

PrivaC Branding Guide

Overall

- Elegant
- Futuristic
- Readable
- Simple

Iconography

- Simple and intuitive

Typography

- digital/typewriter vibes
- Headers in all caps
- Italics for elegance
- Space grotesk,
- Saira
- Ubuntu Mono
- Noto sans mono
- Helvetica
-
- Header 1:
- Header 2: PT Sans Caption
-

Links

- Links colored
- On hover: changes color to another, underlines

Buttons

- Rounded but not too rounded
- Radius 4
- Accent color or white
- Color background and text color swap on hover

Colors (HSB)

-
- <https://www.realtimecolors.com/?colors=ffffff-0e0a09-0f0b25-fff5d6-cf4307&fonts=Poppins-Poppins>
 - #151414 - black
 - 0, 0, 0
 - 197, 85, 21
 - 270, 93, 23