SEAN RICH

Logo and usage guide

WORDMARK

Set in a heavy condensed sans, all caps, tracking at 0.14 em.
Always on a black or near-black ground. Never on white.

COLOUR

Red: #E11D2E Deep red: #8B0F1C Black: #07070A Bone: #F7F5F2

CLEAR SPACE

Keep a margin equal to the cap height on all four sides.

DO NOT

Stretch, rotate, outline, add a drop shadow or change the red.

Vector files on request: press@seanrich.es