

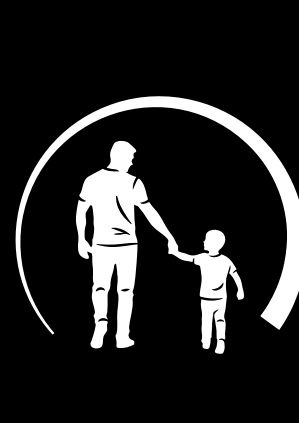


Maverick Minute™
FOUNDATION

Primary Maverick Minute Campaign Logos



Maverick Minute Foundation Logos



LOGO VERSIONS

Alternative Maverick Minute Campaign Logos



Maverick Minute



Maverick Minute

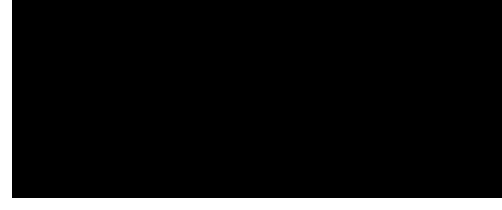


Maverick Minute



Maverick Minute

BRAND COLORS



TRUE BLACK
#000000
CMYK 75, 68, 67, 90
PANTONE Black 6 C



SUN YELLOW
#FAC11B
CMYK 2, 25, 97, 0
PANTONE 123 C

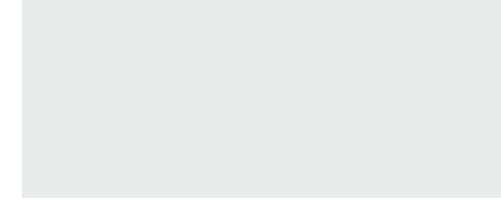
**Call-to-Action*



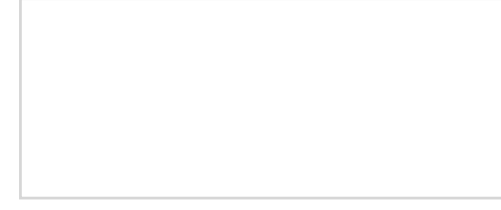
DARK TEAL
#00484D
CMYK 93, 55, 57, 40
PANTONE 7476 C



TEAL
#007376
CMYK 88, 38, 50, 13
PANTONE 4166 C



SILVER
#e8edeb
CMYK 8, 3, 6, 0
PANTONE Cool Gray 1 C



WHITE
Hex FFFFFFFF
CMYK 0, 0, 0, 0
PANTONE Out of Gamut

TYPOGRAPHY GUIDELINES



OUR VISION

Come Home Safe

Behind every long day in the field is a family waiting at the table. Farm safety isn't just about avoiding accidents—it's about making sure everyone comes home at night. Let's protect the people who matter most.

Get Involved

Contact Us

SECONDARY/ALTERNATIVE HEADER

Brinova, All-caps
Tracking: +140
Approx. Size Ratio: 36pt

PRIMARY HEADER TYPE

Lato Bold,
First-letter-caps
Approx. Size Ratio: 42pt

BODY TYPE

Sofia Pro, Regular
Leading: 1.5x
Approx. Size Ratio: 18pt

CALL TO ACTION / BUTTON

Sofia Pro, SemiBold, First-letter-caps

LOGO USAGE



PATTERN USAGE

The angled hash lines give a sense of attention or warning tape, and can be used on the perimeter of design elements, or as a visual separation.