

Brand guidelines.

A clear, consistent identity for every TeeReveal touchpoint.

Use the website logo as the master. Preserve its form. Let forest, ink and generous space do the work.



OFFICIAL STANDARD
SEPTEMBER 2026

01 / THE OFFICIAL LOGO



The open frame and forward cut form the mark. Geist forms the wordmark. Use the supplied files as a single unit; never reconstruct the lockup.

One master.

Geist 650 / Tee
Geist 400 / Reveal

Original website spacing and proportions.
No independent symbol resizing.

02 / COLORWAYS



Primary / ink + forest



Reversed / white



Single color / ink



Single color / forest

Also supplied: white text / forest mark.
Use it only where both colors read clearly.
Pure black is a utility export, not the default.

03 / CLEAR SPACE & ALIGNMENT



CLEAR SPACE = 1/2 THE VISIBLE MARK HEIGHT

Keep other elements outside this boundary.
Scale the complete logo proportionally.

The symbol is intentionally taller than the type.
Their visible centers are aligned to within
0.22 px at the 25 px website wordmark size.

Do not adjust the master to equalize heights.
Use the standalone mark at very small sizes.

04 / COLOR PALETTE

Forest

#225E4B

RGB 34 / 94 / 75

Ink

#202421

RGB 32 / 36 / 33

White

#FFFFFF

Pale

#F1F5F2

Muted

#69716D

Forest is the signature. Ink replaces harsh black.
Neutrals create space and reading contrast.
Use HEX/RGB for screen; proof print colors
with the printer before a production run.

05 / TYPOGRAPHY

Geist

One family across the identity.
650 for the Tee in the official logo.
400 for Reveal and body text.
500 for supporting headings and labels.

Aa

650 / SIGNATURE WEIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Aa

400 / REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Heading

Subheading

Body copy stays clear,
measured and concise.

Use scale and space
to create hierarchy.
Do not substitute fonts
inside the logo.

06 / APPLICATION



Align to a grid. Repeat margins.
Use generous whitespace and flat color.
Illustrative layouts, not print templates.

07 / IMAGERY & GRAPHICS



Let the course remain the subject.
Use approved, source-faithful course imagery.
Keep the logo clear of busy detail.

08 / USAGE RULES

Preserve the geometry.

No stretching, re-spacing or rebuilt lettering.

Preserve the palette.

Use forest, ink and the supplied colorways.

Preserve legibility.

Check the actual final size and background.

Keep the logo flat.

No shadows, outlines, glow or gradients.

Use the correct master.

Earlier Helvetica logo exports are superseded.



OFFICIAL ASSETS

Transparent PNGs / identical geometry / even clear space
Website master: Brand component + Geist + original SVG mark

TEEREVEAL

VISUAL STANDARDS / 01