

BRAND GUIDELINES

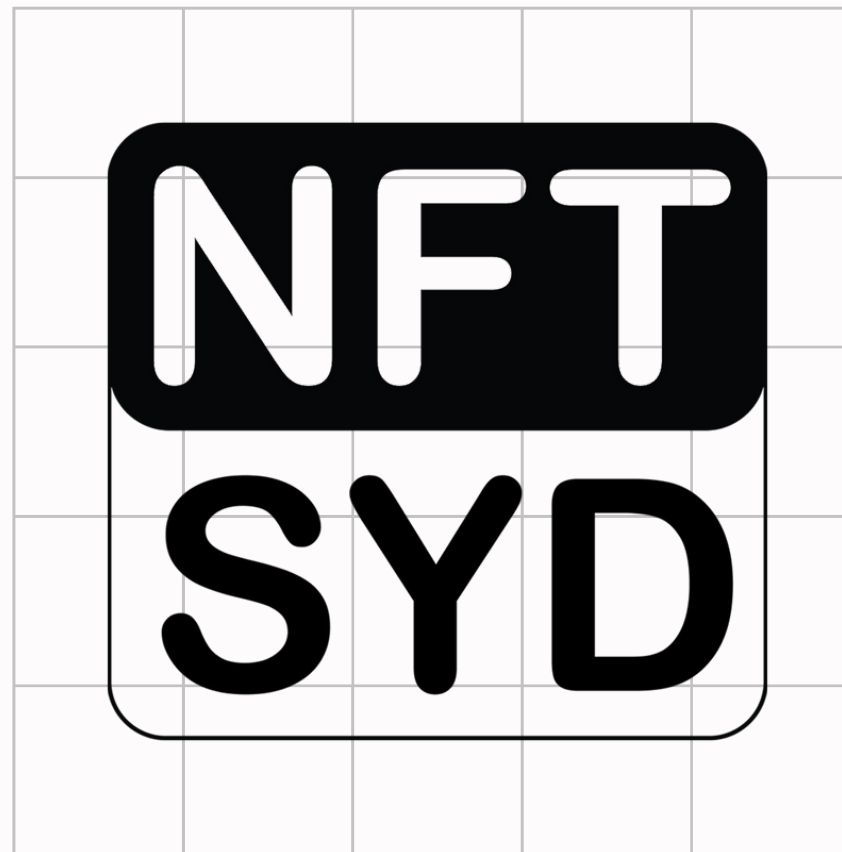
NFT SYD

01

Brand Guidelines 2022

NFT SYD

MAIN LOGO ELEMENTS



Logo
Mark

LOGO VARIATIONS

The Two Types



Main Logo

Wide format logo for wide/large icon placement.



Secondary Logo

Square format logo for small icon placements



Social Media DP

Square Logo + Gradient for social media accounts

BRAND TYPOGRAPHY

Main Font

For headers

Aa

HelveticaNeue Light

HelveticaNeue Medium

HelveticaNeue Bold

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

1 2 3 4 5 6 7 8 9 0

COLOUR PALETTE

Gradient

Four corner colour codes

The gradient consists of four colours blended together from all four corners of the rectangular image.

Hex Code
#e4ad6d

CMYK
0,24,52,11

RGB
228,173,109

Hex Code
#e9876a

CMYK
0,42,55,9

RGB
233,135,106

Hex Code
#ffb3ad

CMYK
0,30,32,0

RGB
255,179,173

Hex Code
#ae7eb0

CMYK
1,28,0,31

RGB
174,126,176

