

BRAND STYLE GUIDE

TABLE OF CONTENTS

BRAND MESSAGE

LOGO

COLOR

TYPOGRAPHY

VISUAL MOTIFS

UI ELEMENTS

BRAND MESSAGE

DEX Creative Co.

gets its name from

“DEXTERITY.”



THE WORD HAS SEVERAL MEANINGS.

*Skill, proficiency, expertise, artistry
and finesse; especially with one's hands.*

Agility, flexibility, and nimbleness.

*Astuteness, intelligence, ingenuity, and
inventiveness.*

*In role-playing games, the attribute
that increases speed and accuracy.*

It is also short for "Design, Expedited."

LOGO

LOGOTYPE:

Letters made of straight-line strokes that taper off slightly into angled points, suggesting they were hand-drawn with a marker or brush. An extra flourishing stroke underlining the type, in some variants.



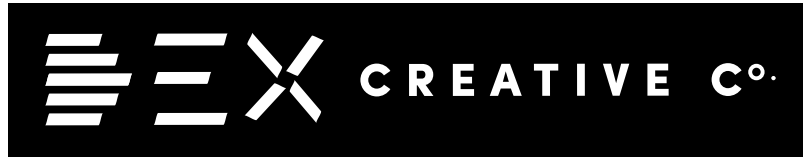
LOGOMARK:

A human right hand (viewed from the back), drawn using similar strokes to the logotype. Angled to be pointing upward and forward.



ALLOWED VARIANTS:

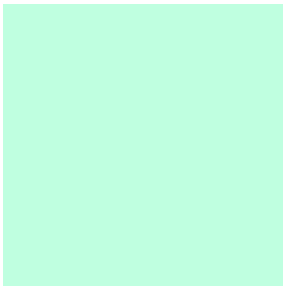
- All white fill on black background
- All black fill on white background
- Logomark alone
- Logotype alone
- Scaling that maintains original proportions
- Approved logo lockups contained herein



DISALLOWED VARIANTS:

- Other fill colors
- Other background colors
- Gradient or textured fills or backgrounds
- Unapproved logo lockups not contained herein
- Scaling that distorts original proportions
- Adding or removing elements

COLORS



#bffe1
R: 19 G: 255 B: 225



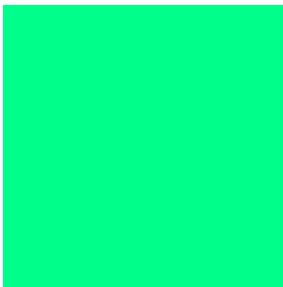
#00ba64
R: 0 G: 186 B: 100



#008045
R: 0 G: 128 B: 69



#004023
R: 0 G: 64 B: 35



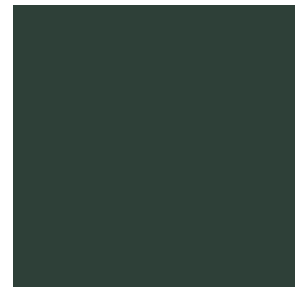
#00ff89
R: 0 G: 255 B: 137



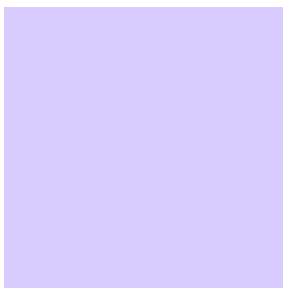
#5dba8f
R: 93 G: 186 B: 143



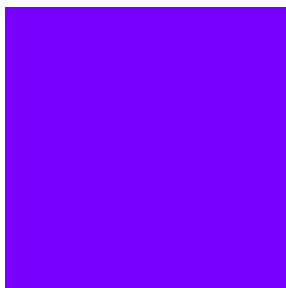
#408063
R: 64 G: 128 B: 99



#2d4038
R: 45 G: 64 B: 56



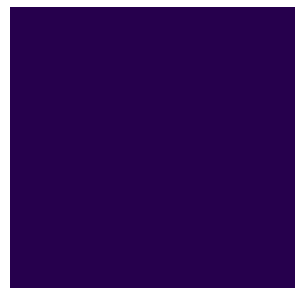
#d8ccff
R: 216 G: 204 B: 255



#7800ff
R: 120 G: 0 B: 225



#3b0080
R: 59 G: 0 B: 128



#26004d
R: 38 G: 0 B: 77



#a299bf
R: 162 G: 153 B: 191



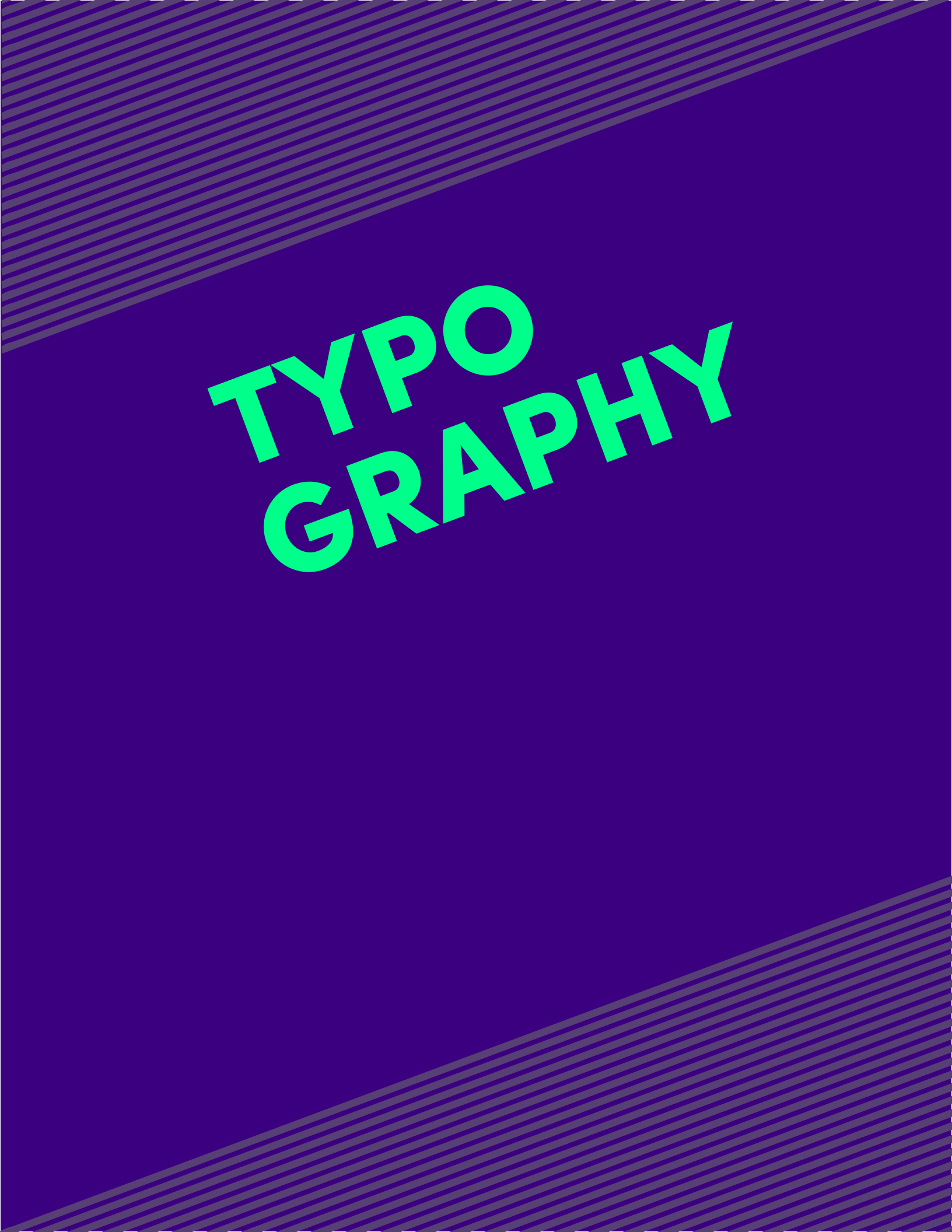
#573f73
R: 87 G: 63 B: 115



#38264d
R: 56 G: 38 B: 77



#261a33
R: 38 G: 26 B: 51



TYP GRAPHY

SOFIA PRO

Ultra Light *Ultra Light Italic* Extra Light *Extra Light Italic* Light *Light Italic*
Regular *Regular Italic* Medium *Medium Italic* Semi Bold *Semi Bold Italic*
ic Bold *Bold Italic* Black *Black Italic*

Heading 1 Sofia Pro Black / 82 px / 78px

**LOREM
IPSUM**

Heading 2 Sofia Pro Black / 60 px / 58 px

**LOREM IPSUM IS
SIMPLY DUMMY**

Heading 3 Sofia Pro Black / 36 px / 40px

**LOREM IPSUM IS SIMPLY
DUMMY TEXT.**

Heading 4 Sofia Pro Black / 24 px / 24px

LOREM IPSUM IS SIMPLY DUMMY TEXT.

Heading 5 Sofia Pro Semi Bold Italic / 21px / 24px

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Heading 6 Sofia Pro Light Italic / 21px / 24px

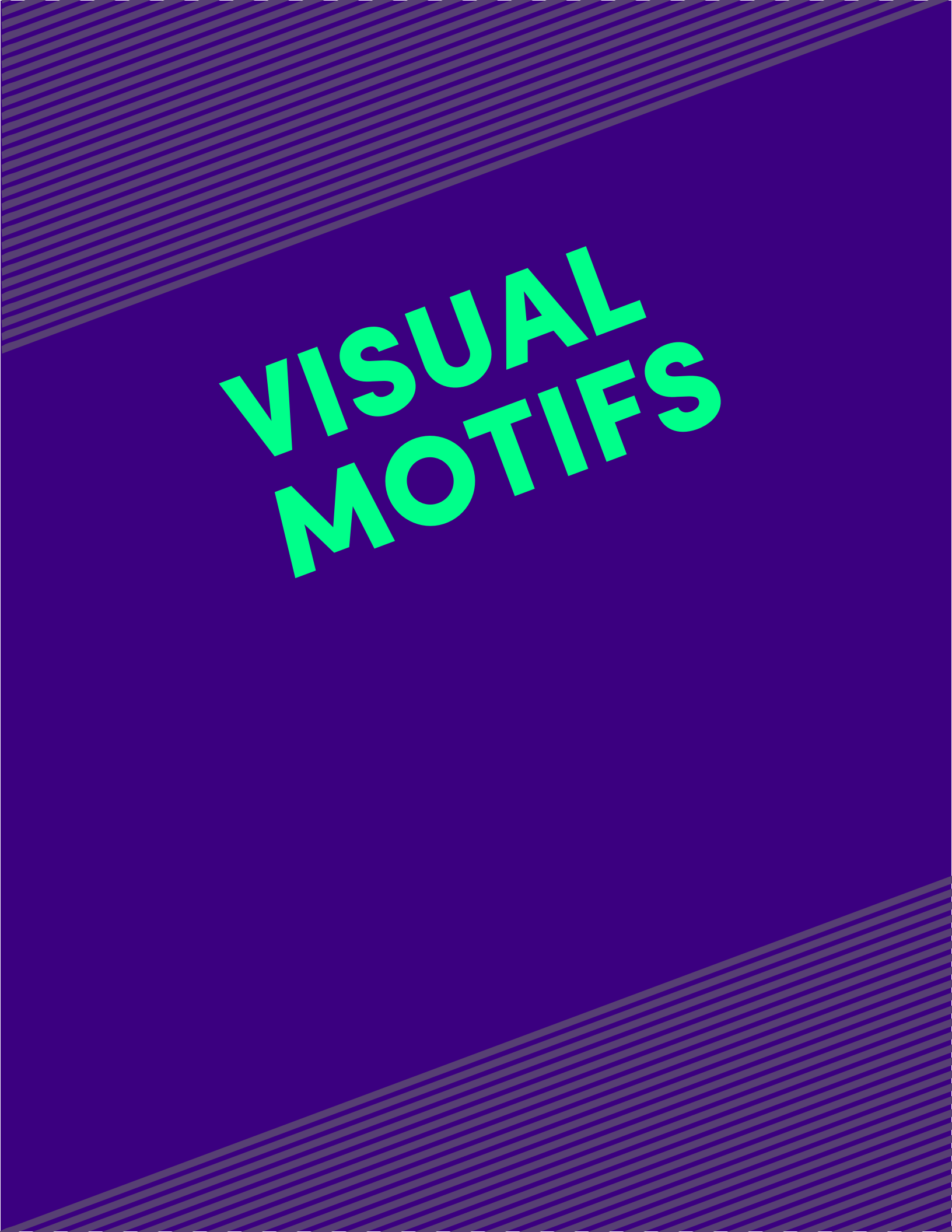
Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Body Text Sofia Pro Regular / 16 px / 20px

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Caption Sofia Pro Light / 11 px / 13px

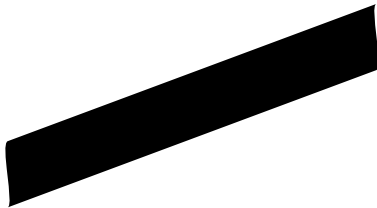
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



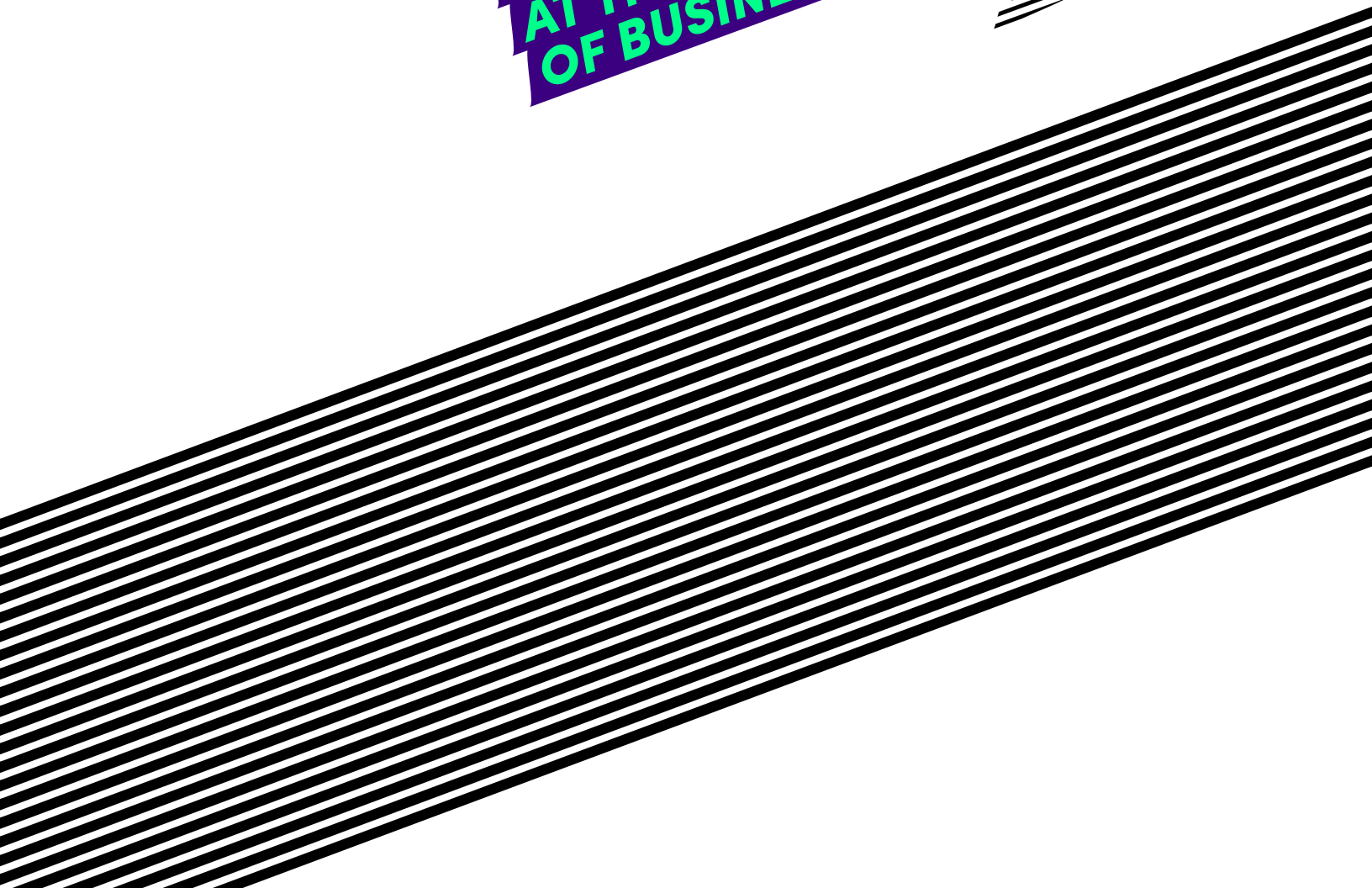
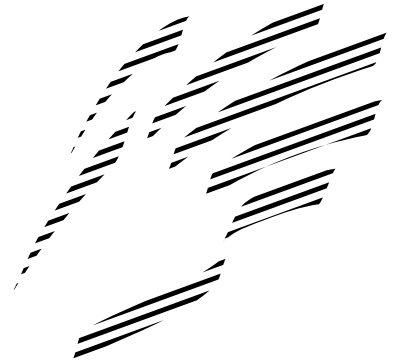
VISUAL MOTIFS

LINES AND ANGLES:

- Creates a sense of movement
- Elements rotated at 20.5°
- Highlighter-like backgrounds on heading text
- Lines used as a mask for images and graphics



**CREATIVE,
AT THE SPEED
OF BUSINESS.**



LINE-ART ILLUSTRATION

- Minimalist, highly stylized images and icons reinforces the Agile Design approach



ABSTRACT PHOTOGRAPHY

- Conceptual rather than literal representations
- Blurred or motion blurred



UI ELEMENTS

BUTTONS



CALLS TO ACTION



SOCIAL MEDIA

FORM ELEMENTS

LISTS AND TABLES

DATA VISUALIZATIONS

