



## **BRAND GUIDELINES**

Jan 2022

# LOGO

The logo is always black or white. When the logo is placed on a photo, the white version of the logo should be used. Never use the logo without the alpha symbol. The alpha symbol however can be used seperately for avatar/profile/icon purposes.



# COLORS

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<div>#9C6C00</div> <div>RGB 156, 108, 0</div>	<div>#9C6C00</div> <div>RGB 186, 152, 76</div>	<div>#F0E9D9</div> <div>RGB 240, 233, 217</div>
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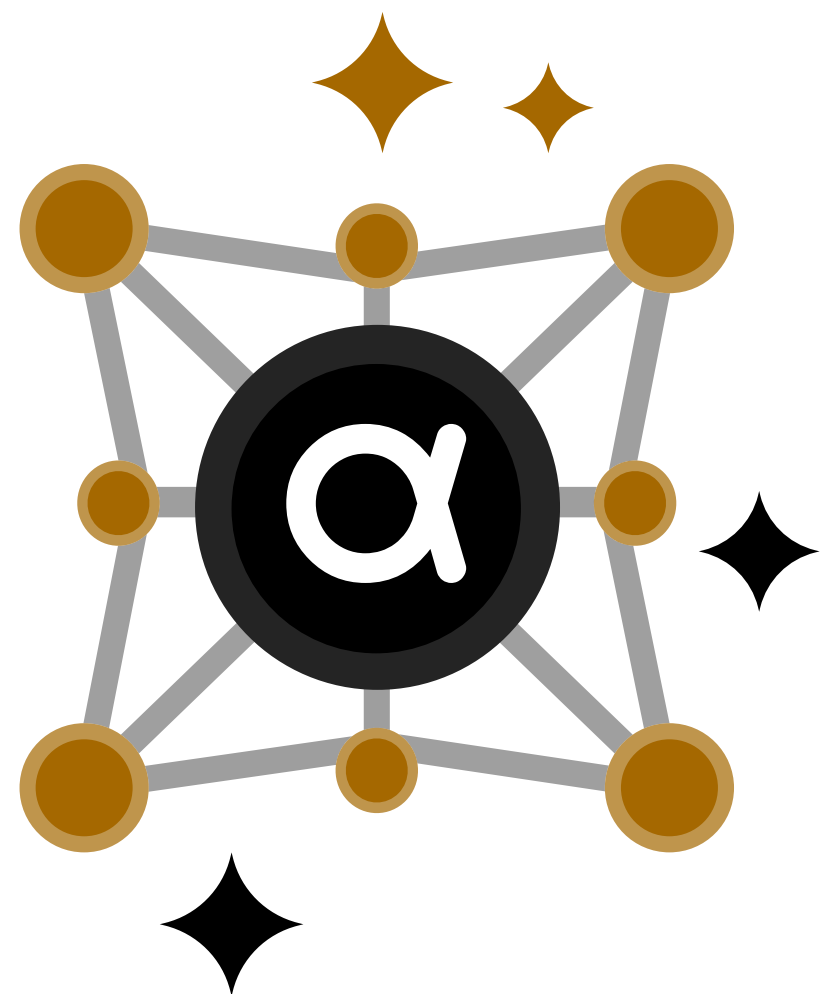
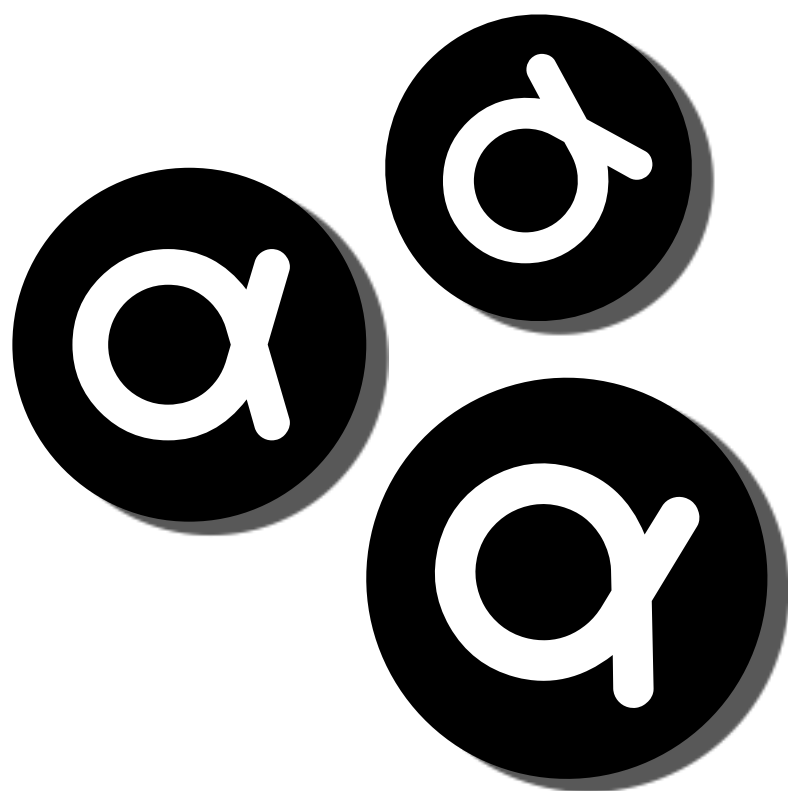
<div>#000000</div> <div>RGB 0, 0, 0</div>	<div>#585858</div> <div>RGB 88, 88, 88</div>	<div>#DDDDDD</div> <div>RGB 221, 221, 221</div>
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#FFFFFF

RGB 255, 255, 255

# ILLUSTRATIONS

These illustrations can be used anywhere. Typical Alpha DAO style are the golden/brownish color combined with black.





# MASCOT

Never use the mascot as an avatar or profile picture for social media platforms, tools, etc. In this case, the Alpha DAO icon is used. The Hypno Toad illustrations can be used for any purposes.



# FONTS

Alpha DAO brand’s font is Readex Pro. This is a Google webfont and can be downloaded or embedded via [fonts.google.com](https://fonts.google.com).