

# Dotlets branding guide.

Dotlets is a simple, elegant and encouraging brand and the colors chosen here show a earthy and grounded feel. The pinkish color (F7996A) is more of a playful color than the rest of the others and gives a dash of elegance as well. I chose the Assistant font beacuse of the nice pairing with the Katibeh the easy to read krub is also funtional with many weghts to create a sense of order and simplicity with mainly using one font. The whole brand is minimalst to the core.

## Our Logo



## Exclusion Zone

The logo and the icon's exclusion zone is equal to half the height of the icon (marked as x in the diagram).



## Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.



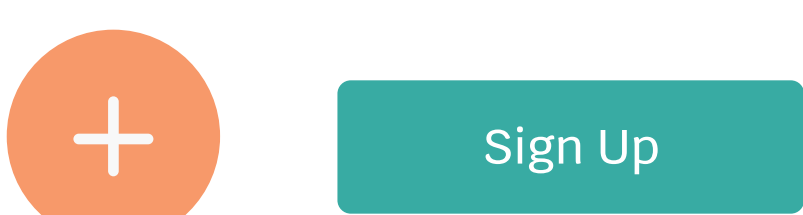
The Dotlets logo should never be smaller than 80px in digital or 30mm in print.

## Our Colors



## Buttons and animation

### Button normal state



### Button hover and select state is 40% lighter



## Our Font

Title 1	48
Title 2	36
Title 3	24
Large	19
Regular	17
Small	14

Micro

8