

DTFW STYLE GUIDE

These guidelines encompass standards for core design elements on digital projects.

LOGOTYPE



Primary

Full color on white



Alternative

Full color on white



Single Color

One color on white



Black

Solid black on white



Reversed

Solid white on dark brand colors

EMBLEM



Standard Blue



Red



Red - High Contrast

Circle Variations



SPACING RULE

Keep clear 1/6 space of the logo width free from all sides.
Ex. 24px is kept with the logo scaled at 144px wide.



TYPEFACE

PRIMARY

Acumin Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY

Acumin Extra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPE SCALE

HEADING H1 (48PX)

HEADING H2 (36PX)

HEADING H3 (24PX)

Heading H4 (20px)

Heading H5 (18px)

Heading H6 (16px)

HEADING H6 (14PX)

Body copy (16px)

Fine Copy (12px)

COLOR PALETTE

PRIMARY



SECONDARY



GRAYSCALE

