



BRAND KIT · USAGE

How to set the Backer logo

Everything a publication needs to reproduce the Backer identity correctly: the master files, the space around them, the smallest they may run, and the two colorways that exist.

Questions, or an asset that isn't here: press@backer.com.

THE THREE PIECES



Lockup

Mark and wordmark, locked. The default – use it unless there is a reason not to.

BACKER

Wordmark

Letters alone, where the mark already appears nearby or the space is a wide, shallow strip.



Mark

The knot alone, for square frames – avatars, favicons, app tiles. Shown here in the white variant on ink.

Each piece ships as SVG, print-ready PDF and EPS, and transparent PNG at 512, 1024 and 2048 px wide, in two colorways: ink #141414 and white #FFFFFF. There are no other colorways.

COLORWAY



Ink on any light ground.



White on any dark ground. Never the ink logo on dark.

CLEAR SPACE

H / 3

Keep everything else – type, rules, image edges, the trim – outside a margin of **h / 3** on all four sides, where H is the height of the knot mark (which is also the height of the full lockup). At the 130 px lockup the site uses, that is 12.62 px.



The rule is the floor, and it is set from what backer.com already does – the tightest placement on the site, not an aspiration:

Nav bar, 1440 (the tightest on the site)	16.06 px = 0.42 H
Newsroom brand plate, vertical	41.07 px = 1.08 H
Newsroom brand plate, horizontal	65.00 px = 1.72 H
This rule, at the 130 px lockup	12.62 px = 0.33 H

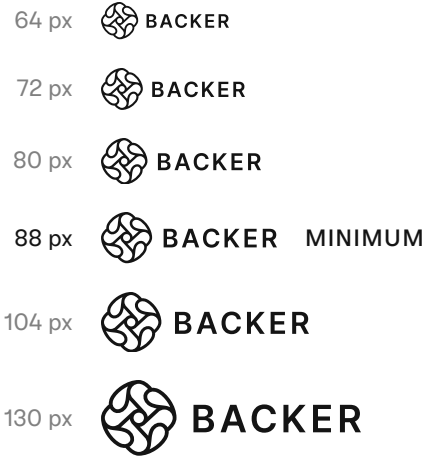
Measured at 1440 on the live pages, 2026-08-31.

MINIMUM SIZE

88 px lockup, 24 px mark

Below these the knot's four counters silt up and the letters lose their stems. The numbers are the point on the ladder where that starts, rendered at 1× – not a calculation.

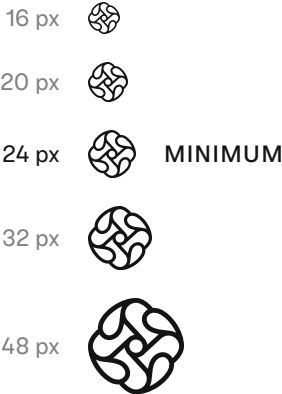
LOCKUP



Screen: 88 px wide. Print: 20 mm wide, which keeps the mark's thinnest band above 0.25 mm.

Thinnest ink, measured off the artwork: the mark's band is 1.88 units of the 130-unit lockup; the wordmark's stem is 2.48.

MARK



Screen: 24 px wide. Print: 6 mm wide. Below 20 px the interior reads as a filled disc.

DO

- Use the supplied files. The lockup, the wordmark and the mark are all drawn from one master; redrawing or re-tracing any of them will not match.
- Pick the variant that suits the ground: ink on light, white on dark. Those are the only two.
- Keep the clear space. It is the minimum, not the target.
- Scale proportionally, from the vector files wherever the medium allows.

DON'T



✗ Do not recolor. Ink or white – no brand tints, no gradients, no photographic fills.



✗ Do not stretch, squash or otherwise change the proportions.



✗ Do not add a shadow, glow, outline or bevel.



✗ Do not rotate or set the logo on an angle.



✗ Do not set type, icons or artwork inside the knot's counters.



✗ Do not put the ink logo on a dark ground – that is what the white variant is for.

Each example above is the real logo, distorted – that is what the rule prevents.

COLOR



Ink
#141414 · RGB 20 20 20
CMYK 0 0 0 92
--ink



Ink deep
#201F25 · RGB 32 31 37
CMYK 14 16 0 85
--ink-deep



Lavender deep
#DDD8EF · RGB 221 216 239
CMYK 8 10 0 6
--lavender-deep



Tint
#F3F1F3 · RGB 243 241 243
CMYK 0 1 0 5
--tint



Paper
#FFFFFF · RGB 255 255 255
CMYK 0 0 0 0
--paper



Lavender
#EEEBF8 · RGB 238 235 248
CMYK 4 5 0 3
--lavender



Sand
#DACDC9 · RGB 218 205 201
CMYK 0 6 8 15
--sand

CMYK: Unproofed conversion – verify before print. These CMYK values are a plain device-independent conversion of the hex, not a profiled separation. Ask your printer for the numbers that match their stock and press, and proof anything that matters.

TYPOGRAPHY

Momo Trust Sans

Regular 400 – Backer, family investing

Medium 500 – Backer, family investing

Semibold 600 – Backer, family investing

ROLE	SIZE / LINE	WEIGHT
Title / XLarge	66 / 73	600
Title / Large	52 / 62	600
Title / Medium	34 / 44	600
Title / Small	24 / 34	600
Body / Lead	22 / 35	400
Body / Paragraph	18 / 29	400
Body / Caption	14 / 22	400
Other / Utility	14 / 20, uppercase, +0.7px	500

Three weights only – 400, 500, 600. The web files are in fonts/ with the license beside them.

```
font-family: "Momo Trust Sans", Arial, sans-serif;
```

Arial is the metric-matched fallback the site ships: size-adjust 108.344%, ascent-override 94.6058%, descent-override 25.382%.

Momo Trust Sans is licensed under the SIL Open Font License 1.1 (Copyright 2024 The Momo Trust Project Authors). The full license ships as fonts/OFL.txt and must travel with the font files.

WHAT IS IN THE KIT

FILE	WHAT	SIZE
logo/backer-lockup-{ink,white}. {svg,pdf,eps}	Lockup – vector, both colorways	6 files · 62.3 KB
logo/backer-lockup-{ink,white}- {512,1024,2048}.png	Lockup – transparent PNG	6 files · 258.0 KB
logo/backer-wordmark-*	Wordmark – the same four formats, both colorways	12 files · 171.4 KB
logo/backer-mark-*	Mark – the same, plus a 512 x 512 square PNG	14 files · 717.2 KB
fonts/momo-trust-sans-{400,500,600}- normal.woff2	Momo Trust Sans, the full fontsource latin cut	3 files · 54.9 KB
fonts/OFL.txt	SIL Open Font License 1.1 – must travel with the fonts	1 file · 4.3 KB
sister-brands/	SavingForCollege.com and TrumpAccounts.com marks, 15 monochrome and color	files · 433.8 KB
boilerplate.txt	Descriptions, fact sheet, sources, and what is not published	1 file · 4.1 KB

SISTER BRANDS

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