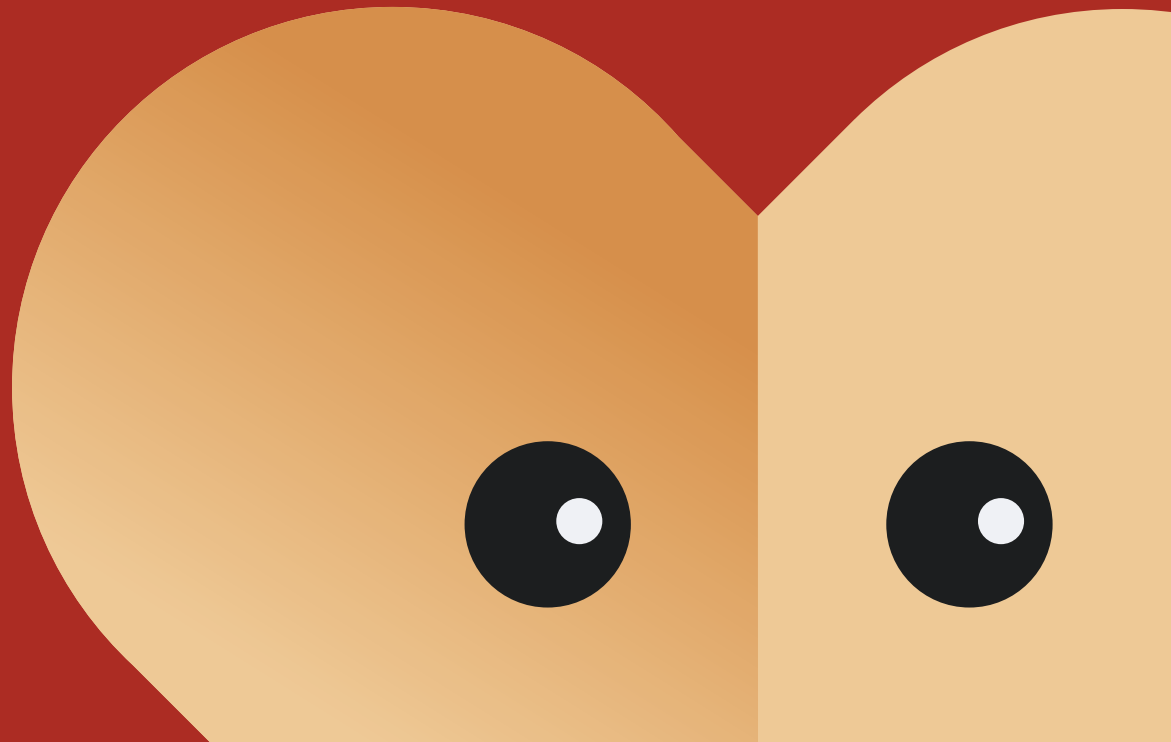


HedgeDoc

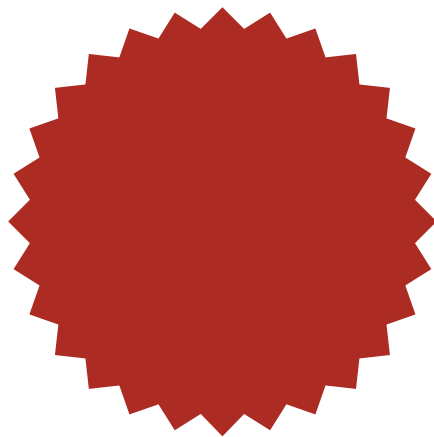
Logotype

graphic guidelines

version 1.0 🍷 30 September 2020



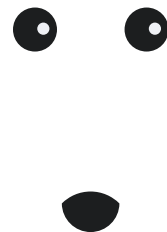
HedgeDoc
logotype
formula



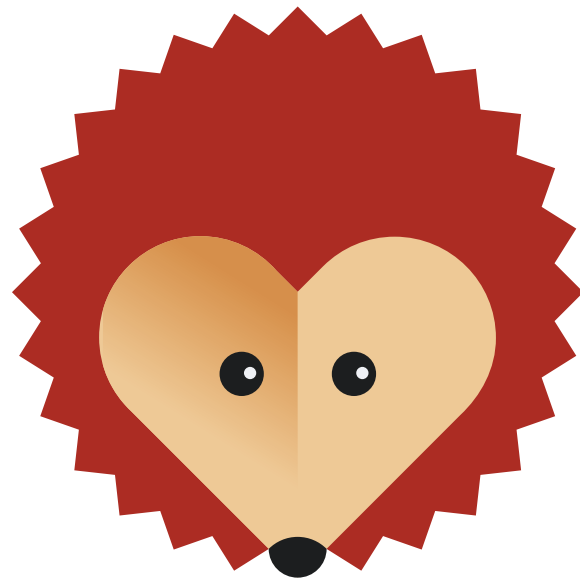
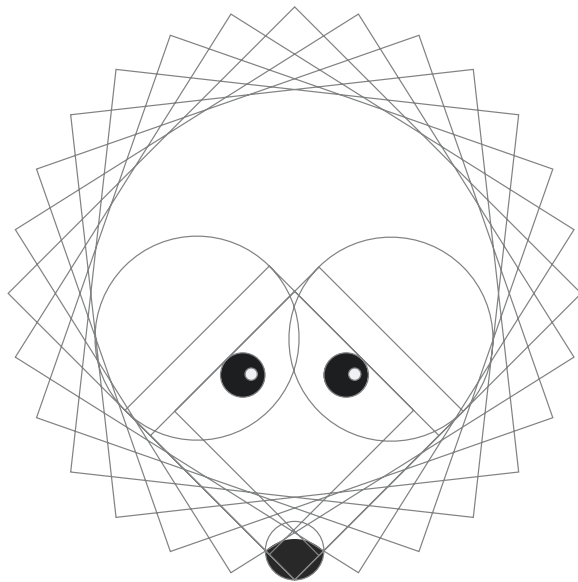
+



+



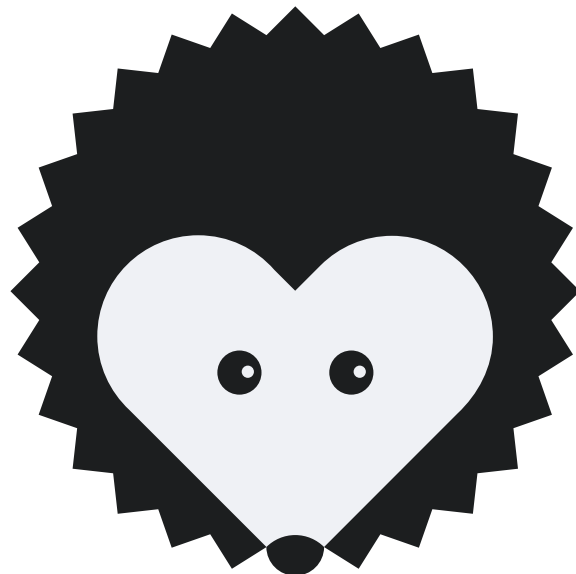
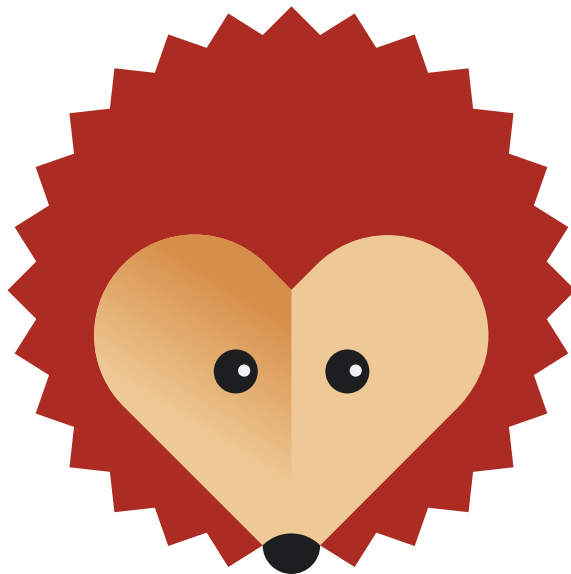
Logotype construction squares and circles



Logotype variants

color

black & white



Logotype sizes

big

medium

tiny



128 px

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



64 px



32 px



16 px

- 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



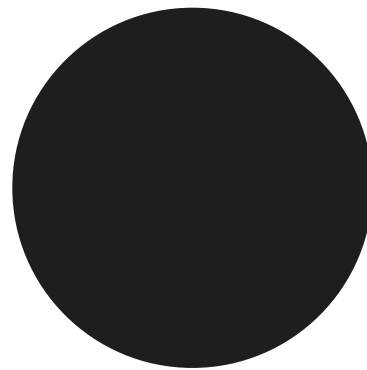
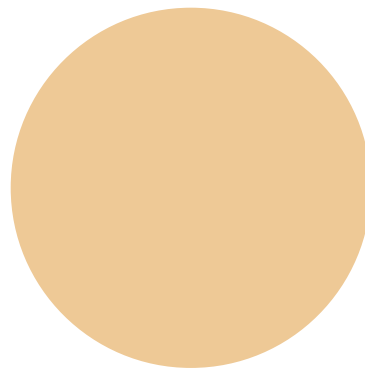
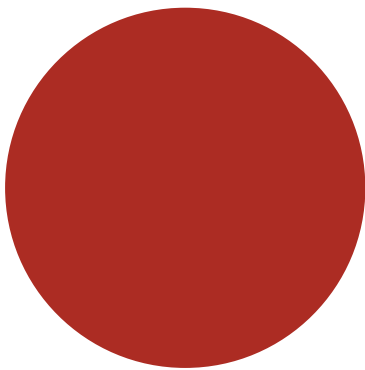
HedgeDoc

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



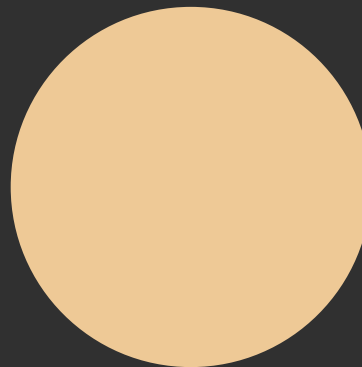
HedgeDoc

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

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

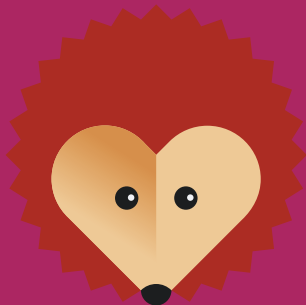
hex **#FDD49A**
rgb **253 | 212 | 154**
cmyk **0 | 20 | 45 | 0**

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



Colors

we should
avoid this
scenario



HedgeDoc

Typography

Kumbh Sans

Regular 400

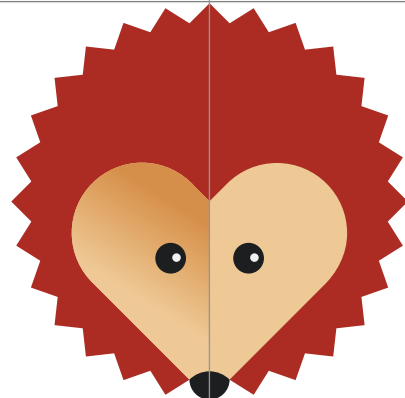
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

<https://fonts.google.com/specimen/Kumbh+Sans>

Composition
vertical



4 x

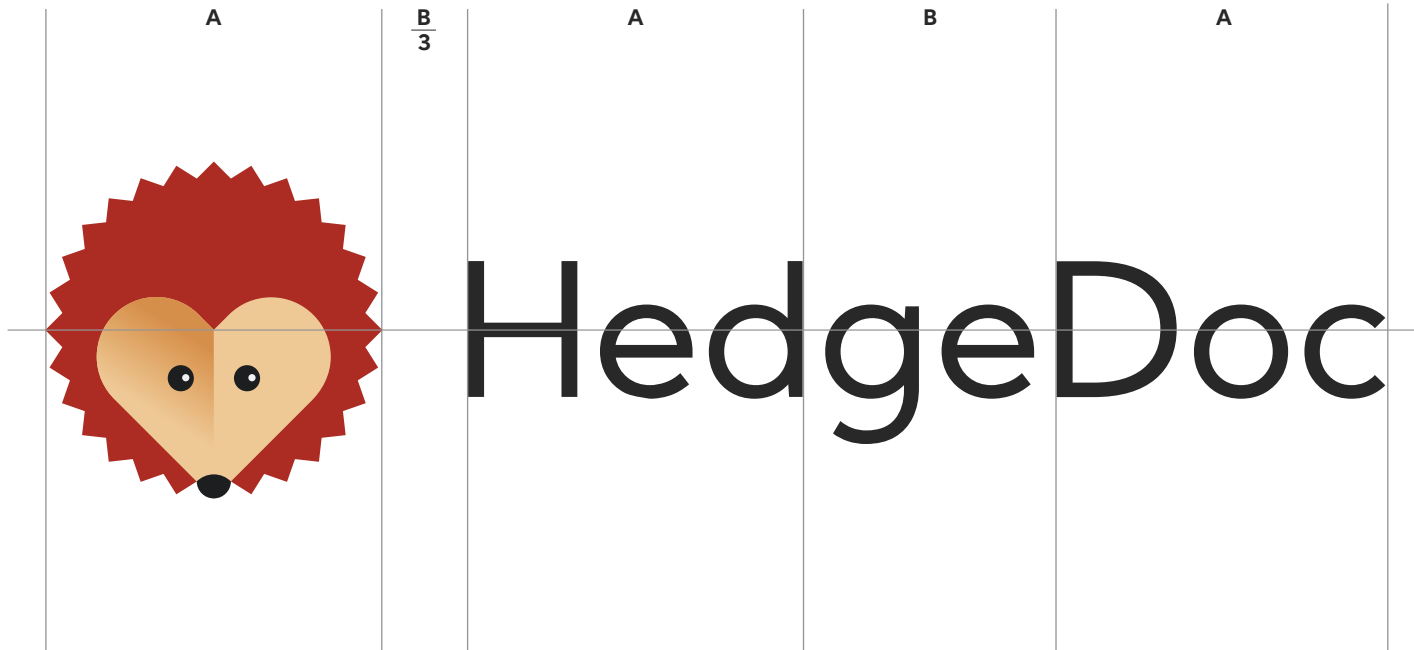
HedgeDoc

x

x

Composition

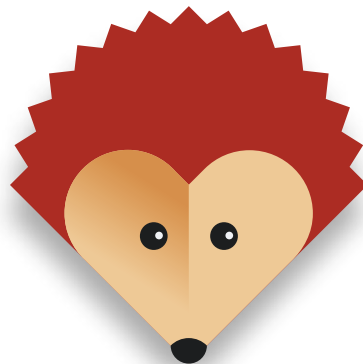
horizontal



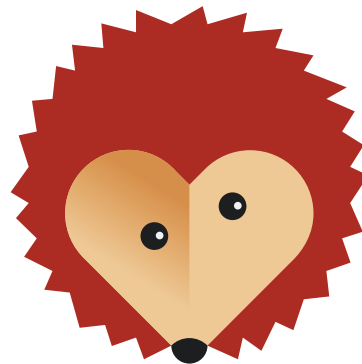
Do not mess with the logo



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 course no wind effetc.

Credits & license



Logotype design
Éric Gaspar,
studio ÉricandMarie, Paris

Space for legal stuff