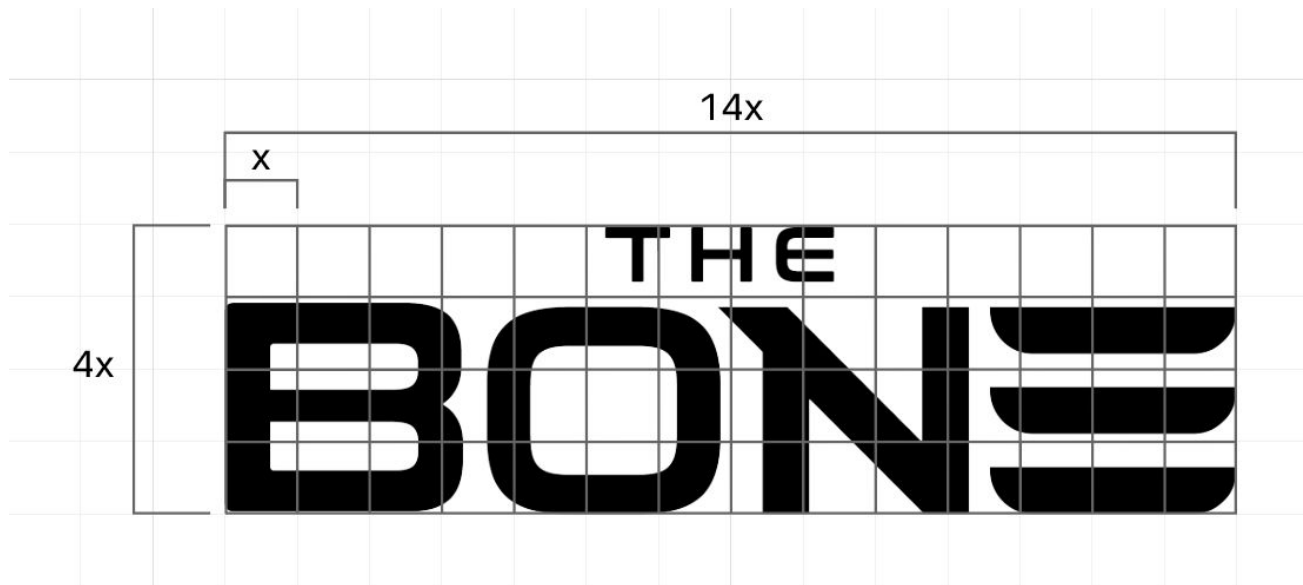
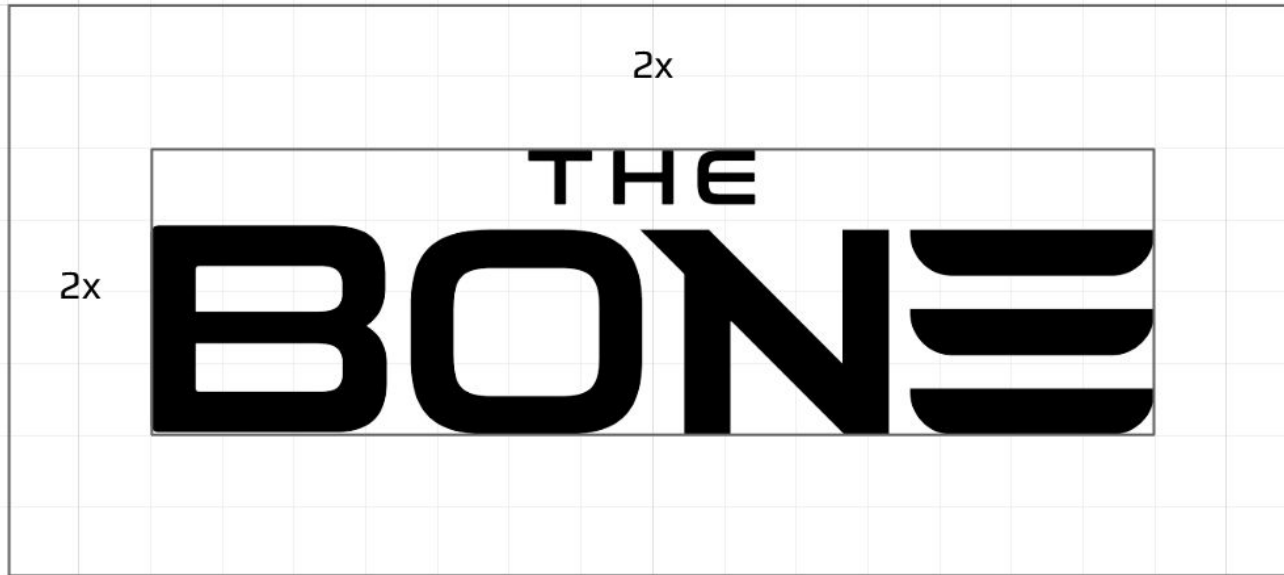


Brand Guide

The Bone



The logo is built on a modular surface proportional to X. This way, we ensure the correct proportion of the brand on any measurement.



A protection area has been established around the logo. This area must be free of graphic elements that interfere with the perception and reading of the brand.

The area is determined by measure "X". Whenever possible, it is preferable to maximize this space by separating the logo from the rest of the elements on the page.

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The suggested colors for the logo are black and white only. It is okay to add a slight glow effect when the graphic warrants it or a hologram effect is required.



MISUSE OR MODIFICATION OF
CORPORATE COLORS



CHANGES IN THE DISTRIBUTION OR
ELIMINATION OF ELEMENTS



USE IN LOW RESOLUTION



DISTORTION OF HORIZONTAL AND VERTICAL PROPORTIONS



ADD EDGES AND OUTLINE

RGB: 000
CMYK:
91% 79% 62% 97
HEX: #000000

RGB: 102 102 102
CMYK:
56% 45% 45% 33%
HEX: #666666

RGB: 183 183 183
CMYK:
31% 23% 24% 4%
HEX: #b7b7b7

RGB: 239 239 239 239
CMYK:
7% 5% 6% 0%
HEX: #efefef

RGB: 239 239 239 239
CMYK:
7% 5% 6% 0%
HEX: #efefef

The brand's colors are shades ranging from white to black. Although they may vary, these are some of the ones we normally use as complements of other colors depending on the application.

"Thank you for your interest in The Bone, we would greatly appreciate if you could use this guide for the creation of your content"