



DBL DKR
THE EYERLYS' ADVENTURES

Logotype Guidelines

ANATOMY OF THE MARK

IMPORTANT



1. SYMBOL

Symbol or Monogram.
The interlocking Double D with the navigation arrow is also referred to as “the symbol”. The background can alternate with the approved colors, keeping the letters and circle always black or white.

2. WORDMARK

The word-mark consist of the letters DBL DKR only. it can be used in a horizontal layout, or stacked. Horizontal is always preferred.

3. TAGLINE

The Eyerlys' Adventures is the tagline used in the full logo. but a version without it can appear without it too.

4. SAFE AREA

The gray area in the figure above indicates the safe-space the mark needs at minimum.

Color

Only use the approved versions. With the exception of merchandise some of these colors can be more flexible and dynamic. For other uses such as official branding these guidelines must be used.



COLOR VERSIONS

FULL COLOR



ONE COLOR (BLACK)



FULL COLOR - INVERTED



ONE COLOR (WHITE)



ALTERNATE RED



ALTERNATE RED



ALTERNATE GREEN



ALTERNATE BLUE



ALTERNATE RED



TYPOGRAPHY

The supportive typography is based on the font "Poppins" designed by Indian Type Foundry.

This font can be found in fonts.google.com for free. It can be used in personal and commercial projects.

POPPINS BOLD

**The quick brown fox jumps
over the lazy dog 1234567890**

POPPINS MEDIUM

The quick brown fox jumps over the
lazy dog 1234567890

POPPINS REGULAR

The quick brown fox jumps over the lazy dog
1234567890