

general Brand Guidelines magic

DESIGN

Logotype



general
magic



gm[★]

Vertical logo



general
magic

Vertical logo



general
magic

The word 'general' is written in a bold, black, sans-serif font. The word 'magic' is also written in a bold, black, sans-serif font, with two small white star-like sparkles positioned above the top right of the 'm'. A thin horizontal line connects the bottom of the 'e' in 'general' to the top of the 'g' in 'magic'.

COJUTOR Palette

Primary

Deep Purple

#1EOF2D

R 30
G 15
B 45

Secondary

Vibrant Purple

#5A30A1

R 90
G 48
B 161

Tertiary

Teal Green

#02B987

R 2
G 185
B 135

Tertiary
Lime Green
#E4FF96

R 228
G 255
B 150

STYling

Typography

PRIMARY TYPEFACE

Denton

[Regular](#)[Bold](#)[Extra Bold](#)

Denton is a typeface full of warmth, bringing expressive 70s era design into the 21st century.

Inspired by the bold, tightly set headline serif titling from this liberated era, Denton encompasses the style into a modern superfamily that can meet all the needs of todays brands.

[Font Link](#)

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ; " ' / ? % #

SECONDARY TYPEFACE

Onest

Regular

Medium

Bold

This free sans-serif typeface is a great mix of being useful and interesting, while the stylistic alternates make it flexible enough for a broad range of applications.

[Font Link](#)

Free Google Font Family / 7 weights

Versatile (good for body but also works as display)

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ; “ ’ / ? % #

DECENTRALIZED FRONTIER

Empowering web3 startups to create a better future

Collaborate with a team of passionate professionals dedicated to enhance the user experience of a decentralized, censorship-resistant, and democratic internet. We build user-centric products and support blockchain startups in their mission to bring positive change to society.

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GALLERY

Illustrations









Let's work together!

Website

generalmagic.io

X (Twitter)

[@Generalmagicio](https://twitter.com/@Generalmagicio)

LinkedIn

[General Magic](https://www.linkedin.com/company/general-magic/)

Discord

[General Magic](https://discord.com/invite/GeneralMagic)

Designed by
general
♦**magic**