



DARK INQUISITION

BRAND GUIDELINES

dark-inquisition.com

Introduction



Welcome to the brand guidelines of Dark Inquisition, a beacon of distinctive sound and innovation in the music industry. Our identity is not just conveyed through our music, but also through the visual elements that represent us, namely our logos. Whether it's the full grandeur of our Normal logo or the succinct elegance of our Responsive 'DI' design, each serves a unique purpose and carries with it the essence of Dark Inquisition. This manual will guide you on how to appropriately utilize and display these logos to ensure consistent and powerful representation across all platforms and media.

Please follow these guidelines diligently to maintain the integrity and identity of Dark Inquisition.

*The Dark Inquisition logo is a masterful creation by Diego Carneiro, proudly showcased.
Follow him at [@diegocarneiro.art](https://www.instagram.com/diegocarneiro.art)*

The Logos



Full Logo



The Full Logo of Dark Inquisition is our primary visual identifier. It captures the complete essence of our brand with the name spelled out in its entirety. This logo is the go-to choice for a wide range of applications including posters, social media banners, merchandising, album covers, official press releases, and any major promotional material. Its versatility ensures the band's name stands out prominently, embodying the full spirit and ethos of Dark Inquisition.

Responsive Logo



Our Responsive 'DI' Logo serves a more specialized purpose. Designed for succinctness without losing our identity, this logo is primarily applied to merchandising items and certain internal and external band communications. Its compact nature is perfect for situations where space is limited or a subtler branding touch is desired. However, to maintain clarity and consistency, it's important to note that the Responsive Logo should not be used on event posters or as the primary logo in major promotions.

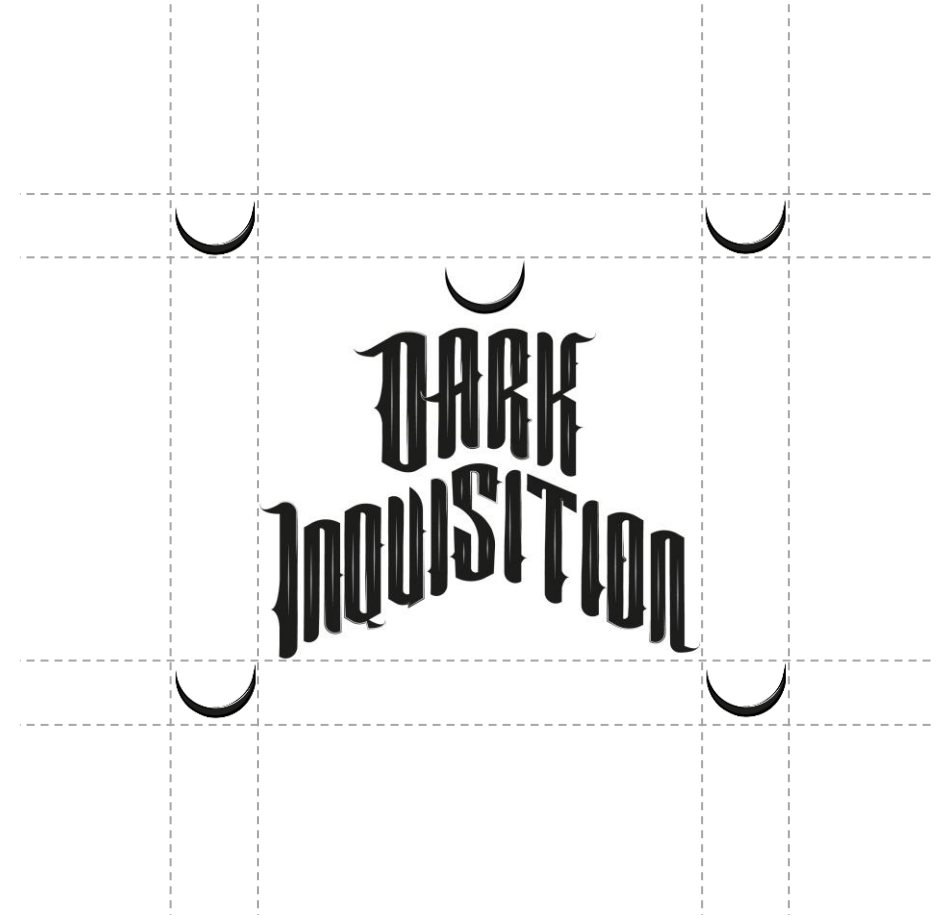
Logo Application



When utilizing the Full Logo of Dark Inquisition, always ensure to maintain clear margins as depicted. This ensures optimal visibility and integrity of our brand's identity, even in complex layouts. Respect the space, and let our logo breathe.



Logo must be in a single, clear light color, preferably white, when placed on a colored background, or be outlined with a border for visibility.



Things to avoid



Don't distort



Don't apply
texture or effects

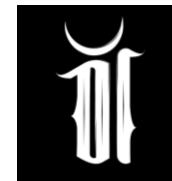


Don't make the logo
too small or less than
120px in width



NEVER change
the logo.

Typography



Raleway Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Although font usage is flexible, our preferred choice is Raleway for its clean and modern appeal.

Designed by [Matt McInerney](#), [Pablo Impallari](#), [Rodrigo Fuenzalida](#)

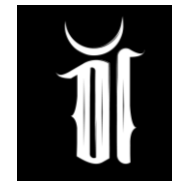
Raleway Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Raleway Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Sacred geometry



For the years 2024 to 2026, Dark Inquisition will embrace the mystique and allure of sacred geometry in our visual representations. As displayed in the following examples, these geometric patterns resonate with ancient wisdom and universal harmony, aligning seamlessly with our musical ethos.

