



Our logo is at the heart of everything we do. Inspired by a wind-up toy, it represents a gateway to the unexpected. It's a mystery box waiting to be opened, propelled, explored.

Please do not modify or redraw the logo.

FULL-COLOR

Our logo is at its best when it is in full-color and appears on a light background. Be sure to use the CMYK logo for use on printed materials and the RGB logo for on-screen applications.

SIZING & PLACEMENT

Try to place the logo at 1" increments of the box width, not including the wind-up. When centering the logo, the "Y" should fall on the center line.

NEED ARTWORK?

We believe that sharing is caring. Send us an email at: submissions@tinybop.com.



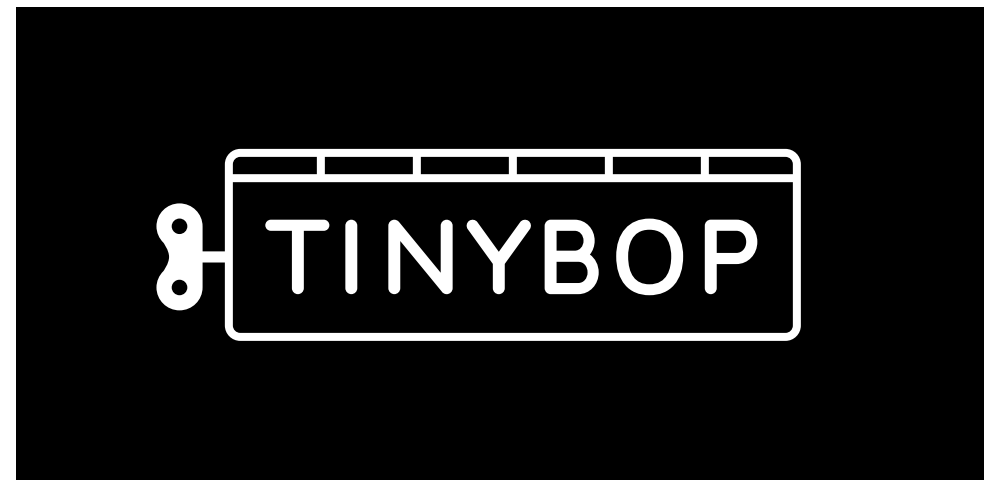
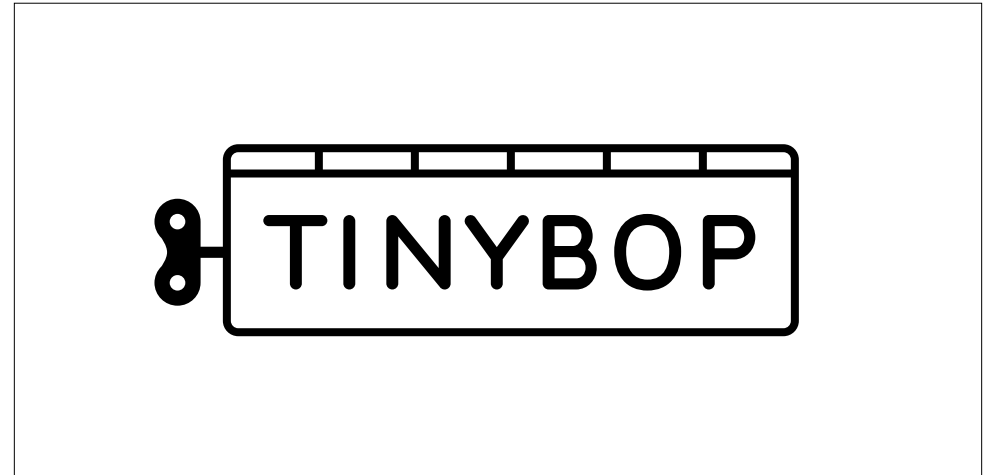
Use the logo's height as a guide to the amount of clear space that should always surround the logo. Do not allow any objects, text, hands, or feet to come into this designated area.



FULL-COLOR LOGO REVERSED ON BLACK

We get that there will be times when you have to apply our logo to a black or dark background. It's not the ideal situation, but this logo is here for you in case someone is twisting your arm.

The logo sized here has a 3" width for the box (without wind-up) and has a 0.5pt white keyline. For logos sized smaller at 1" width, use a 0.25pt keyline.

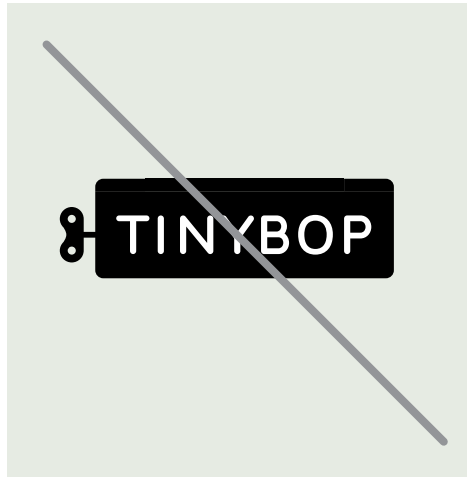


BLACK AND WHITE LOGOS

When applying the logo in a black and white application, use this artwork, which features a stroke that is 2/3 the stroke thickness of the logotype's letterforms. This line art would also work well for glass etching or blind embossing (i.e., good for stealth mode).



DO NOT
mess with the sequence of colors in the color band.



DO NOT
use the logo without the color band.



DO NOT
use the logo without its very essential wind-up handle.



DO NOT
create unapproved sub-brands.



DO NOT
place the logo on a color that is used in the logo color band.



DO NOT
use the logo in a sentence.



DO NOT
tilt the logo at an angle.



DO NOT
put the logo on a distracting background.

Questions?
Need artwork?
Just curious?

WE'D LOVE TO HEAR
FROM YOU.
WRITE TO US AT:
SUBMISSIONS@TINYBOP.COM.

