dGuild

Brand Guideline **vol. 01**

BRAND
GUIDELINE

dGuild

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PRIMARY LOGO

Primary logo on the different backgrounds
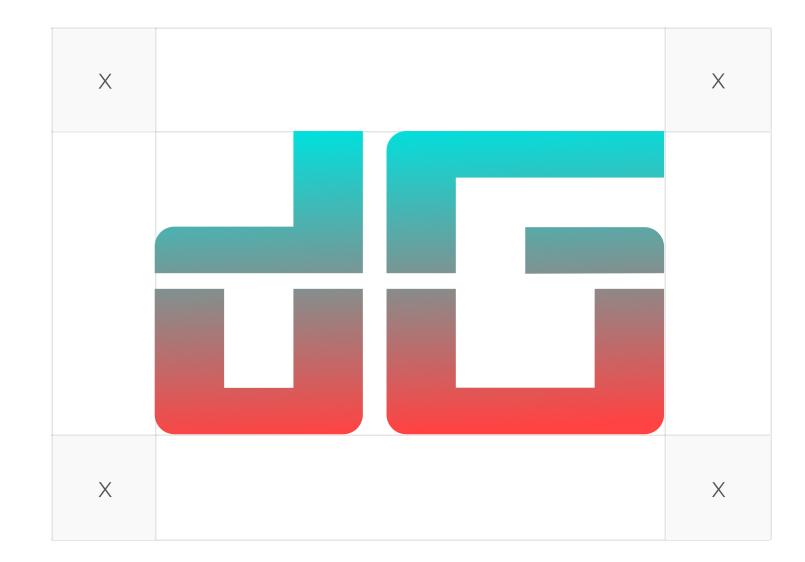
SAVED FIELD

Having sufficient space around the logo maximizes its visibility and design impact, and gives the logos the appropriate visual hierarchy. The logo and the monogram's exclusion zone is equal to the square on top of the icon (marked as X in the diagram).

COLORS

WHITE

RGB: 255, 255, 255

Hex: #FFFFFF

DARK

RGB: 9, 4, 23

Hex: #090417

RED

RGB: 255, 68, 67

Hex: #FF4343

GREEN

RGB: 0, 222, 224

Hex: #00DEE0

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Primary font

SF ALIEN ENCOUNTERS

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIGNISSIM
NUNC
AENEAN
SEMPER
CURABITUR

dGuild

Secondary font

Roboto

Dignissim nunc aenean semper curabitur

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890