



The Dallar Graphics Standards Manual

A Fuck in Progress by the
Dallar Community

This is an effort in strengthening brand identity.

Our vision is to build a consistent visual language for all products and services related to Dallar, to be immediately recognizable by any product or service related to it.

All materials and resources described and contained in this document are released under the MIT License as per GitHub.

This should at least provide logo variants, color swatches, font types, various icons, formatting guidelines, and so on.

Further expansion should include official templates for merchandising, social media banners, and interactive icons for web and apps.

We do not want to restrict the creative expression of content creators for the Dallar. We want people to freely reference and expand upon it.

TABLE OF CONTENTS

SECTION I : PHILOSOPHY

- 1... Composition and Rules
- 2... Font and Text Formatting
- 3... Colors and Swatches

SECTION II : ICONOGRAPHY

- 1... Logos and Variations
- 2... Icons and Indicators
- 3... Patterns and Motifs

SECTION I : PHILOSOPHY

The Art of Mindset



“Between stimulus and response, there is a space. In that space is our power to choose a response.” - Viktor Frankl

Composition and Rules

We are reliant on visual hierarchy and weighting to convey information effectively and reliably.

Embrace flatness, composition, and negative space.
Alignment feels good.

It feels very modern, when done right. Avoid gloss, shadow, or physical/material quality. No skeuomorphism.

It's not like every tech giant is ripping off ultra-efficient Swiss-style typography or anything as "digital design", riiight?

Communication efficiency is key.

Font and Text Formatting

Our brand identity uses the Montserrat typeface family. It is a highly legible sans serif, which looks both clean and modern.

It is also thankfully available as a free Google webfont.
No excuse for web.

Our logo uses Montserrat (Light), but we will be relying on Montserrat (Medium) by default for paragraphs and columns.
Not (Regular.)

For emphasis on text, we use Montserrat (Bold.) We also use it for variant logos for products and services, such as Dallar WALLET.

Avoid italics unless quoting.

When writing paragraphs, avoid widowing them and keep paragraphs justified left. Alignment also feels good.

Note: Our logo (달) uses Korean Hangul writing as well, which is the Adobe Gothic typeface. It says “dal” in Korean, which means “moon.”

It is considered to be auspicious in the cryptocurrency community. For us, it just looks like someone pooping in the toilet.

Colors and Swatches

The red color is sampled directly from the incredible NASA Graphics Standard Manual (1976), which is non-menacing and nostalgic of space travel (and is also a moon joke, despite the first landing being in 1969.)

Its RGB values are 195,20,39. Its color hex code is #c31427.

White and red are the primary colors for our branding, with black and white in case of monochromatic format. Red is often converted to full black in monochromatic, because mid gray is not desirable.

While dark backgrounds are comfortable to read on screens, white backgrounds are sometimes inevitable. Red on white is preferred. Otherwise if the background is black or dark, use white on dark.

We are using dark teal as a secondary color or dark background alternative, which is comfortable to read on.

Its RGB values are 34,52,60. Its color hex code is #22343c.

To write on this dark teal background color, we are using a secondary accent color of lighter teal for text, which is also comfortable.

Its RGB values are 136,157,165. Its color hex code is #889da5.

SECTION II : ICONOGRAPHY

The Art of Stuff



“How Can Mirrors Be Real If Our Eyes Aren't Real” - Jaden Smith

Logos and Variations

The DALLAR logo is the full logo, with both emblem and text.

If space is reduced to a square shape as an icon, crop only the moon and apply the same rules.

In cases where a logo or icon is needed at 32x32 resolution or lower, use the Korean Hangul symbol only for legibility.

A variant logo for a product/service is represented with an additional subtitle using Montserrat (Bold), and by shrinking font size to match the outer horizontal bounds of “DALLAR.”

Try to name your product within a similar amount of letters.

PSDs for all official logos are available on [GitHub](#) for download.

