



OBSIDIAN ♀ DESCENSION

BRAND GUIDELINES

OBSIDIAN DESCENSION



PRIMARY LOGO

ABOUT

Your primary logo is the main voice and signature of your brand. This should be used most frequently when space allows for it.

Think of your primary logo as the trunk of a tree and the other logo marks and variations as the branches.

USAGE

The primary logo should be used on websites, headers, footers, stationery, signage and any other larger elements.



OBSIDIAN DESCENSION

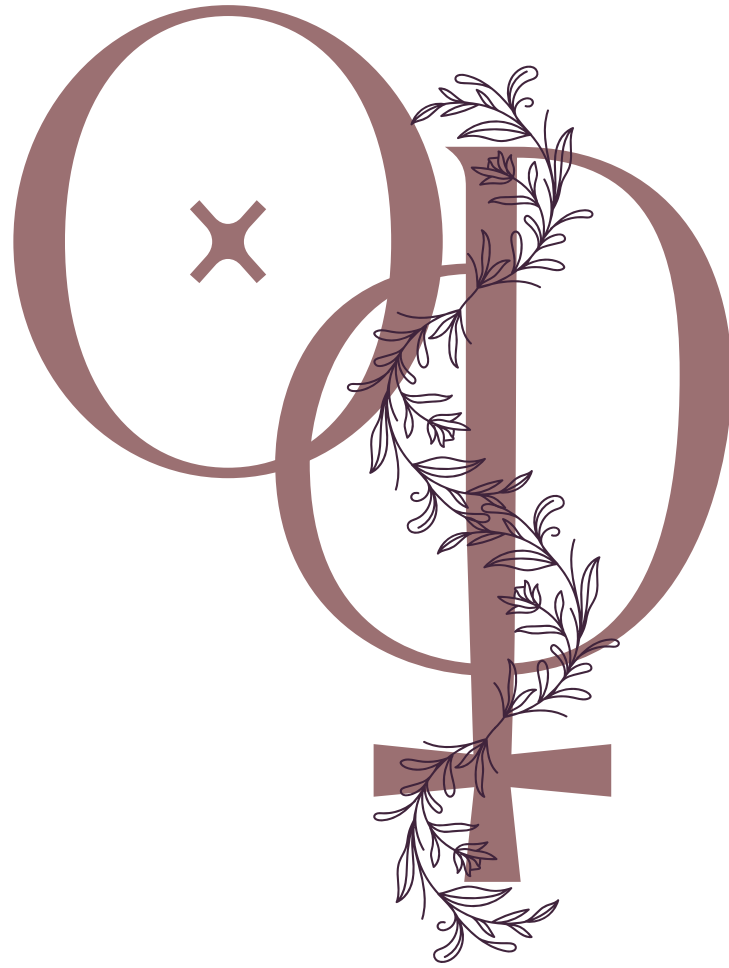
SECONDARY LOGO

ABOUT

The secondary logo or the 'alternate logo' still uses components from your main logo but in a different layout. Having this logo allows for more flexibility for your brand in different settings.

USAGE

This is to be used when your other variations don't fit in the required space. It can be used on websites, printed materials and larger elements.



ABOUT

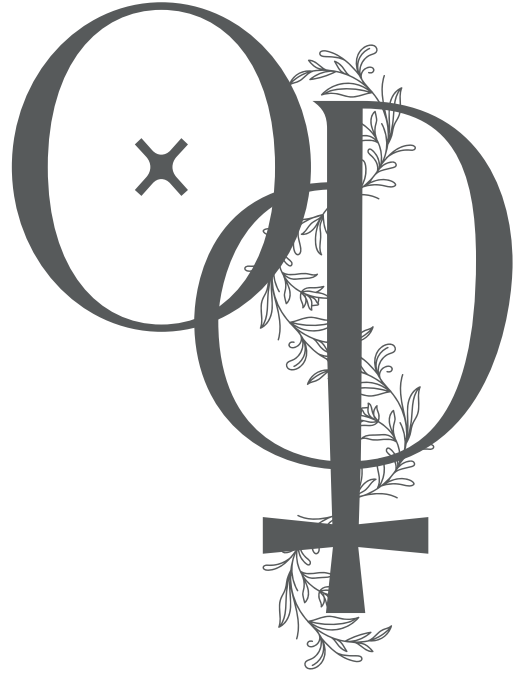
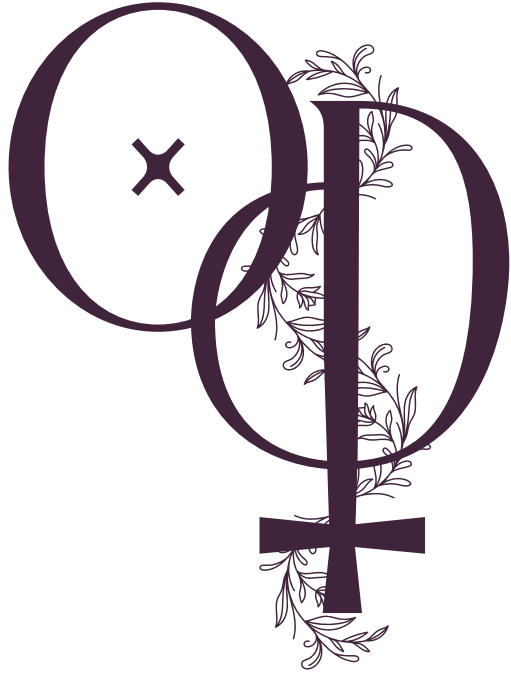
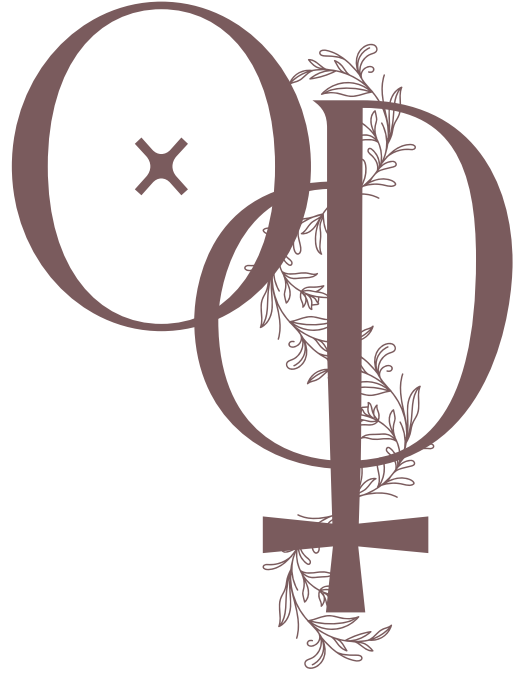
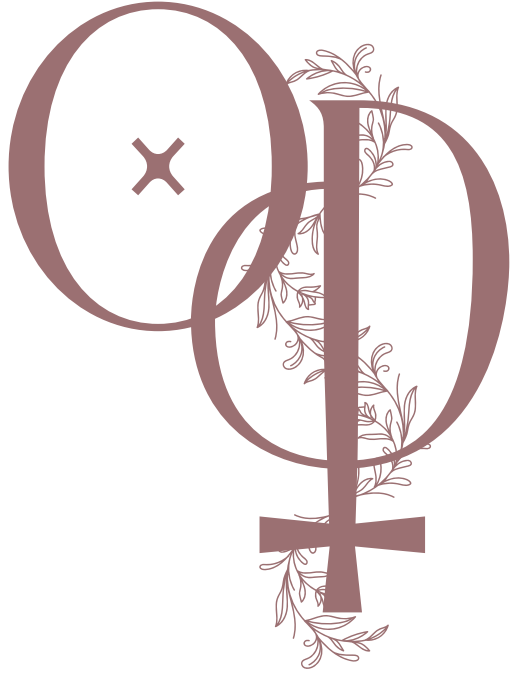
Logo Marks are a simplified version of your main logo. This sometimes consists of 2 letters or a symbol that fits in with your brand. Having something simpler works well when you have a more confined space to fill.

USAGE

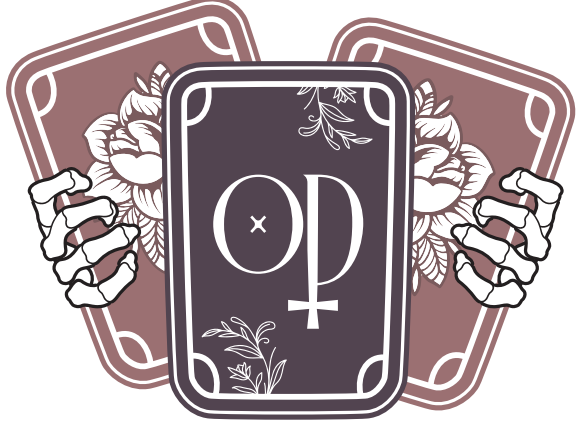
This can be used in smaller spaces like social profile photos, stamps, favicon etc. If it's a small space your other logo variations simply won't fit, so it's best to use your logo mark.



LOGO COLOR OPTIONS



LOGO COLOR OPTIONS



BRAND ICONS

BRAND FONTS

PRIMARY FONT

FALLEN ANGELS

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

1 2 3 4 5 6 7 8 9 0

SECONDARY FONT

HAUNTED PUMPKIN

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

COMPLIMENTARY FONT

FREAKY STORY

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

COLOUR PALETTE.

CMYK: Stands for 'Cyan, Magenta, Yellow & Key' colours. They are the colours used in printed materials.

RGB: Stands for Red, Green & Blue colours. This is used on-screen and for web design.

HEX Code: This colour code is used on-screen and for web design.

Primary Colour: These colours should be the most dominating colour and take up around 60% of the design space.

Secondary Colour: These colours are next up after the primary colours and should use half as much (30%).

Accent Colour: These are added colours make a statement within the design and should use up around 10% of the design space.

WITHERING ROSE

PRIMARY COLOUR

CMYK C: 0 M: 28 Y: 28 K: 35

RGB R: 165 G: 118 B: 118

HEX #A57676

KNIFE PLAY PINK

PRIMARY COLOUR

CMYK C: 0 M: 27 Y: 27 K: 48

RGB R: 132 G: 97 B: 97

HEX #2596BE

CHOKE ME LAVENDER

SECONDARY COLOUR

CMYK C: 0 M: 21 Y: 9 K: 64

RGB R: 91 G: 72 B: 83

HEX #5B4853

BRUISED PURPLE

SECONDARY COLOUR

CMYK C: 0 M: 42 Y: 15 K: 72

RGB R: 72 G: 42 B: 61

HEX #482A3D

TOUCH HER & DIE GREY

ACCENT COLOUR

CMYK C: 0 M: 0 Y: 1 K: 62

RGB R: 97 G: 97 B: 96

HEX #616160

MORALLY GREY

ACCENT COLOR

CMYK C: 0 M: 0 Y: 0 K: 82

RGB R: 45 G: 45 B: 45

HEX #2D2D2D