

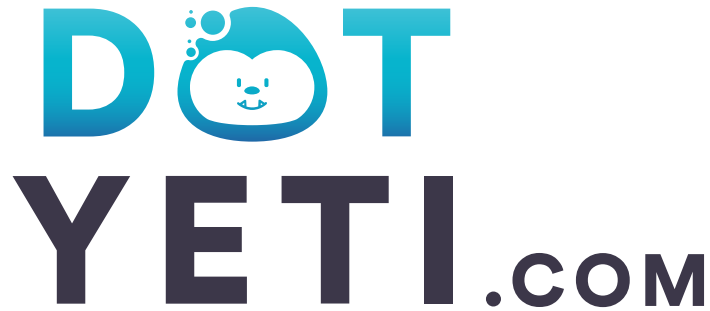


D  **TYETI.com**

STYLE GUIDE | 2021



- **LOGO: VARIATIONS & ITS COLORS**



Standard Logo



Wordmark Logo

Use the logo and its variations accordingly. The standard and work mark versions work perfectly with white backgrounds for both print and digital use.

- **LOGO: VARIATIONS & ITS COLORS**



Standard Logo



Wordmark Logo

Use the white versions when placing the logo on a dark background. All logo variations are included on the logo pack.

- **LOGO: CLEAR SPACE**



Standard Logo

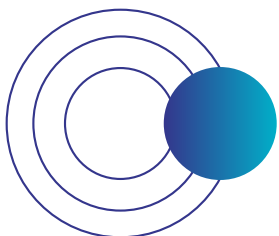


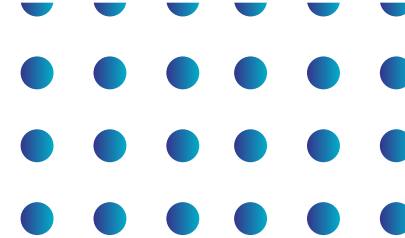
Wordmark Logo

Use the logo and its variations accordingly. The standard and work mark versions work perfectly with white backgrounds for both print and digital use.

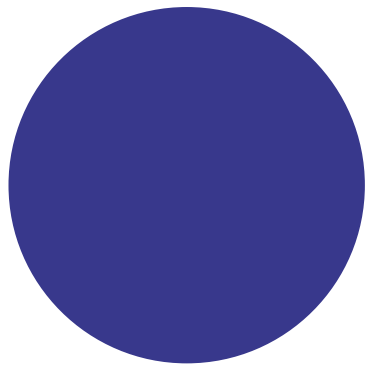
● LOGO: INCORRECT USES

1. Never stretch the logo
2. Never alter the colors
3. Never rotate it
4. Never change the gradient color
5. Never place on noisy background
6. Never use any effects (3D or drop shadow)
7. Never congest logo/not give enough clear space



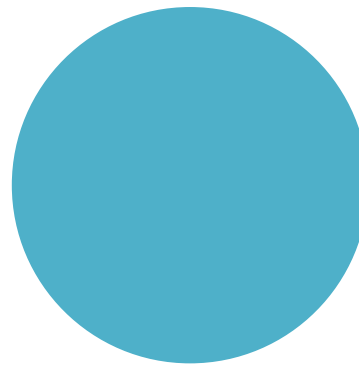


● COLOR PALETTE



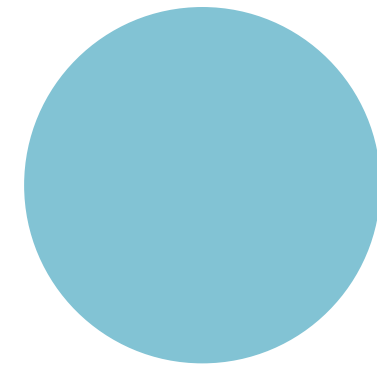
PANTONE 2132 C

HEX #3A3791
RGB 58|55|145
CMYK 94|95|4|0



PANTONE 2226 C

HEX #00B3CC
RGB 0|179|204
CMYK 73|6|18|0

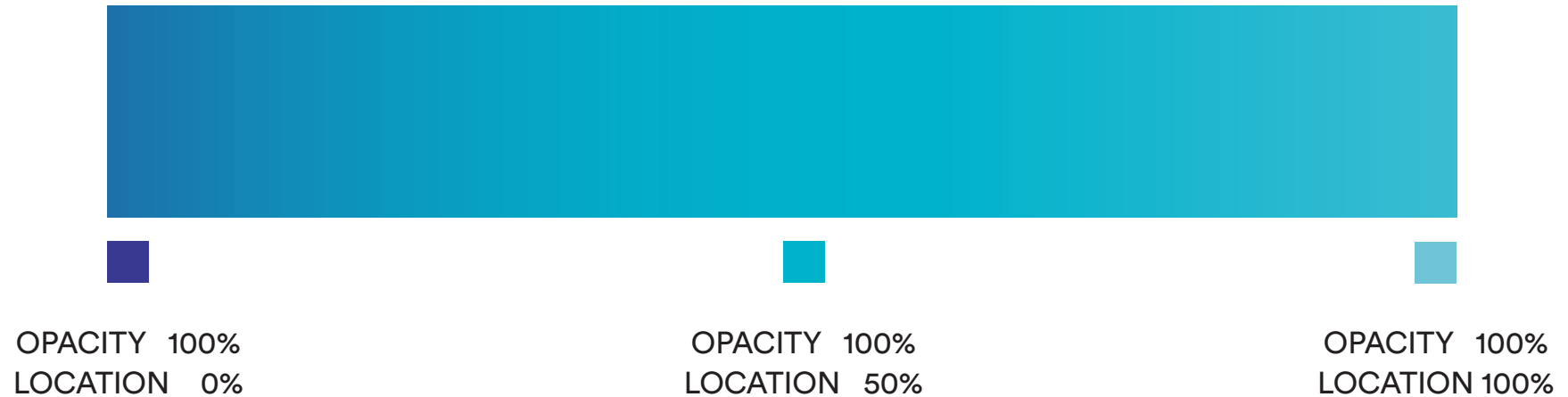


PANTONE 2225 C

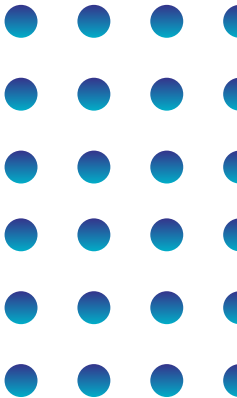
HEX #6FC5D7
RGB 111|197|215
CMYK 53|3|14|0

The **main colors** of DotYeti are shades of blue, these are used for the all-over design aspect.

● GRADIENT



The gradient effect will be prominently used in almost all design outputs. Always be mindful of the color location and opacity in producing the gradient, in order to avoid making slight errors in color. Use the gradient accordingly in a horizontal or vertical motion, NEVER in a diagonal motion.



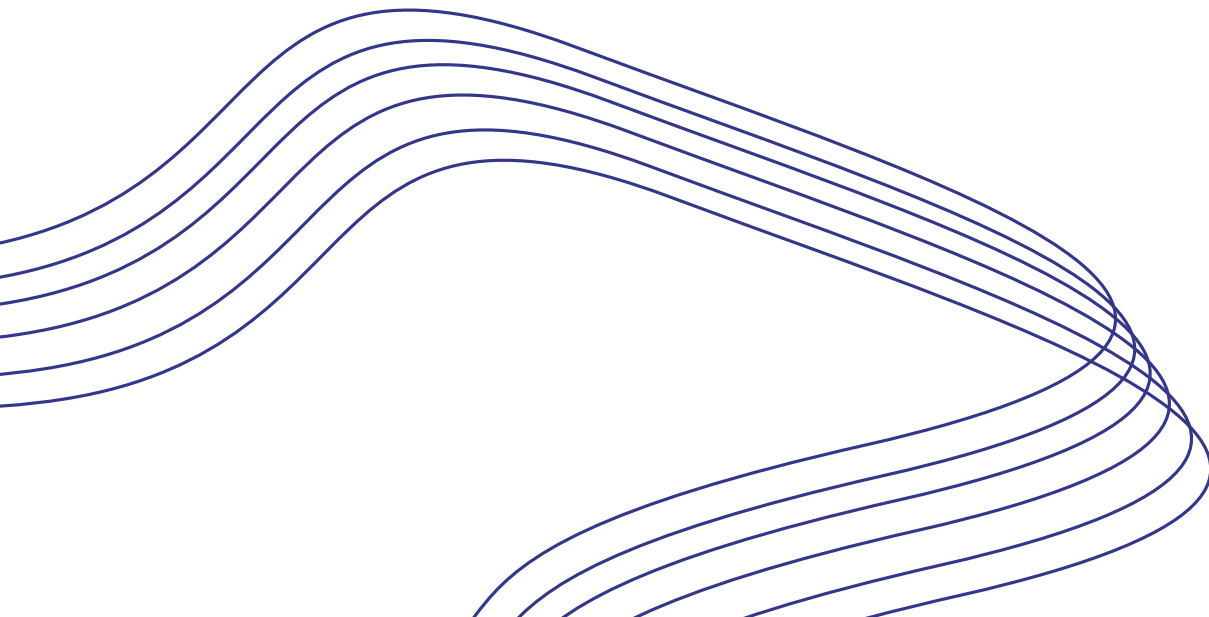
● **TYPOGRAPHY**

Circular Std

Circular is a geometric sans-serif typeface. Although the design is based primarily off geometric forms, Circular has quirks that give it a lot of warmth. Circular is used in two weights—book, and black.

**Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

0123456789()_ - +



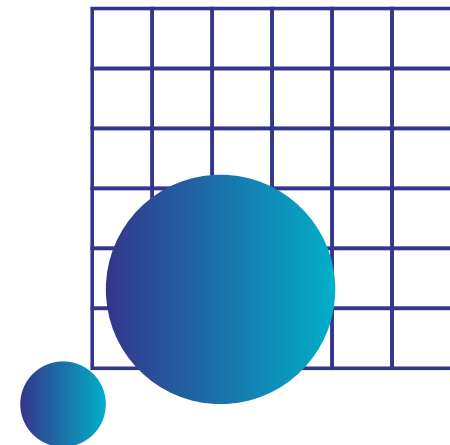
● **TYPOGRAPHY: USAGE**

Circular Std (black) | 36px • Circular Std (book) | 18px

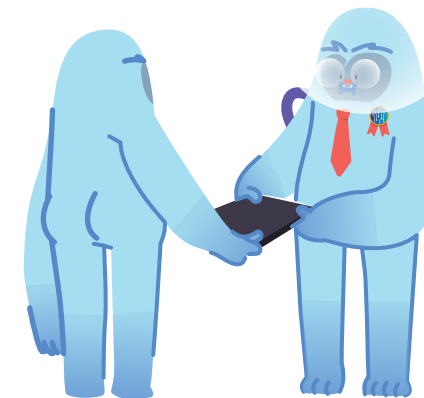
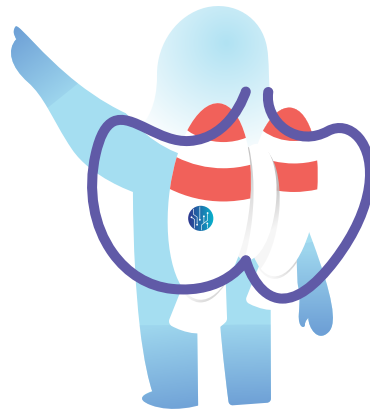
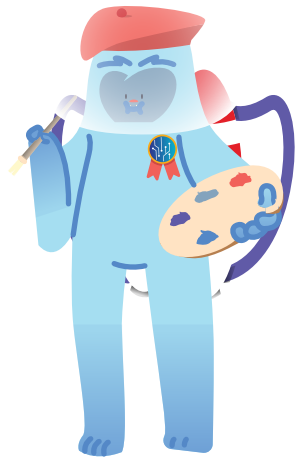
The quick brown fox jumped over the lazy dog

Pack my box with five dozen liquor jugs.
Sixty zippers were quickly picked from woven jute bag.
Jack amazed a few girls by dropping the antique onyx vase!

Hierarchy is also an important factor in making a layout more effective in delivering its message. By balancing the use of each font weight and applying them accordingly, this will help the reader easily find what they are looking for and navigate the content.



● ILLUSTRATION: YETI

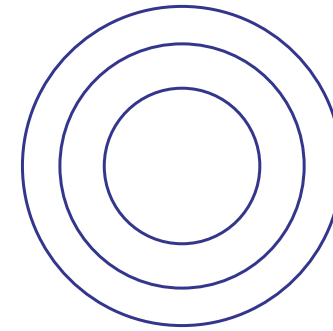


The Yeti illustrations are used for visual content through out all aspects of design and serves as DotYeti's avatar.

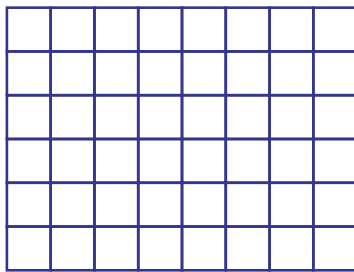
● GRAPHIC ELEMENTS



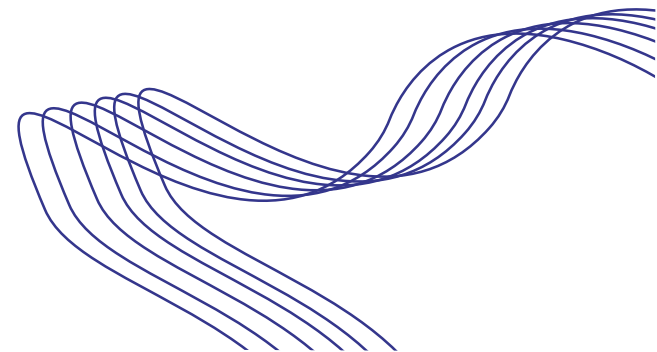
Gradient Circles



Line Circles



Grid Lines



Tech Line Paths

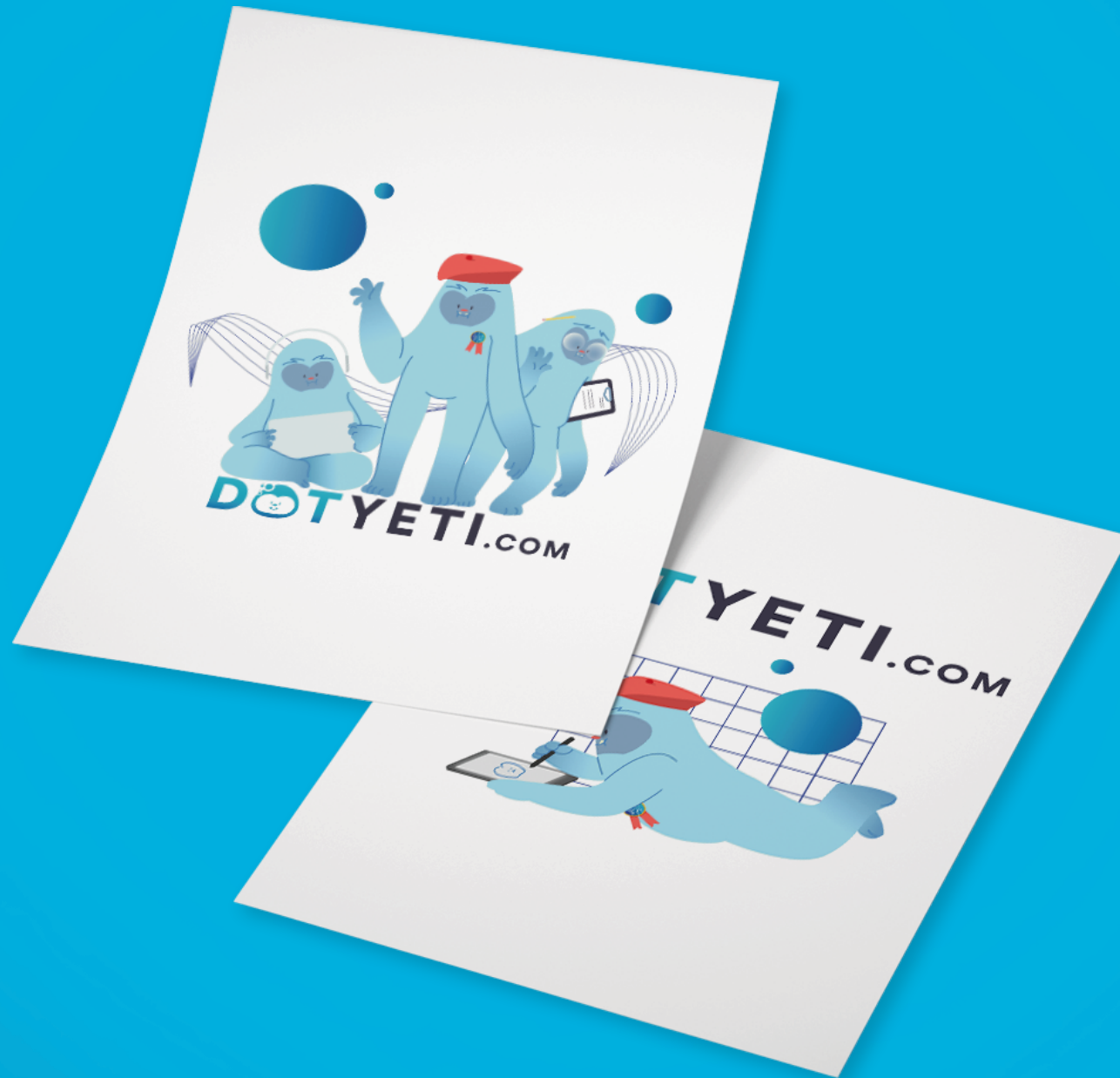
Always use these elements sparingly when making a layout in every design output, whether print or digital.



MOCK-UP SAMPLES



POSTER DESIGN



T-SHIRT DESIGN



ROLL-UP BANNER DESIGN





D  **TYETI**.COM



STYLE GUIDE | 2020

Copyrights 2019