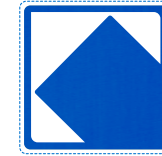


# Hip Pocket Logo Guidelines



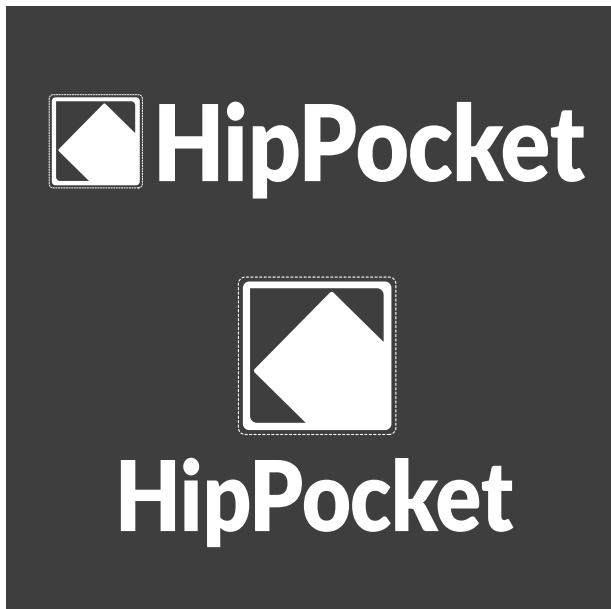
The Hip Pocket logo must always comprise of the icon and text and is never to be separated.

When it is not possible to use the original logo (horizontal) the stacked logo must be used.



**HipPocket**

If the logo is to be placed on a dark background the following white logo must be used.



The dimensions of the artwork have been selected accordingly and should never be altered. See below examples.



When colour is an option the following colours must be used.



C: 91  
M: 53  
Y: 0  
K: 0

C: 70  
M: 63  
Y: 63  
K: 60

C: 60  
M: 52  
Y: 52  
K: 22

#0071CE  
PMS: 285c

#313131

#646463