

 **phantom tech**

Style Guide

1. Logo



Logo Usage

Use the logo in its original form without distortion or modification.

Maintain consistent proportions and clear spacing around the logo.

Do not apply shadows, gradients, or other effects.

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Logo Variations

Primary Logo – Used for most applications (e.g., website, presentations).

Inverted Logo – Use on dark backgrounds for better contrast.

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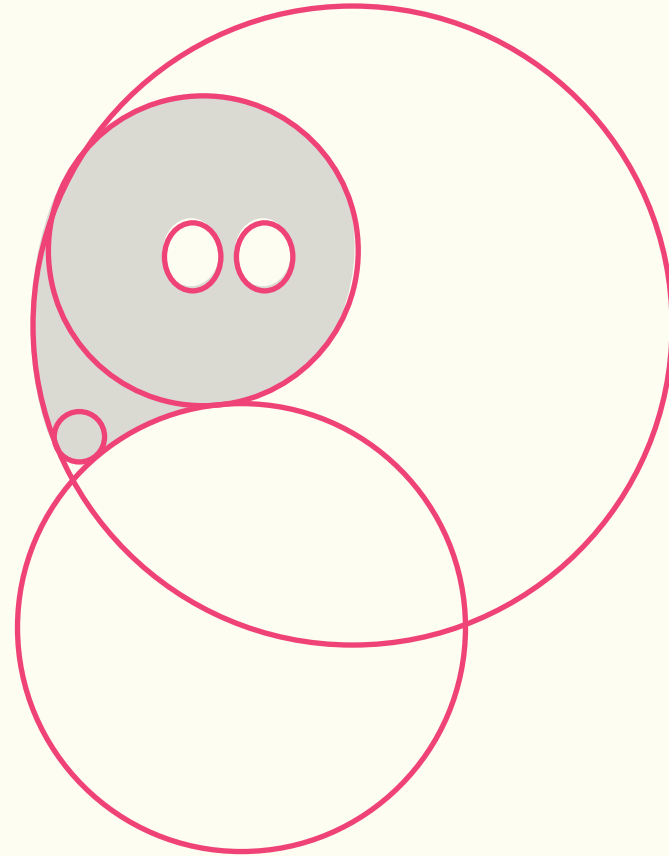
Clear Space

Maintain a clear space around the logo equivalent to the height of the letter

"P" in "Phantom. (the icon)

Avoid placing the logo too close to other elements or edges.

1. Icon



Icon Usage

The icon should be simple and scalable, maintaining visual clarity at any size.

Use it as a favicon, app icon, or social media profile picture.

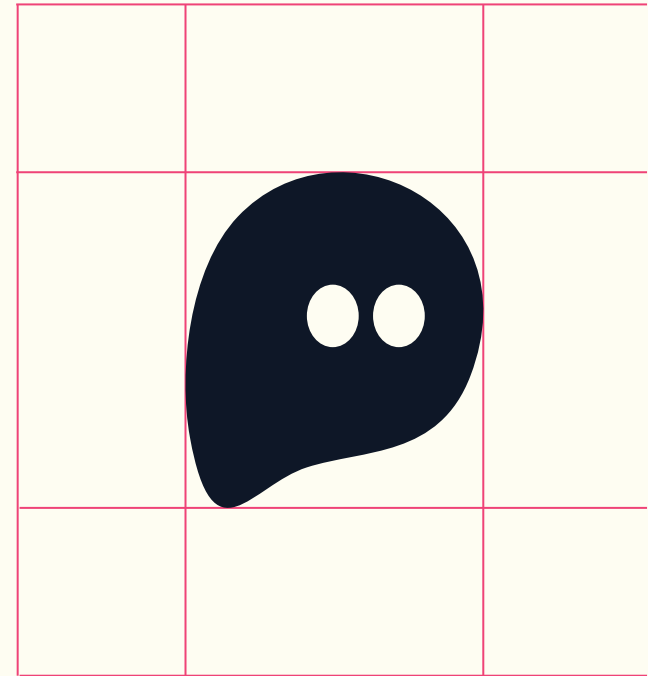
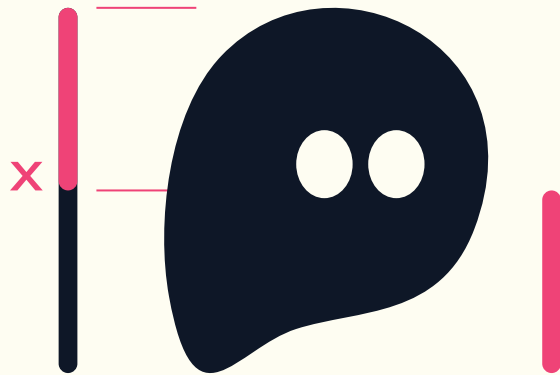
The icon should maintain the brand's minimalist and futuristic aesthetic.



Icon Usage

Primary Icon – Full color version

Inverted Icon – For use on dark backgrounds.



Clear Space

Maintain a minimum clear space equal to half the width of the icon around all sides.

Avoid placing the icon too close to edges or overlapping with other elements.

3. Typography

Primary Typeface

Font: Brooklyn

Weights:

Normal – Use for body text and general content to maintain readability.

Semi Bold – Use for subheadings or to highlight key information.

Bold – Use for main headings and to create strong emphasis.

Heavy – Use sparingly for maximum impact, such as in logos or key statements.

Letter Spacing & Line Height

Headlines: Tight tracking, 1.1x line height for a modern, clean look.

Body: Moderate tracking, 1.5x line height for improved readability.

Captions: Light tracking, 1.3x line height for subtlety and clarity.

4. Colors

Primary Colors

Midnight Blue – #101928 (Background, text)

Cream White – #FFFCF0 (Text, accents)

Accent Colors

Keep it simple with subtle accent tones or minimal highlights.

Maintain high contrast between text and background for accessibility.

Accent Colors

Avoid using more than two colors in a single design.

Maintain consistent color use across all platforms. Maintain high contrast between text and background for accessibility.

A dark blue rounded square with the hex code #101928 in white text.

#101928

A light cream rounded square with a thin dark border and the hex code #FFFCF0 in dark text.

#FFFCF0