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, knowledgable, 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



LOGO VARIATIONS

Topogram



SCALABILITY

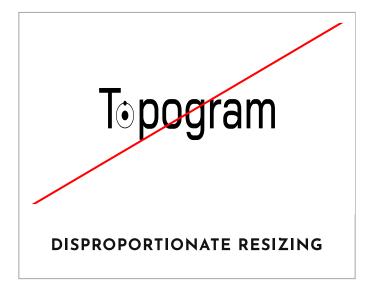
T•pogram

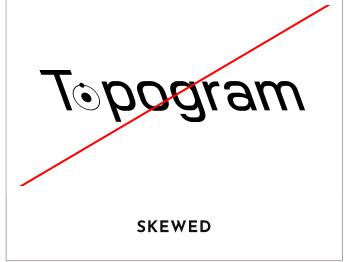
Topogram

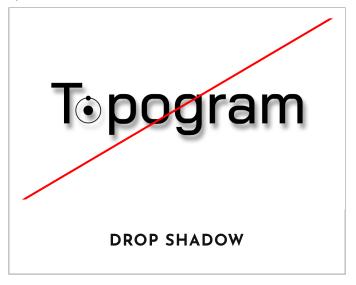
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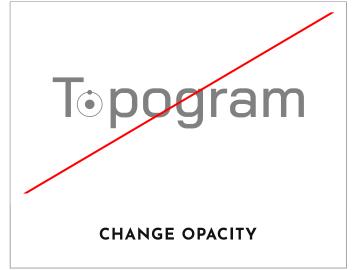
Topogram] MIN: 16PX

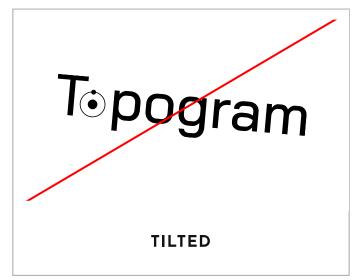
LOGO MISUSE

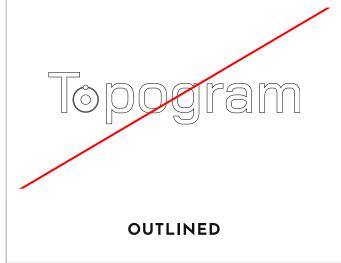


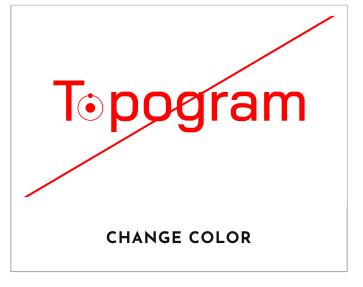








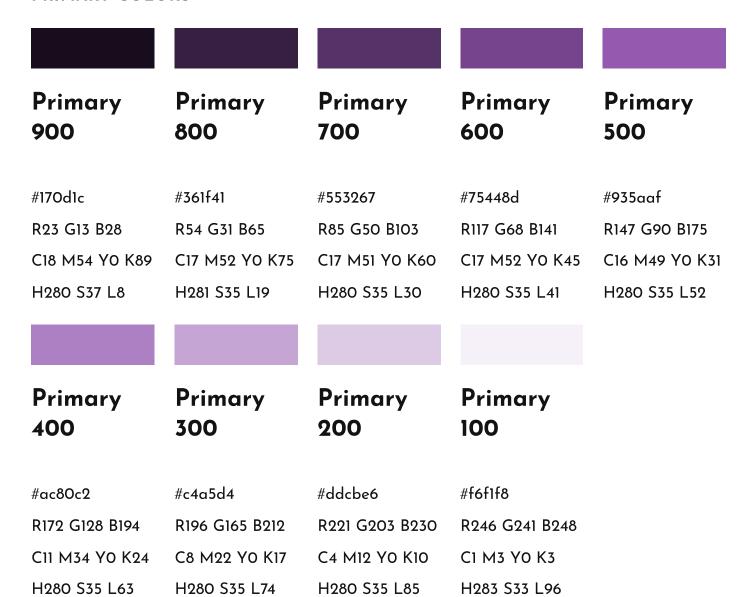




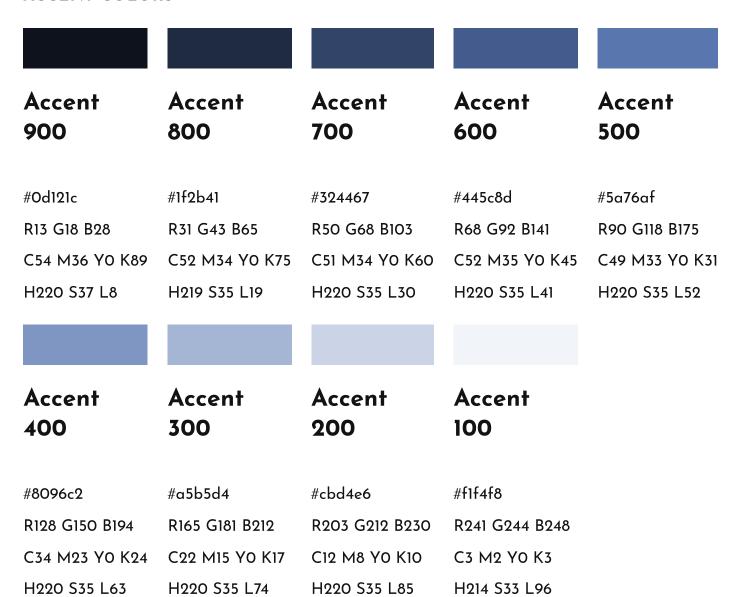


Colors

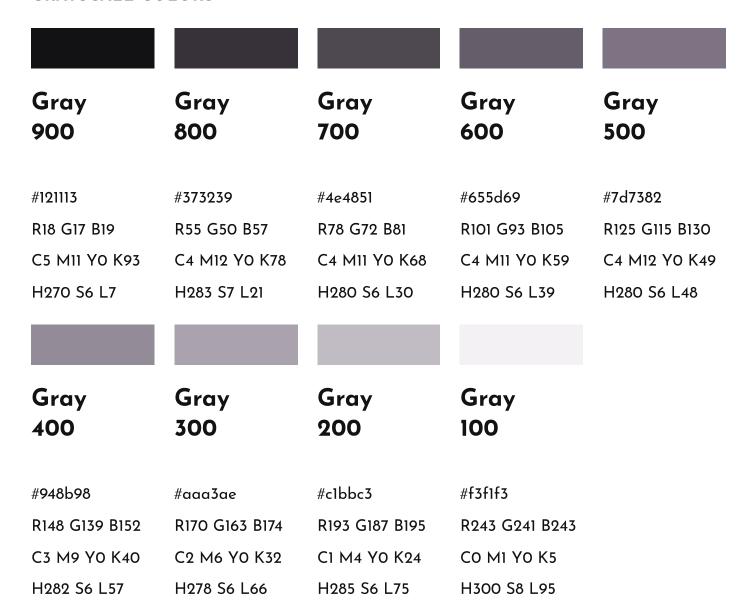
PRIMARY COLORS



ACCENT COLORS



GRAYSCALE COLORS



Typography

PRIMARY TYPEFACE

SECONDARY TYPEFACE

BioRhyme

Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,?!""''

Aa Aa **Aa Aa Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789.,?!""

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

Typogram