

DARE LABEL

MAIN LOGO

DARE  **LABEL**

LOGO VARIATIONS



LOGO WITH STATEMENT



COLOR PALETTE



PANTONE
180 CP



PANTONE
1665 C



PANTONE
3570 CP



PANTONE
215 CP

TYPEFACES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
L e a g u e S p a r t a n

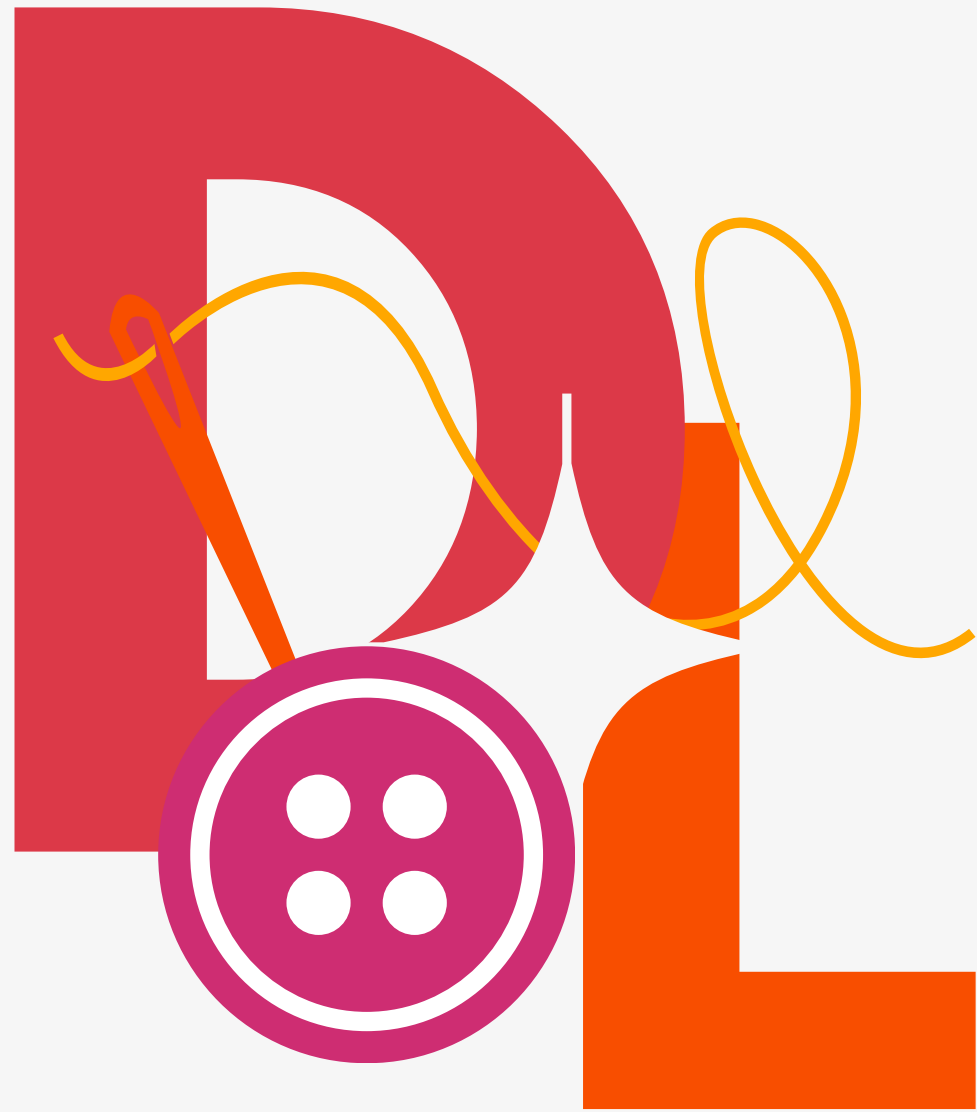
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
A r v o R e g u l a r

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
G l a c i a l I n d i f f e r e n c e R e g u l a r

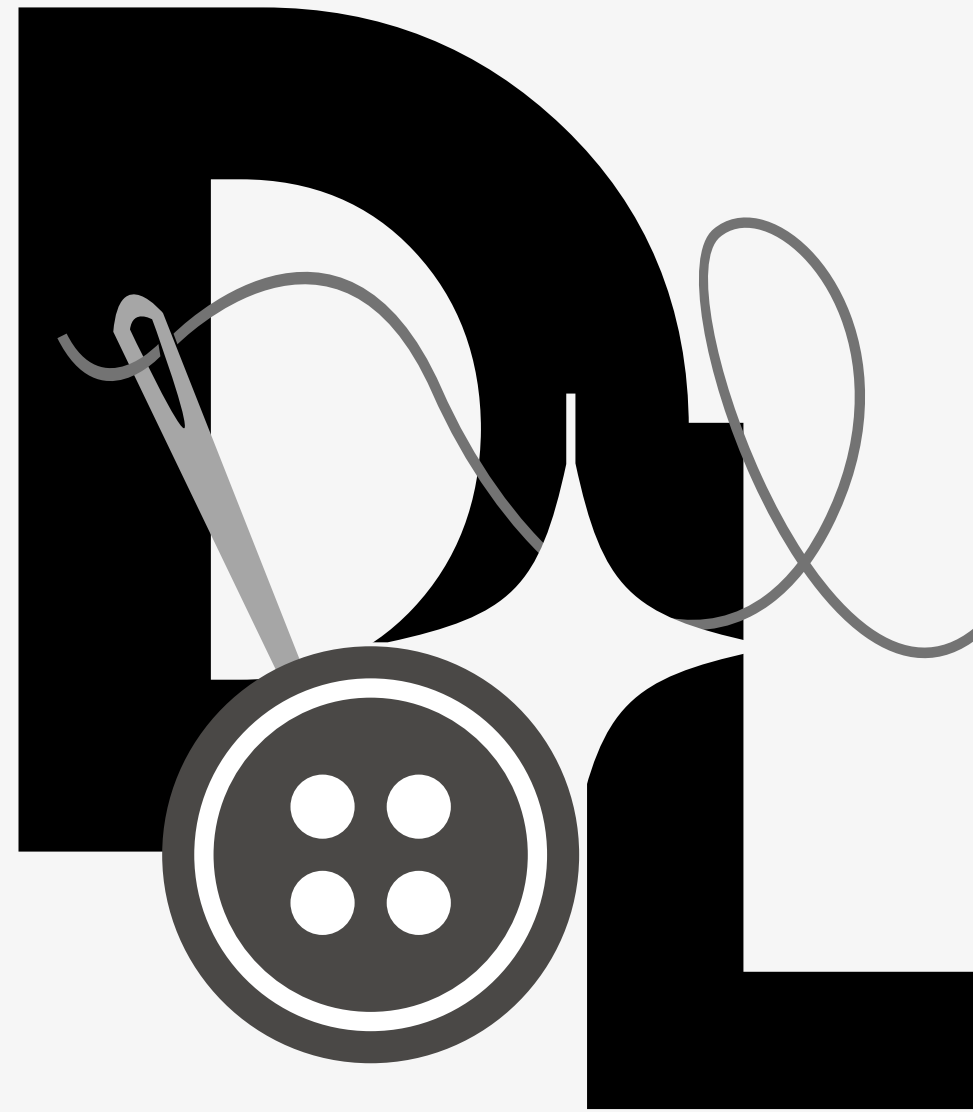
INSPIRATION



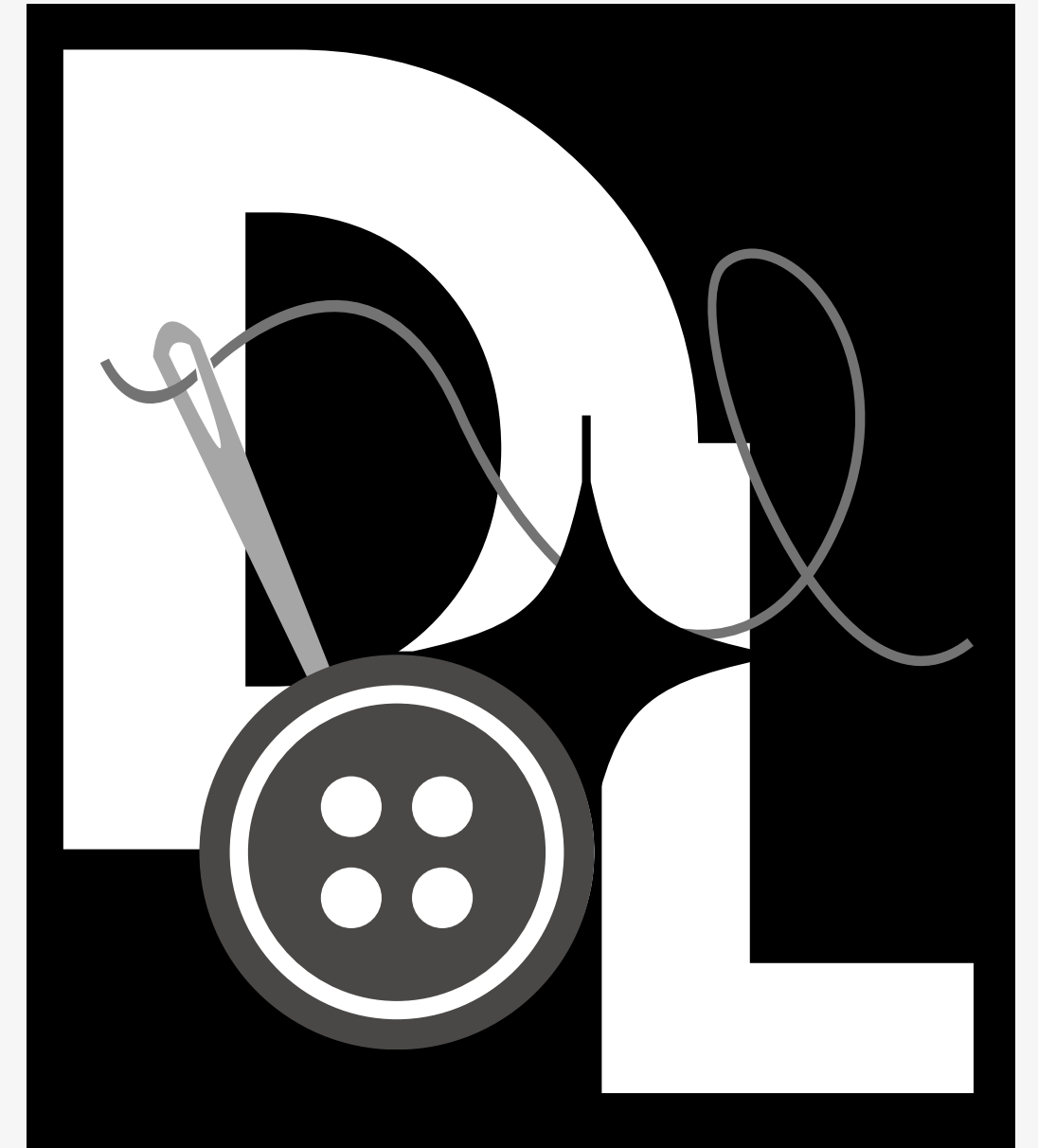
LOGO MODIFICATION | SUBMARK (SIMPLIFIED VERSION)



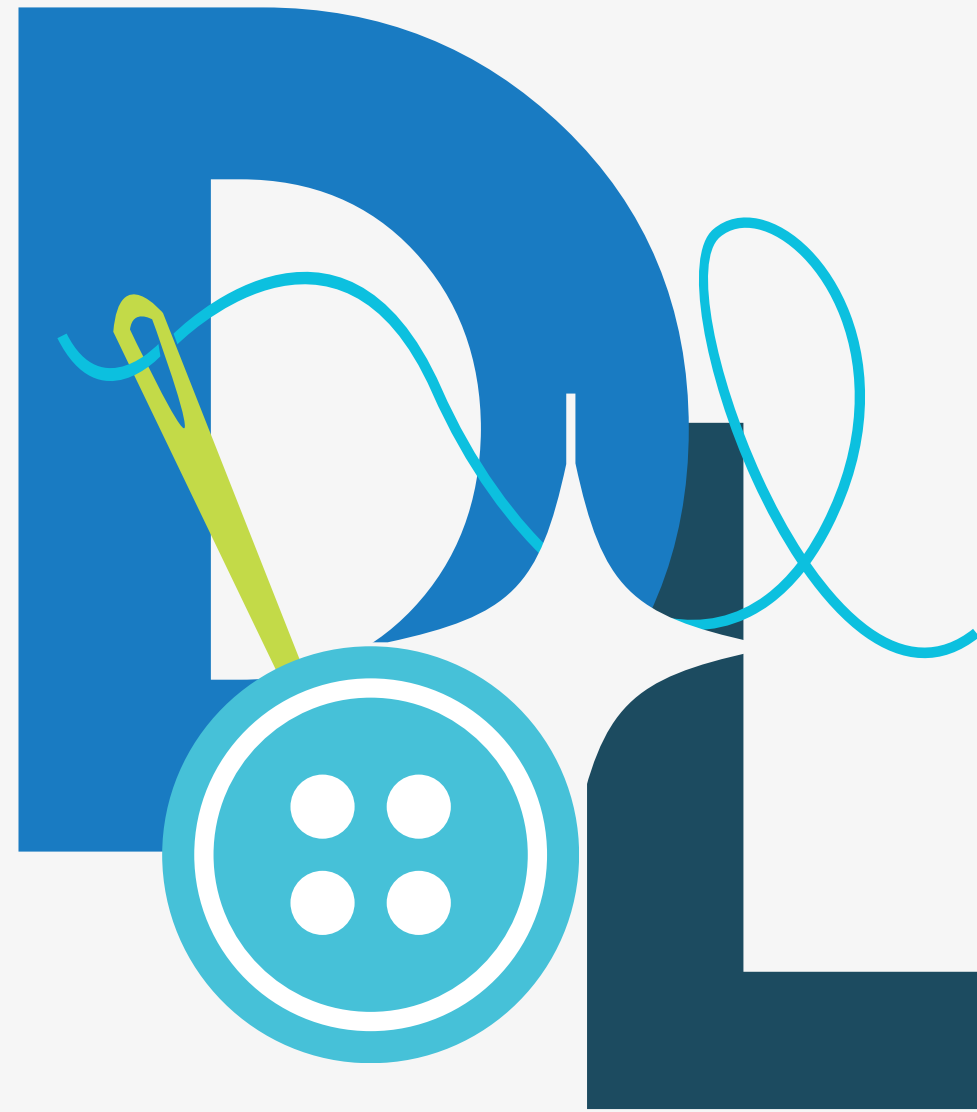
FULL COLOR 1



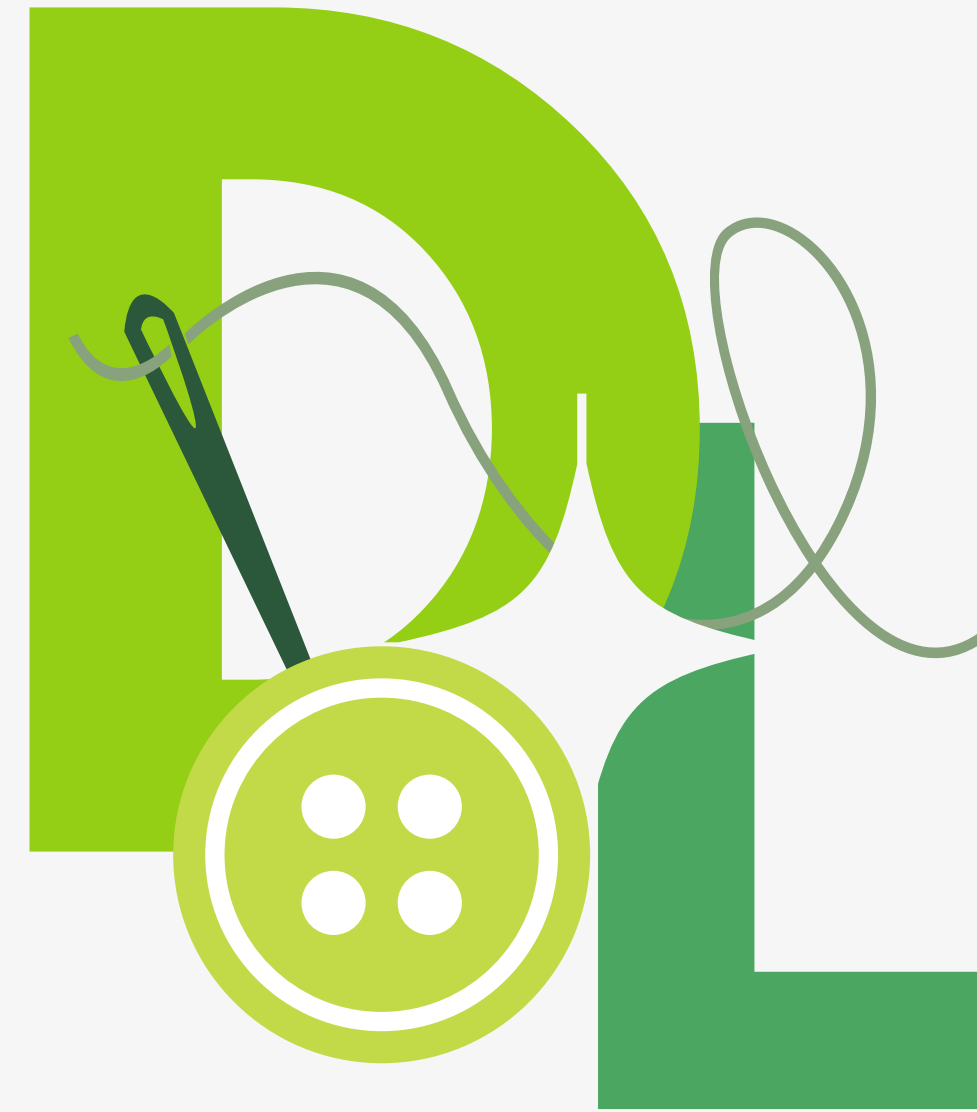
MONOTONE



LOGO MODIFICATION | SUBMARK (SIMPLIFIED VERSION)



FULL COLOR 2



FULL COLOR 3

LOGO MODIFICATION | COLOR PALETTE (MORE LOW KEY STYLE)



COLOR COMBO 1



COLOR COMBO 2



COLOR COMBO 3

LOGO APPLICATION | WOVEN LABEL ON T-SHIRT (MOCK UP)



DARE  *ne*
LABEL

LOGO APPLICATION | T-SHIRT PRINT 1 (MOCK UP)



LOGO APPLICATION | T-SHIRT PRINT 1 (MOCK UP)





THANK
YOU.