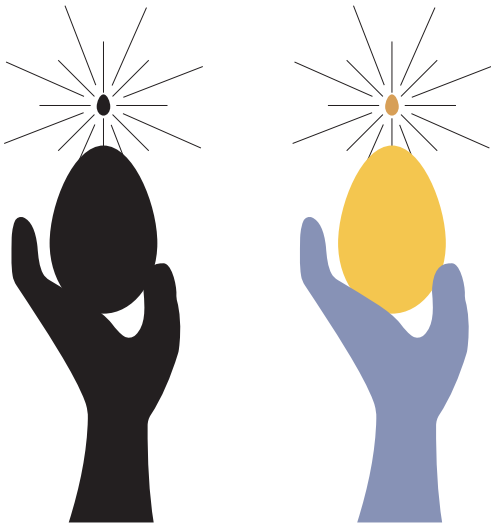# The Egg Website

Logo and Usage

The Egg logo is made up of three main elements, the Egg, the guiding hand and the spark.

The brand name is situated right underneath the logo. The logo and title can be used in unison or apart from each other, each serving the purpose of informing the viewer of the organization.

smallest size for print: 0.5inx1in

The logo should not be distorted, warped, or changed in any way that strays from the original form. Logo should be in all black or in the dedicated color scheme indicated above. Additionallly, logo should not be minimized in size that doesn't follow the smallest print rule. Logo can be used for website and sanctioned merch specified by the organization heads only.

Color Palette

| #DDC5A8 | #F5C74E | #D8A057 | #8893B7 |

Colors are used in the RGB color setting but can easily be changed to a CMYK format, etc.

Typography

DICO MONO

ABCDEFGHIJKLM
NOPQRSTUVYXYZ

abcdefghijklm
nopqrstuvwxyz

NEUE HAAS UNICA
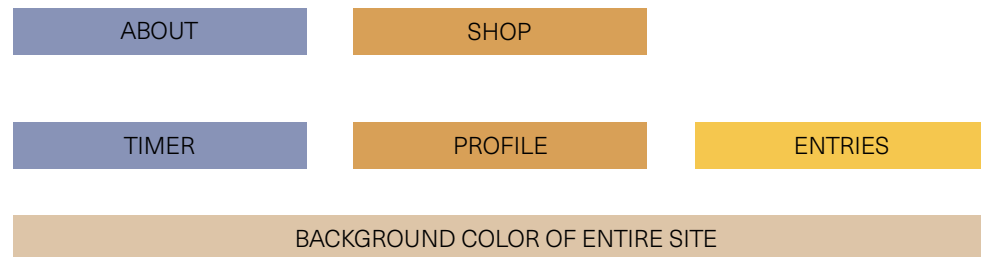
ABCDEFGHIJKLMNO
PQRSTUVYXYZ

abcdefghijklmnopqrst
uvwxyz

Dico Mono is used for title, headers, and main text while Neue Hass Unica is to be used for body text.

Navigation

ABOUT   SHOP

TIMER   PROFILE   ENTRIES

BACKGROUND COLOR OF ENTIRE SITE

Navigation will use DIco Mono as the chosen typeface and the color palette will correspond to five different navigation links. The most neutral color will be used as the background of site.