DuckDuckGo Brand Guidelines
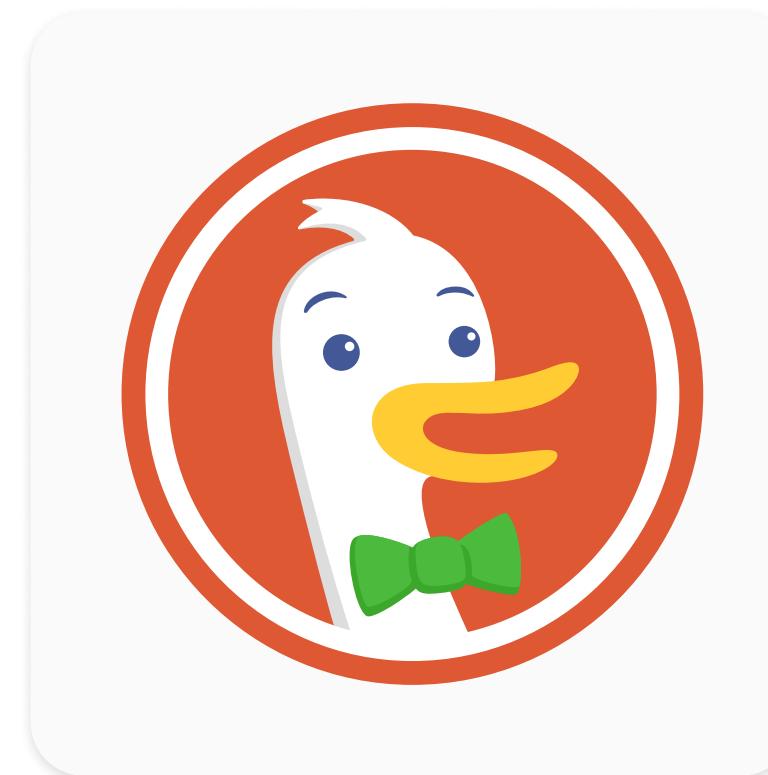
DuckDuckGo
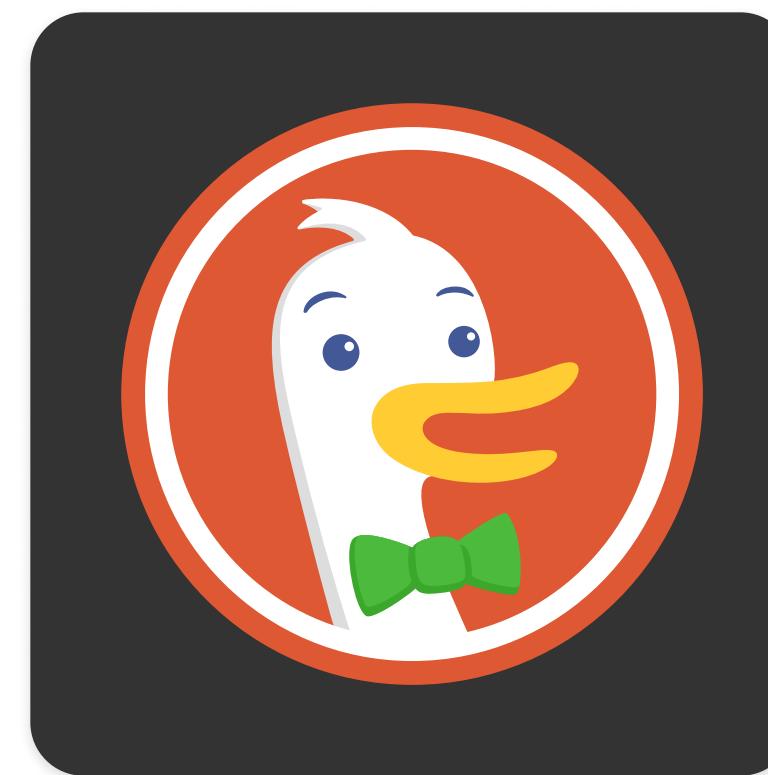
Logo Design

The DuckDuckGo logo proudly showcases our avian friend Dax, who sports a dapper bowtie and a fearlessly optimistic expression.

Two versions of the logo are available for use: one for light backgrounds and one for dark. When in doubt, use the default version with the light background.

Trademark Usage

The registered trademark (®) should be visible when using the logo externally in prominent placements.

If using the DuckDuckGo name and logo together, only one ® is needed.

DuckDuckGo

Light Background
Registered

Dark Background
Registered

Do's and Don'ts

Always use the logo on a color or gradient of colors from our palette.

Don't rotate

Don't skew proportions

Don't alter composition

Don't partially cover

1

Logo Variations

When pairing the DuckDuckGo logo with a wordmark ("lockups"), consider size requirements and space availability.

The registered stacked logo is our default choice and is best for large-scale designs, or scenarios where horizontal space is limited. Use the horizontal orientation at small sizes as it helps retain a legible wordmark.
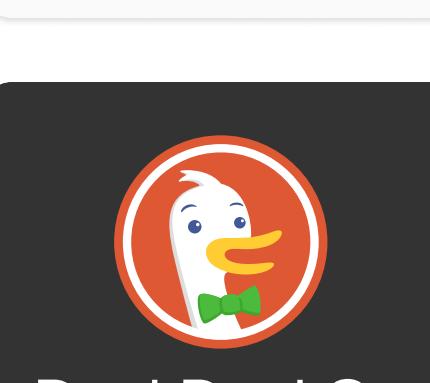
All brand lockups are predefined, finished graphics and should never be re-created with live text.


DuckDuckGo

Logo Only
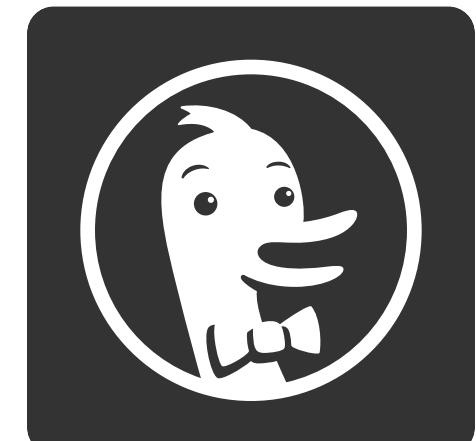
Stacked

Horizontal
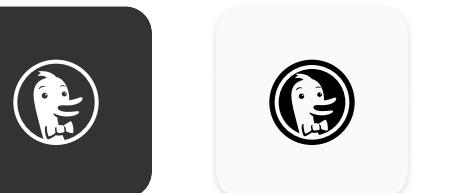
**In-Line**

1-Color Logo


1-Color Glyph

2
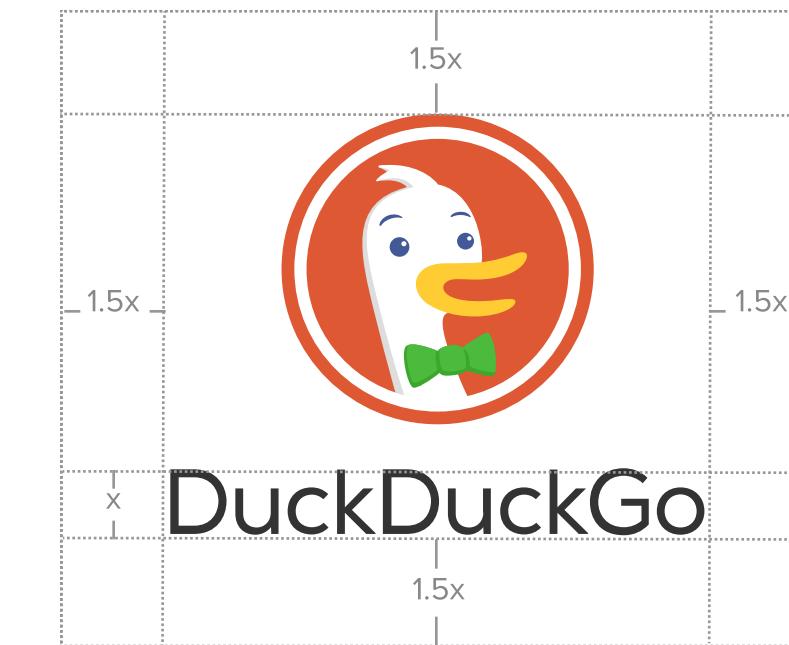
Logo Spacing
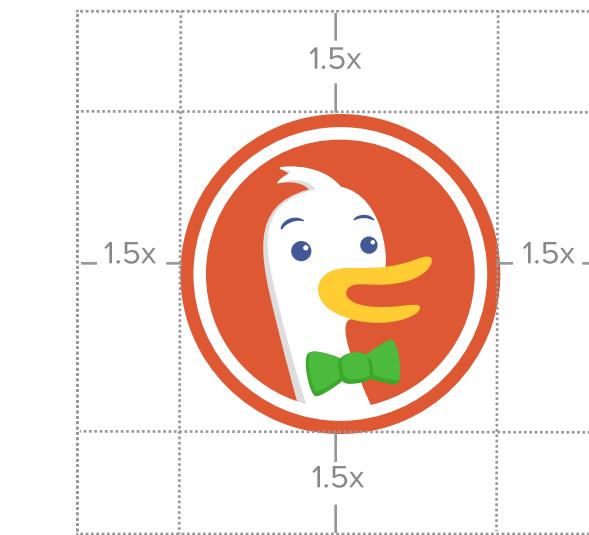
When using the brand logo always make sure sufficient white space is present around it.

The standard minimum space should be 1.5x the height of the wordmark.
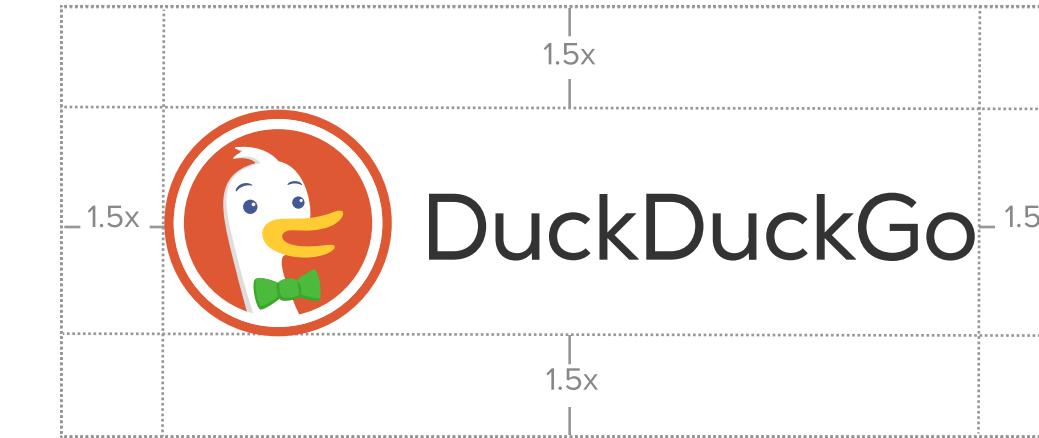
Stacked Orientation - Primary

Dax

Horizontal Orientation - Secondary

Typography

Font Weights

Our official brand typeface is Proxima Nova.

The weights used in our marketing materials are Regular, Bold, and Extra Bold.

Reserve Extra Bold for headlines only.

Proxima Nova Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Proxima Nova ExtraBold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

DuckDuckGo

Typography

Standard Type Patterns, Print

Our standard typography settings are based on default body copy size, which is set as a baseline of 100%.

Use the listed multiplier to determine proper sizing for other typeface pairings.

Extra Bold, 500%, -2% kerning

Main headline

Extra Bold, 225%, -1.5% kerning

Subheader

Large body - Regular, 133%, 1.33 leading

Bacon ipsum dolor amet cupim pancetta strip steak, turducken spare ribs turkey pork belly rump landjaeger. Beef turducken beef ribs biltong.

Default body - Regular, 100%, 1.33 leading

Bacon ipsum dolor amet cupim pancetta strip steak, turducken spare ribs turkey pork belly rump landjaeger. Beef turducken beef ribs biltong.

Small body - Regular, 75%, 1.66 leading
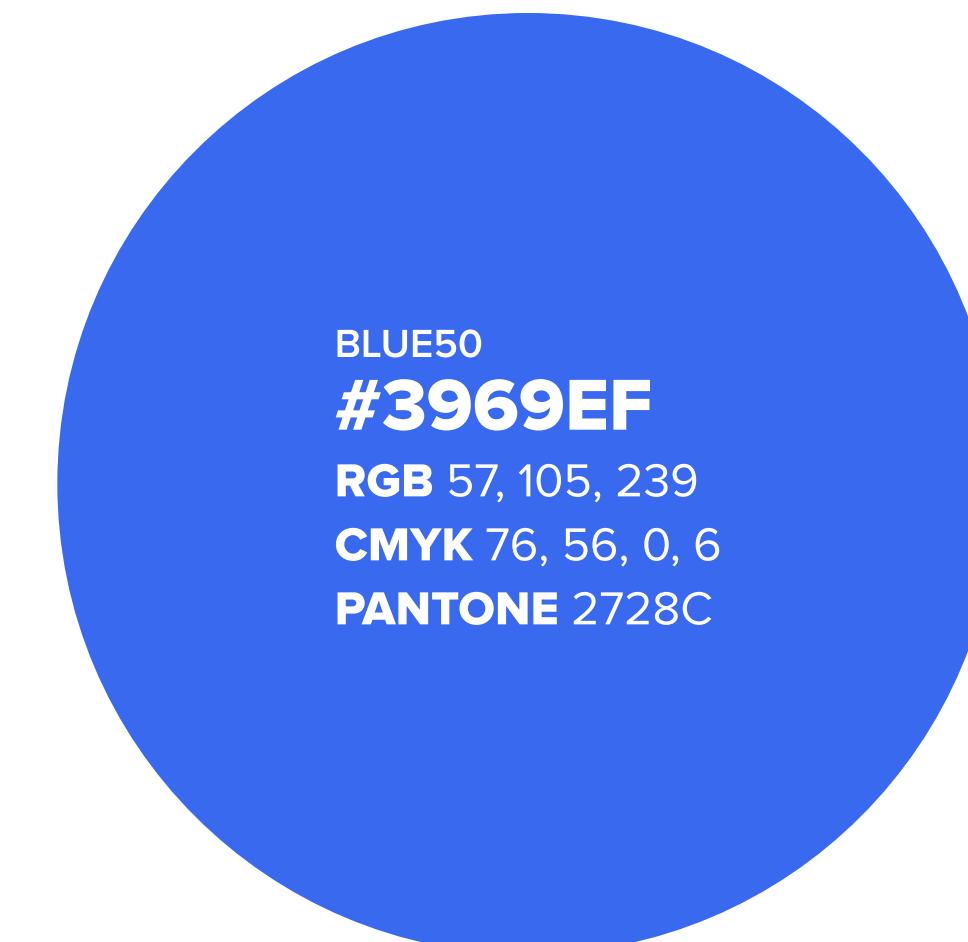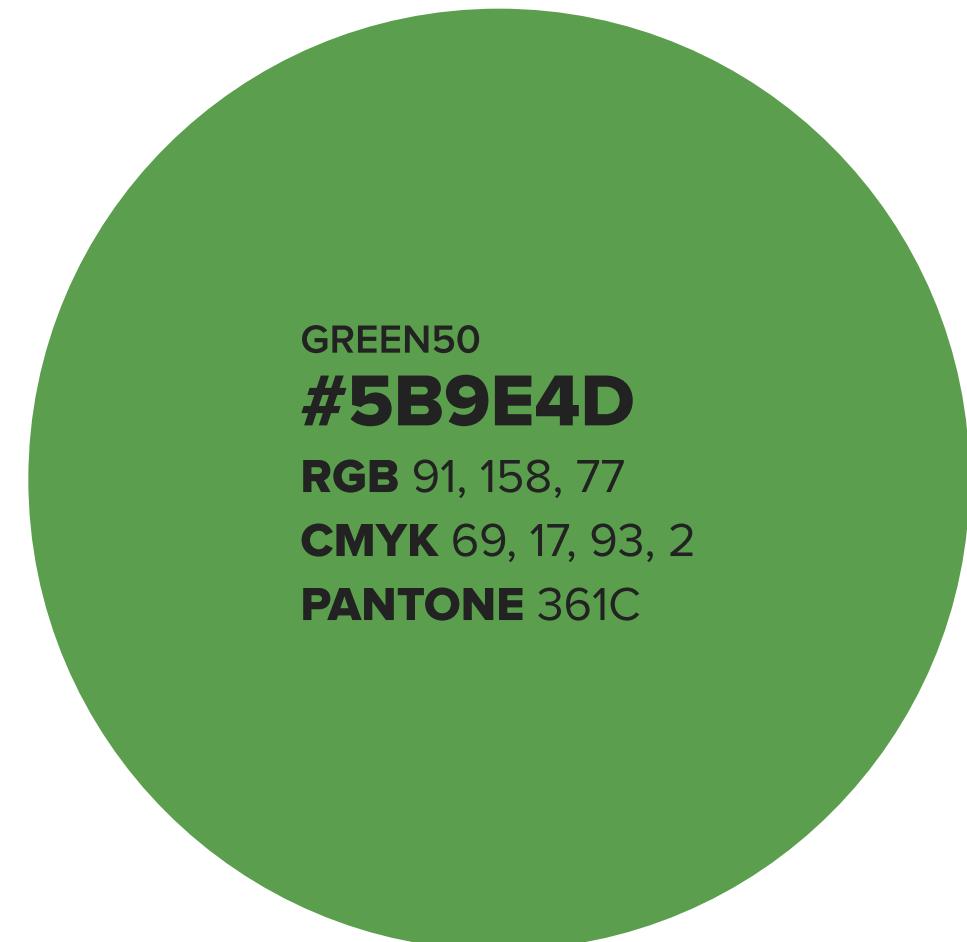
Bacon ipsum dolor amet cupim pancetta strip steak, turducken spare ribs turkey pork belly rump landjaeger. Beef turducken beef ribs biltong.

DuckDuckGo

Color

5 Colors

Our color palette consists of five base colors (labeled with the number 50), from which we derive a set of shades and tints.

Red50 is our dominant brand color, as seen in our logo.

YELLOW50
#FDD20A
RGB 253, 210, 10
CMYK 0, 17, 96, 1
PANTONE 7404C

RED50
#DE5833
RGB 222, 88, 51
CMYK 0, 60, 77, 13
PANTONE 173C

GREEN50
#5B9E4D
RGB 91, 158, 77
CMYK 69, 17, 93, 2
PANTONE 361C

BLUE50
#3969EF
RGB 57, 105, 239
CMYK 76, 56, 0, 6
PANTONE 2728C

VIOLET50
#5132A9
RGB 81, 50, 169
CMYK 52, 70, 0, 34
PANTONE Violet C

DuckDuckGo

Color

Shades/Tints/Grays

Paired with tints and shades (including grays), our color palette allows for variations in our illustrations, icons, and products.

![DuckDuckGo logo] DuckDuckGo

Red

RED10	#FFD1B3
RED20	#FFBA92
RED30	#FC9D70
RED40	#F17C50
RED50*	#DE5833
RED60	#B44E33
RED70	#964A34
RED80	#794232
RED90	#40261F

Yellow

YELLOW10	#FFF3BF
YELLOW20	#FFEB8F
YELLOW30	#FFE266
YELLOW40	#FED82E
YELLOW50*	#FDD20A
YELLOW60	#F5BA08
YELLOW70	#DE9800
YELLOW80	#945619
YELLOW90	#402E20

Green

GREEN10	#B8EBAE
GREEN20	#A4E597
GREEN30	#7DD16D
GREEN40	#6BBC5A
GREEN50*	#5B934D
GREEN60	#428235
GREEN70	#3F7035
GREEN80	#335B2B
GREEN90	#24401E

Blue

BLUE10	#B3C7FF
BLUE20	#9CB8FF
BLUE30	#769DFF
BLUE40	#5784FF
BLUE50*	#3969EF
BLUE60	#3455B3
BLUE70	#304787
BLUE80	#26345C
BLUE90	#1D2740

Violet

VIOLET10	#CEBDFF
VIOLET20	#BDA8FC
VIOLET30	#977DE3
VIOLET40	#6D4CCB
VIOLET50*	#5132A9
VIOLET60	#3B2187
VIOLET70	#311A72
VIOLET80	#27145E
VIOLET90	#190D40

Gray

GRAY05	#FAFAFA
GRAY15	#F2F2F2
GRAY25	#E5E5E5
GRAY35	#DADADA
GRAY45	#CACACA
GRAY55	#ABABAB
GRAY65	#999999
GRAY75	#666666
GRAY85	#444444
GRAY95	#222222