RAID GUILD

Brand Guidelines

Index

Logo

1.1	Logo Concept
1.2	Logo Structure
1.3	Clear Space
1.5	Minimum Size
1.6	Background Applications
1.7	Misuse

1.1 Logo Concept

The logo is the primary identifier for our brand. It is comprised of two elements, the crossed sword logomark and the Raid Guild logotype.

Because this logo is such a recognizable and widely used asset, it is important that it is used consistently.
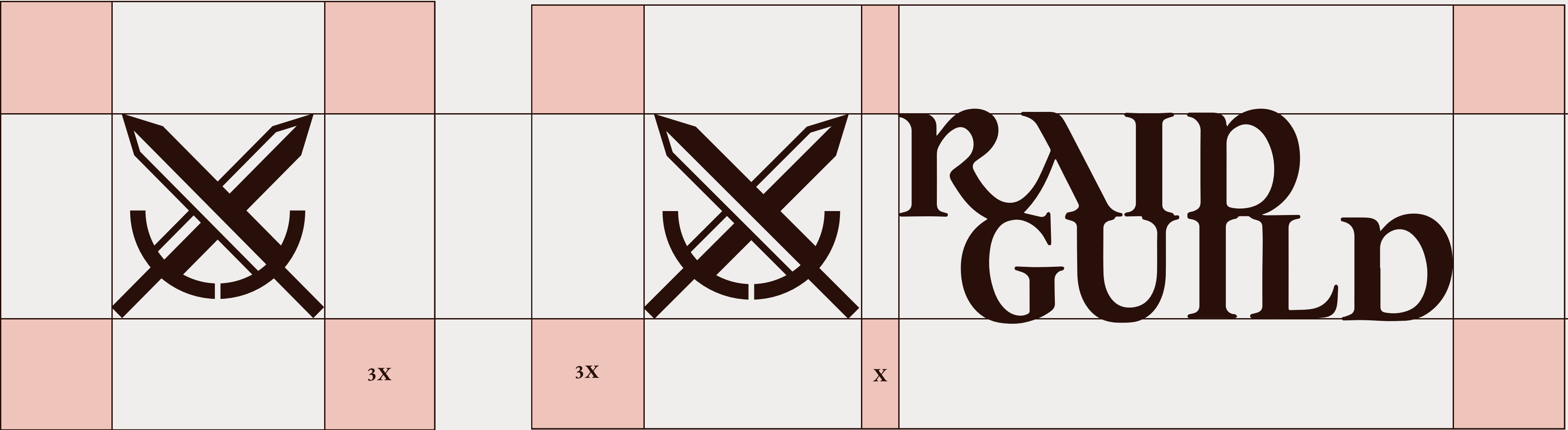
LOGOMARK

LOGOTYPE

1.2 Logo Structure

The proportions of the logo should not change. The width of one sword blade in the logomark is a spacing metric for the sizing and clear space.

1.3 Clear Space

The exclusion zone ensures the logo remains legible by isolating it from competing visual elements such as text or other graphics.

The exclusion zone is equal to 3X, as determined by the size of one sword blade in the logomark.

1.4 Minimum Size

The minimum size ensure legibility of
the brand logo.

MINIMUM WIDTH 24PX

MINIMUM WIDTH 92PX

1.6 LogoMark Usage

Use these color combinations. Swords
can be used alone.

1.5 Full Logo Usage and Background Application

Use these color combinations.
RaidGuild name always has the swords.

1.7 Misuse

To maintain the integrity of the logo it is important to use the logo as described in these guidelines. Please avoid altering it in any way.

DON'T SQUASH OR STRETCH

DON'T CHANGE ELEMENTS

DON'T ROTATE

DON'T APPLY SHADOWS OR EFFECTS

DON'T USE UNAPPROVED COLORS

DON'T OUTLINE

Color

2.1 Primary Palette

The primary palette uses a warm-hued high contrast combination of red, off black, and off white. The palette is warm and energetic to inspire action.

NAME: MOLOCH 500
HEX: #BD482D
CMYK: 0/75/85/20

LARGE AA 3.64
AA 4.55

NAME: SCROLL 700
HEX: #534A13
CMYK: 30/35/85/65

AAA 11.2

NAME: MOLOCH 800
HEX: #29100A
CMYK: 0/65/80/85

AA 4.55
AAA 16.61

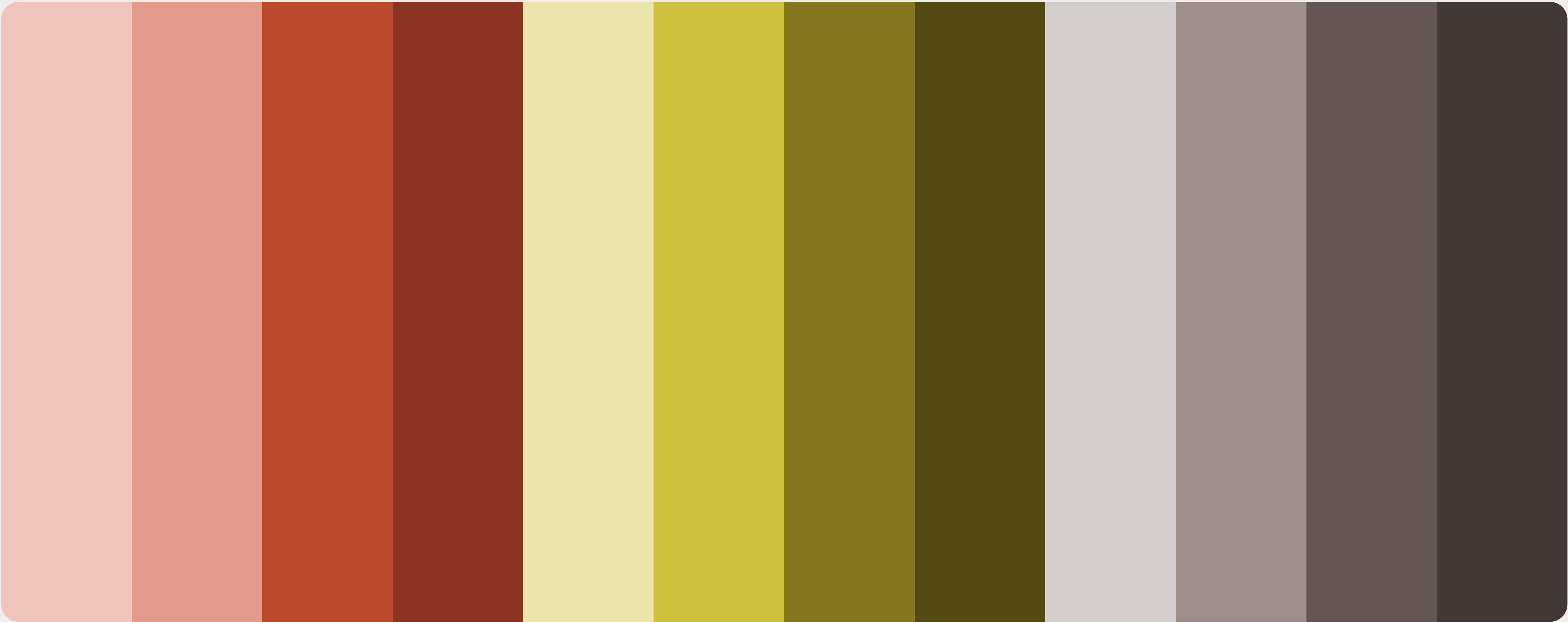NAME: SCROLL 100
HEX: #F9F7E7
CMYK: 2/2/8/0

LARGE AA 3.64
AAA 16.61

2.2 Secondary Palette

The secondary colors expand on the primary brand colors to add depth to UI elements, layouts, and illustrations.
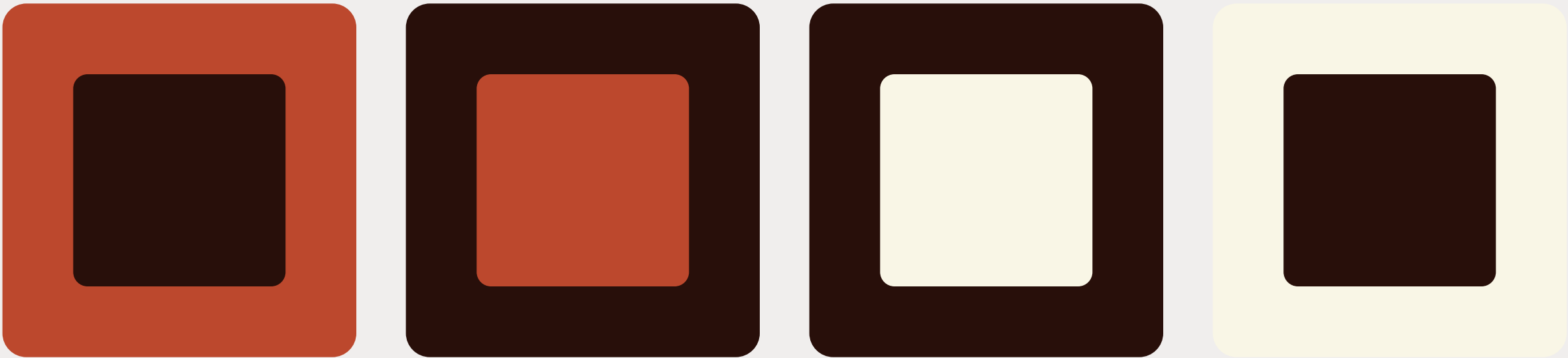
Use these colors sparingly in brand and marketing graphics to avoid diluting brand recognition.
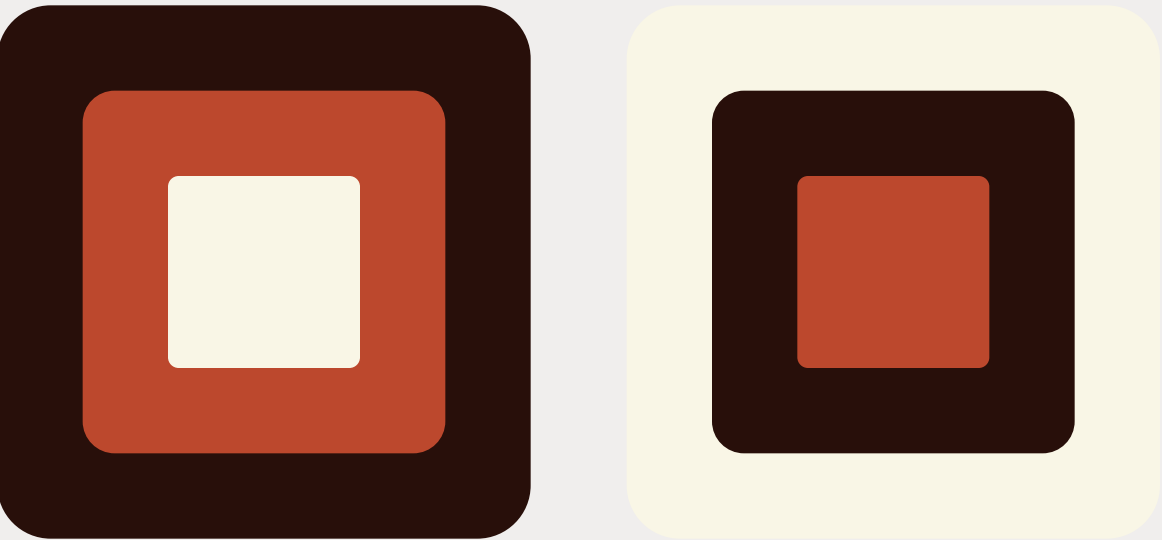
2.3 Combinations

For brand and marketing graphics, use any of the following combinations of colors. Support these combinations with neutral text and accent colors that meet accessibility standards.

Typography

3.1	Display Typeface
3.2	Secondary Typeface
3.3	Type Scale
3.4	Hierarchy

3.1 Display Typeface

Mazius Display is the display typeface. It is a high-contrast serif font with a calligraphic feel, influenced by latin chancery hands. The bold weight is preferred for headlines to editorialize layouts. The two italic weights can be combined to increase expressiveness. Use for headlines and brand graphics.

Mazius Display

by Collletttivo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.?!,:;-()[]{}”/@#$^&*+=±§<>

EB Garamond is the secondary typeface, used for body and supporting copy in communications. This typeface is also used heavily in UI components in the design system. Garamond was chosen because of its high readability.

EB Garamond

by Barry Schwartz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.?!,:;-()[]{}"/@#$^&*+=±§<>

3.3 Type Scale

The type scale is a perfect fourth, meaning that there is a 1.333 ratio between type sizes. This measure can be scaled infinitely up or down to fit the medium of communication.

A perfect fourth type scale creates a balance of contrast between sizes that can be used in both marketing and product design environments.

80 PX | 5.000 REM | 60 PT | 110% LH | -2% LS

Here to slay Moloch.

60 PX | 3.750 REM | 45 PT | 120% LH | -1% LS

Here to slay Moloch.

48 PX | 3.000 REM | 36 PT | 450 | 120% LH | 0% LS

Here to slay Moloch.

36 PX | 2.250 REM | 27 PT | 120% LH | 0% LS

Here to slay Moloch.

28 PX | 1.750 REM | 21 PT | 130% LH | 1% LS

Here to slay Moloch.

20 PX | 1.250 REM | 15 PT | 140% LH | 1% LS

Here to slay Moloch.

16 PX | 1.000 REM | 12 PT | 160% LH | 2% LS

Here to slay Moloch.

12 PX | 0.750 REM | 9 PT | 160% LH | 2% LS

Here to slay Moloch.

80 PX | 5.000 REM | 60 PT | 110% LH | -2% LS

Here to slay Moloch.

60 PX | 3.750 REM | 45 PT | 120% LH | -1% LS

Here to slay Moloch.

48 PX | 3.000 REM | 36 PT | 450 | 120% LH | 0% LS

Here to slay Moloch.

36 PX | 2.250 REM | 27 PT | 120% LH | 0% LS

Here to slay Moloch.

28 PX | 1.750 REM | 21 PT | 130% LH | 0% LS

Here to slay Moloch.

20 PX | 1.250 REM | 15 PT | 140% LH | 0% LS

Here to slay Moloch.

16 PX | 1.000 REM | 12 PT | 160% LH | 0% LS

Here to slay Moloch.

12 PX | 0.750 REM | 9 PT | 160% LH | 0% LS

Here to slay Moloch.

DISPLAY LG

FONT: MAZIUS DISPLAY
WEIGHT: BOLD
SIZE: 80PX / -2% TRACKING / 110% LEADING

HEADING LG

FONT: MAZIUS DISPLAY
WEIGHT: BOLD
SIZE: 36PX / 0% TRACKING / 120% LEADING

BODY LG

FONT: EB GARAMOND
WEIGHT: REGULAR
SIZE: 20PX / 0% TRACKING / 140% LEADING

LABEL LG

FONT: EB GARAMOND
WEIGHT: BOLD
SIZE: 20PX / 4% TRACKING
CASING: UPPERCASE

CODE SNIPPET MD

FONT: UBUNTU MONO
WEIGHT: REGULAR
SIZE: 20PX / 0% TRACKING / 150% LEADING

We are here to slay Moloch.

If you want to go fast, go alone. If you want to go far, go together.

We believe in Web3 and are here to build it, use it, and propogate it. The profits from our work will be used to fund development of open source tooling and public goods. We will share the learnings from our experiments and open source our processes for the community to learn and build from.

We know how to buidl and have the connections, talent and experience to turn your ideas into reality. We are lean to the core and deliver high quality results with quick turnarounds.

SUMMON A RAID	VIEW OUR WORK
SUMMON A RAID	VIEW OUR WORK

```
69 successful projects and counting.
```

Scale is used to create contrast and emphasis. To add expressiveness to a brand communication, push for larger contrast between display and body sizes.

Generally, type sizes within a band can be paired together. When using multiple headings and displays, aim to use sizes at least two steps apart in the scale for adequate contrast.

Ubuntu Mono is used for code snippets, technical copy, small numbers, dates, etc.

Illustration

| 4.1 | Character Class Badges |