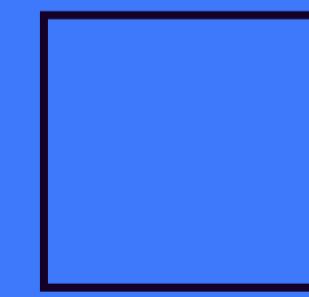


**DAO
WATCH**

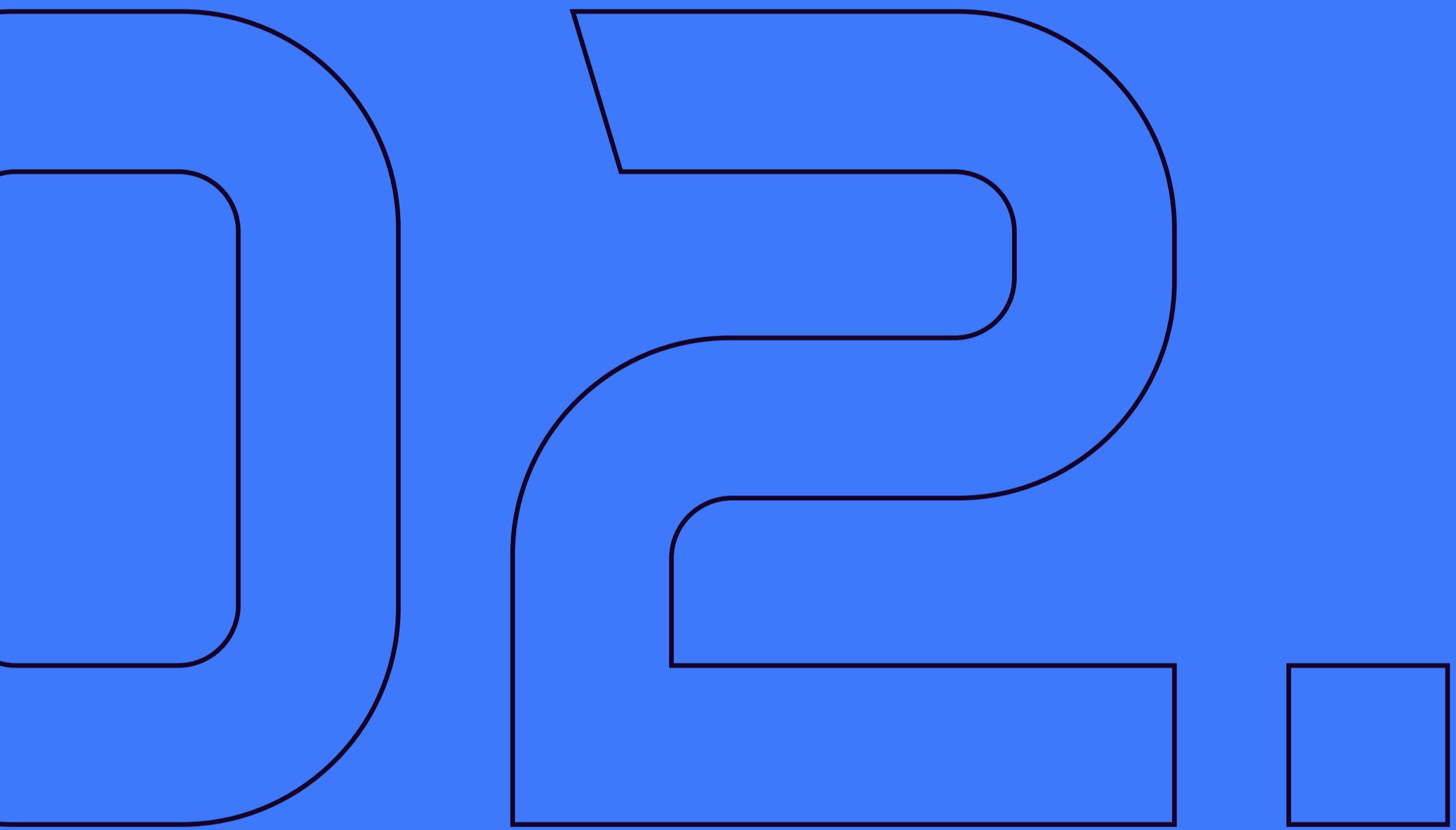
**BRAND
GUIDELINES**



Overview

Brand Book

Blog and video series about crypto based projects.

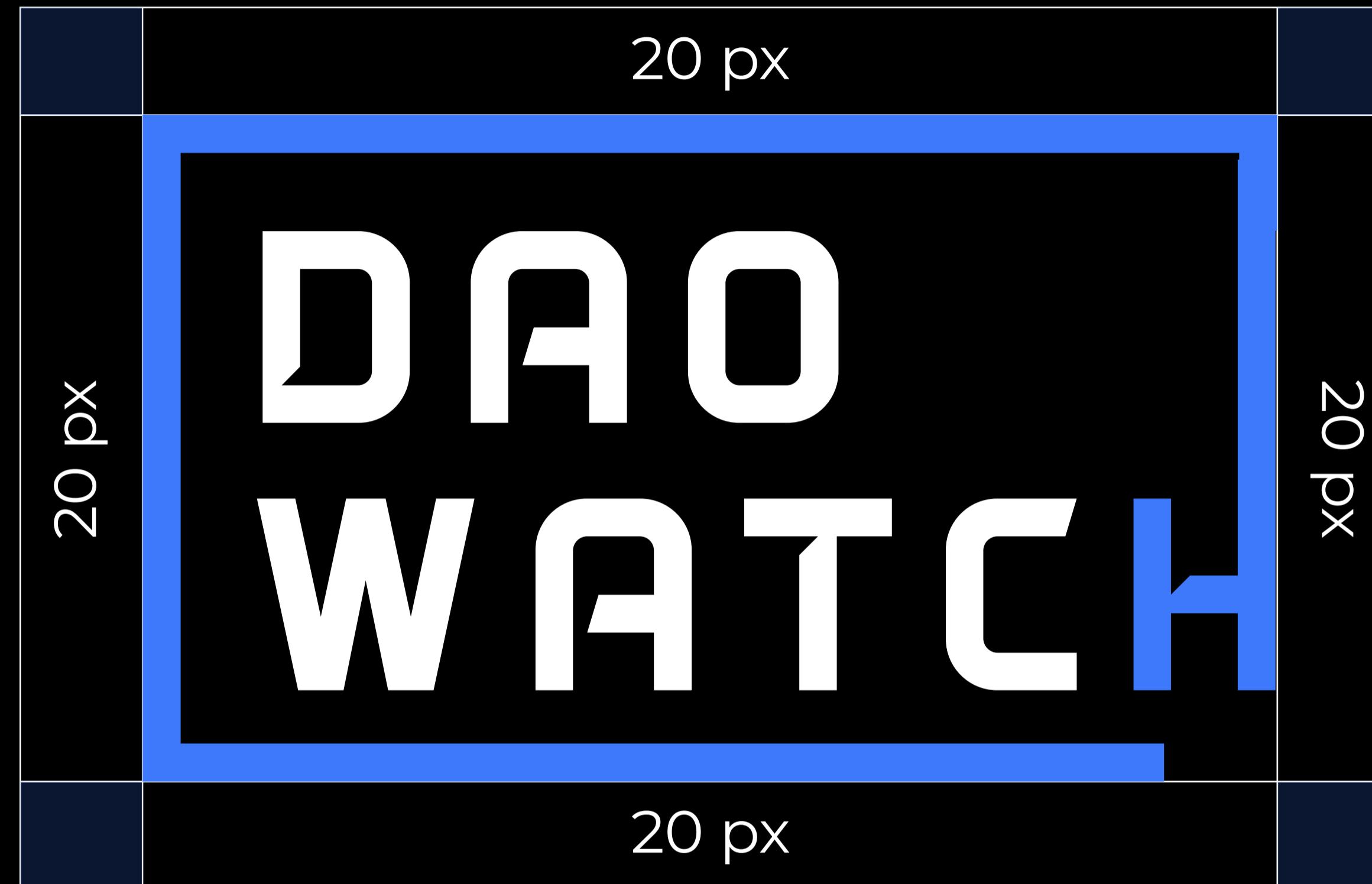


Main Logo

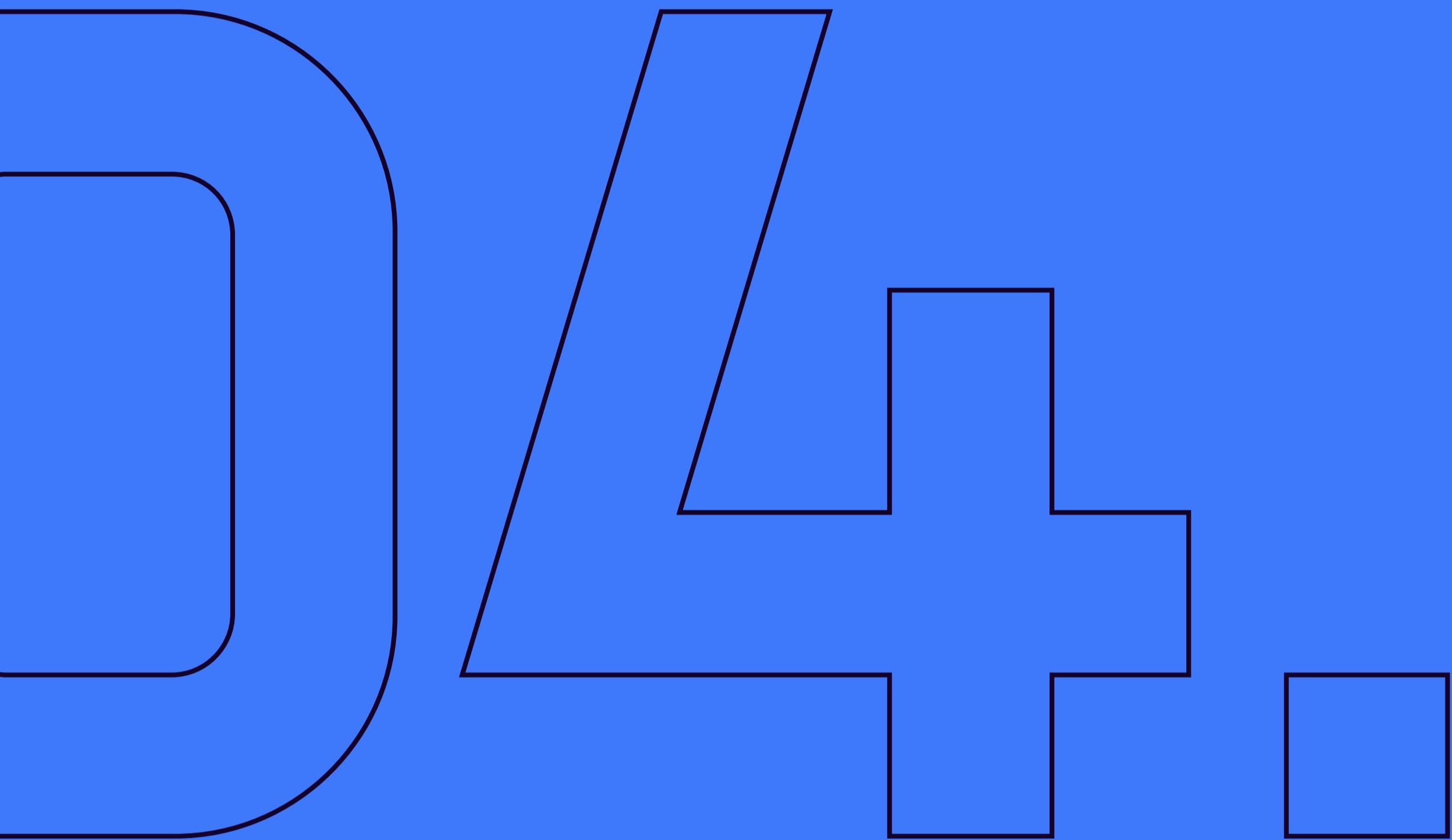




Exclusion Zone



The exclusion zone refers to the area around a logo, specifying the amount of designed clear space or containing no other graphic or text that can sur-round the logo. Elements that infringe on this space will be breaking the brand guidelines.



Logo Sizes

Brand Book



If the logo is used below 25 pixels they will lose its clarity and beauty.

The Dance Creations logo can be used up 25x50 pixel which will keep its legibility intact.



Icons

Brand Book



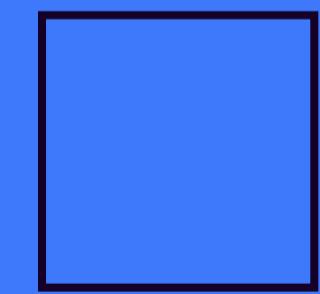
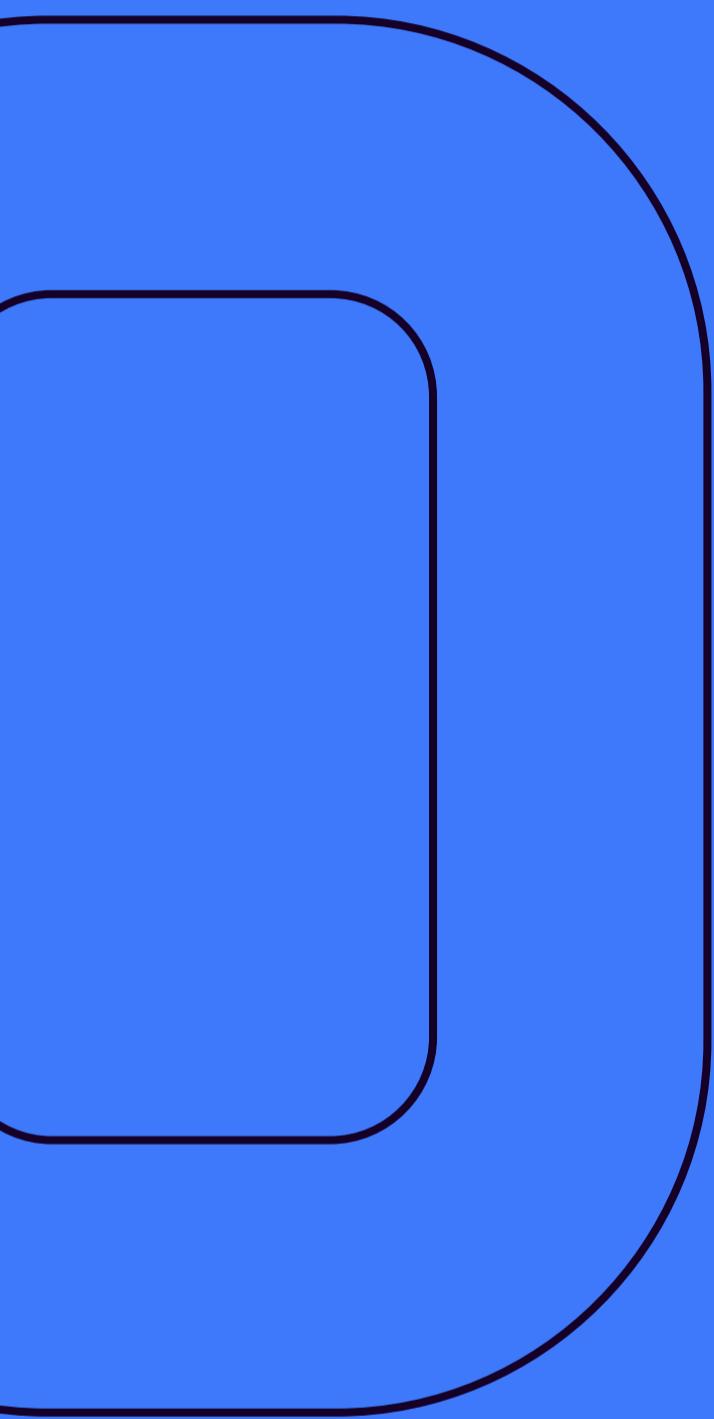


Backgrounds

Brand Book



Here you will find a detailed view on how to use the logos on different background.



color Pallette

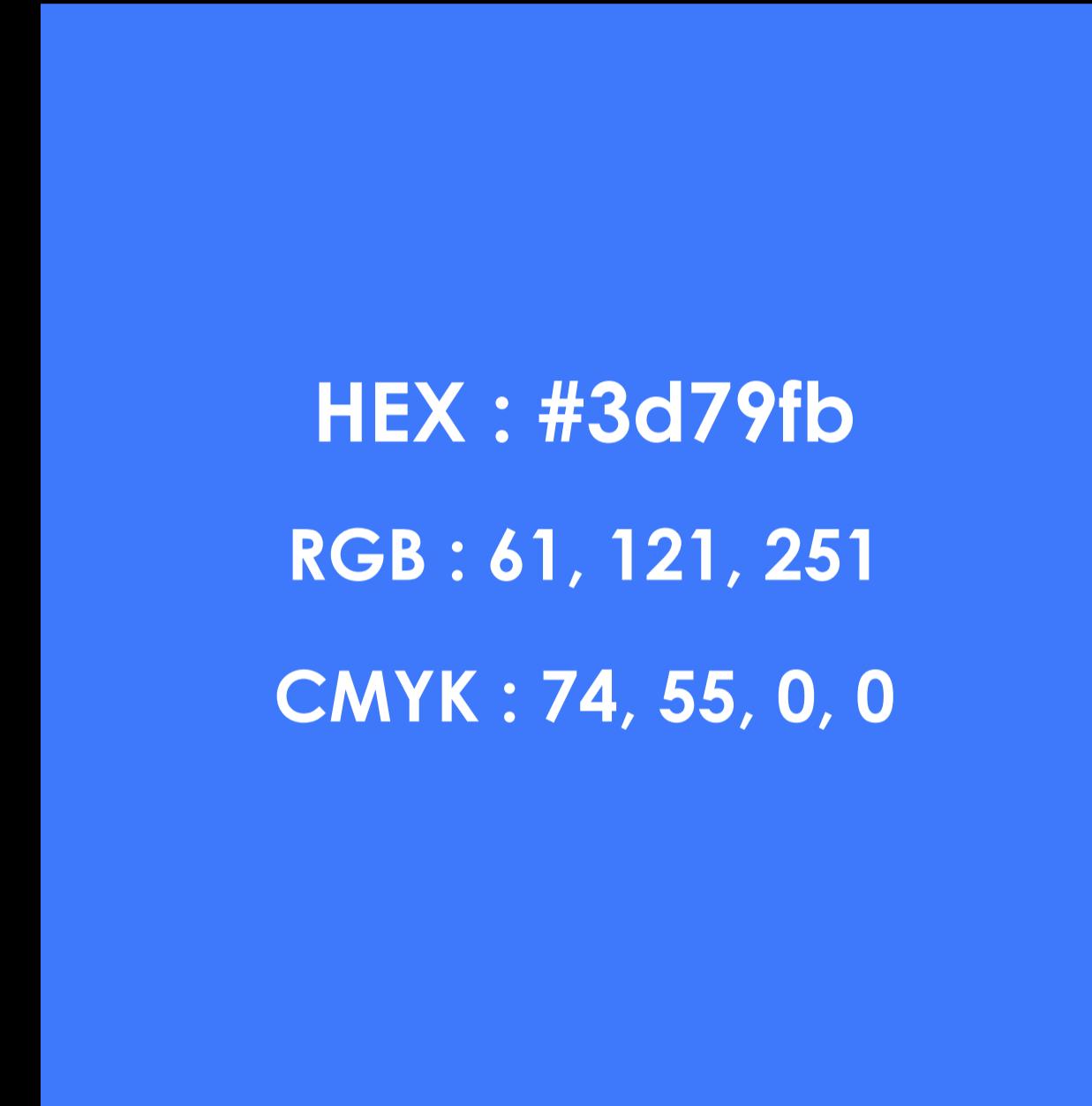
Brand Book



HEX : #000000

RGB : 0, 0, 0

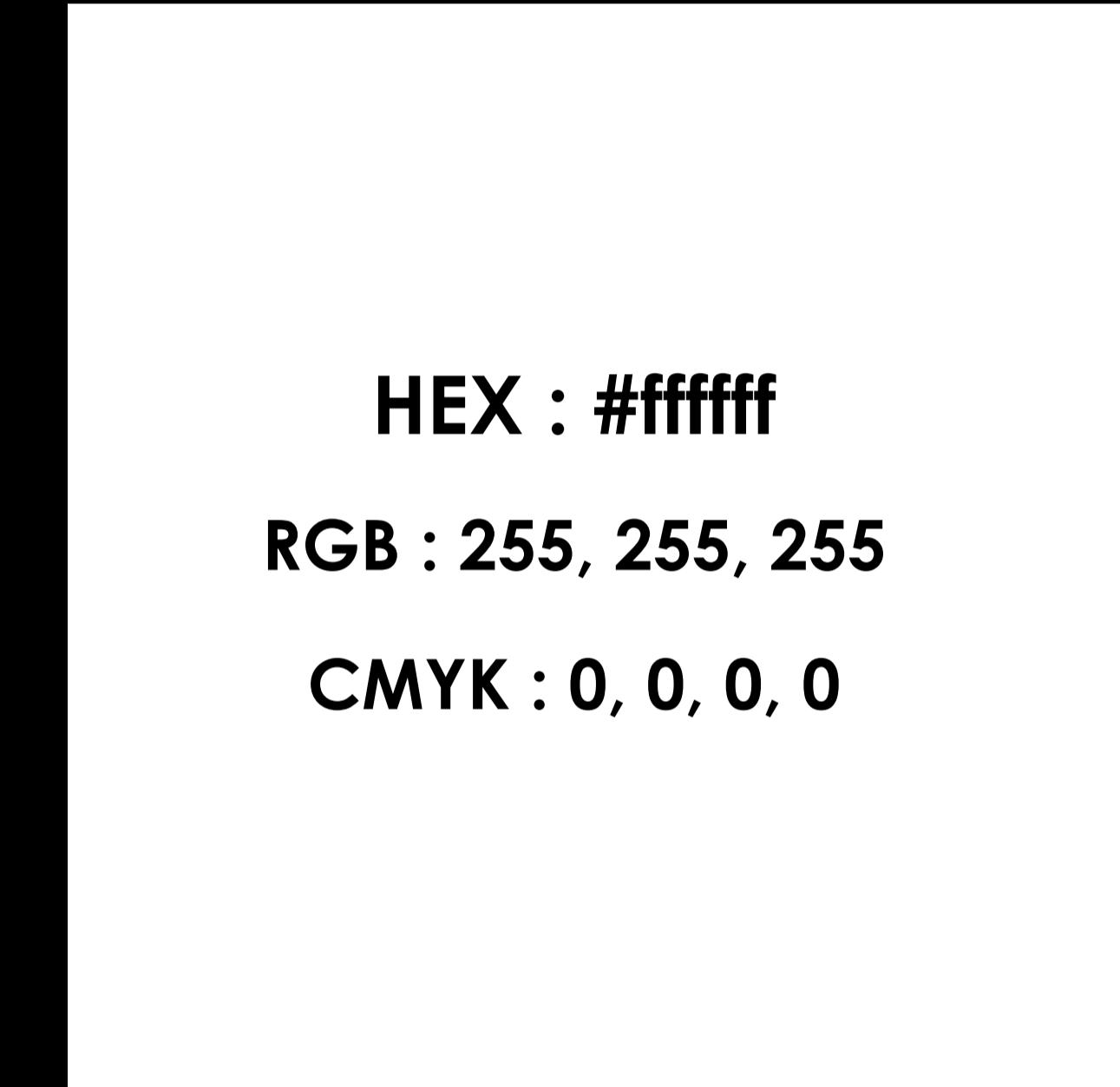
CMYK : 0, 0, 0, 100



HEX : #3d79fb

RGB : 61, 121, 251

CMYK : 74, 55, 0, 0

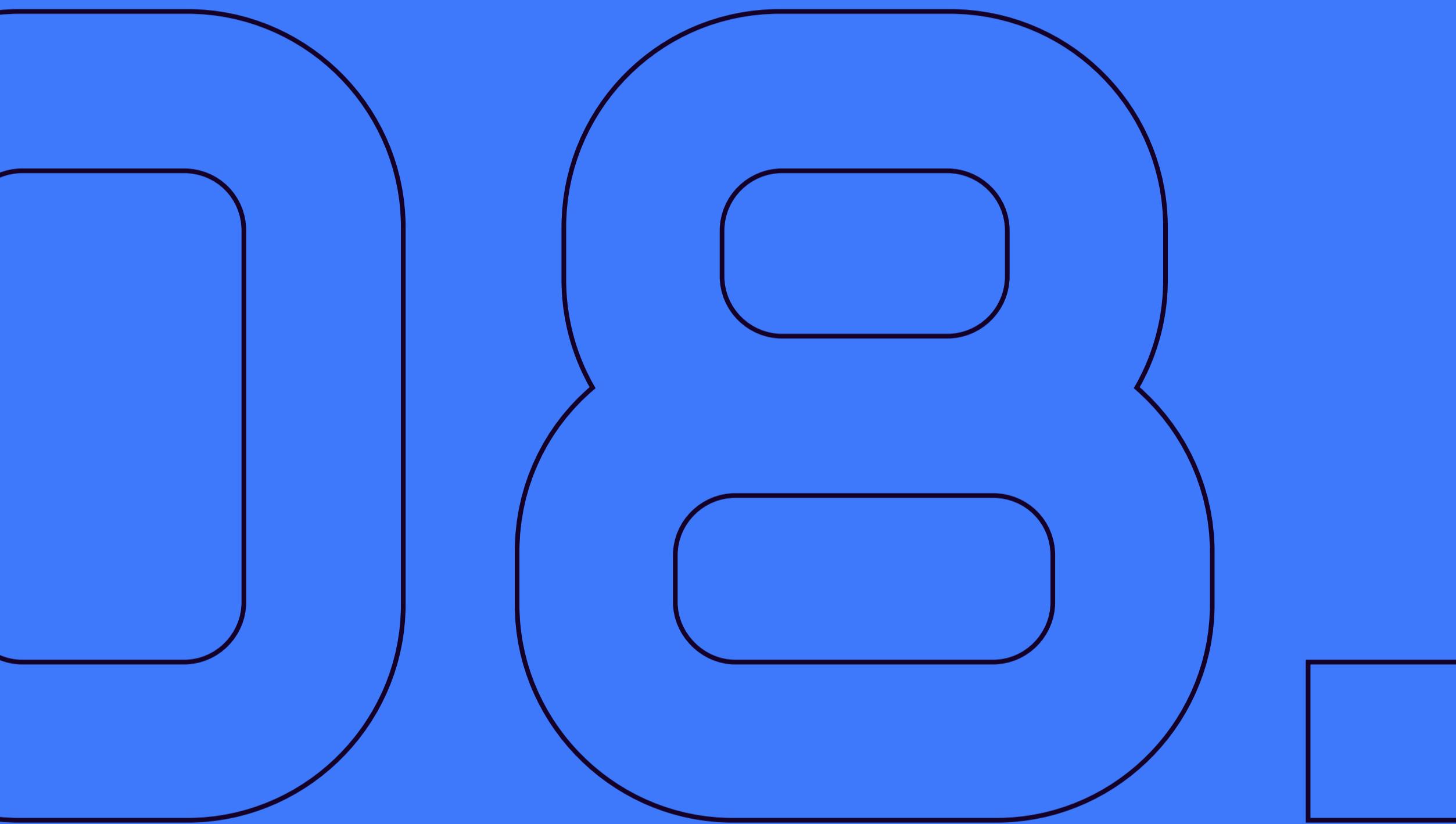


HEX : #ffffff

RGB : 255, 255, 255

CMYK : 0, 0, 0, 0

Our color palette consists of 3 colors following Black, Bright blue and White.



Typography

A DAGGERSQUARE Regular is a typeface that is used for headline and Century Gothic Bold is a typeface that is used for bodytext elements that are meant to be attention - grabbing and ornate.

Headline

Aa

Body Text

Aa

DAGGERSQUARE
abcdefghijklmnpqrstuvwxyz
0123456789

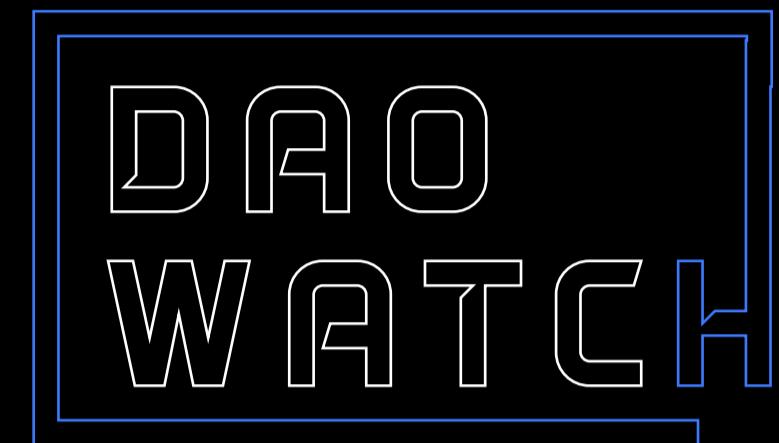
Century Gothic - Bold
abcdefghijklmnpqrstuvwxyz
0123456789



Logo clon't

Brand Book

Don't use strokes



Don't wrap



Don't use blurry
logos



Don't change width

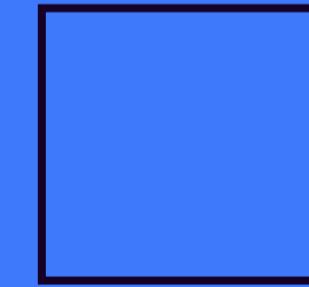
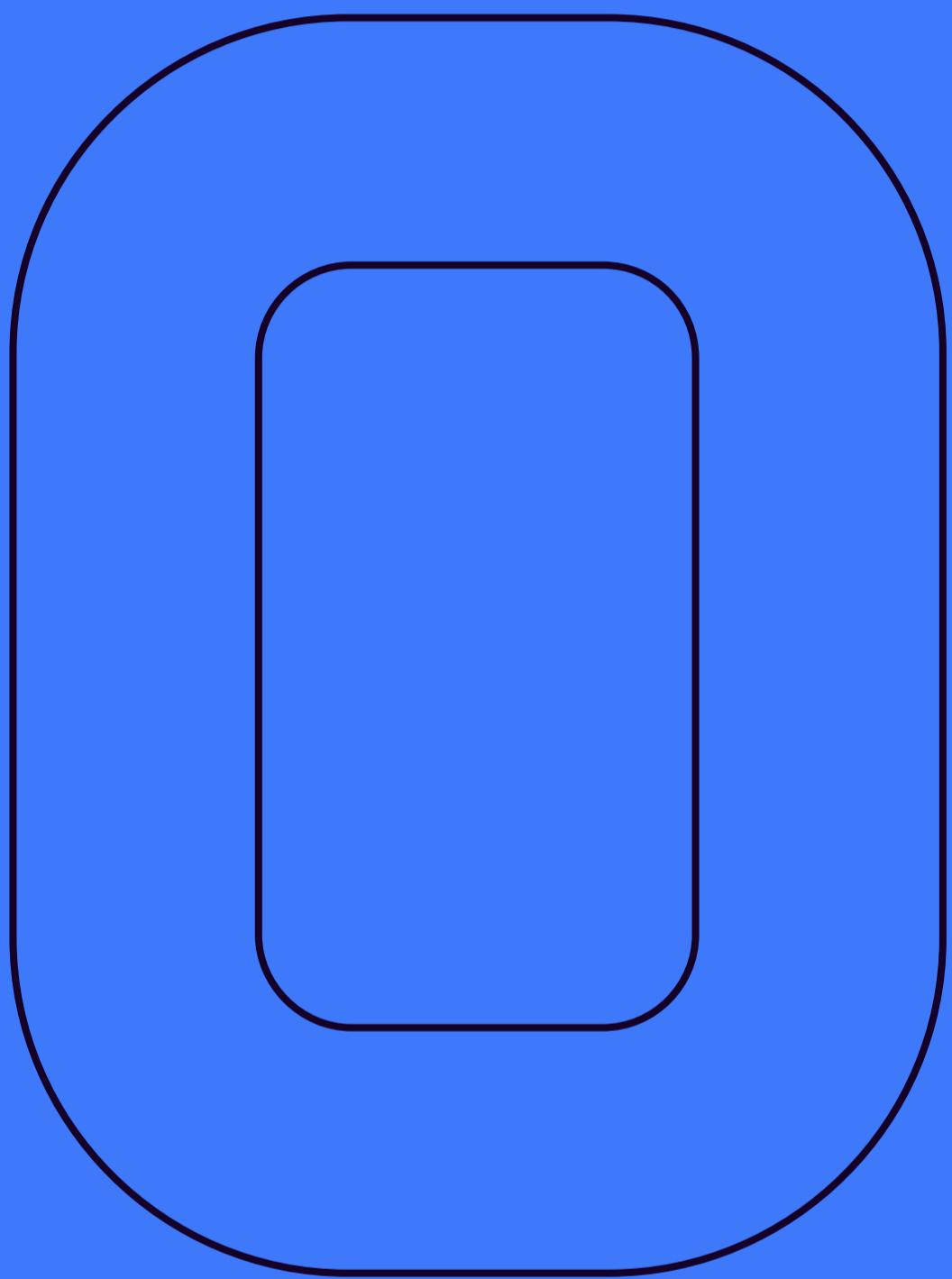


Don't change height



Don't use gradients
in the logo





Mockups





DAO
WATCH

DAO
WATCH

Thank You