DAO WATCH

BRAND GUIDELINES

01.

Overview

Brand Book

Blog and video series about crypto based projects.

02.

Main Logo

Brand Book

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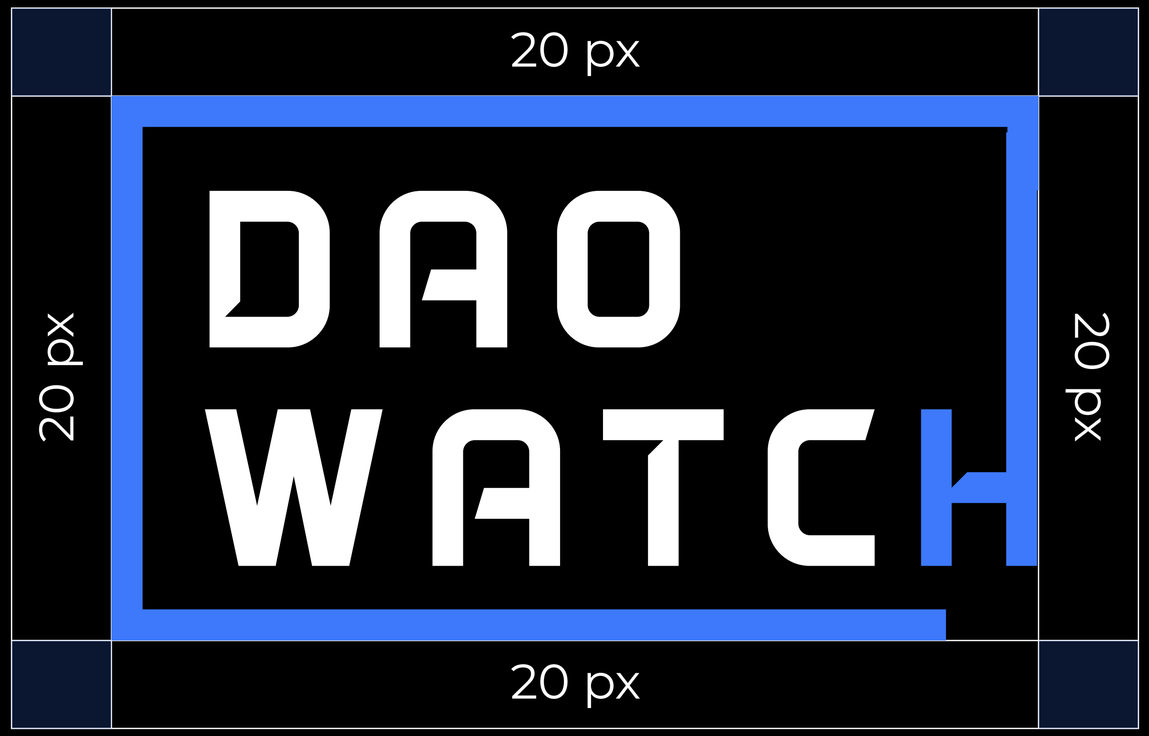
03.

Exclusion Zone

Brand Book



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 breking the brand guidelines.

04.

Logo Sizes

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.

05.

Icons

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06.

Backgronds

Brand Book

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

07.

Color Pallette

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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.

08.

Typography

Brand Book

Headline

Aa

DAGGERSQUARE

abcdefghijklmnopqrstuvwxyz

0123456789

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.

Body Text

Aa

Century Gothic - Bold

abcdefghijklmnopqrstuvwxyz

0123456789

09.

Logo don’t

Brand Book

Don’t use strokes

Don’t change width

Don’t wrap

Don’t change height

Don’t use blurry logos

Don’t use gradients in the logo

10.

Mockups

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Thank You