HedgeDoc
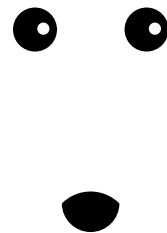# Logotype
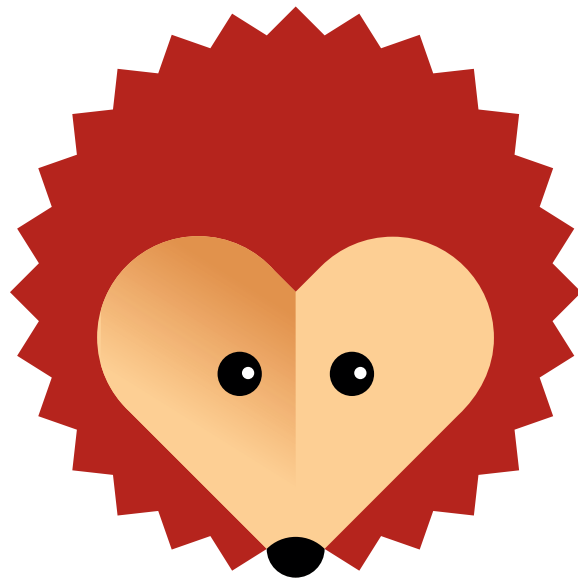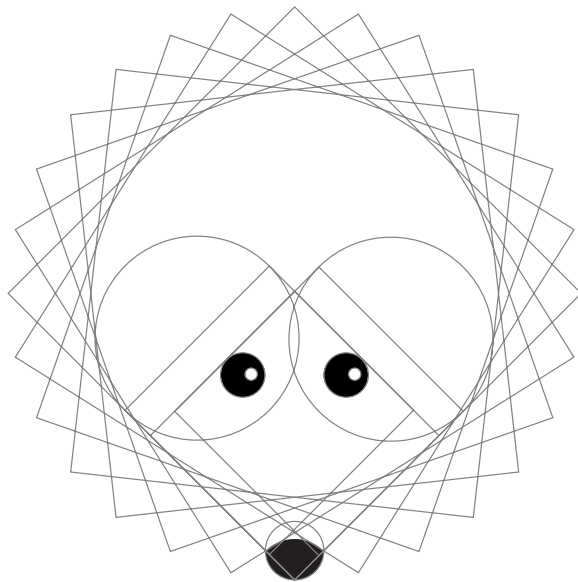# graphic guidelines
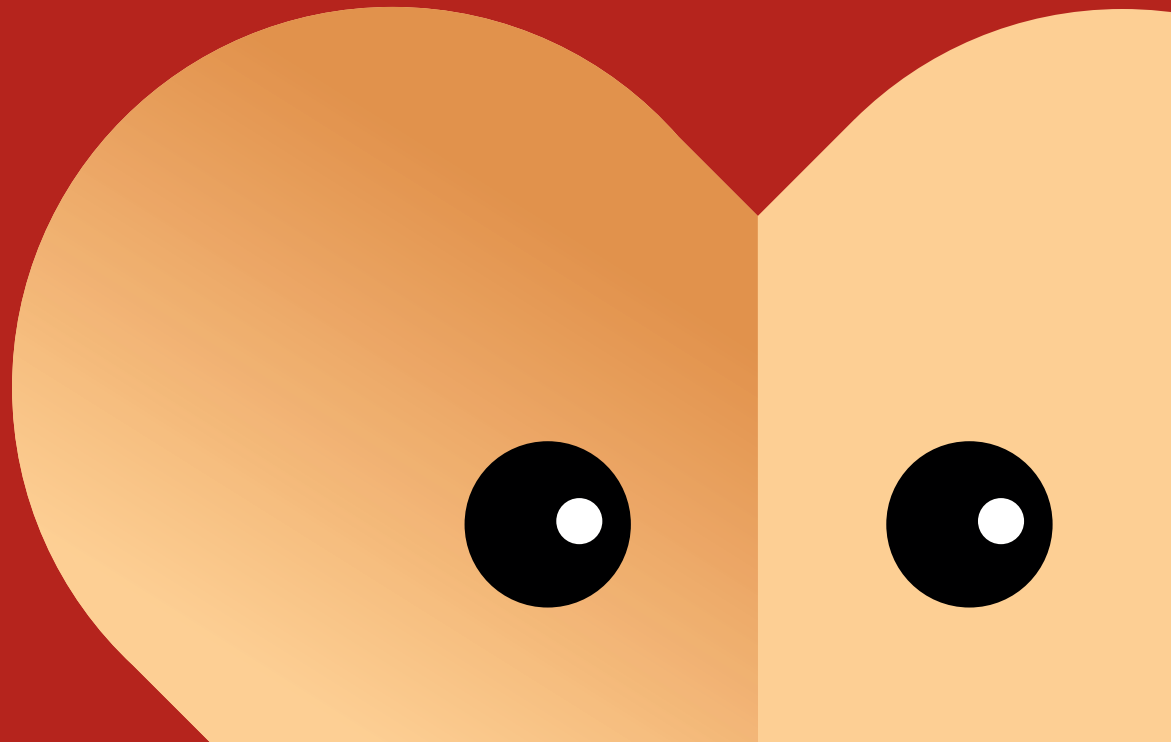
HedgeDoc
logotype
formula
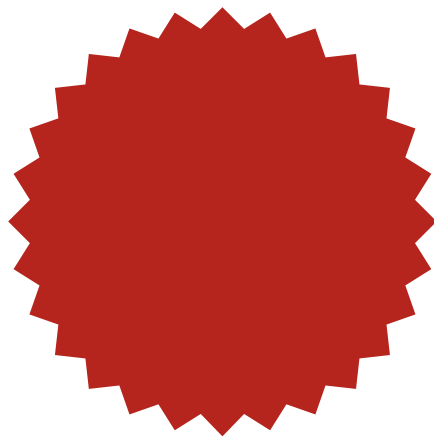
Logotype
constuction
squares
and circles

Logotype
variants
color
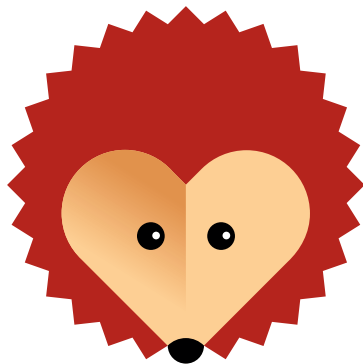black & white
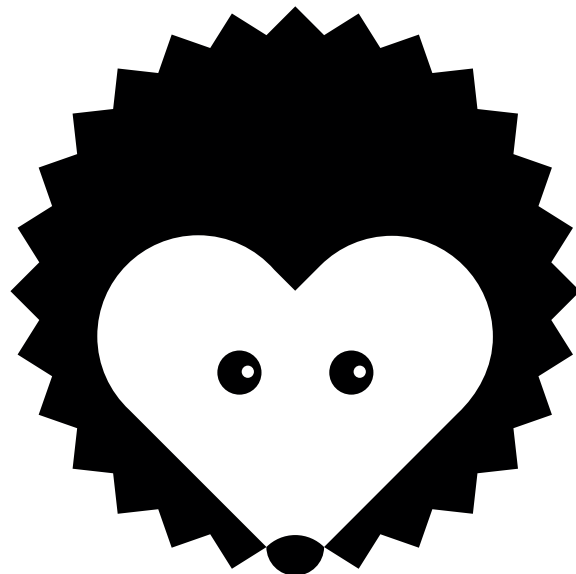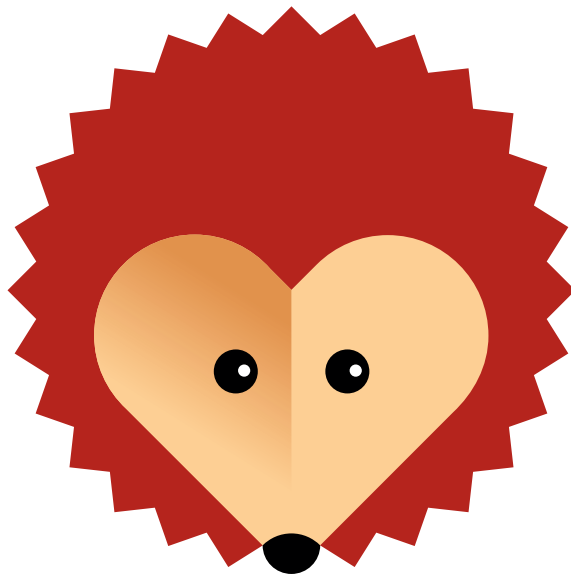
Logotype
sizes
big
medium

tiny

128 px

64 px

32 px

16 px

on a large scale,
the logotype features:
– shaded face
– 27 quills

32 px and below:
– face shade disappears
– 17 quills
– eyes are black only

16 px:
– heart is bigger
– eyes are bigger too
– no nose
– round (no spikes)

Colors

HedgeDoc

hex   **#000000**
rgb   **0 | 0 | 0**
cmyk   **60 | 40 | 40 | 100**

hex   **#B51F08**
rgb   **181 | 31 | 8**
cmyk   **10 | 95 | 100 | 20**

hex   **#FDD49A**
rgb   **253 | 212 | 154**
cmyk   **0 | 20 | 45 | 0**

hex   **#000000**
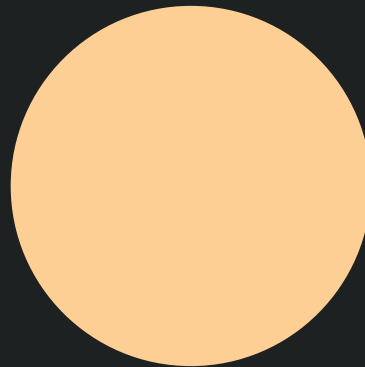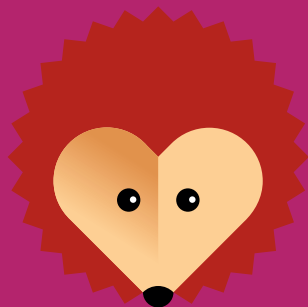rgb   **0 | 0 | 0**
cmyk   **60 | 40 | 40 | 100**

Colors

HedgeDoc

hex	#ECECEC
rgb	236 | 236 | 236
cmyk	0 | 0 | 0 | 10

hex	#B51F08
rgb	181 | 31 | 8
cmyk	10 | 95 | 100 | 20

hex	#FDD49A
rgb	253 | 212 | 154
cmyk	0 | 20 | 45 | 0

hex	#000000
rgb	0 | 0 | 0
cmyk	60 | 40 | 40 | 100

Colors
we should
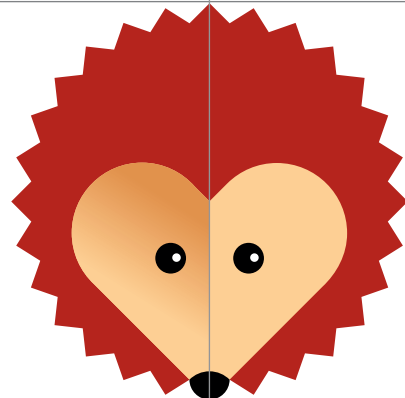avoid this
scenario

Typography

Kumbh Sans
Regular 400

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

Composition
vertical

4 x
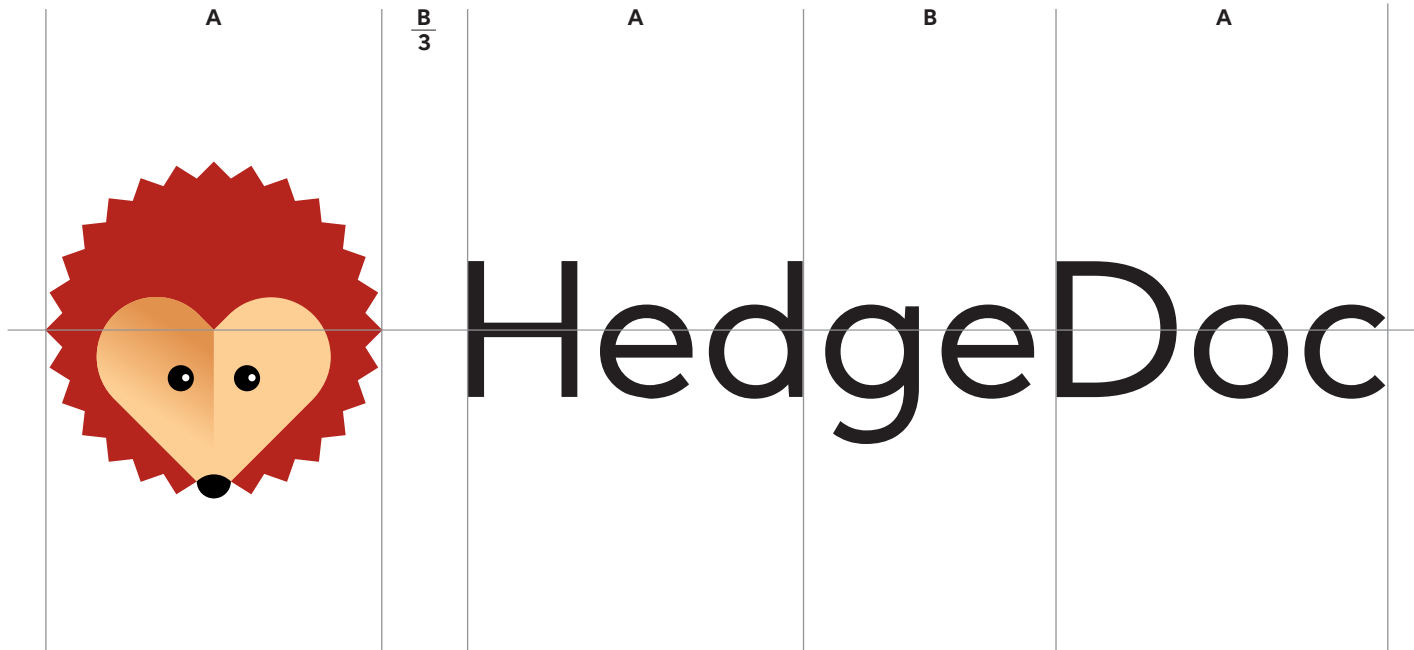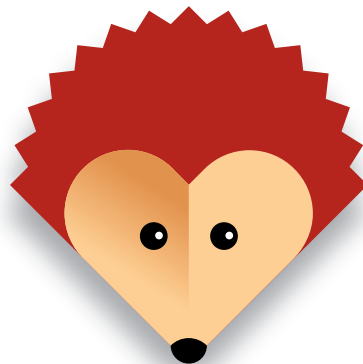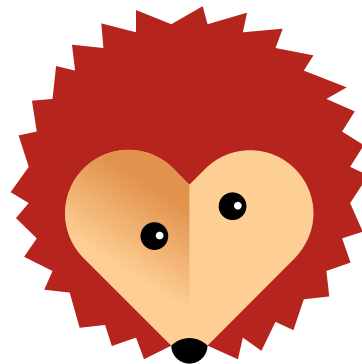
x

x

Composition
horizontal

Do not
mess with
the logo

No colors alterations
no quills coloration to make it
looks like his japanese cousin

No shape alterations
no redrawing because it was better
before. and of course no shadow.

No creativity with the logotype
no legs, no tail, no rotation,
and of caurse no wind effetc.

Credits

Logotype design
Éric Gaspar,
studio ÉricandMarie, Paris

www.ericandmarie.fr

Usage of the HedgeDoc logo must fulfill the terms specified in the **USAGE_GUIDELINES.md** document.