BRAND BOOK

ALCHEMIX

ALCHEMIX

CONTACT

Alchemix.fi
Discord.com/invite/alchemix
@Alchemix.fi

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Logo

ALCHEMIX

Our standard logo consists of two elements; the icon and the wordmark. This should be displayed where possible consistantly throughout our product and marketing materials.

The logo should aways try to exist with the icon and wordmark together and should never be distorted or re-drawn.

Breathing space

Ensure our logo has at least half the size of the circular icon on all sides to allow breathing space.

Logo variations

The Alchemix logo can be stacked horizontally or vertically depending on the use case.

The circular icon can be used without the wordmark in places where it's only possible to use a thumbnail and/or the brand name 'Alchemix' has already been referenced.

We have a thicker stroke variant of the logo to use in cases where legibility is poor due to small spaces.

Logo use

ALCHEMIX ✕

ALCHEMIX ✓

ALCHEMIX ✕

ALCHEMIX ✓

Keep it simple. The Alchemix wordmark is available in both black, white and navy. This helps achieve maximum clarity and contrast where necessary.

Use the white or black logo to for maximum contrast when the bronze is less legible on it's background.

Color Palette

Our primary palette consists of the brand Bronze and complementary navy colour. Our Bronze is the one colour which holds most equity and users association with the brand. Our secondary palette should mainly be used for highlights.

Bronze

RGB	245, 192, 154
HEX	F5C09A

Navy

RGB	37, 39, 54
HEX	252736

White

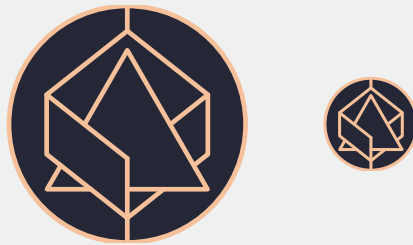| RGB	255, 255, 255
HEX	FFFFFF

254, 106, 2

FE6A02

1, 255, 212

01FFD4

14, 138, 208

0E8AD0

5, 187, 232

0557E8

Social Media Badge

For social assets and avatars, please use the circular Alchemix logo. We have two stroke width options depending on the size it's used at.

If you wish to use an animated version, please use the Json or Lottie vector in the media library.

Brand Typeface

Primary Typeface

Neue Kabel

abcdefghiklmnopqrstuvwxyz

ABCDEFGHIKLMNOPQRSTUVWXYZ

1234567890!@#$%^&*?

Secondary Typeface

Montserrat

abcdefghiklmnopqrstuvwxyz

ABCDEFGHIKLMNOPQRSTUVWXYZ

1234567890!@#$%^&*?

Neue Kabel download: https://tinyurl.com/5n6z2esa
Montserrat download: https://fonts.google.com/specimen/Montserrat
Both fonts are available in the media pack.

ALCHEMIX

MEDIA PACK

For more information, please contact:
@metalface in the Alchemix
official Discord.