



4FRONT BRAND GUIDELINES

Brand Standards for Presentations, Print, Video & Web

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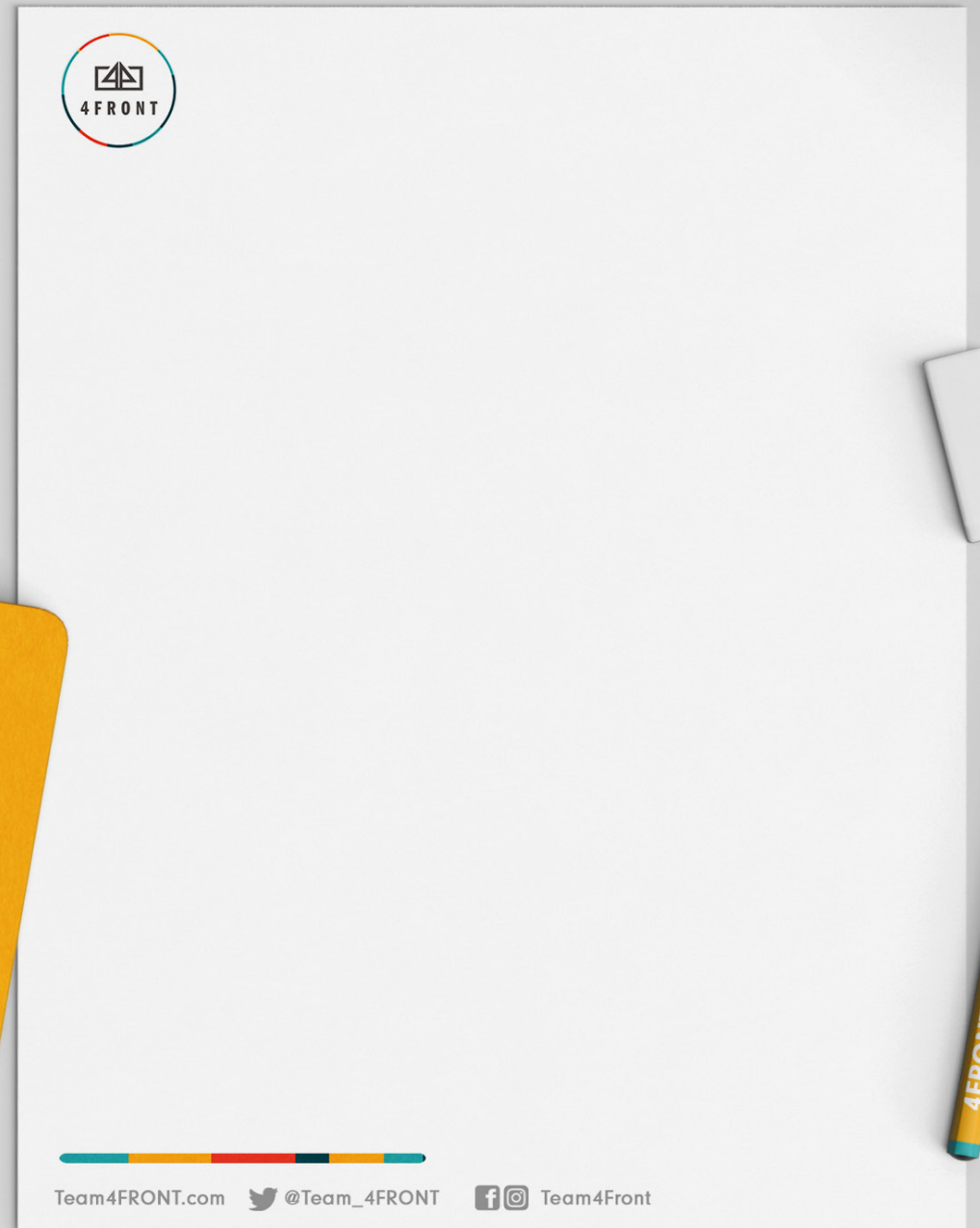
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ESPN
CHICAGO

WE ARE 4FRONT

We're a full-service, innovation, partnerships, analytics & digital media agency with worldwide presence & an unmatched ecosystem of services. Our mission is to put our partners at the 4FRONT of the industry by using innovation, creativity, and insights to solve problems, and drive growth, while engaging fans by creating deeper & long-lasting connections.

CONFIDENT, GRACIOUS, AUTHENTIC, FAMILIAR, HONEST & EDUCATED

We are professional, competitive & confident, gracious & never cocky. Authentic, honest & familiar but not sloppy. We are straightforward but not bossy, educated but not know-it-alls. Cheery & enthusiastic but not uncomfortably so. We just really like what we do – and feel confident that we can do it well.

FLAT, BRIGHT, KINETIC, SIMPLE, CONSISTENT & THOUGHTFUL

From color to layouts and implied motion through angles and rounded elements, our brand is designed to be interconnected, structured, calculated and strong, but also fun, inviting and full of energy and motion. Our visual brand represents who we actually are as individuals and as a team.



LOGOS





LOGO

Our logo is our brand face. Our logo is kinetic and represents breaking outside of limitations to be innovative and inventive. The bold colors of the badge represent our capabilities and personalities working harmoniously to keep us moving forward.

There are two versions of the 4FRONT logo, the Signature Mark & the Badge. The Signature Mark is our corporate logo that we use in specific cases. The Badge is our colorful brand logo that we use most often.

We prefer that the Badge is used but if our colors do not work for the document, you're free to use our Signature Mark. In any case, usage of either of the versions should be limited to one type per document and/or document series.

The Signature Mark should only ever be used in brown (or white if the background is dark enough).



PROTECTED SPACE

All forms of the 4FRONT logo must have a designated amount of clear/protected space on all sides unoccupied by other elements.

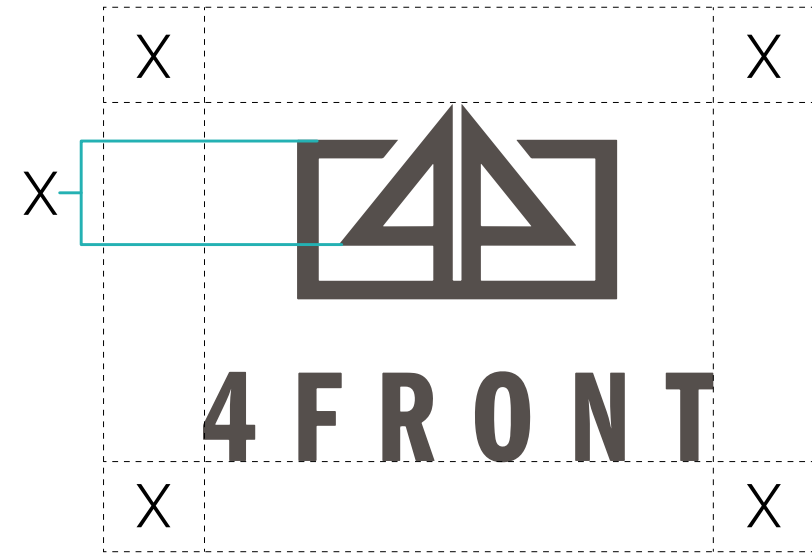
For the *Signature Mark (Top)*, clearance should be at least:

The instance from the bottom angle of the brand-mark's arrow to the top of the box.

The *Badge (Bottom)*, clearance around the entire badge should be at least:
The width of half of the brand-mark.

This ensures that our logo is distinct from surrounding elements. This is to ensure the logo's visual clarity and effectiveness.

Let everything breathe.



DO'S & DON'TS

Our Logo is our brand face. Use it correctly, and we will be able to be identified from miles away. Below, there are a few rules and suggestions on how to best use the 4FRONT logo.



The 4FRONT logo should **never** be partially covered, fragmented, crowded or broken apart.



Don't redraw, color, rotate, disproportionately scale, stretch or add to, or take from the logo.



Don't add special effects to the logo or display the logo as an outline. Our logos should exist only as they are provided.



Don't put the logo on a low contrast background. Keep a high enough contrast by sticking to one of our pre-colored logos




Don't use old and incorrect versions of the logo. PCG, SportsDesk Media & Solid versions of the badge are all incorrect.



Don't put the logo inside of a box or on busy photos. Also avoid putting our logo inside of frames.



ICONS & LOCKUPS



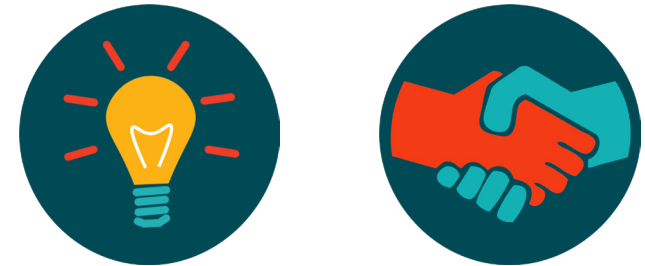
CORE ICONS

Our flat, rounded, core icons follow the roundedness of our badge and are used to identify our core solutions (also known as competencies or departments).

These icons should only ever be used for their defined, respective purposes, which is to refer directly to the core competencies. They should never replace our company logos, refer to products, or be used as a general icon.

- Data Trend** (Analytics)
- Network** (Digital)
- Light-bulb** (Innovation)
- Handshake** (Partnerships)
- Light Ring** (4FRONT Technologies)*

**We've positioned 4FRONT Technologies (aka "Technologies, 4FT or 4F Tech") as a department as well as suite of products & services. Due to the positioning, we have a slightly different icon style, as well as a separate 4F Tech-specific brand guide.*



GENERAL ICONS

Our custom, flat & rounded icons recall our badge and can be used for context, category definers & touch-points. Designed using neutrals with our core colors for subject emphasis, these icons are used to identify categories, ideas & occasionally features within a service or parts of an idea. These icons can be used with labels & must be used consistently within any doc and/or doc series.

Below are a few our 40+ custom general icons:



LOCKUPS

There will be times when another logo or icon will need to be shown alongside our own. Logos should be approx. the same size, at the **bottom right of page** & aligned on an optical center line with each other.

When presented alongside a partner or brand logo, our logo is presented second.

If in a row of multiple logos, 4FRONT is always presented last (We always put our partners first).

When presented alongside one of our four core competencies icons, our logo is presented first.

If in a row of multiple icons, 4FRONT is always presented first.

Don't lockup general Icons or word-marks.
The lockup should read left to right as if in a sentence (i.e. 4FRONT Innovation).



Don't lockup general Icons or word-marks.



The lockup should read left to right as if in a sentence (i.e. 4FRONT Innovation).

PRODUCT ICONS

For some 4FRONT products, we lockup the wordmark with a custom Icon, transforming them to brands. These brand logos can be used in lockups with the 4FRONT logo but not with any other Icons. Never use these icons or wordmarks in place of other icons or company logos.

Product Icons

Only specific products receive a custom icon and become fully branded. Products that fall within a department and are not branded independently, by default, use core competencies icons if necessary.

Product Wordmarks

The wordmark is typeset in Neuzeit Grotesk, out to the right of the Icon. The wordmark is written in grey & without spaces between the words. The second word is always a lighter weight in a multi-word design. Never use the wordmark without the icon.



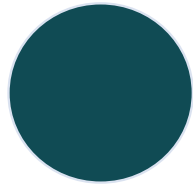


COLORS



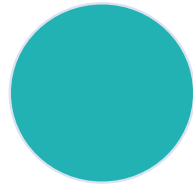
CORE COLORS

These are our core brand colors which signify the vibrant active nature of our industry and the personality of our company. This color palette consists of 4 vibrant colors chosen to have high visibility and convey energy and forward-thinking. These colors are what many will identify as “authentically” 4FRONT but due to their intensity, should be treated as accent colors.



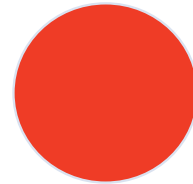
Dallas Blue

HEX: #034A55
RGB: 3, 74, 85
CMYK: 93, 57, 52, 35



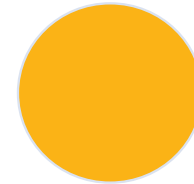
Chicago Sky Blue

HEX: #24B1B3
RGB: 36, 177, 179
CMYK: 73, 6, 33, 0



Australian Summer

HEX: #F03D27
RGB: 240, 61, 39
CMYK: 0, 90, 100, 0



Denver Gold

HEX: #FCB215
RGB: 252, 178, 21
CMYK: 1, 32, 100, 0

These colors should be used mostly for emphasis, feature design elements and sub-headers.

Choose and apply a simple color palette that includes 1 or 2 core colors and 3 to 4 neutrals (next page) across docs & series. Acceptable uses, shades and tints of our core colors can be found on the “color usage” page.

Using color wisely means that we limit color usage (never using all colors together) to avoid oversaturation, miscommunication and degraded quality. Always include a generous amount of empty space for harmony, clarity and balance in colorful designs.

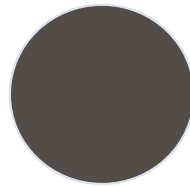
BASE (NEUTRAL) COLORS

These are our neutral base colors which give all of our designs and documents a clean, straightforward base to build onto. Uncluttered simplicity is always our goal and allows us to focus on our data and solutions.



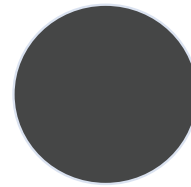
White

HEX: #FFFFFF
 RGB: 255, 255, 255
 CMYK: 0, 0, 0, 0



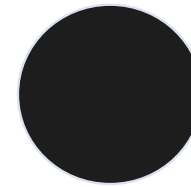
Earthy

HEX: #534D4A
 RGB: 83, 77, 74
 CMYK: 61, 58, 59, 37



Stormy

HEX: #464646
 RGB: 255, 255, 255
 CMYK: 67, 60, 59, 37



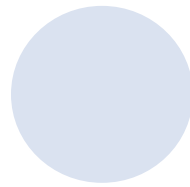
Shadow

HEX: #1E1E1E
 RGB: 30, 30, 30
 CMYK: 72, 66, 65, 75



Rabbit

HEX: #EFF2F2
 RGB: 237, 237, 237
 CMYK: 6, 4, 4, 0



Metal

HEX: #DBE1EE
 RGB: 219, 225, 238
 CMYK: 12, 7, 1, 0

White is our official base color & like an artist's canvas, core colors should be added to it in order to add a bit of zest.

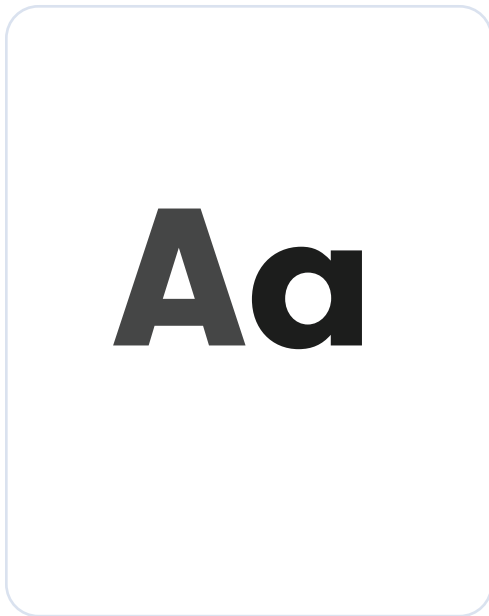
Earthy is the color of our signature mark & should only be used for the mark (unless the logo is not present or the logo happens to be white).

Stormy & Shadow replace black & are the base colors of all of our copy/text. Titles & subtitles can be in a core color when being emphasized.

Rabbit & Metal are what we use for outlines, dividers, page numbers and info that is unrelated or for reference (sources, footers, etc).

COLOR USAGE

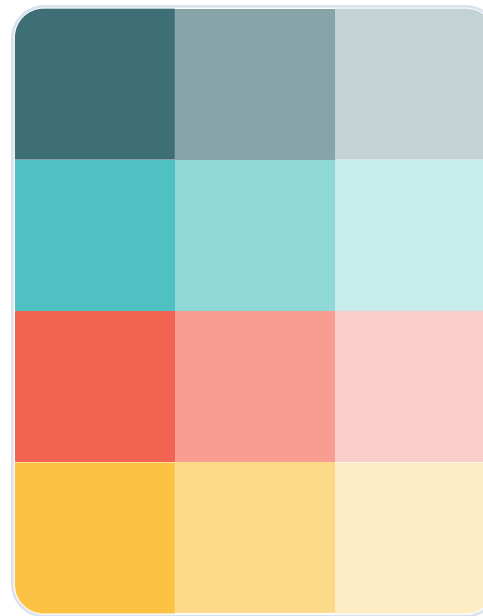
Consistent usage and application of our colors helps us to build up brand equity and further extends our design language in an appropriate way. Below we have provided a few rules on how to best use the colors within our brand system.



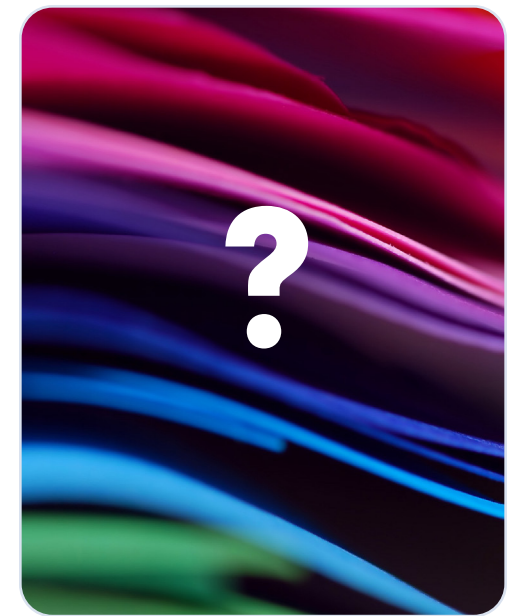
Text on light backgrounds should by default be colored in "Stormy" or "Shadow". For accent colors, choose a color with high contrast.



Text on dark backgrounds should by default be colored in "White" or "Rabbit". For accent colors, choose a color with high contrast.



Tones of our core colors are available for tone on tone pairings. Our core colors may only be lightened at 80%, 50% & 25%.



Off-brand & partner colors should never be mixed with our core colors (or assets). For partner-branded materials, refer to their brand guidelines.



FONTS & LAYOUT



NEUZEIT GROTESK

Aa

Neuzeit Grotesk is our cool, strong, agile & poised **main/marquee font**. Its roundedness refers back to our Badge as well as other rounded elements of our brand. **We use 4 font weights (shown to the right).**

While this is our main font, **we use this font in our official, straight-from-the-designer materials** and we use Open Sans in almost everything else.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

NEUZEIT GROTESK FONT HIERARCHY

Below, we have provided an example of an ideal font hierarchy utilizing our approved marquee brand font “Neuzeit Grotesk”.

H1
Neuzeit Grotesk
Black, 44pt.

BRAND GUIDELINES

H2
Neuzeit Grotesk
Bold, 16pt.

You can easily adapt the fonts and sizing to fit your individual design needs.

H3
Neuzeit Grotesk
Bold, 14pt.

**This is an example of an ideal for stacking hierarchy for your project.
You can easily adapt the fonts and sizing to fit your individual design needs.**

Paragraph
Neuzeit Grotesk
Regular, 12pt.

This is an example of an ideal for stacking hierarchy for your project. You can easily adapt the fonts and sizing to fit your individual design needs. The point sizes selected here are not absolute and should be adapted to your design, project or presentation while keeping these general proportions intact. While writing and/or designing, make sure that lines & sections of text are sufficiently spaced and not touching each other.

Details
Neuzeit Grotesk
Light, 10pt.

If you haven't noticed, this entire document, except for the next two pages, are all written in Neuzeit Grotesk.

About Neuzeit Grotesk:

“Neuzeit Grotesk is a Geometric sans serif typeface designed by Wilhem Pischner(1904-1989). This font was once the standard in the print industry, as a timeless typeface. Like other typefaces of the 1920s, this font reflects the philosophy of the times, ‘Form is Function’.”

Quote Source: Fonts.com

This is a paid font & may not be freely distributed.

OPEN SANS

Aa

Open Sans is our **secondary font** and was chosen to compliment our primary font. Use Open Sans for everyday things such as reports, presentations, documents, & emails. **We use 4 font weights (shown to the right).**

Never mix **Open Sans & Neuzzeit Grotesk**. Alone they look similar, but together they look very different.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

OPEN SANS FONT HIERARCHY

Below, we have provided an example of an ideal font hierarchy utilizing our approved secondary font “Open Sans”.

H1
Open Sans
Extra Bold, 44pt.

BRAND GUIDELINES

H2
Open Sans
Bold, 16pt.

You can easily adapt the fonts and sizing to fit your individual design needs.

H3
Open Sans
Bold, 14pt.

**This is an example of an ideal for stacking hierarchy for your project.
You can easily adapt the fonts and sizing to fit your individual design needs.**

Paragraph
Open Sans
Regular, 12pt.

This is an example of an ideal for stacking hierarchy for your project. You can easily adapt the fonts and sizing to fit your individual design needs. The point sizes selected here are not absolute and should be adapted to your design, project or presentation while keeping these general proportions intact. While writing and/or designing, make sure that lines & sections of text are sufficiently spaced and not touching each other.

Details
Open Sans
Light, 10pt.

4FRONT Brand Guidelines,
Fonts & Typography Section

About Open Sans:

“Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, with excellent legibility characteristics in its letterforms.”

Quote Source: Google Fonts
<https://fonts.google.com/specimen/Open+Sans>

NAMES IN COPY

It is important to make a clear distinction between what is a lockup or wordmark and what is general information or copy.

When referring to a product or program name within a block of copy, write the name with spacing rules applied but keep the text weight consistent with the copy style. Do not use the lockup (which changes text weight) in headline or body copy.

VISUAL IMPORTANCE

It is important to organize typography in a hierarchical system according to relative importance.

In order to establish a hierarchy, use consistent scale, color and function throughout any given material, series or document. The hierarchy assigned and applied will affect how viewers interpret your materials, info and/or designs. It helps when there isn't too much content on the page.

ALL CAPS
ALL THE TIME
EVERY.
SINGLE.
TIME.

When writing out 4FRONT, ALWAYS use all caps. Writing 4FRONT in all caps helps us stand out, be noticed and communicate our bold style and ideas. **When writing headlines, you can either use “all caps” or “title case”.** For subtitles, choose either “title case” or “sentence case”. **Just be consistent.**

LAYOUT & ALIGNMENT

The grid is important to our visual brand.

- Grids keep our content organized.
- Content is much more impactful and easy to understand.
- Grids make your job quicker (Turn Guides/Grids on in PowerPoint).
- Don't allow items to touch the edge of the page
- Keep margins approximately the same size on all sides.

The headline is the starting point for every composition.

- Layouts should be positioned logically and consistently.
- All content should be aligned according to the alignment of the heading.
- All text should be thoughtfully spaced & never sit directly on the edge of the page.
- If a word doesn't fit on a line, it should be moved to the next one.
- Any bullet points should align with the grid.

Make sure your layouts are simple.

Fewer elements, larger scale, minimizing multiple type sizes & weights, & leaving empty space.

Simple and uncluttered is our overall goal.

In order to provide what our partners need and to keep our brand elegant & focused

Less fluff, more space.

Don't cram info into a page or design. Reduce content or use another page.

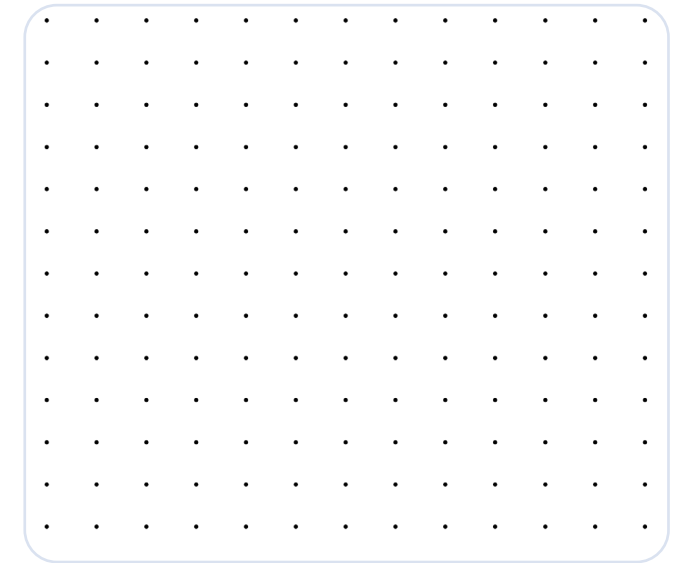




PHOTO & VIDEO



CLEAR DYNAMIC INVITING INFORMATIVE ENERGETIC RELATABLE

Like our brand voice, our photography aims to be both informative and familiar. We like to capture real moments in real environments, not just products or a “perfect scene”.

PHOTO STYLE

While we should always be professional, we are real people with real passions, and we want to be able to capture and show that. Our Photos should be timeless captures of the moment. Our style is unfiltered, naturally lit and with a defined focus point.

Authentic & Real

While posed images are generally okay, our photos should lean towards being authentic captures of the moment.

High Resolution

Our photos should be high resolution (HD), crisp, and clear (not blurry).

No Pixels Here

Any photo should be large enough (pixel-dimensions) that it can be scaled without revealing the pixels.

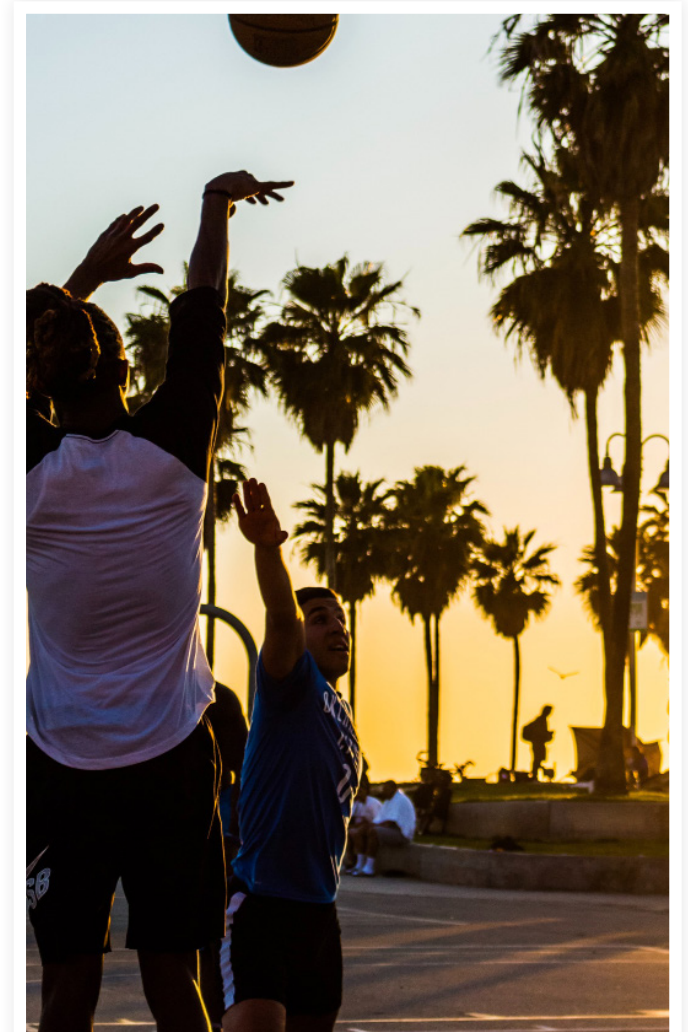


PHOTO TREATMENTS

In addition to a photo style, all images are to have the specified frames and subtle shadows.

All images that are not anchored (thoughtfully attached to one or more sides of the slide/document or in a placeholder), should always have a:

- 4 point white border (Slightly rounded edges ok)
- 24 point black shadow (subtle)
- 85 percent transparent shadow.
- Centered Shadow (0 Distance)

Shadows should be natural and subtle and never make an item look as if it is floating over the page.

Headshots should follow the same border and shadow structure but should be inside of a circle/round frame.



VIDEO

We use videos for announcements, webinars, messages to our partners and many other things. While the content of the videos may differ, there are a few additional video production standards that we have.

Watermarks

Watermarked logos should be placed in the upper left corner at 50% opacity. Use our Signature Mark here.

Bumper Branding

All videos should begin and/or end with the 4FRONT Badge logo, animated or still.

Lower Thirds

Design should be clean and minimal. Names should be set in Neuzeit Grotesk Black & subtitles in Neuzeit Grotesk Regular.

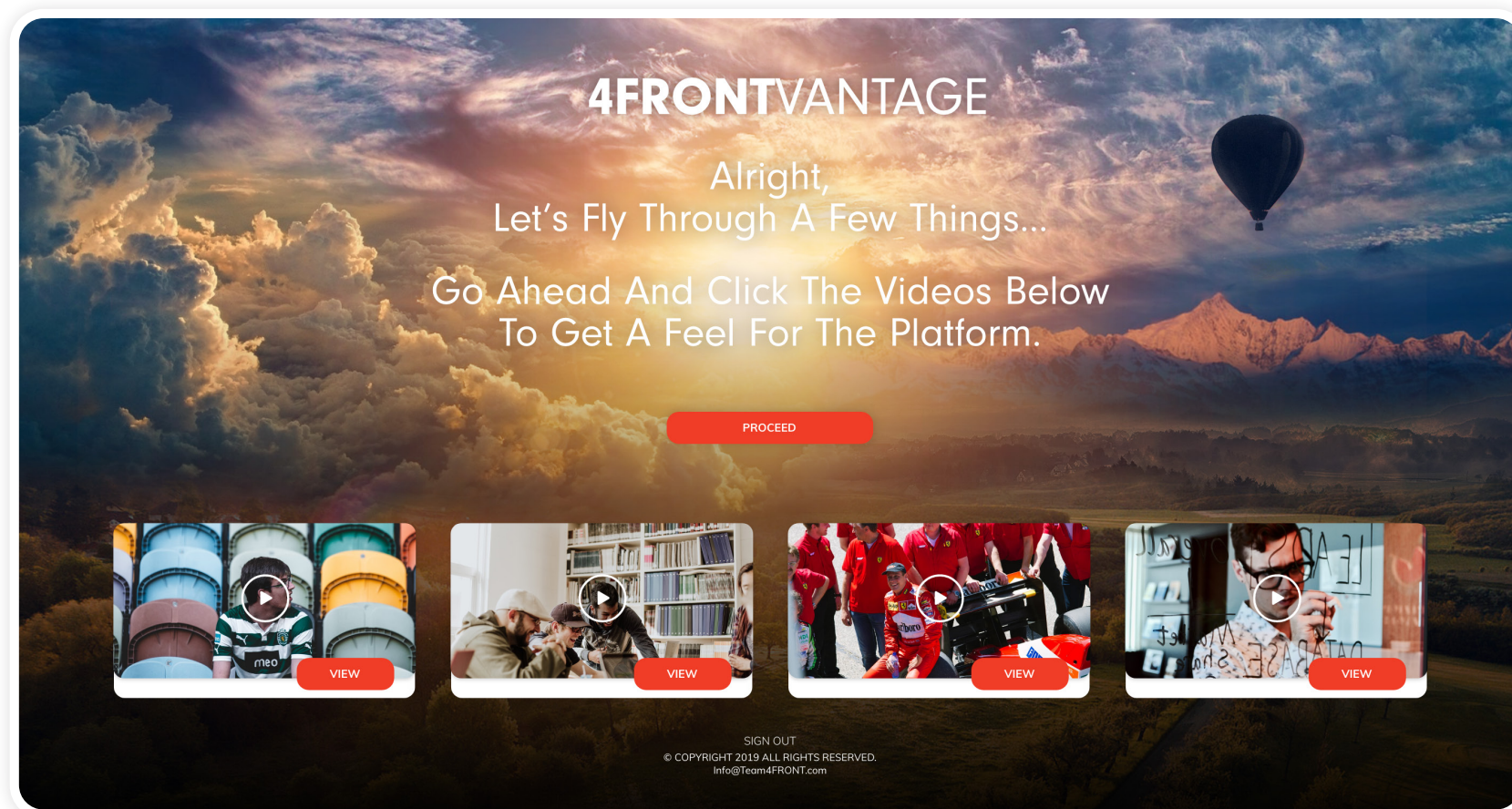




UX, UI & SHAPES

STORYTELLING

We should always aim to present information in a minimalist and consistent, but inviting and immersive way. Visually, we inject our personality by constructing a relevant, cohesive, visually stunning story to deliver the information.



Supporting Imagery that helps people feel what we need them to feel.

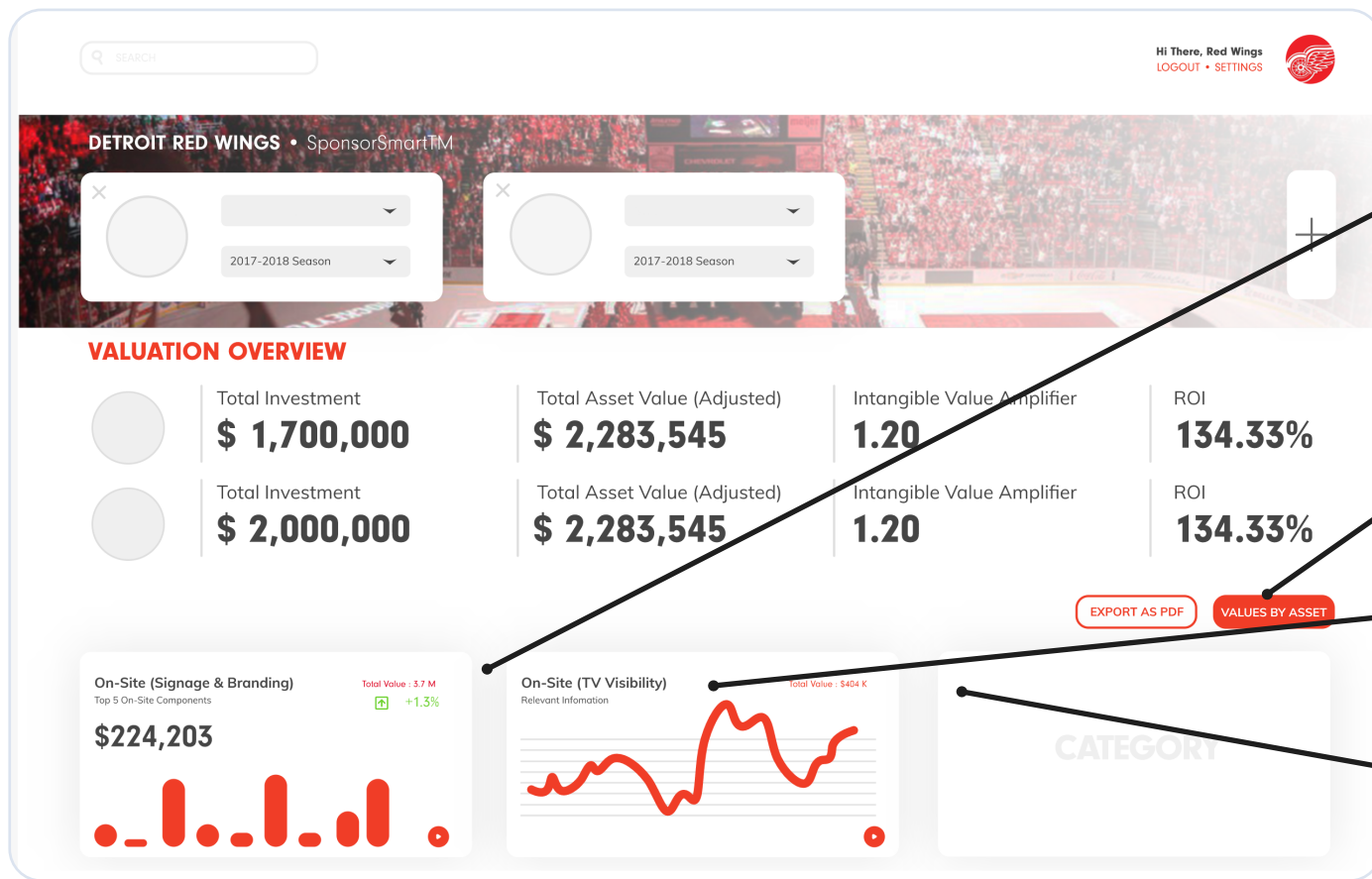
Human language- that speaks like we speak.

High enough contrast that strategically highlights the most important information.

Relevant and simplified prompts and directions to help lead a user, not confuse them.

EXPERIENCE

The goal of our user interfaces is to be responsive and allow quick access to the information and content that the user needs. Like our overall brand style, our UI should offer accessible, uncluttered, meaningful design that uses text and color strategically.



Corners Should Be (20px)
Rounded On All Cards & Tables.

Buttons Should Always Be
Rounded In "Pill" Shape.

Data Within A Graph
Should Be Bold & Rounded.

Called-out Boxes Have
A Shadow(L) ; Default &
Inactive ones Don't(R)

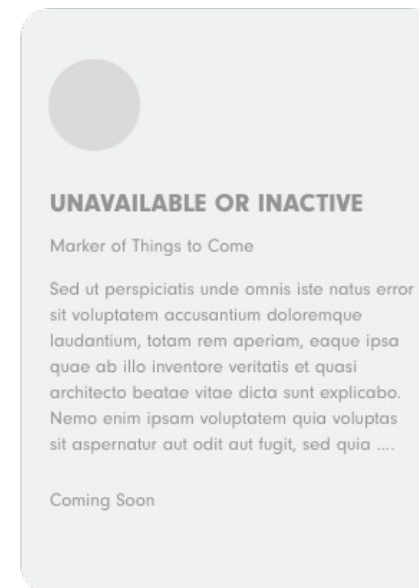
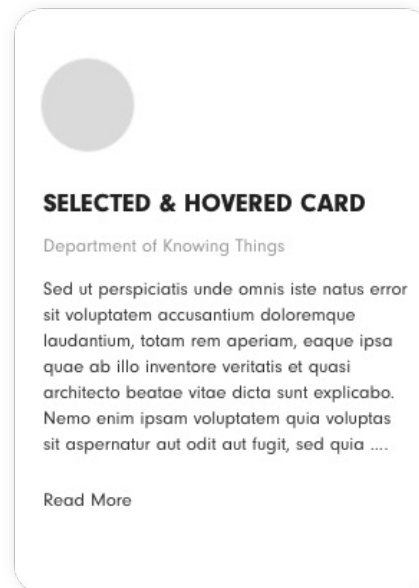
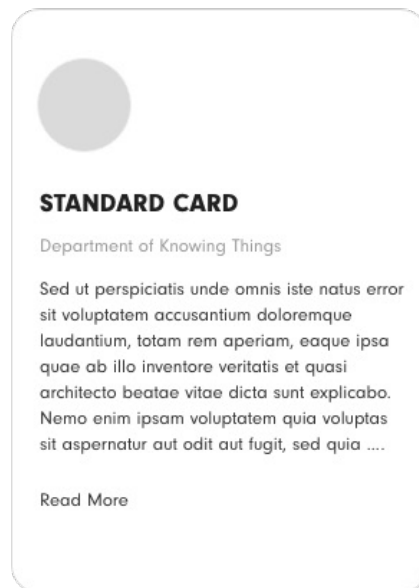
*Specifications for shadows can be found on page 26
of this document. By default, boxes are shadow-less.*

CARDS

A card is a rectangular area containing any combo of media, data and text, & serves as a quick entrypoint for more information.

Use accent colors on buttons & labels to fit the overall project aesthetic & color needs.

By default, we don't use shadows for cards, but highlighted or active/hovered cards can use them.



BUTTONS

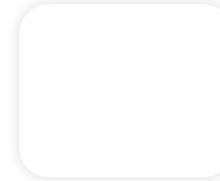
Buttons & Boxes extend our visual language to the smallest details. These designs can be incorporated into presentations, illustrations, infographics, images or ad concepts. Use different accent colors to fit the overall project aesthetic & needs.

By default, we don't use shadows for buttons

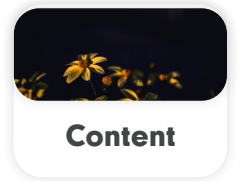
Standard Shadowless Button. Default View/



Base Container. Subtle Shadow, Aligned With Brand Specs.



Standard Image Container. Subtle Shadow, Aligned With Brand Specs.



Standard Shadowless Button. Hovered View.



Standard Non Actionable, Grey Container. No Shadow.

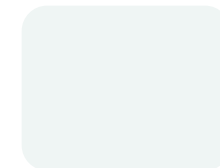
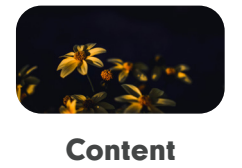


Image Button, No Shadow or Border uncontained Content



Secondary Action or Content Button.



Alternate outlined Container.

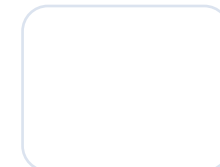
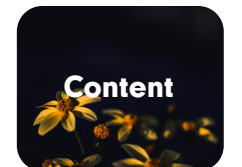


Image Button With Overlaid Text. No Shadow.



Unavailable or Optional Action Button.



TABLES

Our minimalist tables, tabs & dropdowns utilize the same grid structure that the rest of our brand is based on.

These are designed to be easily digestible, spacious homes for our data.

Use pops of color and shades of grey to establish hierarchy and to help viewers consume the info more easily.

By default, we don't use shadows for tables, tabs & dropdowns.

Name	Phone Number	Company
Name 1	000.000.0000	Brand 1
Name 2	000.000.0000	Brand 2
Name 3	000.000.0000	Brand 3

Name	Phone Number	Company
Name 1	000.000.0000	Brand 1
Name 2	000.000.0000	Brand 2
Name 3	000.000.0000	Brand 3

Name	Phone Number	Company
Name 1	000.000.0000	Brand 1
Highlighted	000.000.0000	Brand 2
Name 3	000.000.0000	Brand 3

Active

Tab 2

Tab 3

Tab 4

Soda Company 1
▼

2021 - 2022 Season
▼

Select Partner
▼

Select Season (Year)
▼

Unavailable
▼

Unavailable
▼

Notifications 1

Articles 20

New Articles 3

Go Ahead, Look Around... 🔍

Settings

Toggle off Off

Toggle on On

Screen Content Size

Big Small

Delivery Method

Email Print

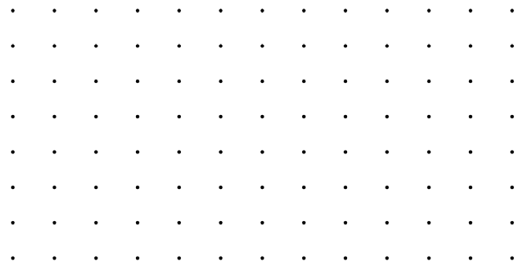
Dropdown

Choose an Item...
▼

Progress Bar

PATTERNS

Patterns provide a unified set of graphics that extend our visual language. These designs can be incorporated into presentations, illustrations, infographics, images or ad concepts. These patterns and lines build upon our grid-based design structure.



This is called a **Mesh Grid**, inspired by jersey materials and is used as an overlay on special images and as subtle design elements in some documents.



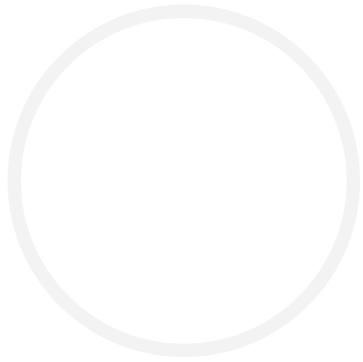
This is called a **Stitch Grid**, inspired by stitching on a ball and is used occasionally as subtle design elements in specific types of documents.



This is called a **Color Bar** and is used as a splash of color & a bottom frame in most of our documents. It accentuates our layouts and helps visually ground our designs and move things along & is always in the main accent color of the document or in white.

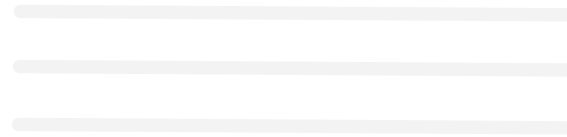
SHAPES

We use specific shapes in order to amplify our brand resonance by subtly communicating emotions, values and ideas. These shapes can be found in everything from our logos, icons and presentations, to our typography, videos and website.



Circles

Harmony, completion & wholeness. Circles also project images of positivity & nimbleness, referring to our culture & complete offerings.



Lines

Straight edged shapes, used horizontally and vertically communicate ideas of stability & progress. This refers to our professionalism & efficiency.



Angles

Often shown in our brand as either triangles or slanted lines, angles project images of direction, power and speed. Our application of angles also communicate consistency of brand, our products & experiences.

DO'S & DON'TS

If our logo is the brand face, this is our brand's clothing. Consistent and correct application is essential in helping build brand recognition and understanding. Below are a few more do's & don'ts for applying borders and shadows.

Do add borders & subtle shadows to:

Images:

- Photography (Non-anchored/Floating)
- Headshots (Add rounded border & shadow)
- Screenshots & imported images/PDFS/PNGS/JPEGS
- Logos with non-transparent backgrounds (Outside of lockups)

Ads:

- Screenshots & imported images/PDFS/PNGS/JPEGS

Some Graphs:

- Graphs that are contained within a visible box
- Images of graphs that do not blend with the slide background

Content Boxes:

- Differentiate from standard boxes with a thin border *or* shadow

Don't add borders & shadows to:

Images:

- Photos touching 2+ edges of the page
- Logos with transparent backgrounds (Unless required by the design)

Some Graphs:

- Graphs with transparent backgrounds that blend with the background

Buttons

Content Boxes:

- Non-differentiated/general content boxes

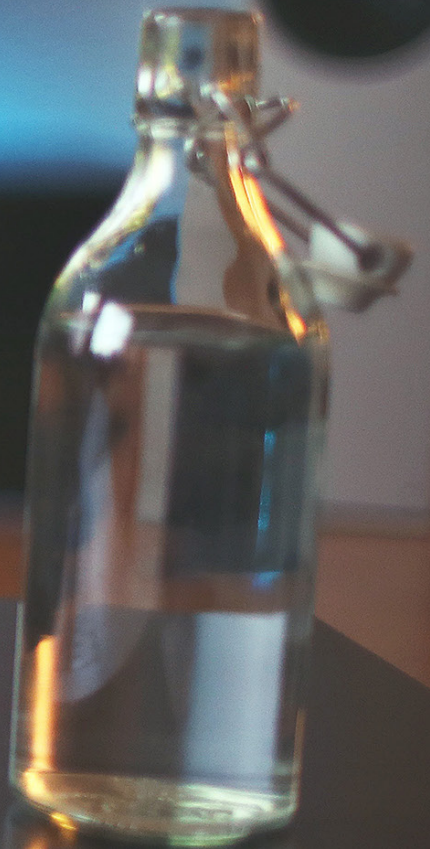
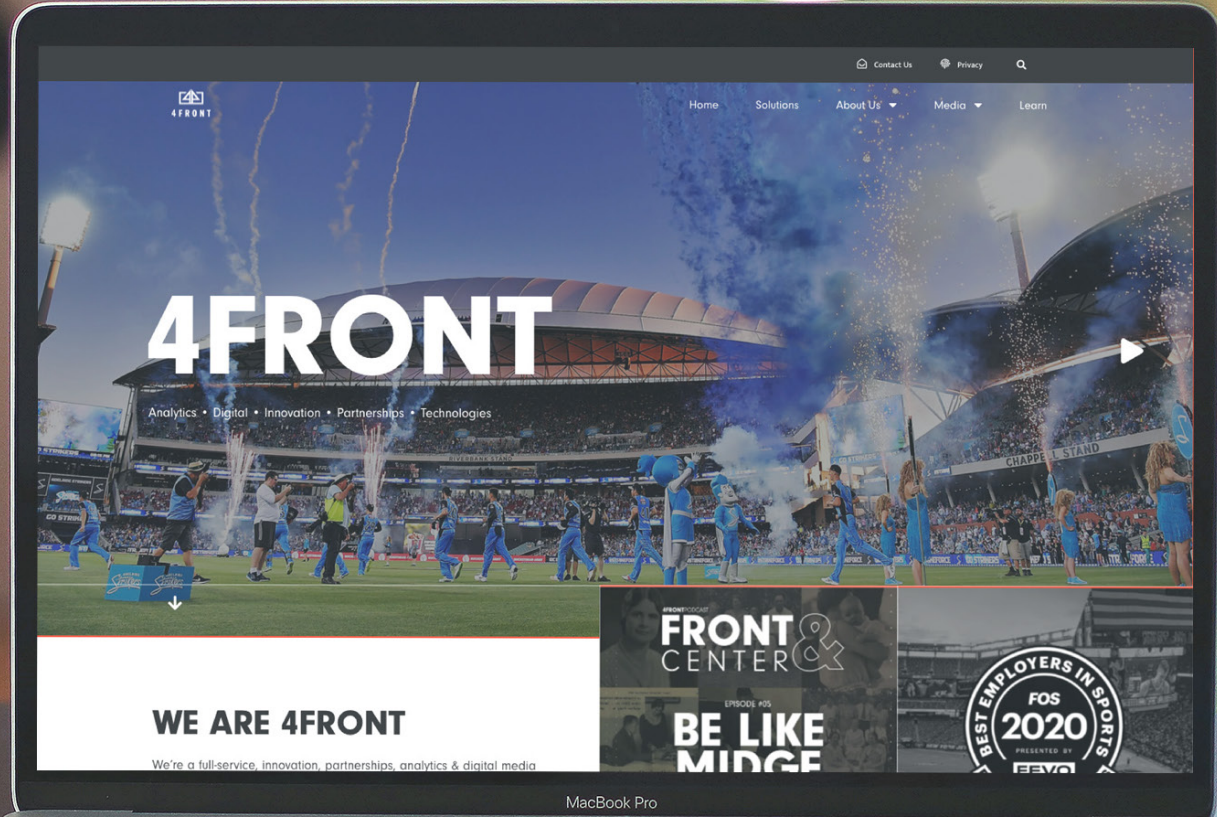
Lines & Arrows

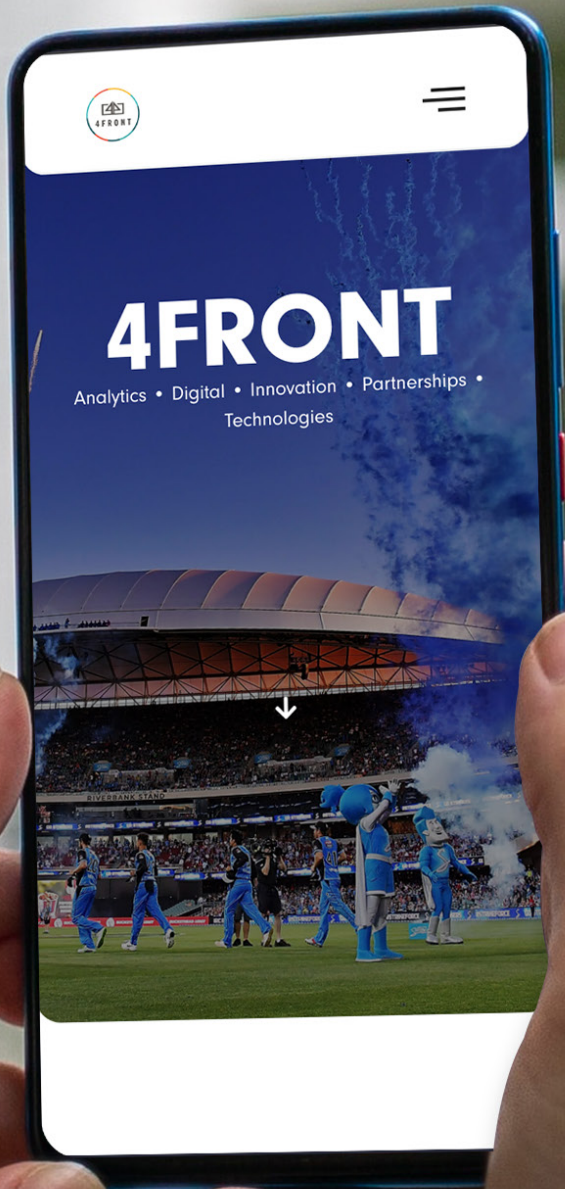
4FRONT Icons & Logos

Text, Words & Characters



APPLICATION & INSPIRATION









NAME
4FRONT
 Address
 City, Zip

To Whom It May Concern:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ullamcorper malesuada proin libero nunc consequat. Eget nunc lobortis mattis aliquam faucibus purus in. Ultrices vitae auctor eu augue ut lectus arcu. Nunc mattis enim ut tellus elementum sagittis vitae et. Adipiscing elit pellentesque habitant morbi tristique senectus. Justo nec ultrices dui sapien eget mi proin sed. Fermentum iaculis eu non diam phasellus vestibulum lorem sed risus. Mattis molestie a iaculis at erat. Vel quam elementum pulvinar etiam non quam lacus suspendisse. Dui accumsan sit amet nulla. In eu mi bibendum neque egestas congue quisque egestas diam. Magna eget est lorem ipsum dolor sit amet consectetur adipiscing. Commodo nulla facilisi nullam vehicula. Suscipit adipiscing bibendum est ultricies integer quis auctor elit sed. Commodo elit at imperdiet dui accumsan sit amet.

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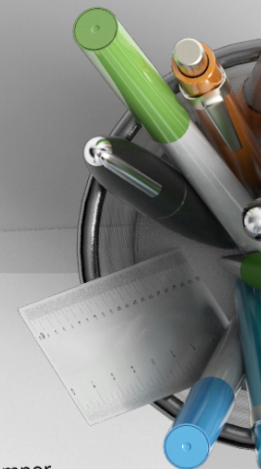
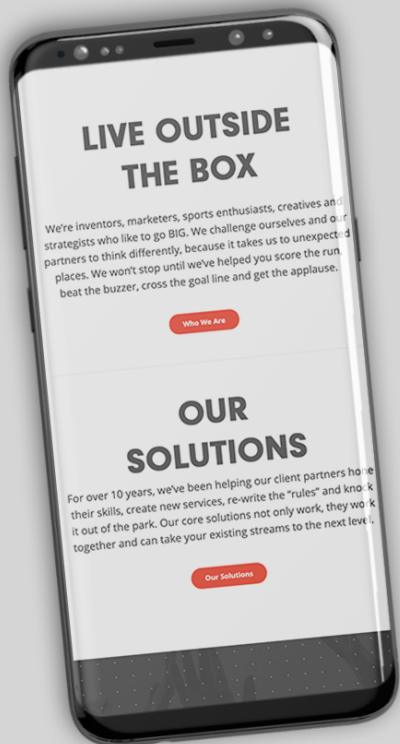
Name
Title, Department

Team4FRONT.com
 Info@Team4FRONT.com
 Tel : 224.688.2033


TITLE
Subtitle

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BRAND USAGE & REQUIREMENTS



USAGE & TERMS

Any use of 4FRONT brand assets must conform to these guidelines.

These guidelines may be modified at any time. Use of the 4FRONT brand assets constitutes consent to any modifications to any form of the guidelines.

4FRONT has sole discretion in determining if use of the 4FRONT assets violates these guidelines.

Termination: 4FRONT may ask that you stop using the brand assets at any time. In the event of termination, use of brand assets must stop within a reasonable period from the date of the request, and in all cases no more than 7 days from the date of the request.

Reservation of Rights: 4FRONT is the owner of all rights in the marks and reserves all rights save the limited license granted here.

Use of the marks pursuant to this license shall not be construed as limiting any of 4FRONT's rights in the marks.

4FRONT disclaims any warranties that may be express or implied by law regarding 4FRONT marks (to the extent permitted by law), including warranties against infringement.



THANK YOU

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