

01

THE LOGO

# PENROSE TRIANGLE

IF THE LOGO IS GOING TO BE USED  
NEXT TO OTHER GRAPHIC ELEMENTS,  
MAKE SURE THERE IS ENOUGH SPACE  
AROUND IT TO LET IT BREATHE.





WARPED

02

TYPOGRAPHY

# TYPOGRAPHY

PROTO IS WARPED’S PRIMARY FONT

PRIMARY FONT.  
H1 , H2 , H3 , H4 , H5

SPECIAL  
HEADLINES OR  
QUOTES

LOREM IPSUM DOLOR SIT AMET, **CONSECTETUR** ADIPISCING ELIT,  
SED DO EIUSSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE  
MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTLOREM  
IPSUM DOLOR SIT AMET, **CONSECTETUR** ADIPISCING ELIT, SED DO  
EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA  
ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOST

**EMPHASIS**

# 03

## COLORS

# BRAND COLORS

WARPED HAS THREE PRIMARY COLORS THAT CONTRIBUTE TO THE BRAND IDENTITY. THE SIZE OF THE COLOR SWATCH ON THE RIGHT INDICATES THE DEGREE OF USAGE. CHARCOAL BLACK AND WHITE CAN BE USED FOR LARGER COLOR FILLS LEAVING THE ELECTRIC GREEN TO BE USED FOR COLOR ACCENTS OR TO HIGHLIGHT.

PALE LAVENDER AND PALE BORDEAUX ARE SITUATIONAL AND SHOULD NOT BE MIXED WITH ELECTRIC GREEN.

LIGHT GRAY CAN BE USED FOR SUBTLE ACCENTUATIONS AND HEADINGS.

CHARCOAL BLACK SHOULD BE USED 90% OF THE TIME FOR BACKGROUNDS.

#141414 CHARCOAL BLACK	#FFFFFF WHITE	#C4C4C4 LIGHT GRAY	#A6FF6B ELECTRIC GREEN
			#686F99 PALE LAVENDER
			#AD2F45 PALE BORDEAUX

04

ACCENTS



# ACCENTS & SPRITES

ON OCCASION WARPED WILL USE OTHER  
GRAPHICS ELEMENTS IN ADDITION TO THE  
PENROSE TRIANGLE.

