

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

