



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

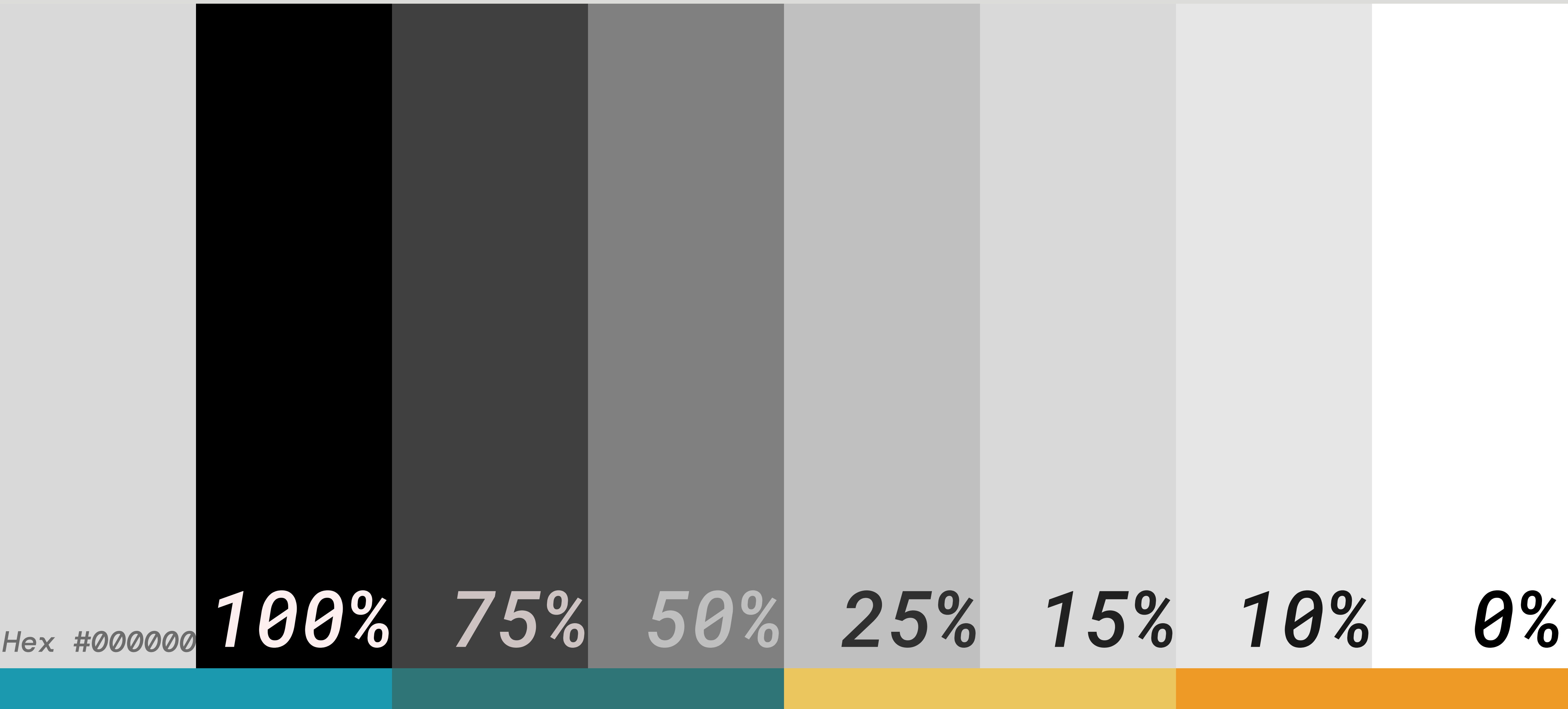
Use of fonts not included
in Brand Guidelines

Use of effects

Inappropriate

spacing

Color - black & white



Hex #000000

color - Arctic Style

#1A99AF

#2F7476

#324A5F

100%

75%

50%

25%

15%

10%

0%

Color - Tropical Style

#EBC55E

#ED9A27

#A63C06

100%

75%

50%

25%

15%

10%

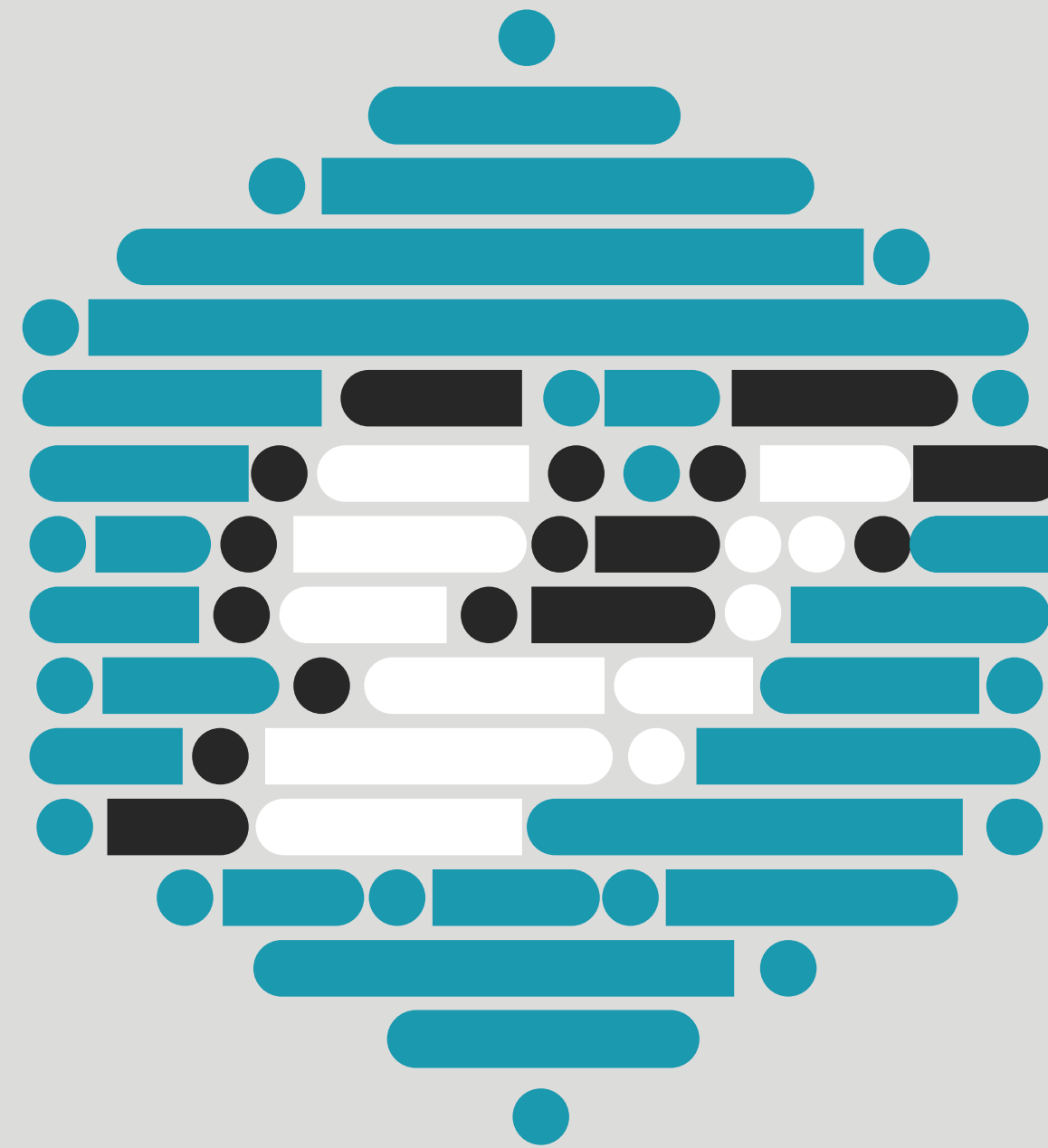
0%

Logo

Logo Only



Logo With Text



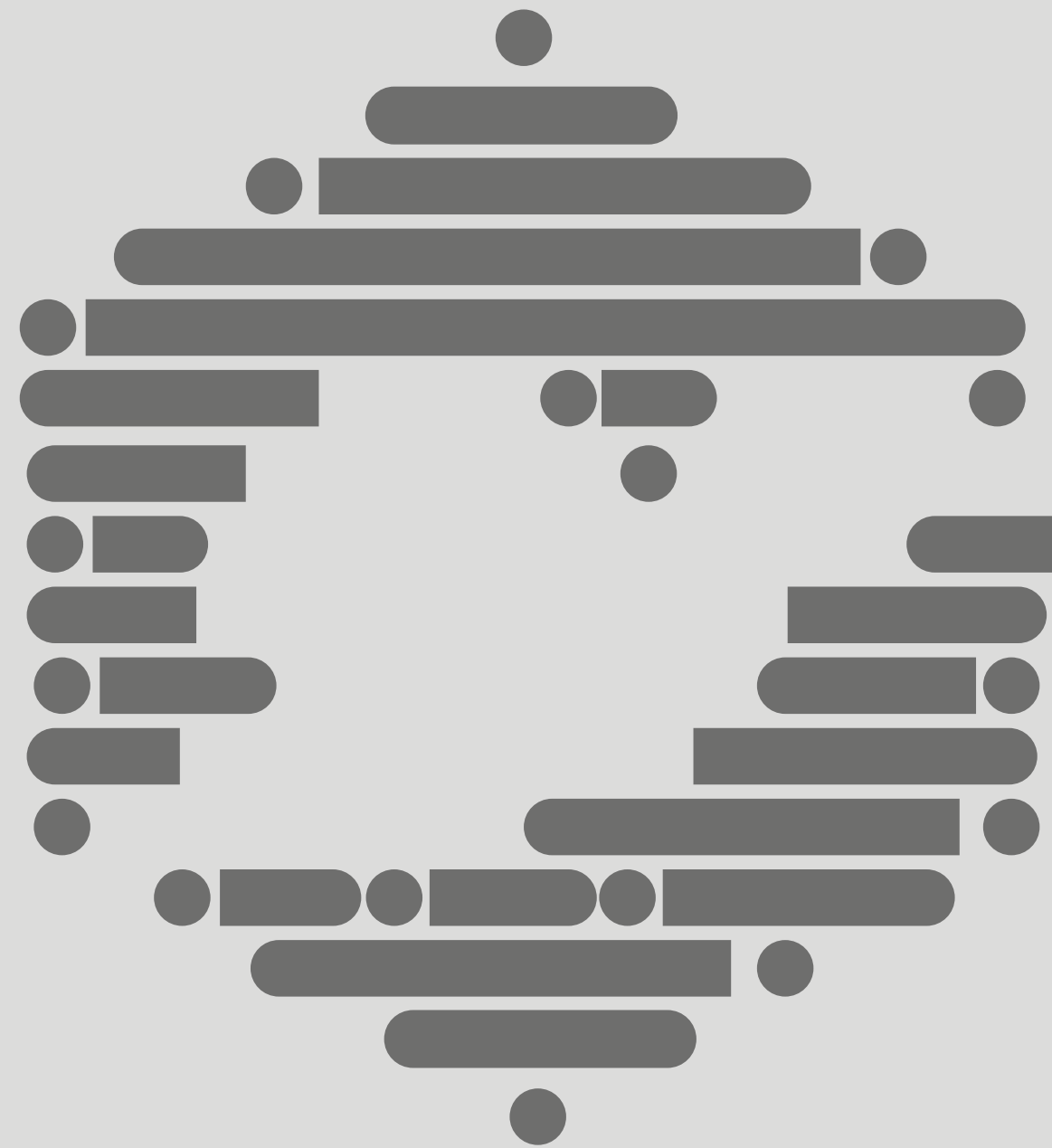
X

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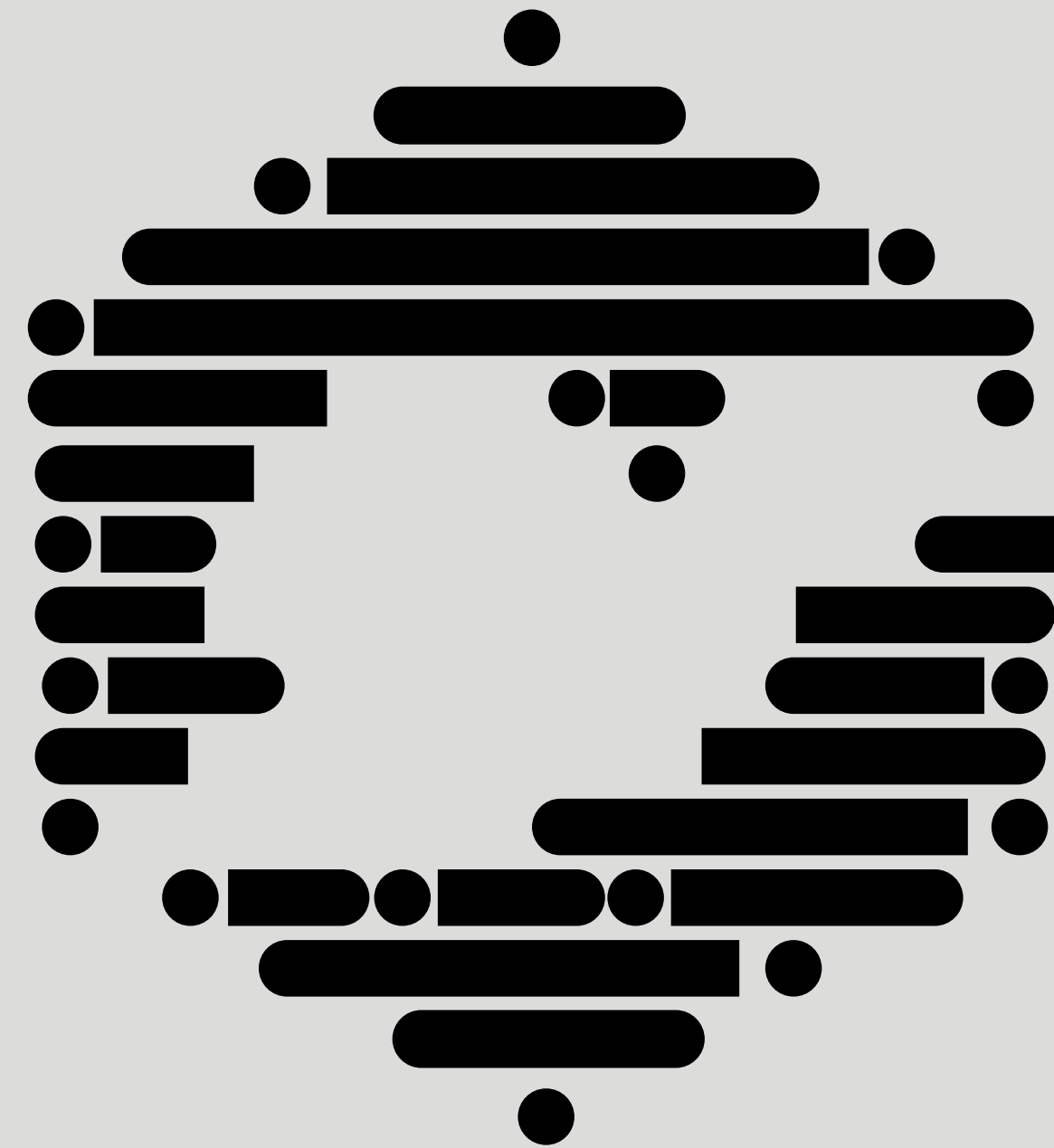
1.5X

Logo - *Variants*

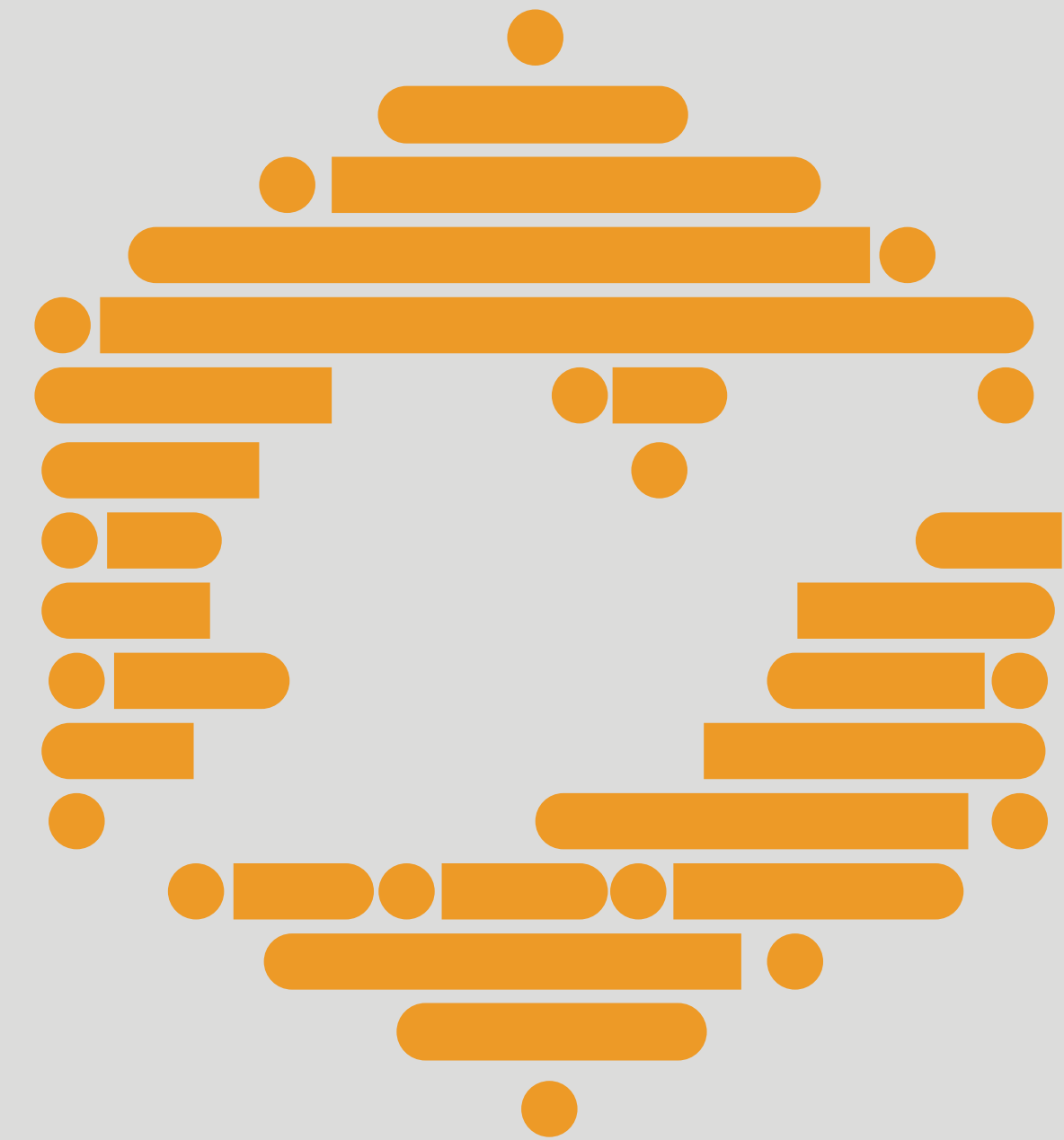
Gray & white



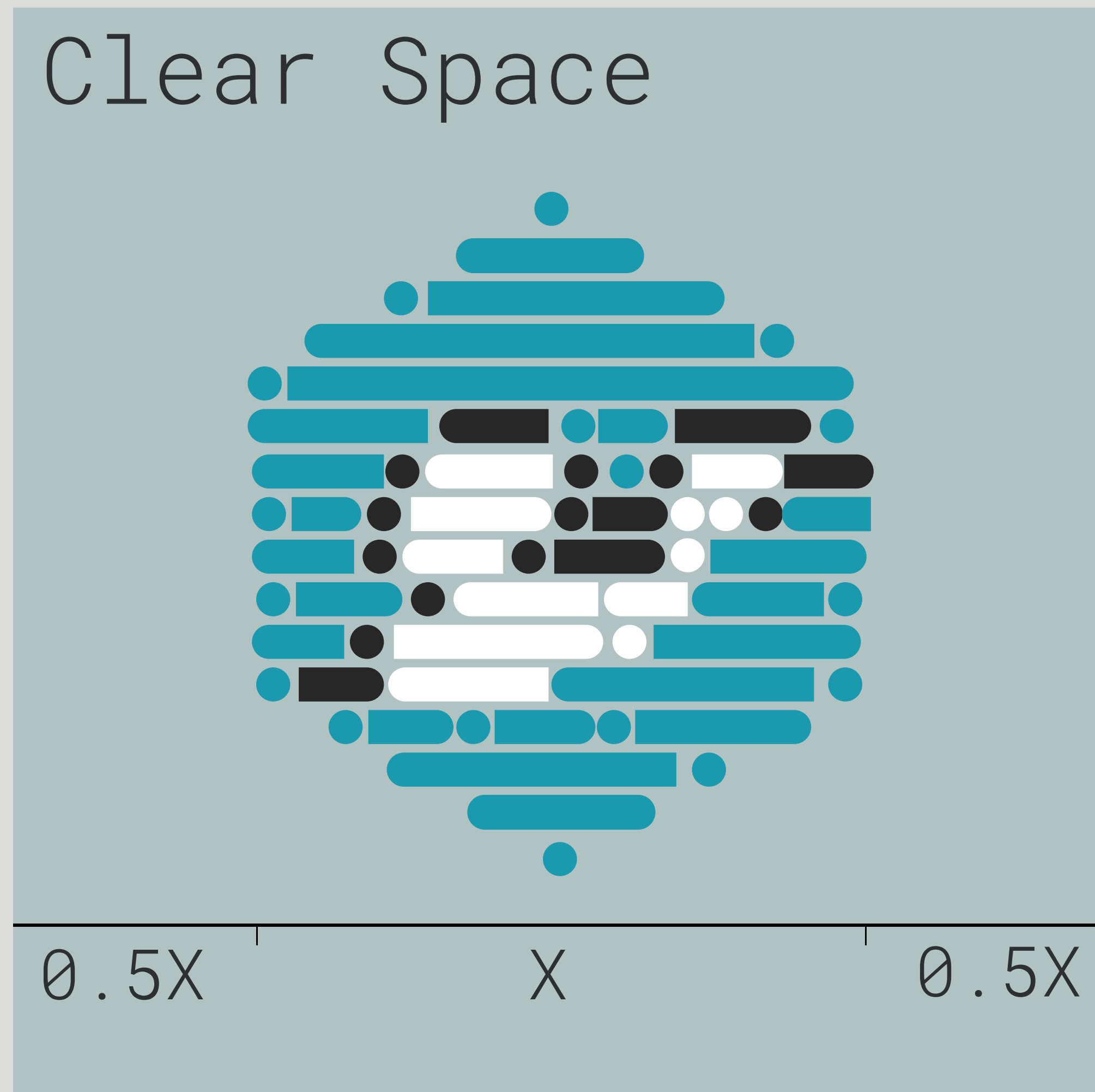
Black & white



Tropical Style



Logo - Clear Space



PENGUINLY

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