

01 / CORE MARK

A distinctive signature.

One symbol, one wordmark, one clear system.



PRIMARY LOCKUP

A single forward blade and decisive notch create the unmistakable PULSE direction. The simple silhouette works without gradients, outlines or shadows.

02 / LOCKUPS

One master. Four contexts.

All applications derive from the same approved vector geometry.



PRIMARY / LIGHT



SYMBOL / REVERSED



MONOCHROME / DARK



MONOCHROME / LIGHT

03 / SPACING & SCALE

Protect the mark.

Clear-space and minimum-size rules, with practical layouts.



X = 1/4 SYMBOL HEIGHT

Reserve at least X on every side of the complete logo. Keep captions, photography and page edges outside this zone.

APPROVED MINIMUM

160 px / digital

36 mm / print



32 px / icon digital

12 mm / icon print

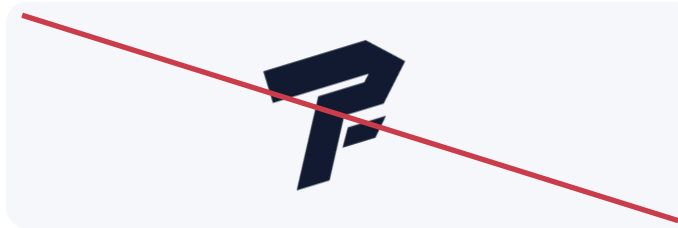
04 / QUALITY CONTROL

How not to use the logo.

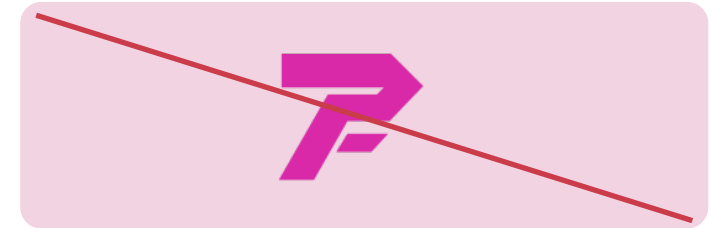
Every example below is intentionally incorrect.



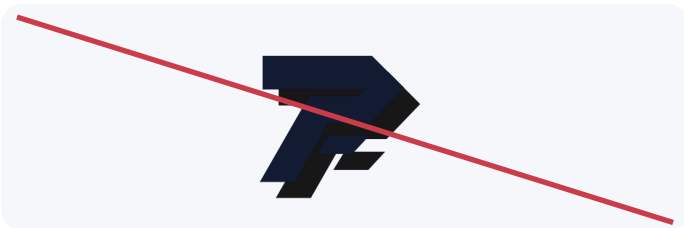
01 Stretch or compress



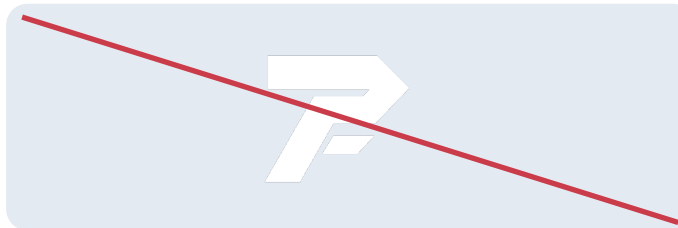
02 Rotate or skew



03 Change approved colors



04 Add outlines or shadows



05 Place on low contrast



06 Crowd the clear space