



OUR VISUALS

OUR LOGO

The New Frontier Data logo consists of two parts: the iconic horse image and the word mark that accompanies it.

Horses exemplify strength, resilience and loyalty – a list that falls right in line with our mission and core values at New Frontier Data. Our company aims to be the vehicle that provides vetted, comprehensive and actionable intelligence to every corner of the Cannabis industry, including operators, investors, legislators and researchers.

PRIMARY LOGO



SECONDARY LOGO



LOGO USE

To maintain visual integrity follow these requirements for all logo uses.

Clearspace

At minimum the logo should be clear of other elements and type give the space of the height of at least one “d” letters in the logotype.

Color Use

The reversed logo may be used on dark colored areas

Minimum Size

In print the minimum size should be no less than .75 in.

Note that digital standards may differ.



CLEARSPACE
The height of the “d”
in data in the logo
type



MINIMUM HEIGHT
No less than .75 in
for printed materials