

## Version 2



## Version 3

Added gap around ascender for small and single-color reproduction

Gap increases in size when shape is scaled down

### Stem

Increased ascender height  
Reduced isometric perspective

### Arrow

Rotated, reshaped, non-square

### Type

Increased letter-spacing  
Helvetica Neue Regular (vs Light)

### Color

Darker gray for curve/arrow  
Pantone DS 32-1 C for stem  
Black for type

