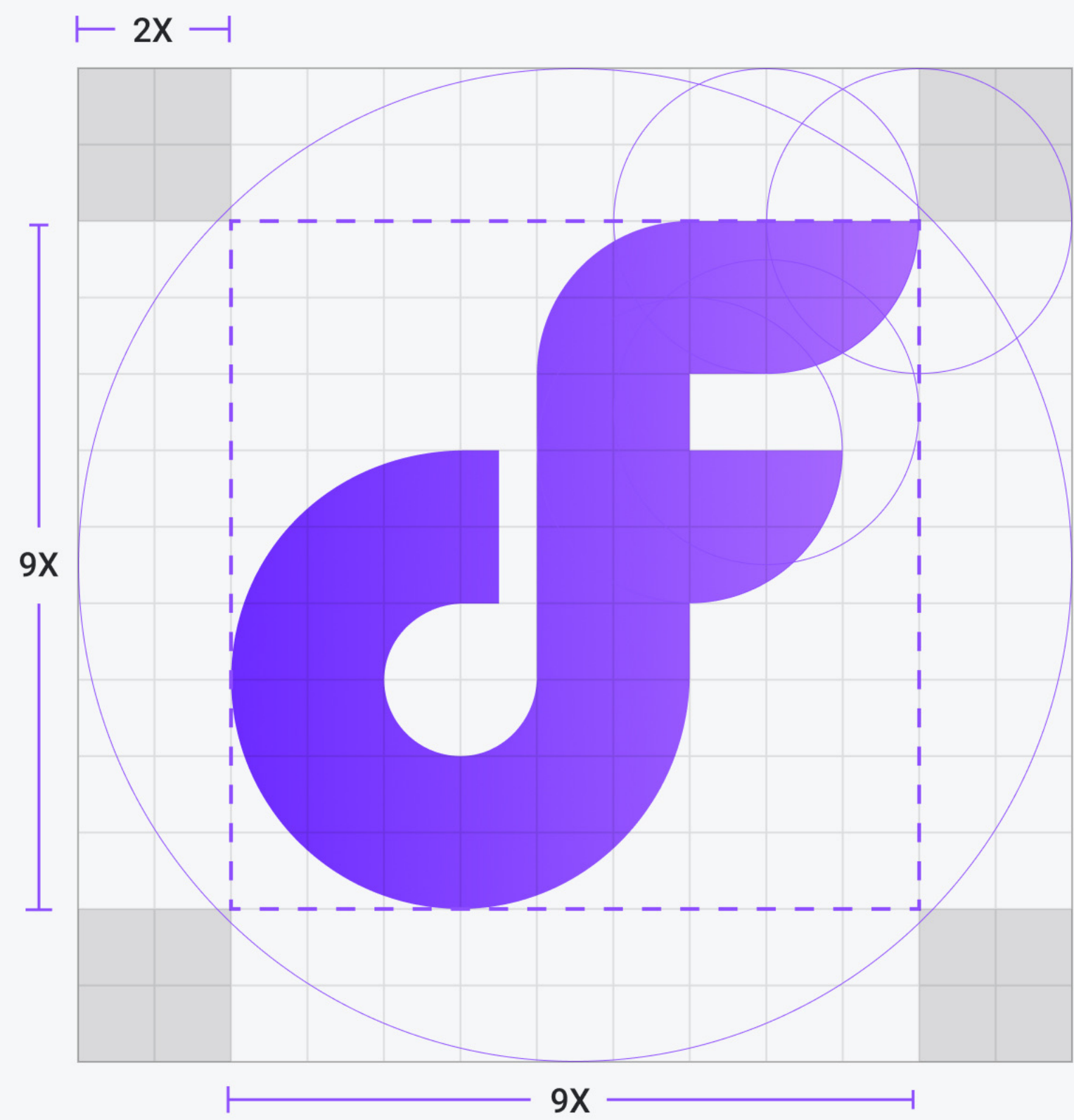


Brand Guidelines

LOGO

Clear space and minimum size

When using the logo alongside other graphic elements, make sure to give it enough space to breathe. Refer to the figure on the right for the logo's grid system. To maintain the logo's visual impact, do not reduce its width to less than 16 pixels.



Logo clear space



Logo minimum size



Color

The dFans logo is always either brand color or white. It must be legible and maintain the integrity of its form.

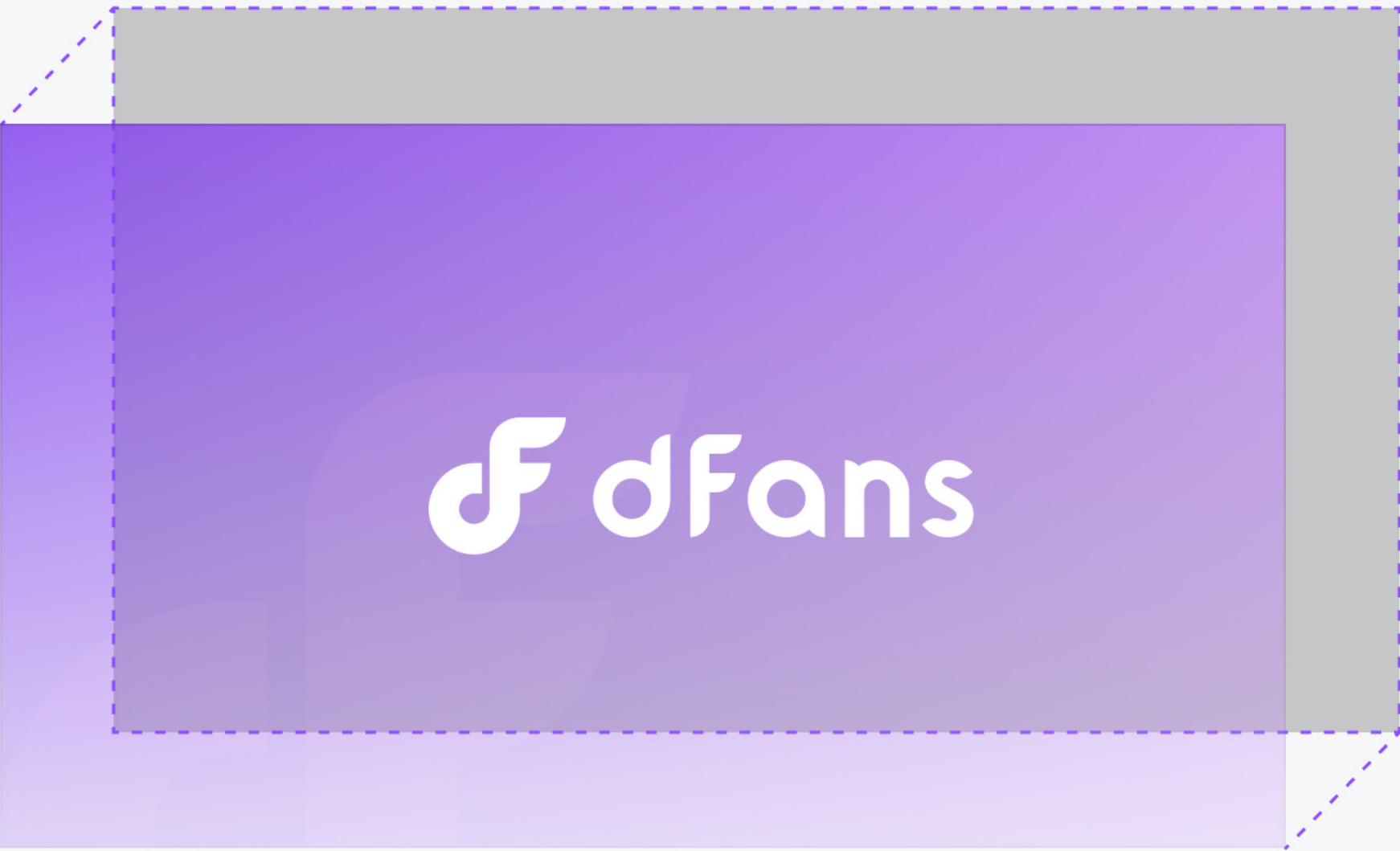
When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a 12-25% black tint to the image to maintain legibility of the white logo.



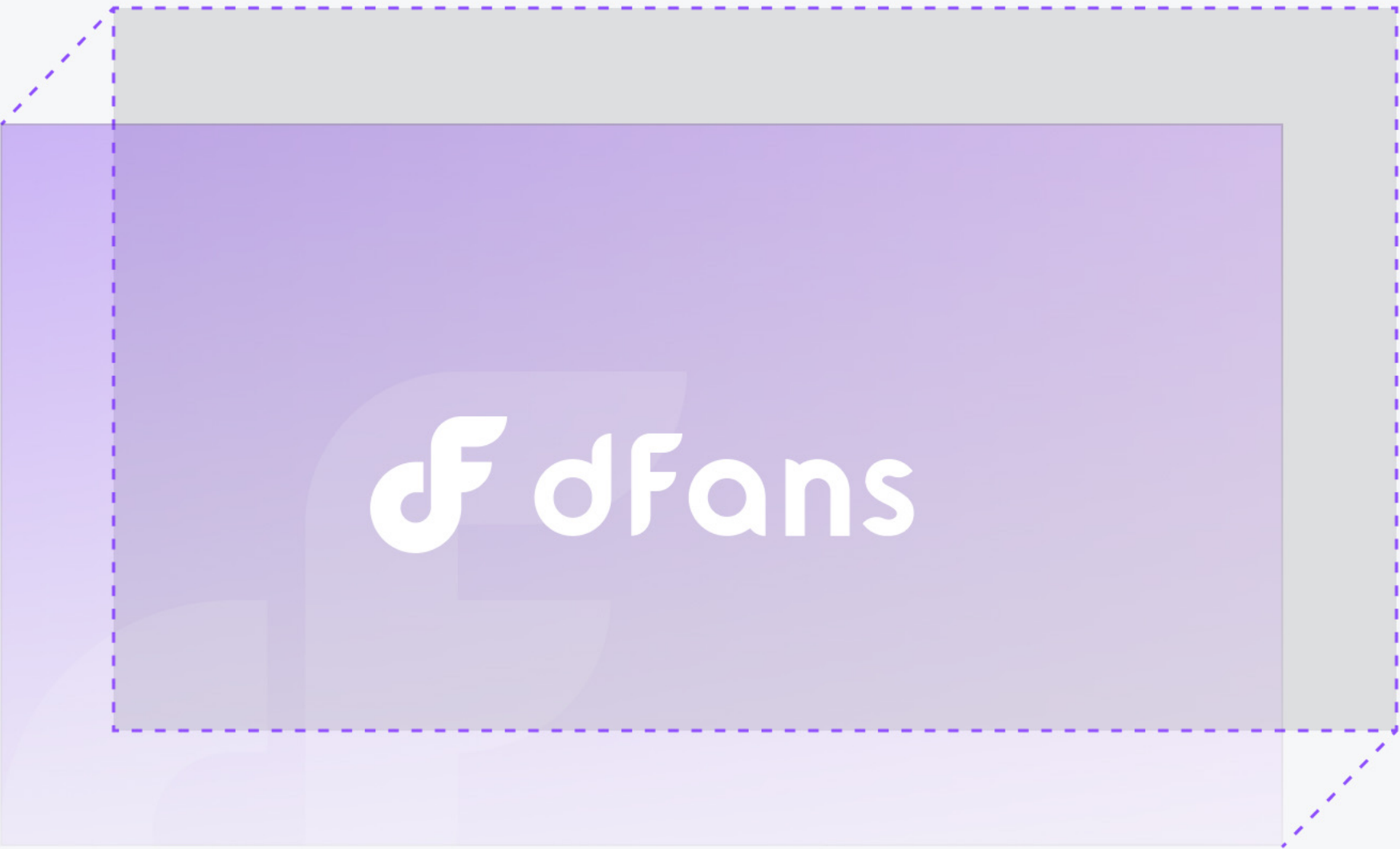
Blue logo on white background



White logo on blue background



White logo on image background



White logo on very light background

Logo pairings

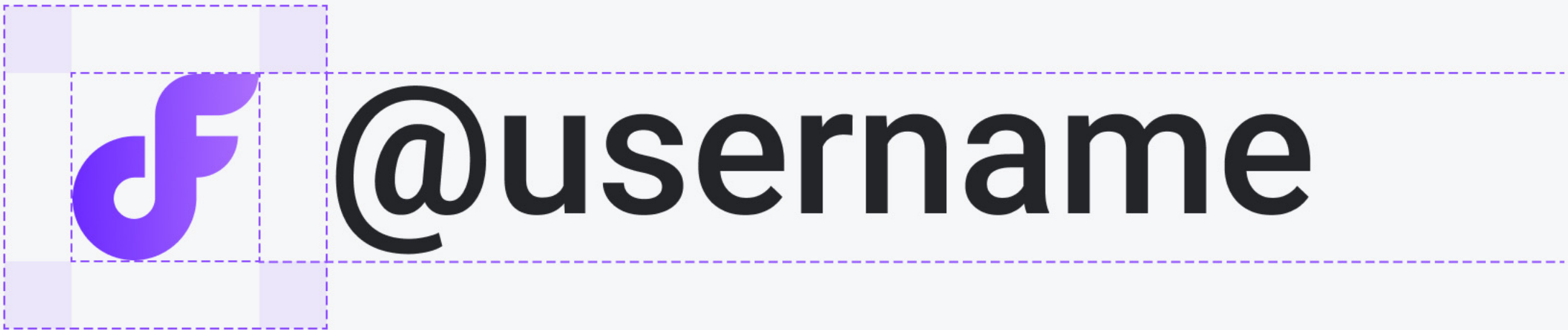
The primary reason we use the logo pairing lockup is to indicate that an account is on dFans.

When pairing a name or username the dFans logo, make sure our logo is in brand color or white. Observe our clear space rules, and scale the text to 100% of the height of the logo.

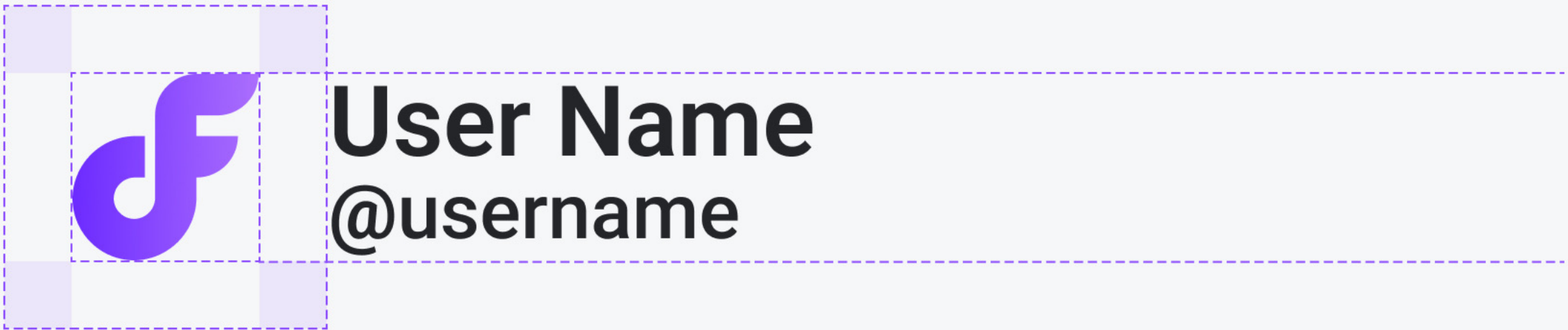
Feel free to use a typeface that's from your brand's design system.



Logo clear space



Logo clear space



Logo clear space

Social icons

When using the logo alongside other social icons to represent your presence on dFans, you can use the logo in either brand color or white, displayed at equal size and height to the other social media icons. When using the logo in white, the background color may be set in any color.

It is preferred that our logo is represented free of a container but if a container works best for your needs, feel free to use either a circle, square, or square with rounded corners.



Logo
Social Icon



Circular
Social Icon



Rounded Square
Social Icon



Square
Social Icon



Minimum width
of 32 px



Minimum width
of 32 px



Minimum width
of 32 px



Minimum width
of 32 px

Misus

Here are some rules of the road when using our logo.

- Only show the logo in blue or white.
- Don't alter, rotate, or modify the logo.
- Follow the clear space guidance in this document.



⊘
Do not -
Show the logo in black



⊘
Do not -
Change the English fon. Capitalize the letter d



⊘
Do not -
Transform or move logo elements



Primary

Brand Color

HEX #6C2BFF → #AB6EFD CMYK 78 76 0 0 → 53 60 0 0
RGB 108 43 255 → 171 110 253

Dark Brand Color

HEX #7C3AED → #C084FC CMYK 73 77 0 0 → 41 53 0 0
RGB 124 58 237 → 192 132 252

Secondary

Black

HEX #242529 CMYK 0 0 0 100
RGB 36 37 41

Dark Gary

HEX #8A96A3 CMYK 51 38 29 0
RGB 138 150 163

Light Gary

HEX #ADB6BF CMYK 32 23 18 0
RGB 173 182 191

Extra Light Gary

HEX #E2E5E8 CMYK 0 0 0 11
RGB 226 229 232

White

HEX #FFFFFF CMYK 0 0 0 0
RGB 255 255 255



Using dFans Marks

The dFans marks include, but are not limited to, the dFans name, dFans logo and any word, phrase, image, or other designation that identifies the source or origin of any dFans product. Always lowercase the d in "dFans."

Please don't:

- Use the brand elements in a way that suggests or implies a partnership, sponsorship, or endorsement by dFans.
- Incorporate dFans brand elements, or anything confusingly similar, into your own trademark, logo, product or service name, domain name, or username.
- Alter any part of the dFans brand elements.
- Copy the dFans look and feel, including imitation of the dFans user interface.
- Feature dFans brand elements in connection with illegal activity or other material that violates our Terms of Service.

Naming and visual design (logos, websites, products)

Never use dFans logos or icons as your own. Please don't incorporate dFans' marks, in whole or in part, in the name of your company, product, service, website, domain name, application, or website.

Books or publications (education, instructionals, guides, conferences)

Remember to always be clear that it's about dFans, not by dFans. Please name your books and publications something unique, and do not incorporate dFans' marks in the title or cover.

Merchandise

A product branded with the dFans name or logo is a reflection of dFans. Unless the dFans logo is locked up with a name or username, or you're using it with other social media icons, we don't allow others to make, sell, or give away anything with our name or logo on it.

