PENGUINLY

Brand Guidelines

Typeface

Primary

DM Mono Medium

Never Fear!

DM Mono Regular

Never Fear!

DM Mono Light

Never Fear!

Secondary

Roboto Mono Bold

Never Fear!

Roboto Mono Medium

Never Fear!

Roboto Mono Regular

Never Fear!
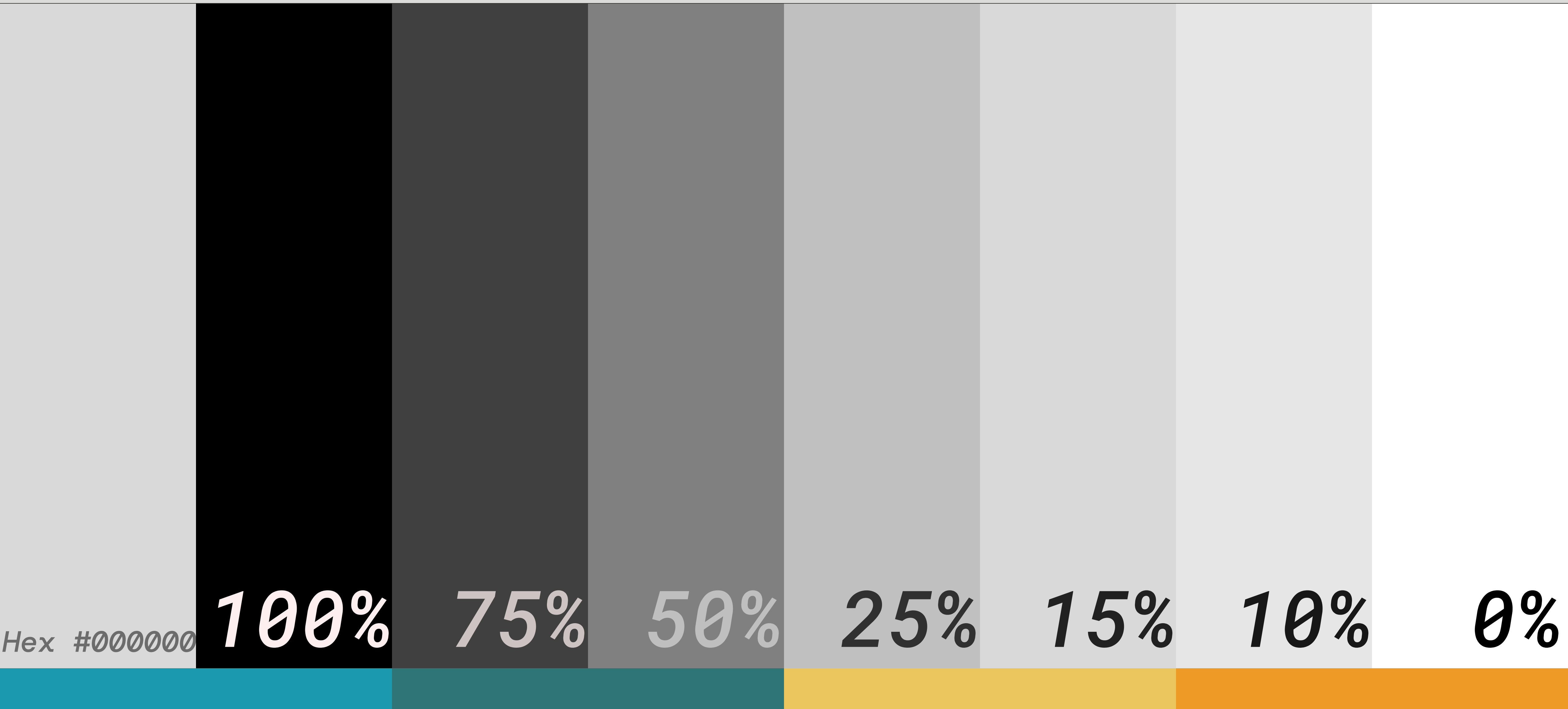
Roboto Mono Light

Never Fear!

Roboto Mono Thin

Never Fear!

Typeface - Incorrect

Use of fonts not included
in Brand Guidelines

Use of effects

Inappropriate

spacing

Color - black & white

Hex #000000 **100%** 75% 50% 25% 15% 10% 0%

color - Arctic Style

	100%	75%	50%	25%	15%	10%	0%
#1A99AF							
#2F7476							
#324A5F							

Color - Tropical Style

#EBC55E

#ED9A27

#A63C06 **100%** 75% 50% 25% 15% 10% 0%
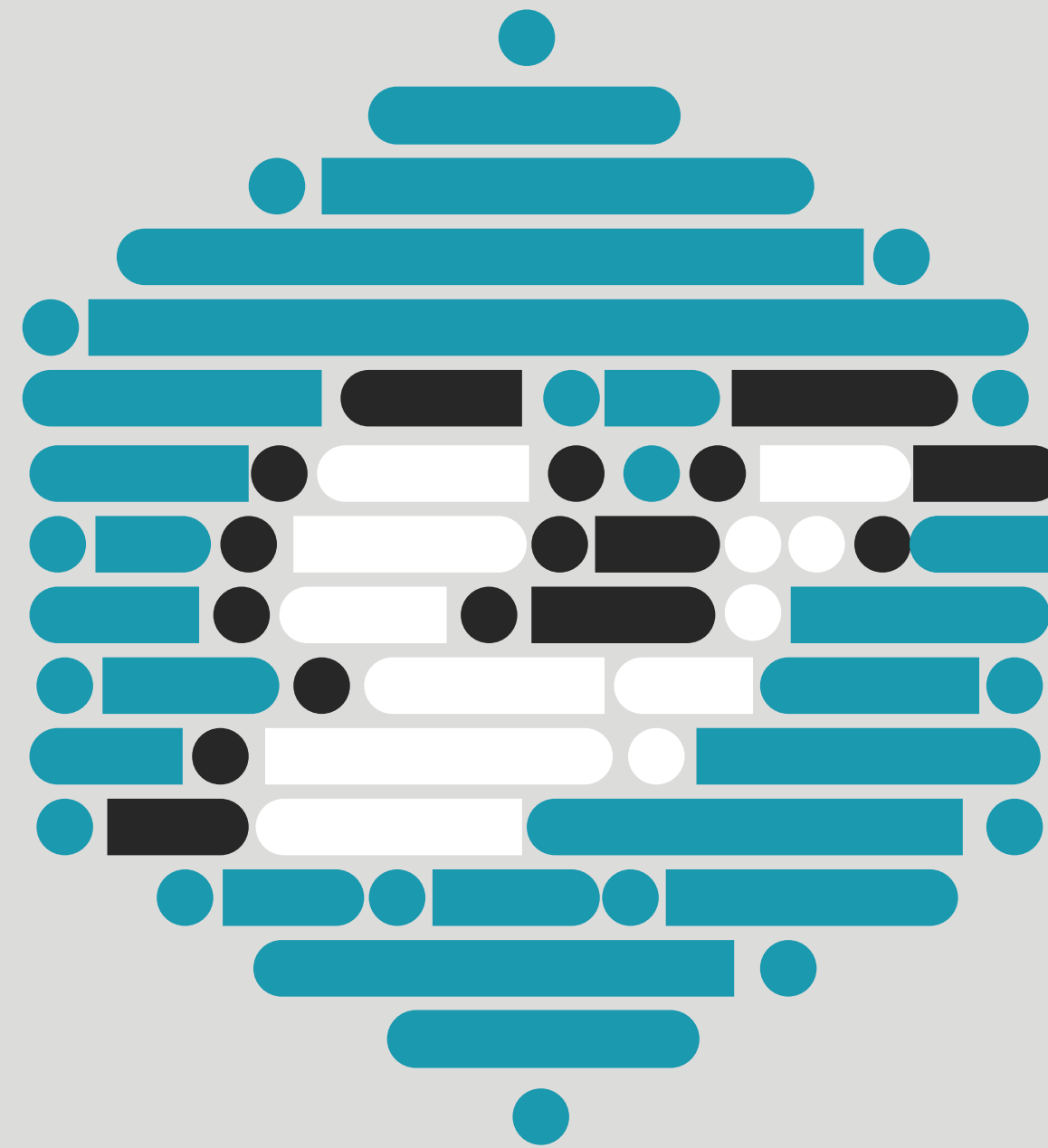
Logo
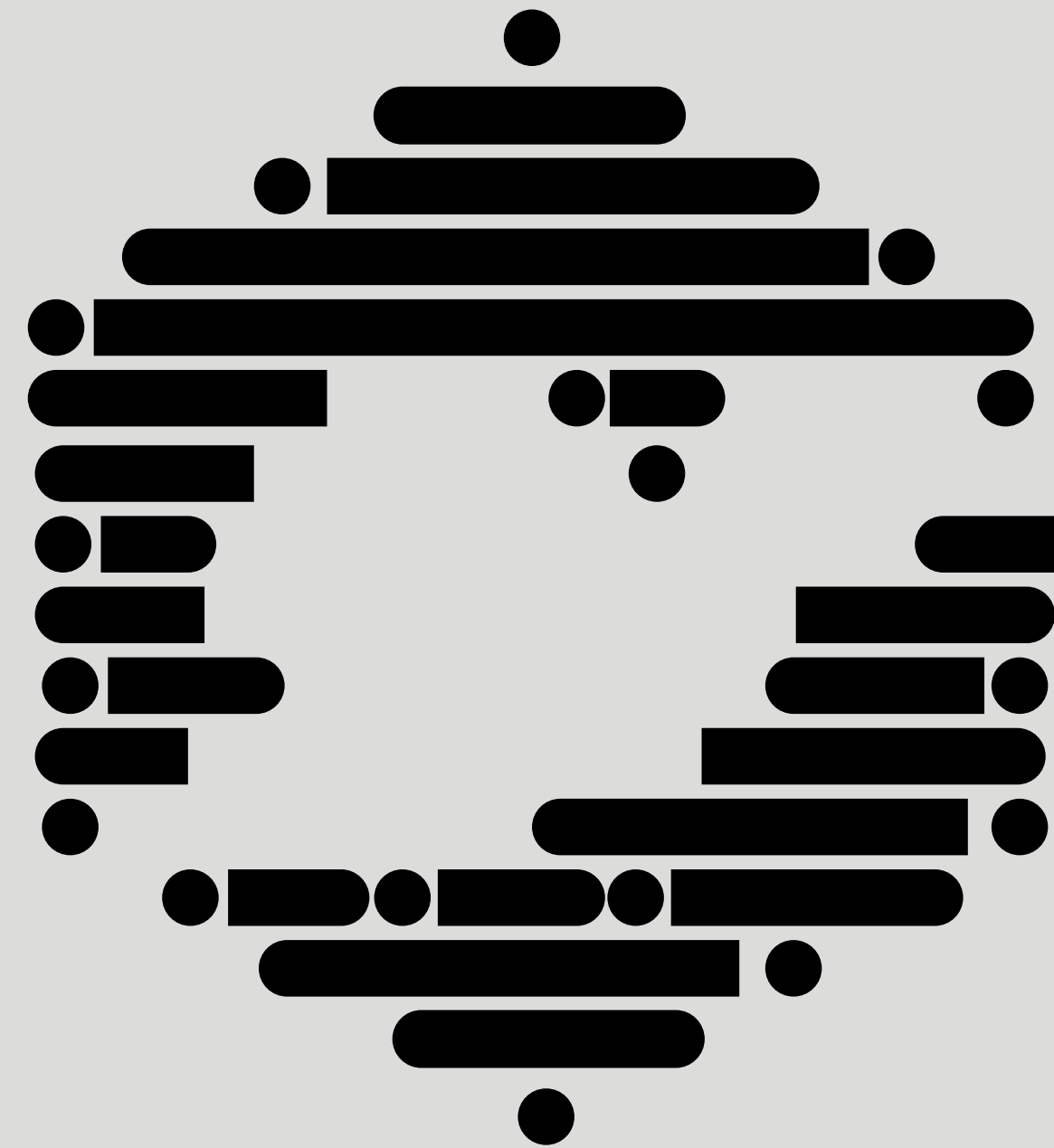
Logo Only

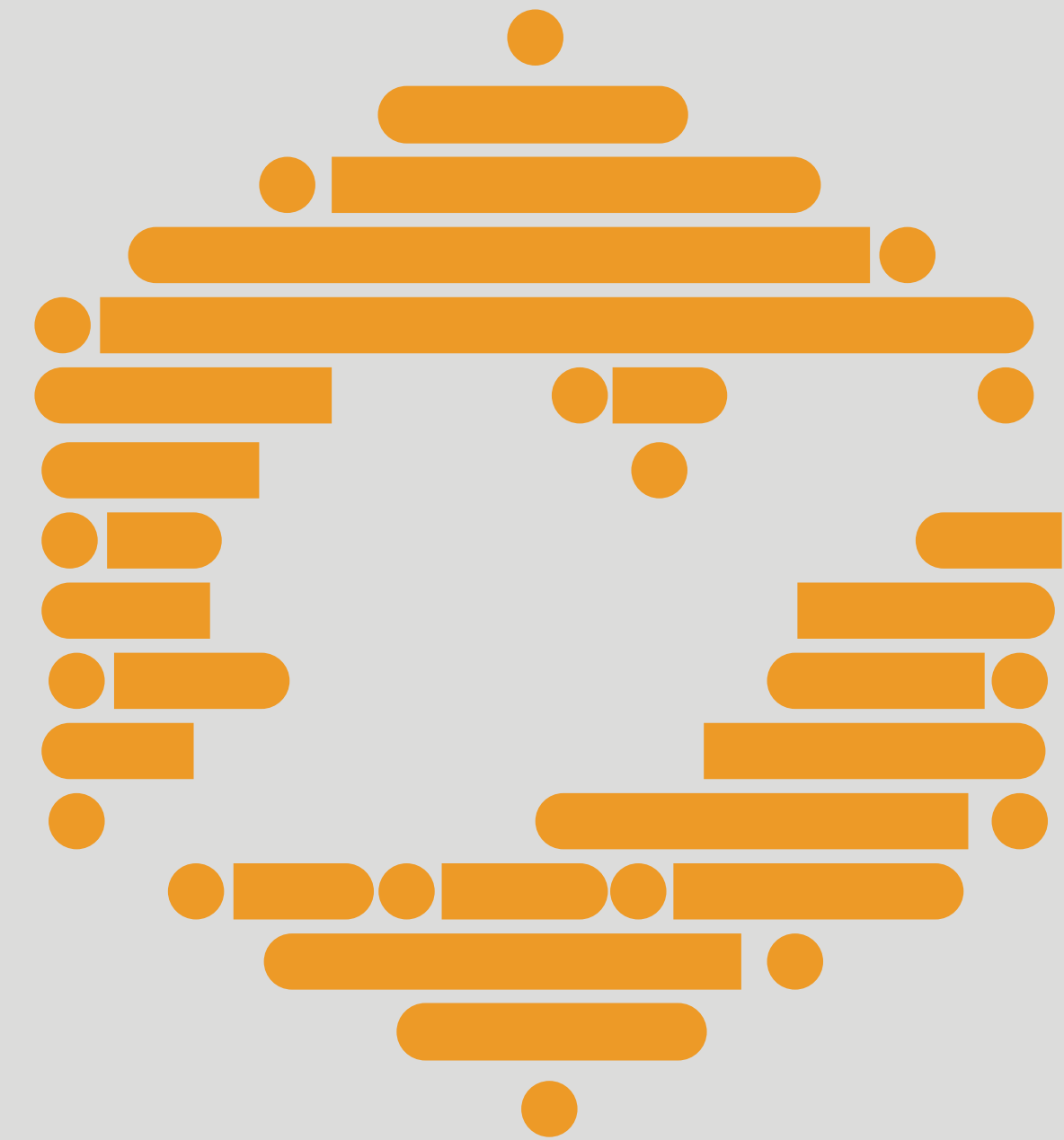## Logo With Text

Penguinly.org

X   1.5X

Logo- Variants

Gray & white
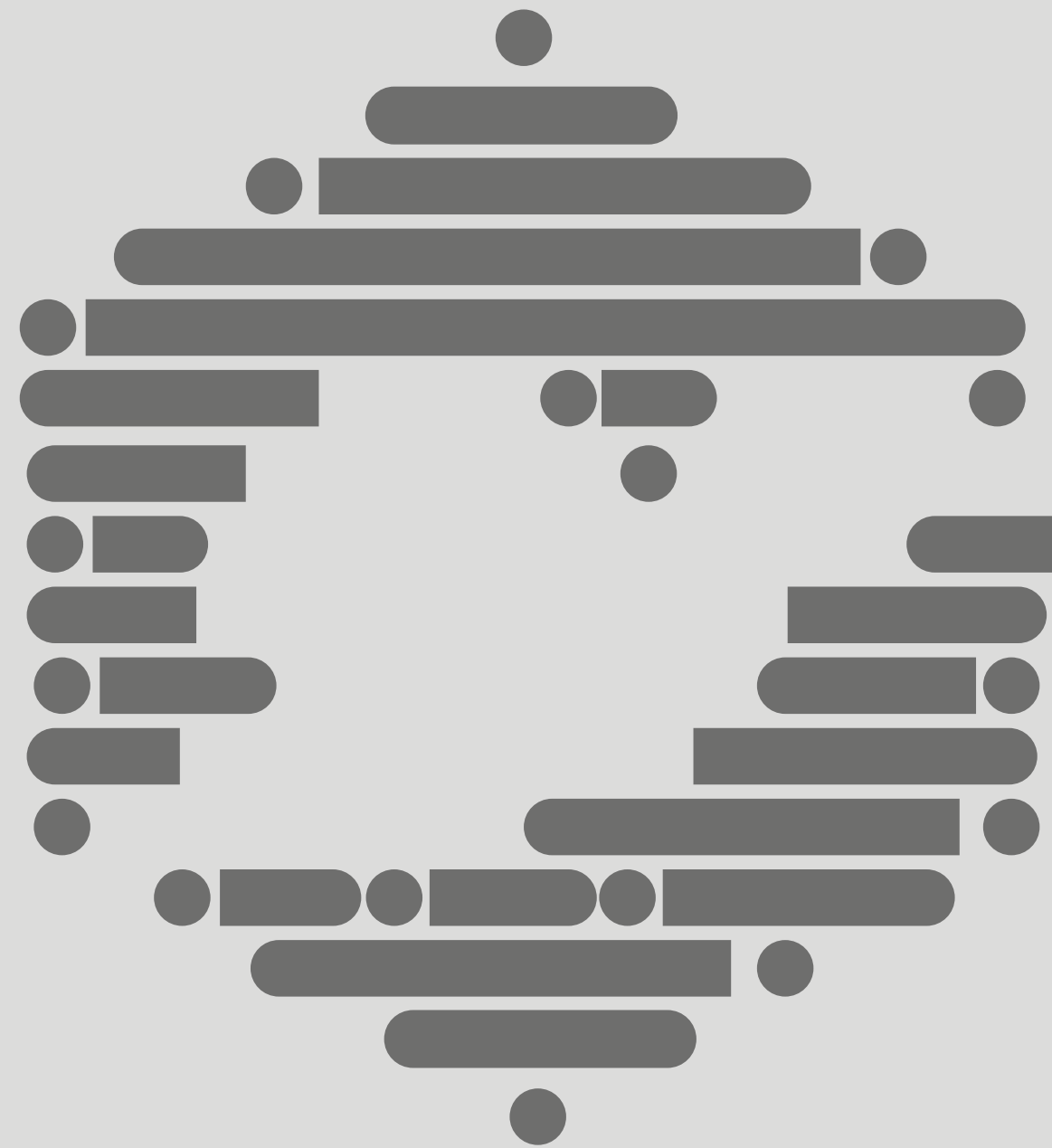
Black & white

Tropical Style

Logo- Clear Space

Clear Space

1.5X   X   1.5X

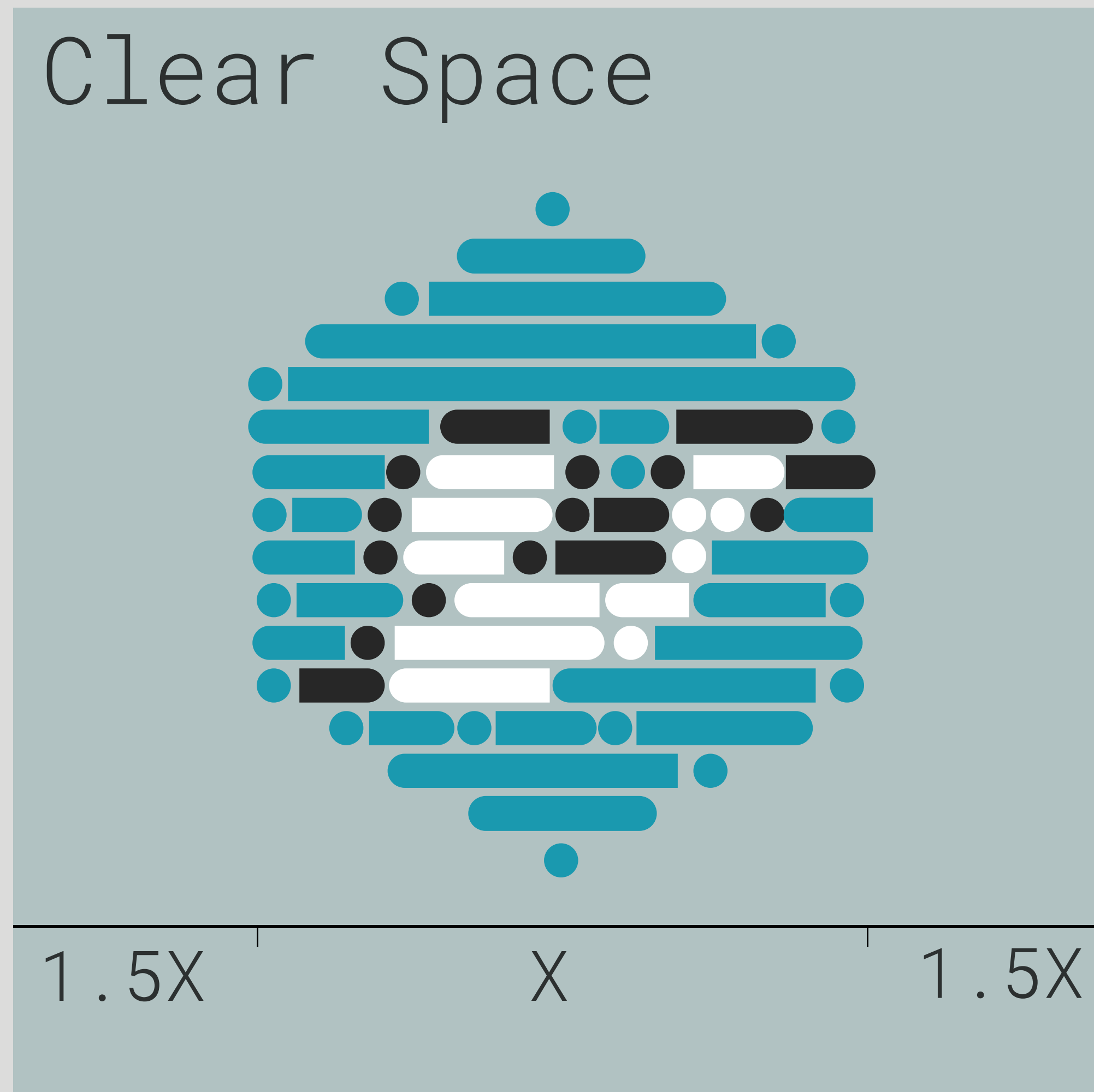Anything in Clear Space

PENGUINLY

Brand Guidelines
Version 2024.10

Email : contact@penguinly.org
Website : penguinly.org