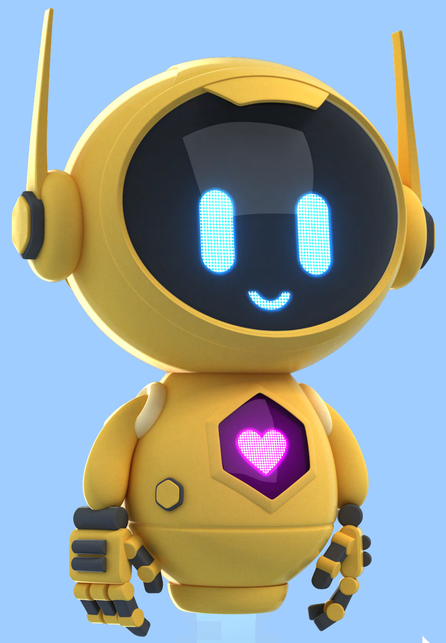
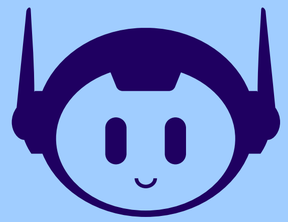
Collab.Land

10.26.22

Brand Book 👉

1 Mascot / Logo





I can be simplified in three ways.

Collab.Land

Collab.Land

2 Color

Palette

The color palette for Collab.Land is designed to evoke a sense of joy and inclusivity. Pastel colors create a welcoming feeling and underpin the brands' ethos of safety and community.

#1B1B1B	#382800	#00351F	#1F0061	#052549	#420043	#460501
#FFFFFF	#F6C349	#92ECB8	#9B9EFF	#A0CDFF	#F269F3	#FF594F
#C8C8C8	#FFE6AA	#BAFFD7	#D4D6FF	#D1E7FF	#FFC3FF	#FFB8B4
#E3E3E3	#FFF3D4	#DDFFEB	#EAEBFF	#E8F3FF	#FFE1FF	#FFDCDA

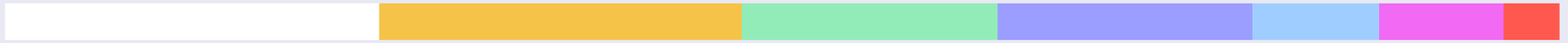
Usage

There are two categories of colors, primary and secondary. The following few pages will walk through the rules around using color and how to achieve the best results.

To maintain the brand's maturity, it's important to respect the color ratio guide. When designing, use up to three colors. Guidelines for color pairing can be found on the next page.

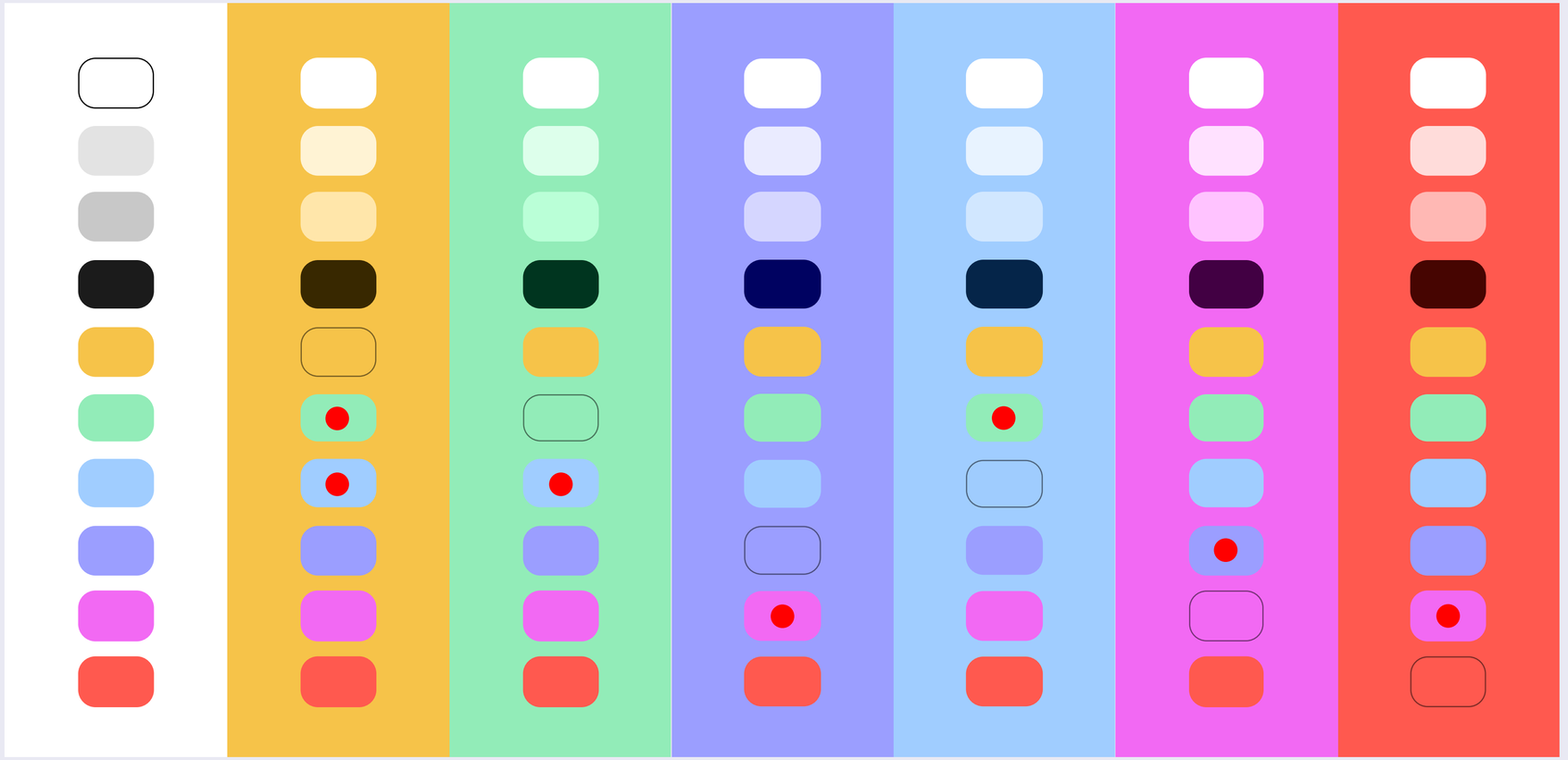
Each color has its own off-black and its own tints.

Ratio Guide

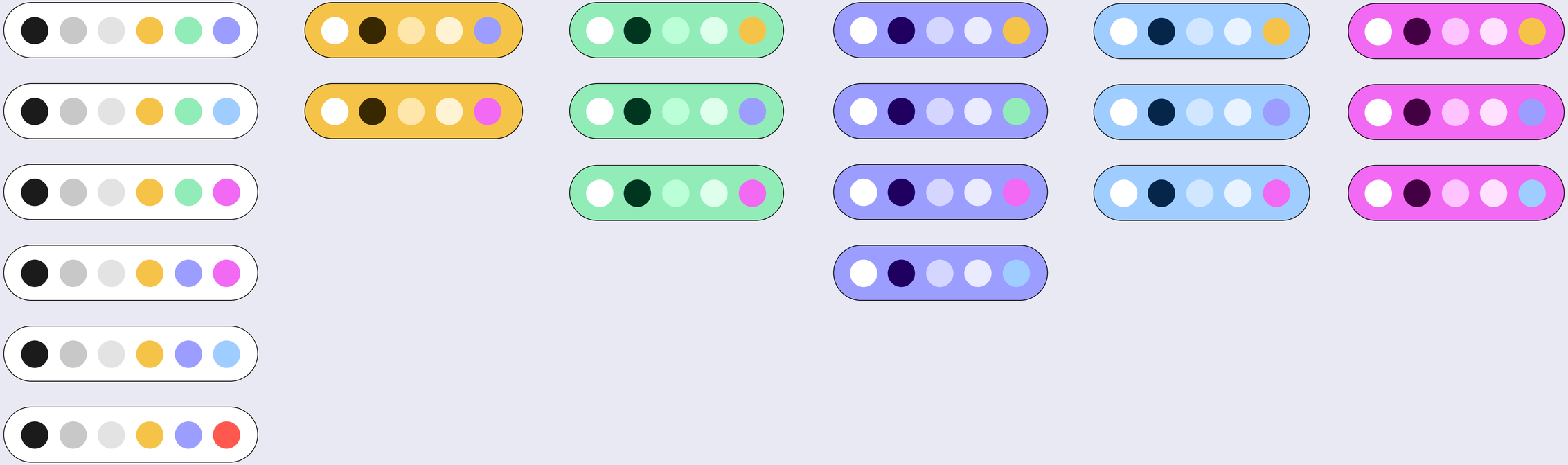


Primary

Secondary



Pairings



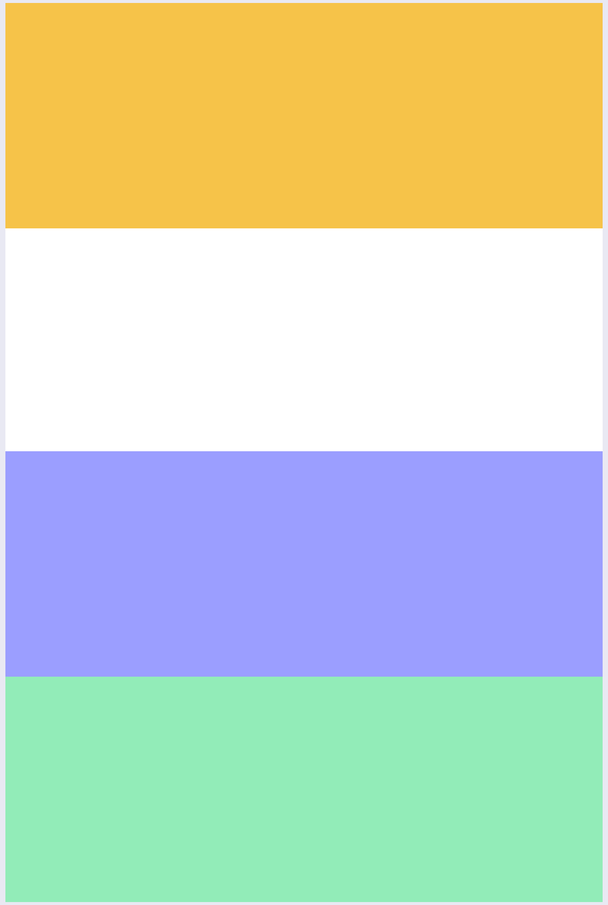
Text Color

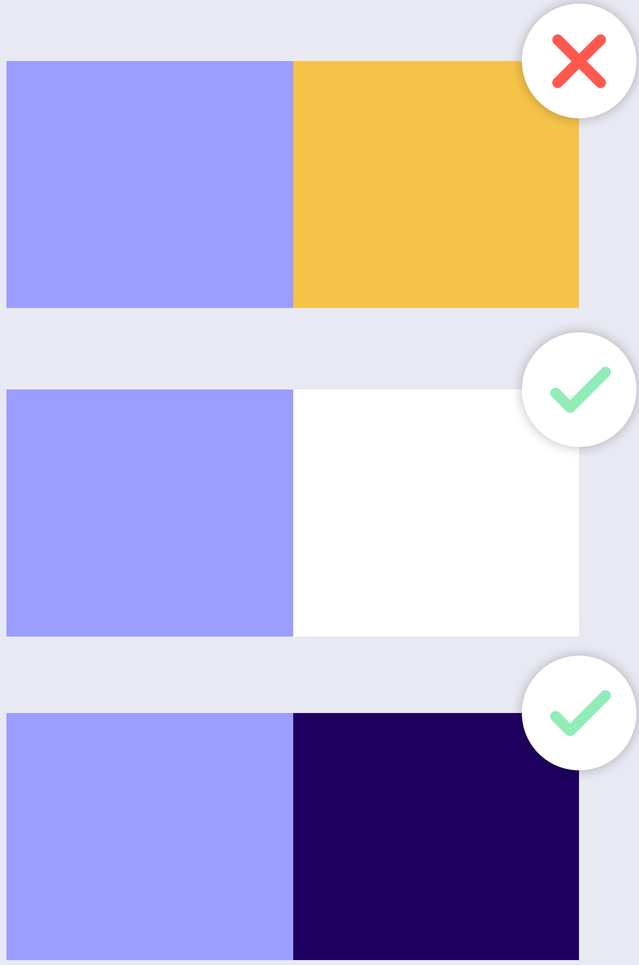
On the right, you will see examples of how colours can be used with different color backgrounds.

Stacks

When designing for web or applications where multiple sections of color lead into eachother, it's important to consider how they should be applied. Primary colors should be prioritized for section backgrounds. Secondary colors can be used sparingly for backgrounds. There should never be 3 color sections in a row without a white or dark section.

For horizontal applications, only pair with white or the colors corresponding dark as shown at right.





3 Typography

PP Mori

Background

Mori is a versatile and sophisticated gothic sans serif inspired by contemporary Japanese design. While keeping all the functionality of a workhorse Grotesk, Mori is far from being boring. You can find some unique and subtle shapes and curves that make it stand out from the crowd. The predominant feature of Mori's personality takes place in its exaggerated diacritics and punctuations. Their scarce presence makes this detail something to look forward to.

Evokes

Sophisticated
Friendly
Modern

PP Mori

10
14
18
24
32
48
64
80
100
140
180

Extra Light

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 " "
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ?

Regular

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 " "
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ?

Semi Bold

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 " "
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ?

Typography Hierarchy

Title-1
PP Mori
SemiBold

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Subtitle
PP Mori
SemiBold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin at convallis diam. Cras nec urna sed arcu pulvinar pharetra. Nam feugiat nunc in nibh mattis.

Body
PP Mori
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin at convallis diam. Cras nec urna sed arcu pulvinar pharetra. Nam feugiat nunc in nibh mattis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin at convallis diam. Cras nec urna sed arcu pulvinar pharetra. Nam feugiat nunc in nibh mattis.

Start Here

Communities with skin in the game.

It’s a beautiful day to have a beautiful day.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin at convallis diam. Cras nec urna sed arcu pulvinar pharetra. Nam feugiat nunc in nibh mattis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin at convallis diam. Cras nec urna sed arcu pulvinar pharetra. Nam nunc in nibh mattis.

Learn More 👉 Learn More 👉

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