THE HANGMAN HANGS TVs.

BRAND PARTNER MERCH RULES

ONE PAGE. READ IT BEFORE YOU PRINT ANYTHING.

DO

- Use only the supplied logo files. Never retype or redraw the wordmark.
- One Mike per item. If Mike art is on the item, use the faceless wordmark (no badge).
- Use the portrait badge only on items with no other Mike art (caps, patches, avatars).
- Keep the tagline exactly HANGS TVs. with the period.
- Keep the logo at least 1.25 in (32 mm) wide, with clear space equal to the H height.
- Use the reverse wordmark on navy, ink, sky, photos or dark garments.
- Send a proof to THE HANGMAN and get a yes before anything is produced.

DON'T

- No registered-trademark symbol, anywhere.
- No colors outside the six below. No gradients, glows, bevels or outlines on the logo.
- Do not stretch, rotate, crop or recolor the logo or Mike.
- Do not make new Mike art with AI or trace him. Ask for approved art.
- No claims we have not approved: licensed, insured, guarantees, reviews, job counts.
- No prices on merch. If a price ever appears it needs the asterisk and the full disclaimer.
- No other brands, sports teams or TV logos next to ours.

THE ONLY SIX COLORS

NAVY	ORANGE	YELLOW	CREAM	INK	SKY
#0D2B4C	#F04E23	#FFC72C	#F4E9D6	#101923	#2F85C6
CMYK 83/43/0/70	CMYK 0/68/85/6	CMYK 0/22/83/0	CMYK 0/5/12/4	CMYK 54/29/0/86	CMYK 76/33/0/22

Fonts (free, OFL): Bangers for headlines, Bebas Neue for labels, Inter for body. fonts.google.com

QUESTIONS? CALL 843-870-0413 | THETVHANGER.COM

Files in this kit are for approved partner merch only. All art remains the property of THE HANGMAN.