

# DuckDuckGo Brand Guidelines



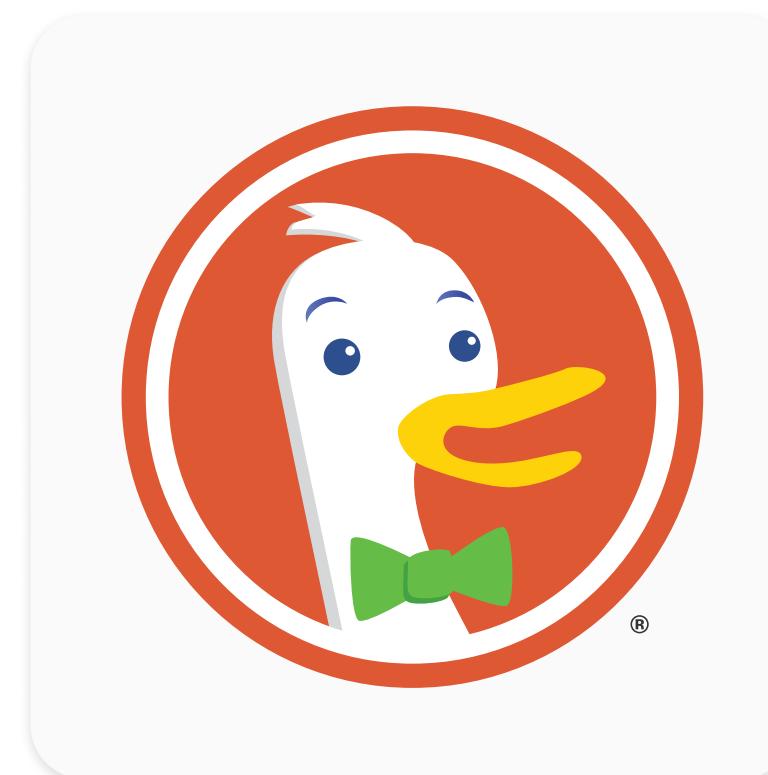
DuckDuckGo

February 22, 2021

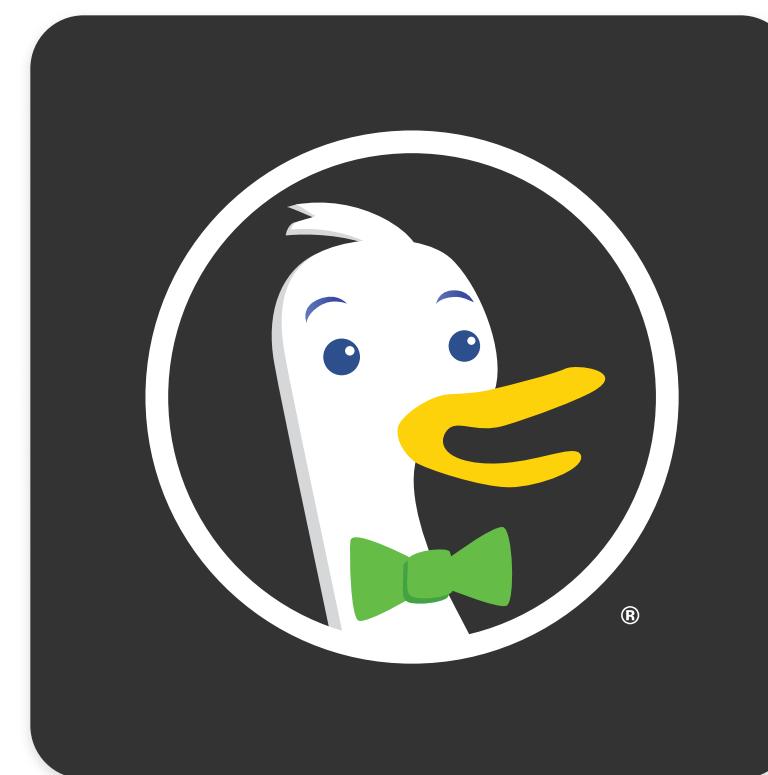
# Logo Design

The DuckDuckGo logo proudly showcases our avian friend Dax, who sports a dapper bowtie and a fearlessly optimistic expression.

Two versions of the logo are available for use: one for light backgrounds and one for dark. When in doubt, use the default version with the light background.



Light Background  
Registered



Dark Background  
Registered

## Trademark Usage

The registered trademark (®) should be visible when using the logo externally in prominent placements.

If using the DuckDuckGo name and logo together, only one ® is needed.

### Do's and Don'ts

Always use the logo on a color or gradient of colors from our palette.



*Don't rotate*



*Don't skew proportions*



*Don't alter composition*



*Don't partially cover*



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# Logo Variations

When pairing the DuckDuckGo logo with a wordmark ("lockups"), consider size requirements and space availability.

The registered stacked logo is our default choice and is best for large-scale designs, or scenarios where horizontal space is limited. Use the horizontal orientation at small sizes as it helps retain a legible wordmark.

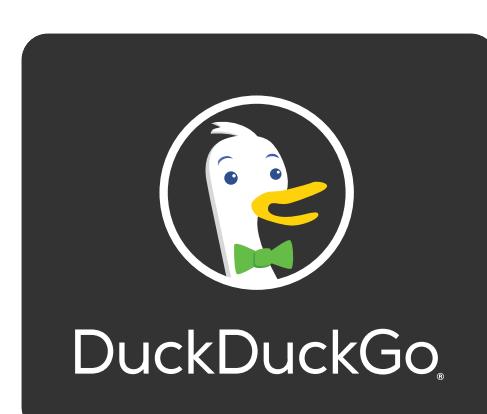
All brand lockups are predefined, finished graphics and should never be re-created with live text.



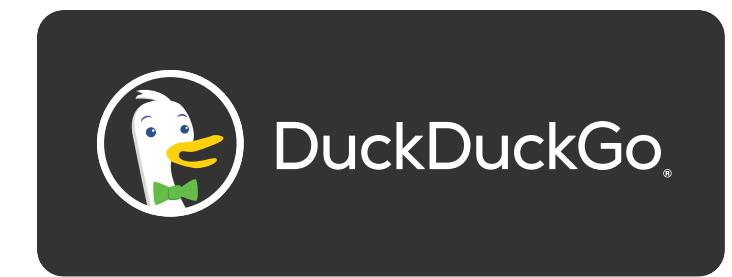
## Logo Only



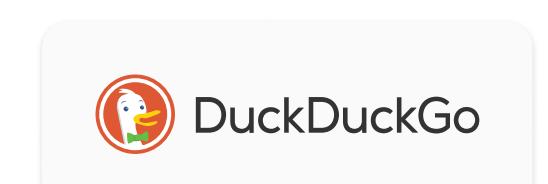
## Stacked



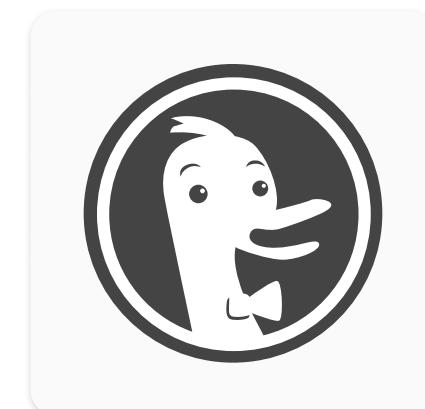
## Horizontal



## In-Line



## 1-Color Logo



## 1-Color Glyph

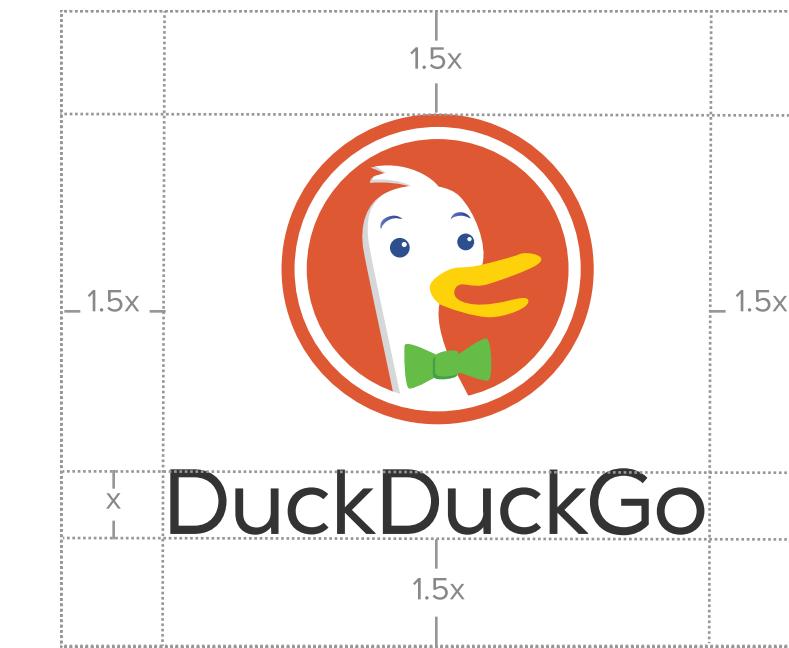


# Logo Spacing

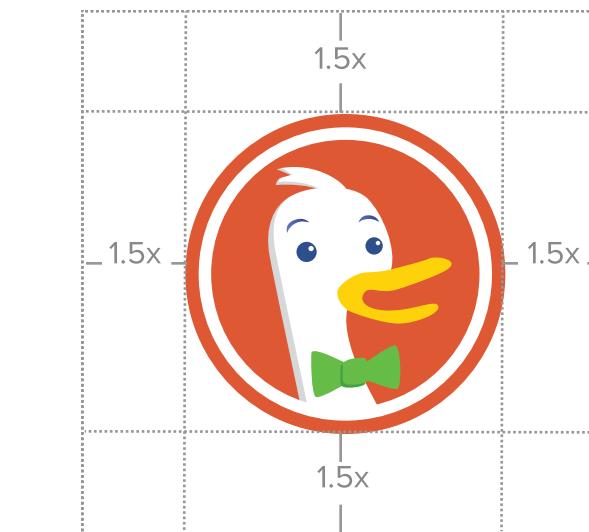
When using the brand logo always make sure sufficient white space is present around it.

The standard minimum space should be 1.5x the height of the wordmark.

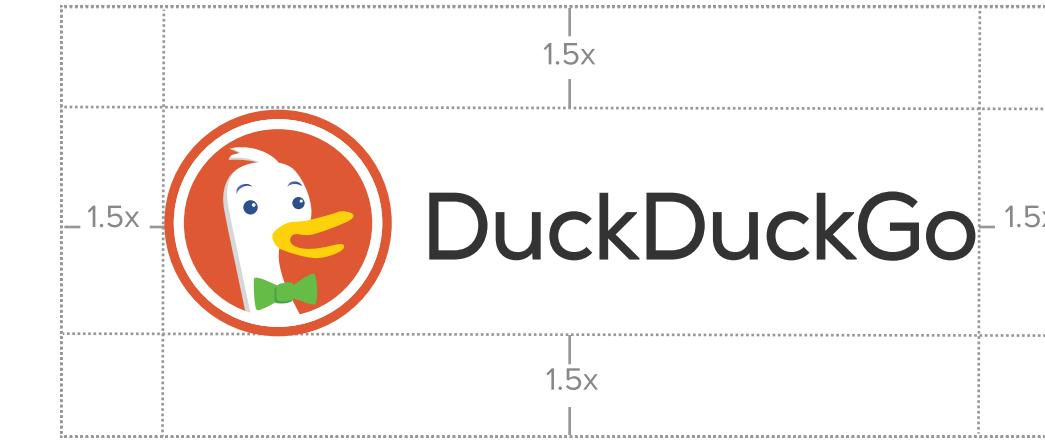
*Stacked Orientation - Primary*



*Dax*



*Horizontal Orientation - Secondary*



# Typography

## Font Weights

Our official brand typeface is Proxima Nova.

The weights used in our marketing materials are Regular, Bold, and Extra Bold.

Reserve Extra Bold for headlines only.

*Proxima Nova Regular*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Proxima Nova Bold*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Proxima Nova ExtraBold*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



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# Typography

## Standard Type Patterns, Print

Our standard typography settings are based on default body copy size, which is set as a baseline of 100%.

Use the listed multiplier to determine proper sizing for other typeface pairings.



DuckDuckGo

*Extra Bold, 500%, -2% kerning*

# Main headline

*Extra Bold, 225%, -1.5% kerning*

## Subheader

*Large body - Regular, 133%, 1.33 leading*

Bacon ipsum dolor amet  
cupim pancetta strip  
steak, turducken spare  
ribs turkey pork belly  
rump landjaeger. Beef  
turducken beef ribs  
biltong.

*Default body - Regular, 100%, 1.33 leading*

Bacon ipsum dolor amet cupim  
pancetta strip steak, turducken  
spare ribs turkey pork belly  
rump landjaeger. Beef  
turducken beef ribs biltong.

*Small body - Regular, 75%, 1.66 leading*

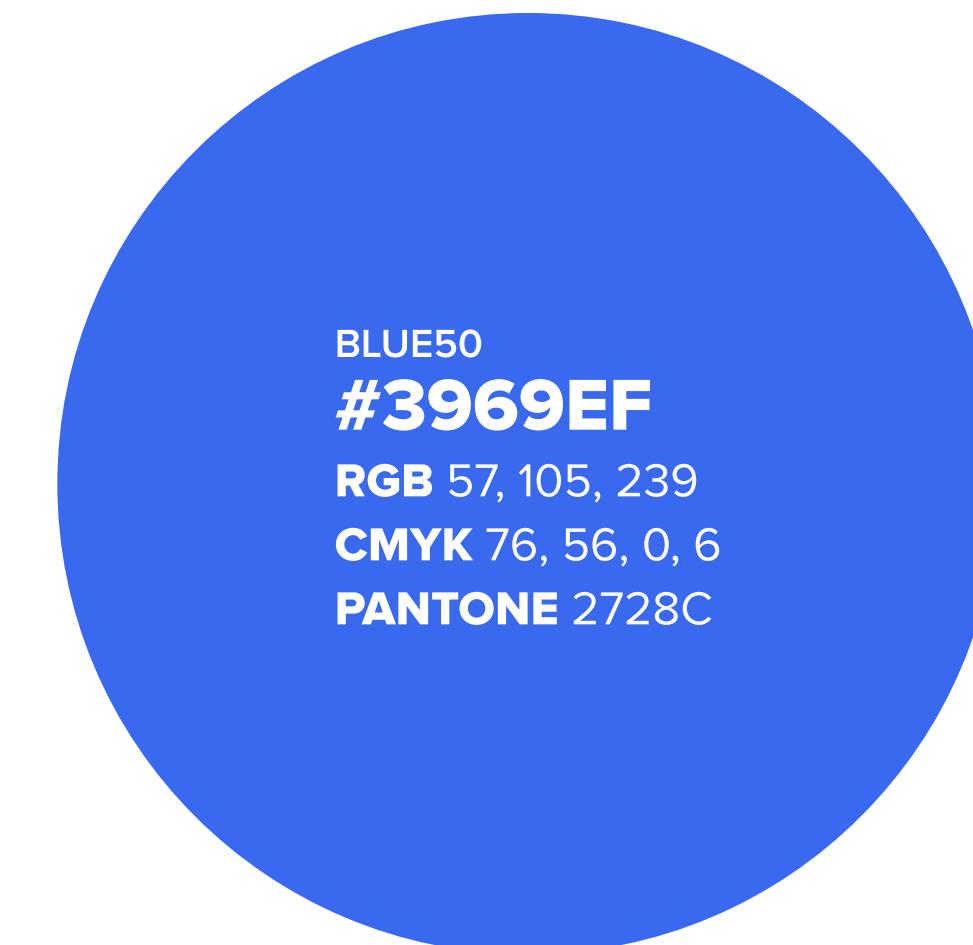
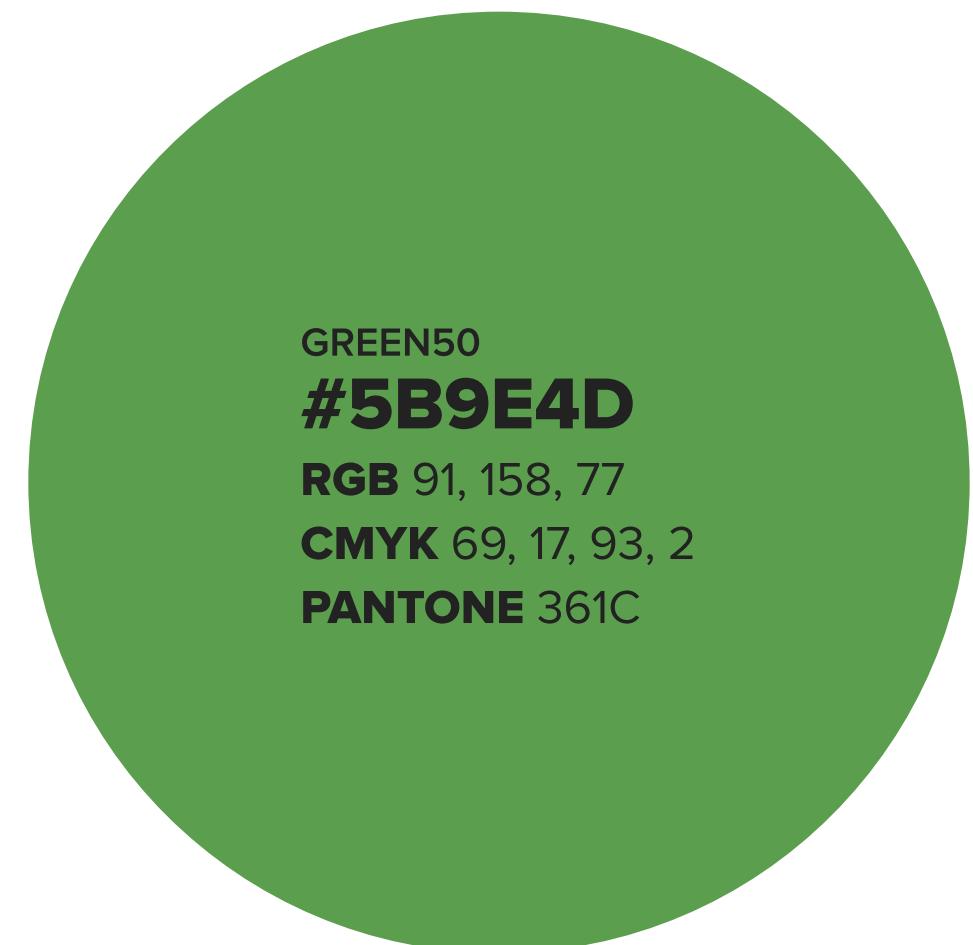
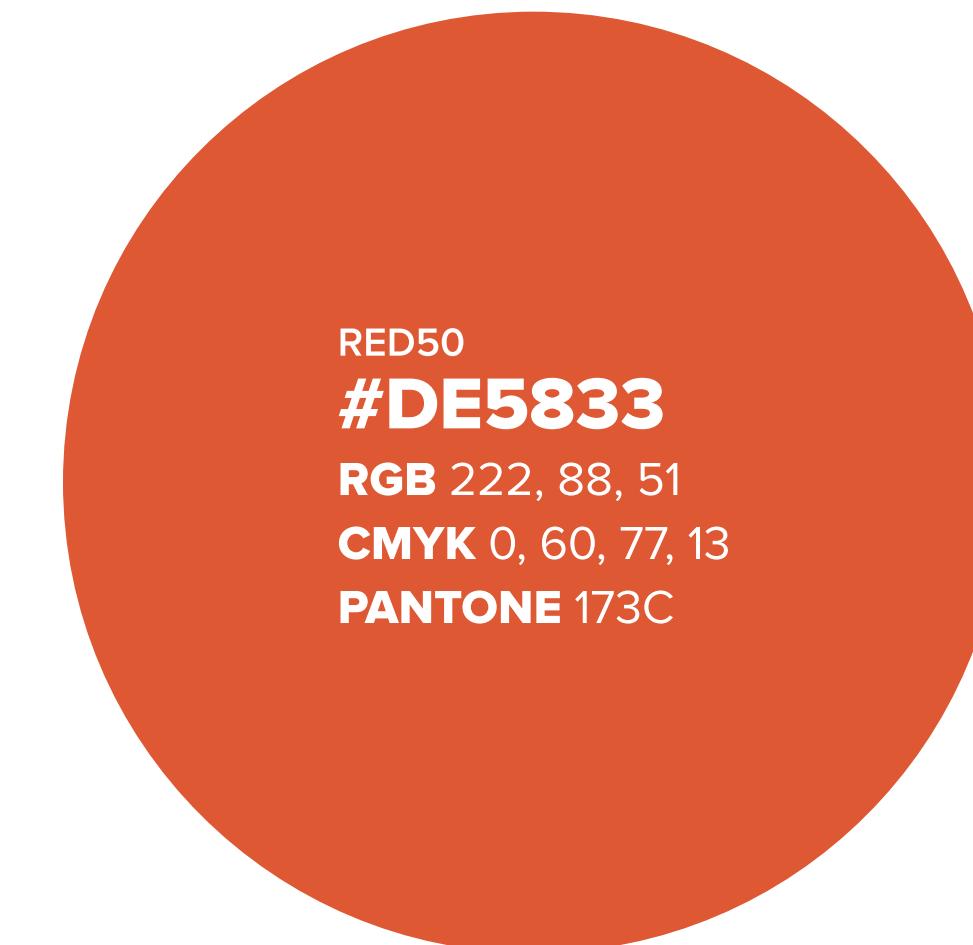
Bacon ipsum dolor amet cupim pancetta  
strip steak, turducken spare ribs turkey  
pork belly rump landjaeger. Beef  
turducken beef ribs biltong.

# Color

## 5 Colors

Our color palette consists of five base colors (labeled with the number 50), from which we derive a set of shades and tints.

Red50 is our dominant brand color, as seen in our logo.



## VISUAL

# Color

## Shades/Tints/Grays

Paired with tints and shades (including grays), our color palette allows for variations in our illustrations, icons, and products.

Red	Yellow	Green	Blue	Violet	Gray
● RED10 #FFD1B3	● YELLOW10 #FFF3BF	● GREEN10 #B8EBAE	● BLUE10 #B3C7FF	● VIOLET10 #CEBDFF	● GRAY05 #FAFAFA
● RED20 #FFBA92	● YELLOW20 #FFEB8F	● GREEN20 #A4E597	● BLUE20 #9CB8FF	● VIOLET20 #BDA8FC	● GRAY15 #F2F2F2
● RED30 #FC9D70	● YELLOW30 #FFE266	● GREEN30 #7DD16D	● BLUE30 #769dff	● VIOLET30 #977DE3	● GRAY25 #E5E5E5
● RED40 #F17C50	● YELLOW40 #FED82E	● GREEN40 #6BBC5A	● BLUE40 #5784FF	● VIOLET40 #6D4CCB	● GRAY35 #DADADA
● RED50* #DE5833	● YELLOW50* #FDD20A	● GREEN50* #5B934D	● BLUE50* #3969EF	● VIOLET50* #5132A9	● GRAY45 #CACACA
● RED60 #B44E33	● YELLOW60 #F5BA08	● GREEN60 #428235	● BLUE60 #3455B3	● VIOLET60 #3B2187	● GRAY55 #ABABAB
● RED70 #964A34	● YELLOW70 #DE9800	● GREEN70 #3F7035	● BLUE70 #304787	● VIOLET70 #311A72	● GRAY65 #999999
● RED80 #794232	● YELLOW80 #945619	● GREEN80 #335B2B	● BLUE80 #26345C	● VIOLET80 #27145E	● GRAY75 #666666
● RED90 #40261F	● YELLOW90 #402E20	● GREEN90 #24401E	● BLUE90 #1D2740	● VIOLET90 #190D40	● GRAY85 #444444
					● GRAY95 #222222



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