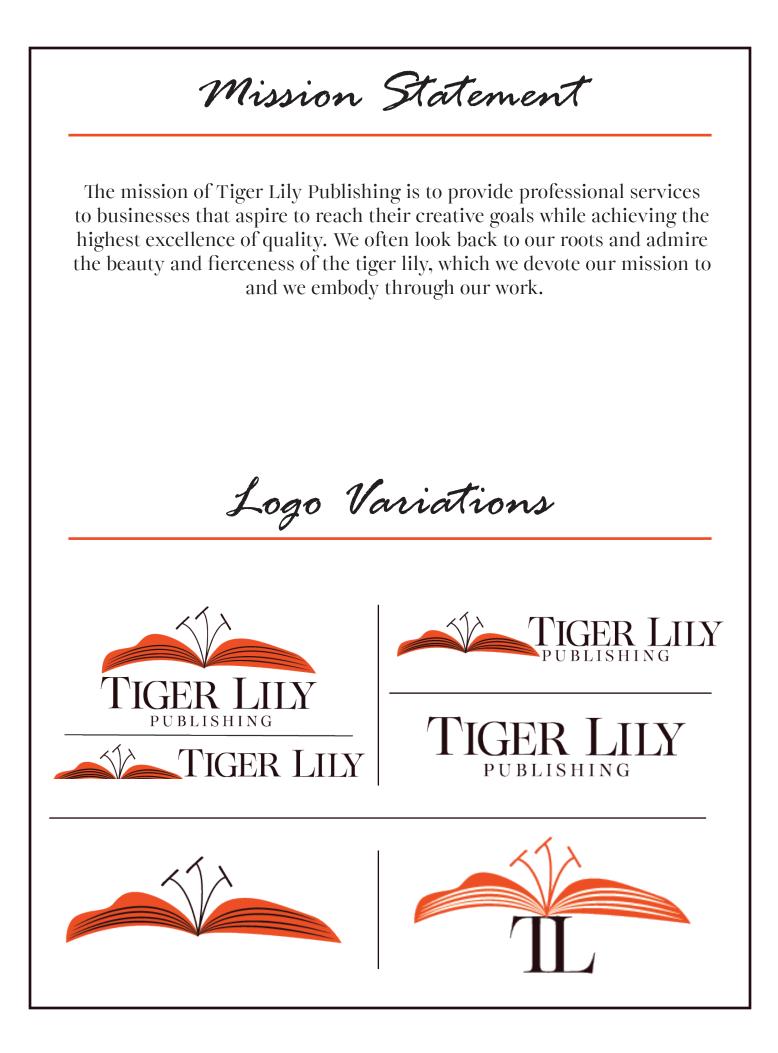


Brand Guide



Colors & Typography #EC4F24 #240E10 #FFFFFFJOLY DISPLAY ABCDEFGHIJKLMNOPQRSTUVWXYZ Behind the Logo Our logo is made up of many different parts that make it mean the most. It consists of an image of a tiger lily and our brand name. However, if you look deeper, you'll see the individual "tiger stripes" within the flower. Although, when you think differently about it, you might notice the shape of a book within the petals, with the stripes

forming pages. Our logo design directly applies to our mission statement, encouraging everyone to think outside the box and look at things a little differently, creatively, and fiercely.

