

Overview

BRAND PERSONALITIES

Clean

Our brand focuses on minimalism, purity, and reduction. Ideas like white space, modernity, elegance, and lightness are essential to our brand. We use design elements that are not overly decorative, like lightly stroked sans serifs, to visually communicate clean.

Impactful

Our brand focuses on causes and missions. We use bold graphics, colors, photography, and designs to illustrate our causes and missions. Design ideas like powerful testimonials set in straightforward typography and photography help us communicate our concept in a simple yet powerful manner.

Innovative

Our brand focuses on being original, creative, and cutting-edge. We are problem solvers, unique thinkers, and builders. We love hacking and experimenting with new technology to create new solutions. Utilitarian sans serifs with a humanist touch and monospaced fonts illustrate our desire to solve problems with care and empathy.

Nerdy

Our brand is smart, witty, knowledgeable, and niche-specific, and we own it. We are curious and love to discover the unknown. Design ideas like niche jargon and niche specific influenced visuals, for example, graphic interfaces, and gaming aesthetics, help us communicate our flavor of nerdiness.

Logo

MAIN LOGO

The main logo features the word "Typogram" in a bold, sans-serif typeface. The letter "o" is replaced by a stylized icon consisting of a circle with a solid black dot in the center, resembling an eye or a camera lens.

LOGO VARIATIONS

This variation shows the "Typogram" logo in black on a plain white background. The "o" is replaced by the same stylized icon as in the main logo.This variation shows the "Typogram" logo in white on a solid black background. The "o" is replaced by the same stylized icon as in the main logo.

SCALABILITY

Typogram

Typogram

Typogram

Typogram] MIN: 16PX

LOGO MISUSE

Typogram

DISPROPORTIONATE RESIZING

Typogram

SKEWED



Topogram

DROP SHADOW



Topogram

CHANGE OPACITY



Topogram

TILTED



Topogram

OUTLINED



Topogram

CHANGE COLOR



Topogram

AGAINST COMPLEX BACKGROUND

Colors

PRIMARY COLORS



**Primary
900**

#170d1c

R23 G13 B28

C18 M54 YO K89

H280 S37 L8



**Primary
800**

#361f41

R54 G31 B65

C17 M52 YO K75

H281 S35 L19



**Primary
700**

#553267

R85 G50 B103

C17 M51 YO K60

H280 S35 L30



**Primary
600**

#75448d

R117 G68 B141

C17 M52 YO K45

H280 S35 L41



**Primary
500**

#935aaf

R147 G90 B175

C16 M49 YO K31

H280 S35 L52



**Primary
400**

#ac80c2

R172 G128 B194

C11 M34 YO K24

H280 S35 L63



**Primary
300**

#c4a5d4

R196 G165 B212

C8 M22 YO K17

H280 S35 L74



**Primary
200**

#ddcbe6

R221 G203 B230

C4 M12 YO K10

H280 S35 L85



**Primary
100**

#f6f1f8

R246 G241 B248

C1 M3 YO K3

H283 S33 L96

ACCENT COLORS



**Accent
900**

#0d121c

R13 G18 B28

C54 M36 Y0 K89

H220 S37 L8



**Accent
800**

#1f2b41

R31 G43 B65

C52 M34 Y0 K75

H219 S35 L19



**Accent
700**

#324467

R50 G68 B103

C51 M34 Y0 K60

H220 S35 L30



**Accent
600**

#445c8d

R68 G92 B141

C52 M35 Y0 K45

H220 S35 L41



**Accent
500**

#5a76af

R90 G118 B175

C49 M33 Y0 K31

H220 S35 L52



**Accent
400**

#8096c2

R128 G150 B194

C34 M23 Y0 K24

H220 S35 L63



**Accent
300**

#a5b5d4

R165 G181 B212

C22 M15 Y0 K17

H220 S35 L74



**Accent
200**

#cbd4e6

R203 G212 B230

C12 M8 Y0 K10

H220 S35 L85



**Accent
100**

#f1f4f8

R241 G244 B248

C3 M2 Y0 K3

H214 S33 L96

GRAYSCALE COLORS



Gray 900 **Gray 800** **Gray 700** **Gray 600** **Gray 500**

#121113	#373239	#4e4851	#655d69	#7d7382
R18 G17 B19	R55 G50 B57	R78 G72 B81	R101 G93 B105	R125 G115 B130
C5 M11 Y0 K93	C4 M12 Y0 K78	C4 M11 Y0 K68	C4 M11 Y0 K59	C4 M12 Y0 K49
H270 S6 L7	H283 S7 L21	H280 S6 L30	H280 S6 L39	H280 S6 L48



Gray 400 **Gray 300** **Gray 200** **Gray 100**

#948b98	#aaa3ae	#c1bbc3	#f3f1f3
R148 G139 B152	R170 G163 B174	R193 G187 B195	R243 G241 B243
C3 M9 Y0 K40	C2 M6 Y0 K32	C1 M4 Y0 K24	C0 M1 Y0 K5
H282 S6 L57	H278 S6 L66	H285 S6 L75	H300 S8 L95

Typography

PRIMARY TYPEFACE

BioRhyme

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!“”‘’

Aa Aa Aa Aa Aa

SECONDARY TYPEFACE

Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!“”‘’

Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa

TYPOGRAPHY SYSTEM

About The
Line

Font Family: BioRhyme
Font Style: Extra Light
Font Size: 48px
Letter Case: Capitalize

Find Solace

Font Family: Josefin Sans
Font Style: Bold
Font Size: 32px
Letter Case: Capitalize

WHO WE ARE

Font Family: Josefin Sans
Font Style:
Font Size: 16px
Letter Case: UPPERCASE

The Line is a scenic waterfront public park on the Upper West Side of the borough of Manhattan in New York City, operated and maintained by the New York City Department of Parks and Recreation. The Line transforms this industrial site into a beautiful park.

Font Family: Josefin Sans
Font Style:
Font Size: 16px
Letter Case: Sentence case

POWERED BY
Typogram