PASS THE POLLEN

The compact Grain and condensed wordmark from the approved garment direction.

Solid identity. Worn ink belongs to the larger garment artwork.



Colour

Charcoal
#292624

Cream
#F1E6D2

Mustard
#C48B23

Plum
#654852

Type

Logo: Bricolage Grotesque 800
Width 75 / Optical size 72

Display: Barlow Condensed 700-800

Body: Instrument Sans

Labels: DM Mono

Garment copy: Zilla Slab Semibold

Clear space and size

Keep 1/4 of the Grain height clear on every side.

Screen: mark 16px; horizontal lockup 120px wide.

Print: mark 8mm; horizontal lockup 30mm wide.

Embroidery: 45mm cap mark; 60mm chest mark.

Digitization, template fit and sample approval still required.

Keep it recognisable

Use one solid colour. Keep the shape and proportions.

No satellite dot, outlines, gradients or shadows on the logo.

No letter substitutions or stretching. Keep the O intact.

No face on adult pieces. Dot belongs only in kids work.

Do not add honey, stripes, badges or environmental slogans.

Approved visual direction. RGB values are identity targets, not a promise of blank or thread colour matches.