Brand guidelines

Hang 10

Hang10 is a fast, modern online word puzzle game designed for curious minds and everyday play.

Blending classic word-guessing mechanics with a clean, playful digital experience, Hang10 challenges players to think quickly, recognize patterns, and expand their vocabulary. Each puzzle is simple to start yet satisfying to solve, making the game accessible for all ages while still rewarding skill and focus.

Hang10 is built for short, engaging sessions that fit seamlessly into daily life—on desktop or mobile. The brand embodies fun, clarity, and mental agility, positioning Hang10 as a smart, feel-good game that turns words into moments of challenge and delight.

Logo

The Hang10 logo blends playful retro style with a relaxed surf-inspired vibe. Warm sunset stripes form a bold backdrop, while a surfer riding a wave through the lettering symbolizes flow, balance, and fun.

Rounded typography and vibrant colors convey approachability, energy, and modern casual entertainment.

All elements of the logo have been carefully designed to work together for maximum legibility. Do not redraw the imagery, typeset a new logotype, or alter the logo in any way except to scale it proportionally.

Logo variations

Without Border

Without Sun

Without Sun & Border

Logo Variation

The primary logo is crafted for optimal compatibility on both dark and light backgrounds. Several variations are included for specific applications.

Monocolor – White

Monocolor – Black

Monocolor – Red

Logo usage

Exclusion Zones

When you place our logo in a design, please make sure you give it room to breathe; we call this "exclusion zones."

Logo artwork comes with the clearspace dimensions included in the art board size.

Logo size

Minimum Size

We want people to see our logo clearly across all our communications.
To make sure it's visible to everyone, we have a minimum size for print and digital formats.

There will be occasional exceptions, such as merchandise and stationery,
but please stick to the minimum sizes wherever possible.

Digital:

Minimum width 49 px.

Print:

Minimum width 15 mm.

49 px. / 15 mm.
Minimum width

Maximum Size

There is no maximum size defined for this logo.

Mainstay Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!…#$%^&*( )_+="":?><

Axiforma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!…#$%^&*()_+='':?><

Axiforma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!…#$%^&*()_+='':?><

Typography

The typeface chosen to convey our identity is 'Mainstay Regular'. 'Axiforma Font Family' is the preferred fonts on all our materials.

To create a clean, cohesive appearance, the use of other typeface families in a document is not recommended.

HEX #D5743F   RGB 213 | 116 | 63   CMYK 11 | 66 | 80 | 02

HEX #F0AF39   RGB 240 | 175 | 57   CMYK 02 | 39 | 85 | 00

HEX #13525D   RGB 19 | 82 | 93   CMYK 86 | 32 | 38 | 45

HEX #B72F2B   RGB 183 | 47 | 43   CMYK 19 | 92 | 92 | 07

HEX #F2D495   RGB 242 | 212 | 149   CMYK 04 | 19 | 47 | 00

HEX #F4E1B6   RGB 244 | 225 | 182   CMYK 05 | 12 | 33 | 00

HEX #39A796   RGB 57 | 167 | 150   CMYK 74 | 09 | 49 | 02

Color Palette

Our Logo consists of specific colors as shown here.

RGB
(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK
(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector
Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster
Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless
Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term "lossless." The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy
Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.