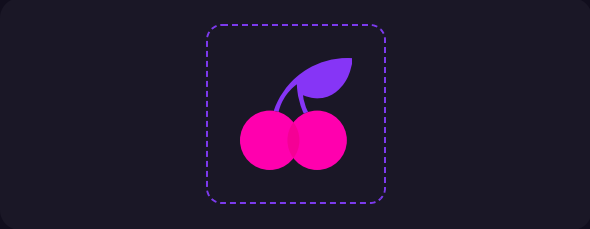


Brand Guidelines

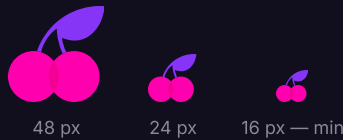


CLEARSPACE



Keep clear space equal to the height of the cherry stem on every side. Nothing — type, edges, other logos — enters that margin.

MINIMUM SIZE



Mark: never below 16 px / 0.2 in. Wordmark lockup: never below 96 px / 0.9 in wide so "cherry" stays legible.

COLOR — SRGB HEX & DISPLAY P3

	Cherry	#FF0EAA	display-p3 1.000 0.054 0.667
	Cherry Deep	#FC2782	display-p3 0.988 0.153 0.510
	Cherry Bright	#FC34B3	display-p3 0.988 0.204 0.702
	Violet	#7C3AED	display-p3 0.486 0.227 0.929
	Violet Light	#A78BFA	display-p3 0.655 0.545 0.980
	Magenta Flare	#D946EF	display-p3 0.851 0.275 0.937
	Amber	#FFB800	display-p3 1.000 0.722 0.000
	Background	#0C0A14	display-p3 0.047 0.039 0.078
	Surface 1	#110E1D	display-p3 0.067 0.055 0.114
	Surface 2	#1A1726	display-p3 0.102 0.090 0.149
	Foreground	#F2F0F5	display-p3 0.949 0.941 0.961
	Muted	#8B879A	display-p3 0.545 0.529 0.604

DO

- ✓ Use full-color on near-black (#0C0A14) or dark violet surfaces.
- ✓ Use the knockout / dark variants on light or photographic backgrounds.
- ✓ Keep magenta #FF0EAA as the hero; violet supports.
- ✓ Preserve the lockup's icon-to-wordmark spacing.

DON'T

- ✗ Recolor, gradient-swap, or add effects to the mark.
- ✗ Rotate, skew, stretch, or outline the logo.
- ✗ Place the full-color mark on busy or low-contrast backgrounds.
- ✗ Rebuild the wordmark in another typeface.