

Axe Quacks Brand Kit

■ Logo Reference



■ Logo Overview

A playful duck mascot holding an axe and bowling ball. Bold, friendly, and action-packed.

■ Color Palette

	Color Use	Hex	Notes
	Duck Body (White Tint)	#F5F5F5	Main feather body
	Duck Outline (Gray)	#B2B2B2	Soft outline on wings/chest
	Duck Beak & Feet (Orange)	#F7941D	Friendly & energetic accent
	Eyes (Blue)	#00AEEF	Youthful, engaging, friendly
	Axe Handle (Brown)	#8B5E3C	Natural wood grip
	Axe Blade (Gray)	#A7A9AC	Neutral steel color
	Bowling Ball (Yellow)	#FFD700	Bright, bold, attention-grabbing
	Text (White on Black)	#FFFFFF	Clean contrast
	Background	#000000	Neutral, high-contrast backdrop

■ Typography

Primary Font: Horizon (used for "AXE")
Bold, futuristic, and strong. Great for signage and headers.

Secondary Font: League Spartan (used for "QUACKS")
Geometric, highly readable, and versatile. Ideal for subheadings and body text.