

daisy



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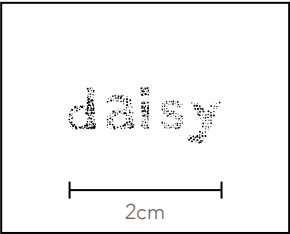
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PRINT LOGO

Our logo should appear on all Daisy materials.
Below is how to and how not to use it.



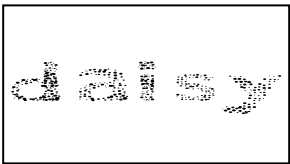
Use this version on light backgrounds.



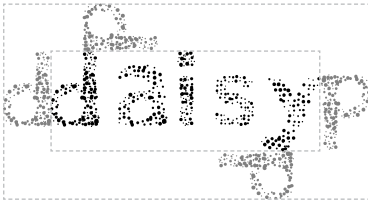
Do use the logo at a size of at least 2cm wide, and in an acceptable colour.



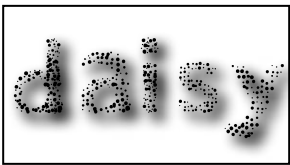
Use a knockout version of the logo on darker backgrounds.



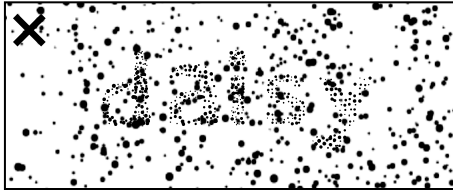
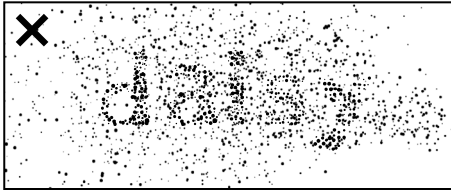
Do not change the proportion or orientation of the logo.



Give the logo at least this much space from other elements. An exception is made for stepple texture.



Do not add effects to the logo or change its colours.



Use the appropriate amount of surround texture so that wordmark is still readable.

LOGO LOCKUPS

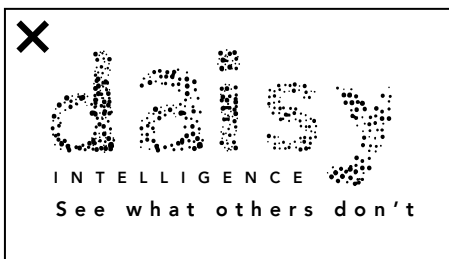
Our logo lockups should appear on all needed Daisy materials.
Below is how to and how not to use it.



Use the full legal logo when we need consumers to know that daisy is artificial intelligence.



Use the tagline logo on materials that require a competitive edge to differentiate itself.



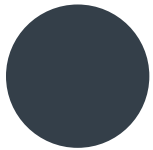
Do not combine legal name and tag line lockups. If this must occur on the same piece, use the legal logo lockup and use the tag line as a headline.

COLOUR

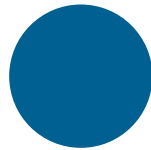
Our brand uses a selection of different colours to define our look. Reference this page for tones.

Primary Colours

The majority of our communication appears on white, black, or full colour imagery. When using these colours use the following acceptable accents to give visual hierarchy. Note how our primary colours are used throughout this document.



GREY
PANTONE 432 C
C65/M43/Y26/K78
R51/G63/B72
#333F48



DARK BLUE
C93, M30, Y0, K38
R0/G96/B145
#006091

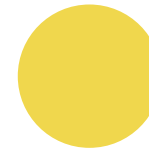
Secondary Colours

Occasionally a colour other than a primary is necessary to communicate. For instance, it makes sense to use secondary colours to easily differentiate a title or call out. Secondary colours should only be used in materials that work alongside or are subordinate to those in primary colours. Remember, secondary colours are associated with specific solutions.

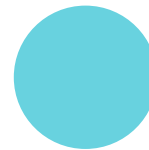
Never use more than two secondary colours on a single piece or graphic.



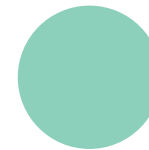
PURPLE
C72, M72, Y0, K0
R96/G92/B168
#605CA8



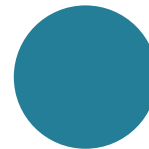
BRIGHT YELLOW
C0, M12, Y80, K7
R238/G209/B48
#EEE130



LIGHT BLUE
C44, M0, Y11, K0
R104/G210/B223
#68D2DF



LIGHT GREEN
C33, M0, Y10, K18
R140/G208/B187
#BCD0BB



DARK CYAN
C76, M17, Y0, K40
R36/G126/B152
#247E98



LIGHT GREY
C1, M1, Y0, K17
R209/G210/B212
#D1D2D4

TYPOGRAPHY

Using the right font is part of keeping daisy's voice consistent.

Avenir

Avenir is a clean, modern font that should be used in all print communications.

Aa

Avenir Black (36pt/72+pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&%@*)1234567890

Aa

Avenir Heavy (15/8pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&%@*)1234567890

Aa

Avenir Medium (15/8pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&%@*)1234567890

Aa

Gotham Rounded Light (15/8pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&%@*)1234567890

Muli

Muli is a clean digital companion that matches avenir for digital uses.

Aa

Muli Bold (36pt/72+pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&%@*)1234567890

Aa

Muli Regular (15/8pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&%@*)1234567890

Aa

Muli Light (15/8pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!\$&%@*)1234567890

TYPOGRAPHY

Using the right font is part of keeping daisy's voice consistent.

Zilla Slab

Zilla Slab is a clean digital companion that matches Avenir and Muli for digital uses.

Aa

Zilla Slab Bold(36pt/72+pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&%@*)1234567890

Aa

Zilla Slab Medium(15/8pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&%@*)1234567890

Aa

Zilla Slab Regular (15/8pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&%@*)1234567890

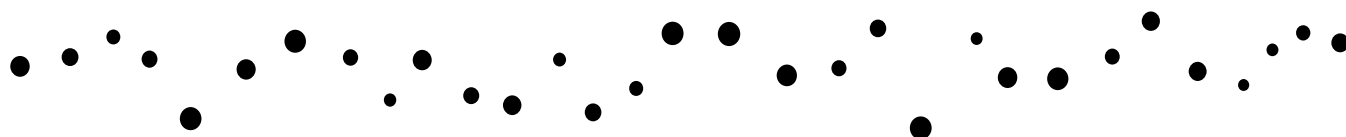
Aa

Zilla Slab Light (15/8pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&%@*)1234567890

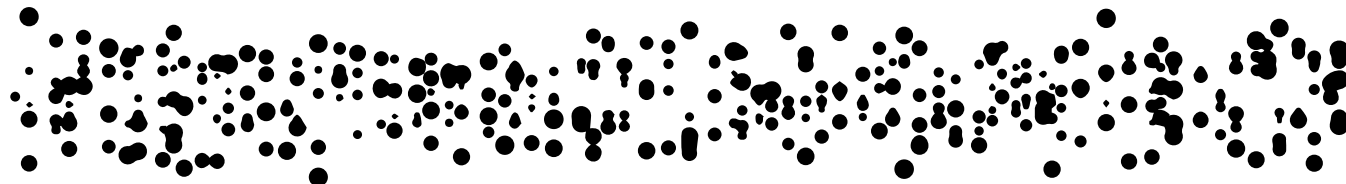
DAISY TEXTURE BRUSHES

Vector based brushes for creating daisy's stipple effect.

Loose



Extra Bold



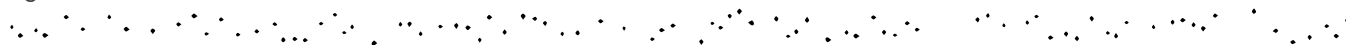
Bold



Medium



Light



DAISY STIPPLE TEXTURE

Background texture images for creating daisy assets.

