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**DT7. Agency Brand Guidelines**



Logo On Dark  
Background



Logo On Light  
Background

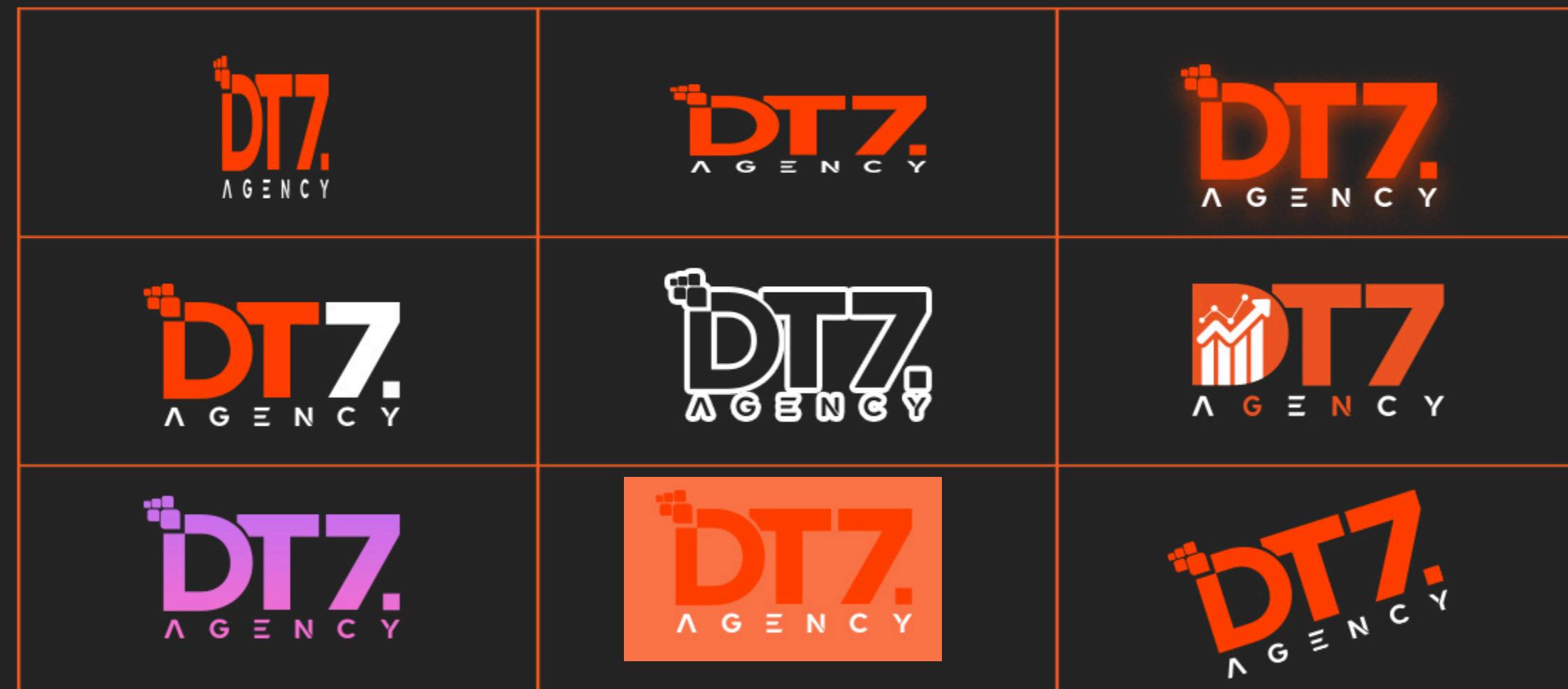
# Logo Icon



# Logo Spacing & Guides



# Misuse



1. Do not distort vertically
2. Do not distort horizontally
3. Do not apply drop-shadow
4. Dont change colors
5. Dont use outline of the logo
6. Dont recreate or change typeface
7. Dont apply Gradient
8. Dont use the low contrast background
9. Dont rotate logo

# Colors & Combinations - 1

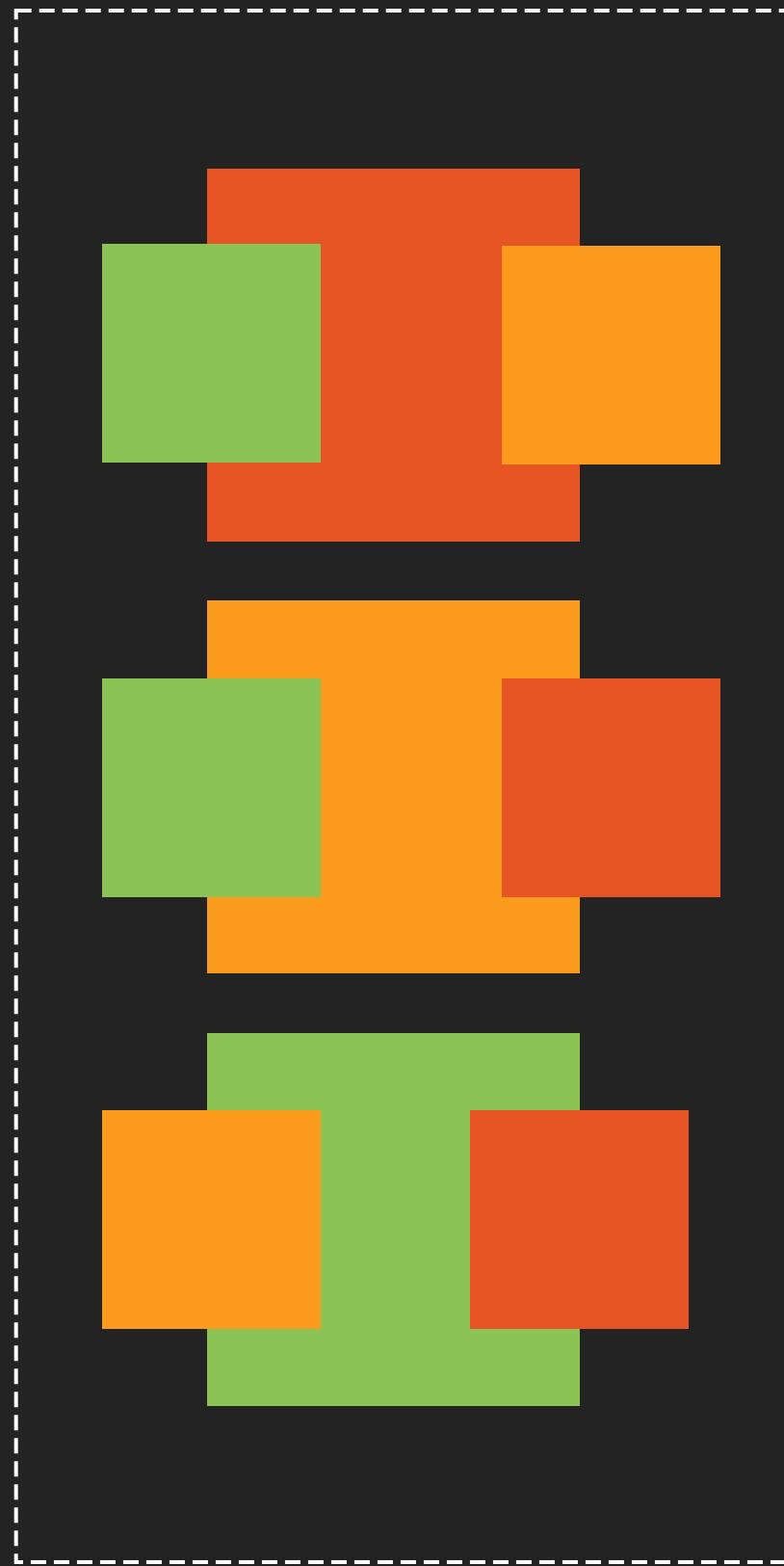


Shades

..... Color .....

..... Tints

DT7. Agency Brand Guidelines



# Colors & Combinations - 2



# Primary Typeface



Poppins Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Poppins Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Poppins Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# Secondary Typeface



## Satoshi Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

## Satoshi Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

## Satoshi Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# Logo with Other Logos

