

Logo

A.K.A DIFFERENT VERSIONS OF THE LOGO

The Mad Hopper logo constitutes of the name written in a specific way as well as a brand mark; the grasshopper.

These two elements can be used both together and separately depending on the purpose and where they are being used. The logo (meaning the name) should be included in pretty much all Mad Hopper materials created - at least in some form.



PRIMARY LOGO



WITHOUT
EST. 2021



WITHOUT
BREWING CO.

Mad Hopper

Mad
Hopper

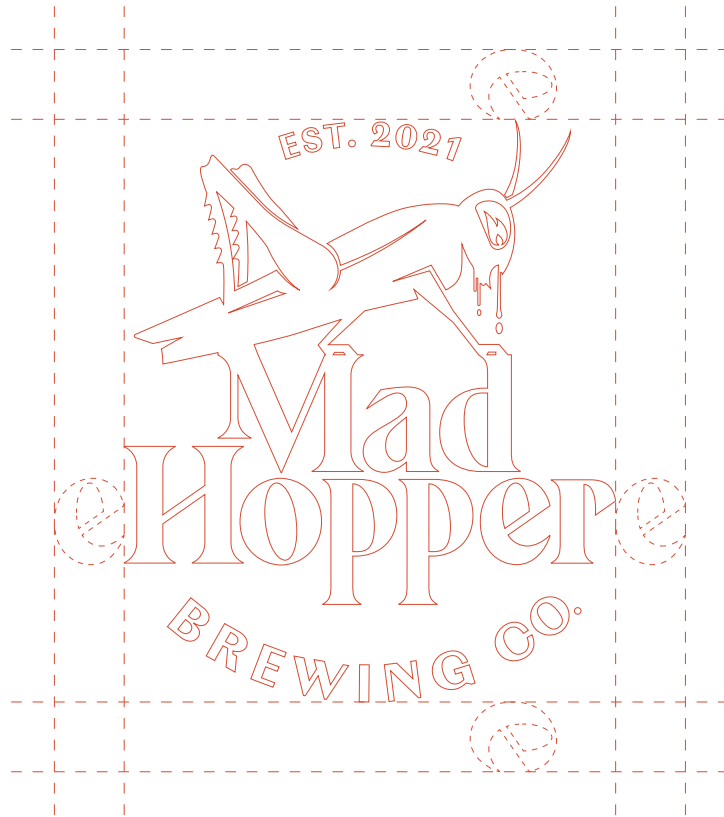
WITHOUT
GRASSHOPPER

Mad
Hopper
Mad Hopper

VERTICALLY
LAID OUT



ONLY
GRASSHOPPER



Logo protection area

**A.K.A MAKING SURE THE
LOGO DISPLAYS CLEARLY**

When you place the logo in a design, please make sure you give it enough room to breathe. Always leave a protection area equal to the cap width of the letter “e” in the Mad Hopper logo.

It is okay to use the white logo against a colourful background. You could also choose to place the logo on top of a photograph, but in that case it is important to make sure that the photo on background is not too busy and the logo stands out clearly. It is not allowed to spice the logo up with any additional effects such as a shadow on the background. Keep it simple folks!