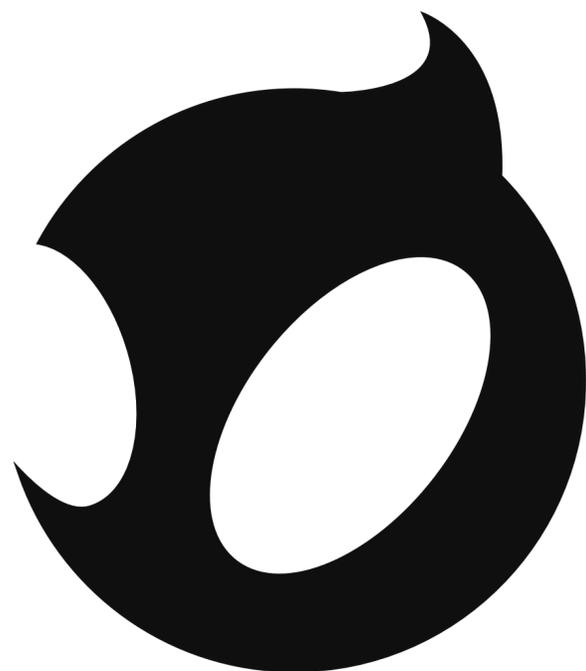


DIGNITAS
BRAND
GUIDELINES
2021

PREVIOUS DIGI



MODERN DIGI



OLD

NEW

*PREFERRED



DIGNITAS





DIGNITAS





DIGNITAS

DIGNITAS

WORDMARK • DIGNITAS

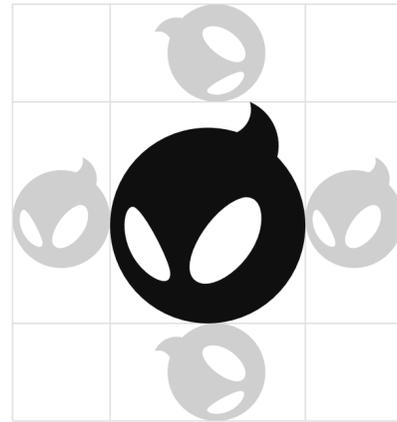




DIGI



CLEARSPACE



WORDMARK

DIGNITAS

DIGI (STROKE)



CLEARSPACE



CLEARSPACE



DIGI YELLOW

RGB 255 205 0
HEX FFCDOO
CMYK 0 20 100 0

SAPPHIRE BLACK

RGB 15 15 15
HEX 0F0F0F
CMYK 0 0 0 94

GLHF GREY

RGB 178 186 189
HEX B2BABD
CMYK 31 20 21 0

WASD WHITE

RGB 255 255 255
HEX FFFFFFFF
CMYK 0 0 0 0

DIGNITAS VIE RED

RGB 221 34 38
HEX DD2226
CMYK 7 99 99 1

SAPPHIRE BLACK

RGB 15 15 15
HEX 0F0F0F
CMYK 0 0 0 94

GLHF GREY

RGB 178 186 189
HEX B2BABD
CMYK 31 20 21 0

WASD WHITE

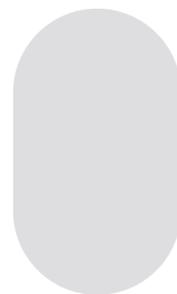
RGB 255 255 255
HEX FFFFFFFF
CMYK 0 0 0 0

MUTED

TITANIUM WHITE
#FFFFFF



COMMON
#DEDEE0



DONUT
#FFBFBF



INFERNO
#FFC799



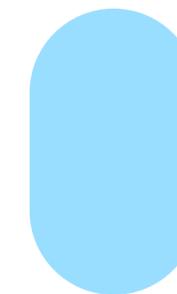
LORE
#FFE880



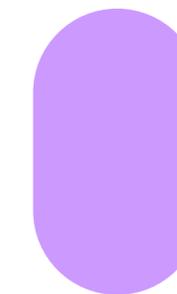
ECO
#C7F2E8



COG
#99DEFF

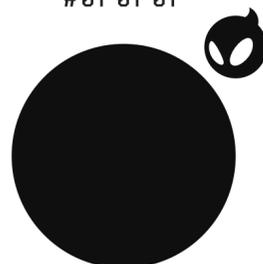


VOID
#CC99FF

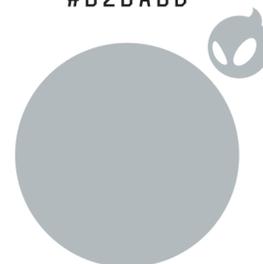


CORE

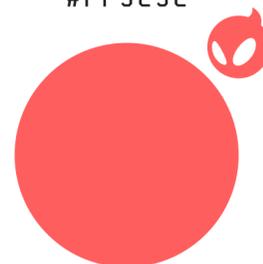
BLACK SAPPHIRE
#0F0F0F



GLHF
#B2BABD



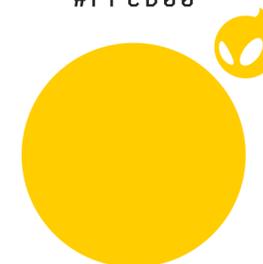
VALOR
#FF5E5E



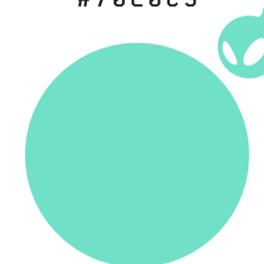
LEGENDARY
#FF7300



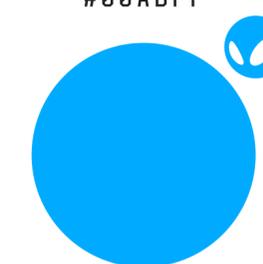
DIGI
#FFC000



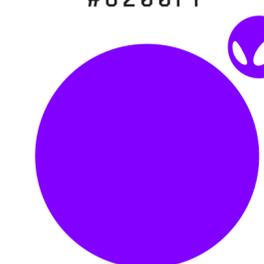
PLAYER 3
#70E0C9



SKYBOX
#00ABFF

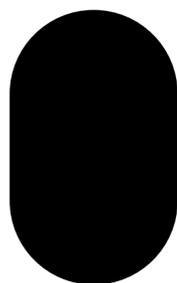


BARON
#8200FF



ACCENT

BLACK MARKET
#000000



ROCK SOLID
#788587



OUTPOST 1-B
#FF2424



IVGOROD
#FF5C00



BANANA
#FFFF00



VIPER
#40FFBF



OUTPOST 1-A
#2626FF



ORACLE
#FF00BD



PRIMARY TYPEFACE

Mont is the primary typeface used for the Dignitas brand, and a slightly modified version is featured in the main wordmark. It was selected due to its minimalist and modern features, rounded shapes, and eye-catching qualities in display settings.

USAGE

Mont should be used almost exclusively for legibility. Usage case examples include small body text for web. Although it carries over characteristics of the logo through its modern appearance and rounded forms, it lacks the eye-catching digital aesthetics of the secondary typeface, Skyhook Mono.

MONT

The quick brown fox
jumped over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Black

The primary display choice seen in the logotype, and should be included in all headlines or important information.

Semibold

Especially useful for smaller type against colored backgrounds to compensate for bleed.

Book

Should be used for detailed information such as body copy in letterheads, descriptions for web, etc.

SECONDARY TYPEFACE

Skyhook Mono is a strong secondary typeface that contrasts well with Mont, given its sharp lines and angular monospaced characters. Although it should be used sparingly, it is available in situations where the primary typeface is unusable.

USAGE

Skyhook Mono is meant to be utilized in large to medium scale typography treatments, including headings and subheadings. It loses legibility at smaller scales due to its simplified form, and should be avoided for body copy.

SKYHOOK MONO

The quick brown fox
jumped over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

Should be used sparingly for headline copy, and small type treatments.

Regular

Alternative to bold. Use cases may tend to vary.

Thin

Alternative to regular. Use cases may tend to vary.

