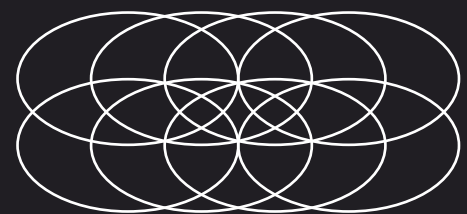


Style Guide



LOGOS

Draconium

Small emblem used for social media pictures, icons, etc. Mainly used in smaller sizes.



Big emblem used for banners, social media profiles, etc.

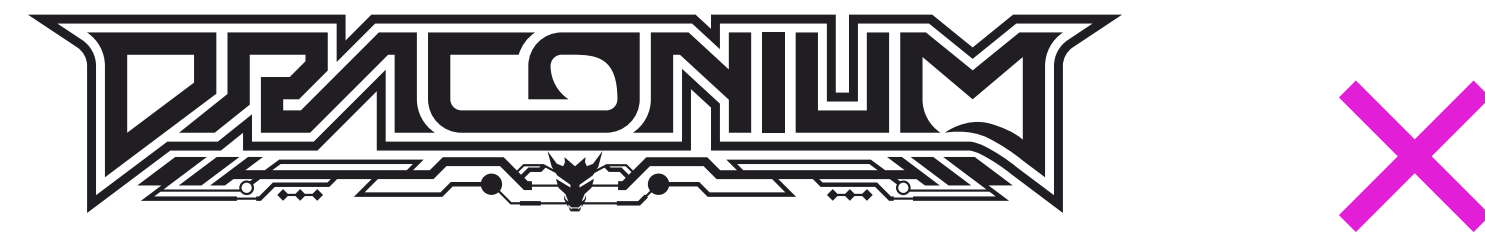
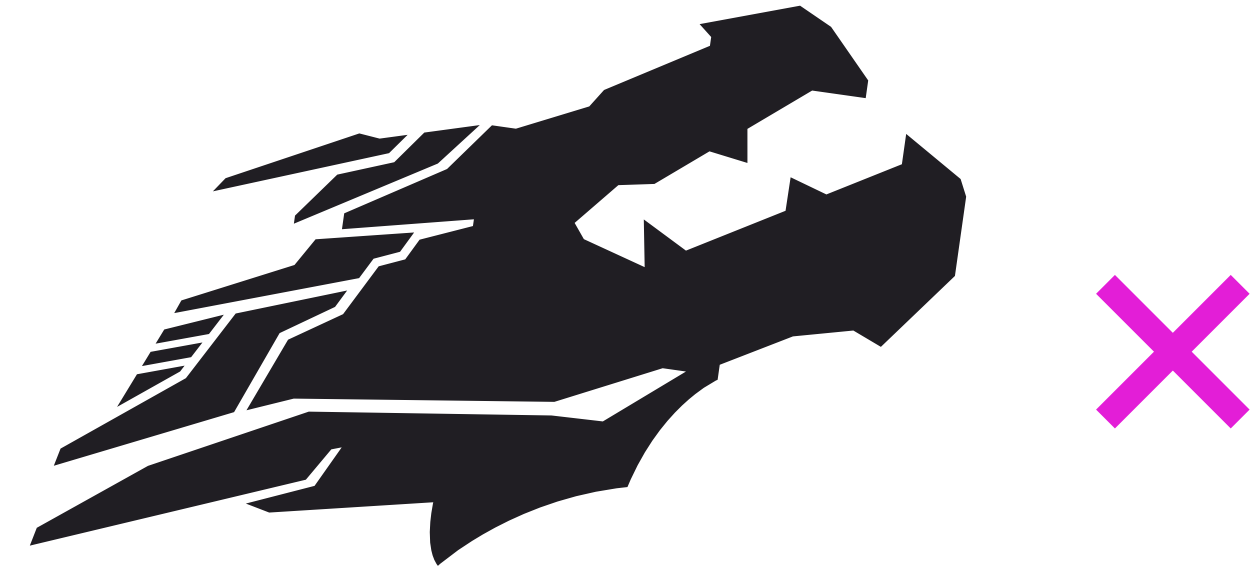


When using DRACONIUM in a typeface, ALWAYS put it in all-caps.

DRACONIUM

LOGOS

What not to do



✂️✂️✂️✂️✂️ **TYPOGRAPHY** ✂️✂️✂️✂️✂️

Headers

These typefaces should be used for text bodies on digital platforms and social media.

M Plus 1 Extrabold should be used for most cases. Koulen can be used sparingly depending on the

KOULEN

DRACONIUM

Secondary

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

M PLUS 1 EXTRABOLD

DRACONIUM

Main

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

✂️👁️👁️👁️👁️👁️ **TYPOGRAPHY** ✂️👁️👁️👁️👁️👁️

Subheaders

These typefaces should be used for text bodies on digital platforms and social media.

M Plus 1 Light should be used for most cases. Koulen can be used sparingly as a subheader depending on the context.

M PLUS 1 LIGHT

DRACONIUM

ABCDEF GHIJKLMN
OPQRST UVWXYZ

Main

KOULEN

DRACONIUM

**ABCDEF GHIJKLMN
OPQRST UVWXYZ**

Secondary

✂️👁️🔍✂️ **TYPOGRAPHY** ✂️👁️🔍✂️

Body Text

These typefaces should be used for text bodies on digital platforms and social media.

Prompt Light should be used for most cases. Major Mono Display can be used sparingly depending on the context

MAJOR MONO DISPLAY

DRACONIUM

Secondary

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

PROMPT LIGHT

DRACONIUM

Main

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

✂️👉👈✂️ **TYPOGRAPHY** ✂️👉👈✂️

What not to do

Lorem ipsum dolor ✖️

Lorem ipsum dolor ✖️

Lorem ipsum dolor ✖️

Lorem ipsum dolor ✖️

Lorem ipsum dolor ✖️

Lorem ipsum dolor ✖️

Lorem ipsum dolor ✖️

COLORS

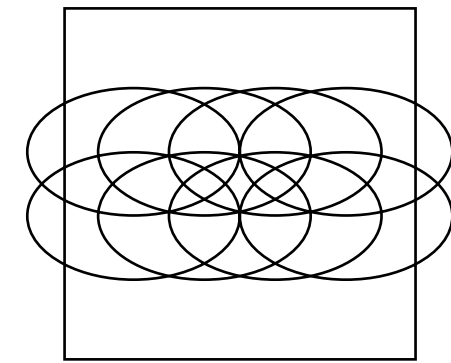
Main Colors

Main colors will be used for digital platforms

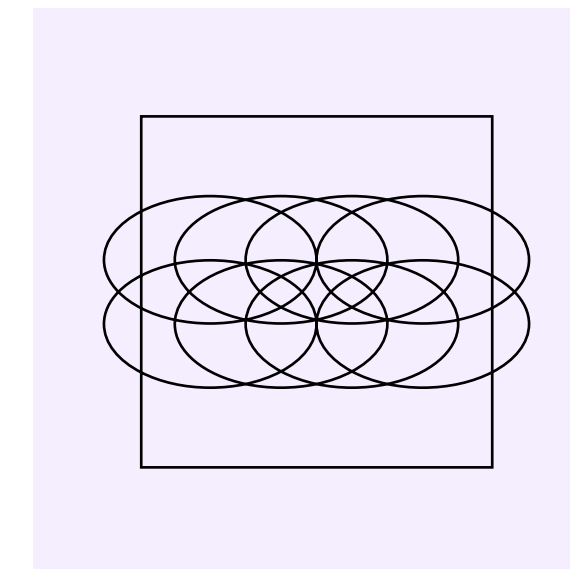
Accent colors will be used for digital platforms

Main Colors

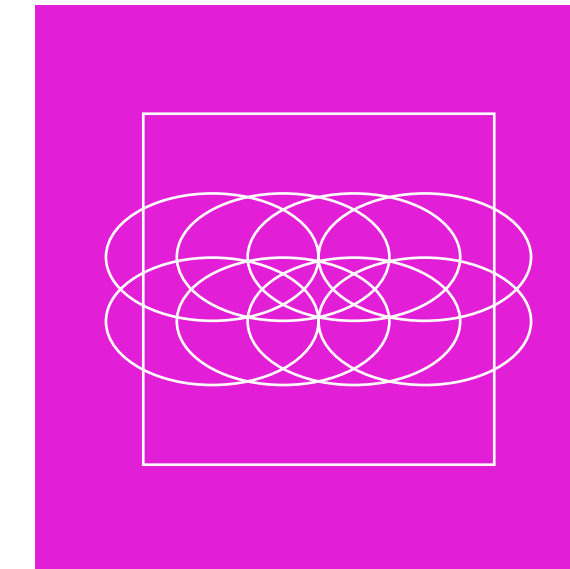
Accent Colors



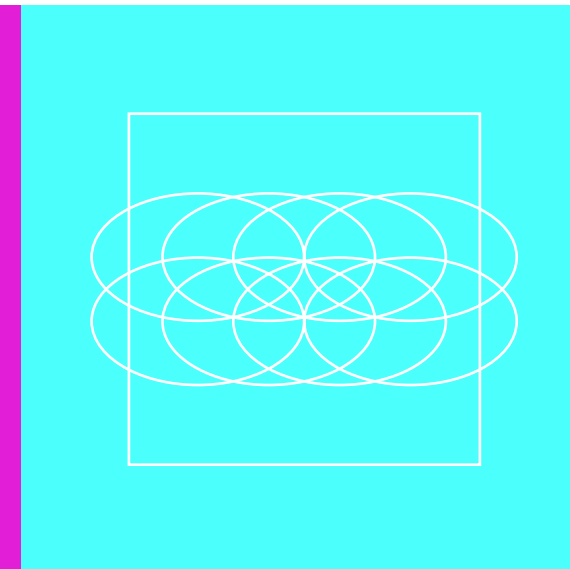
#FFFFFF



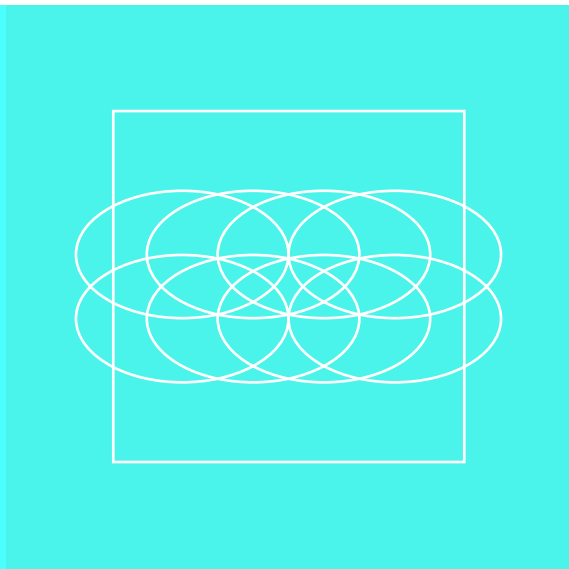
#F5EEFF



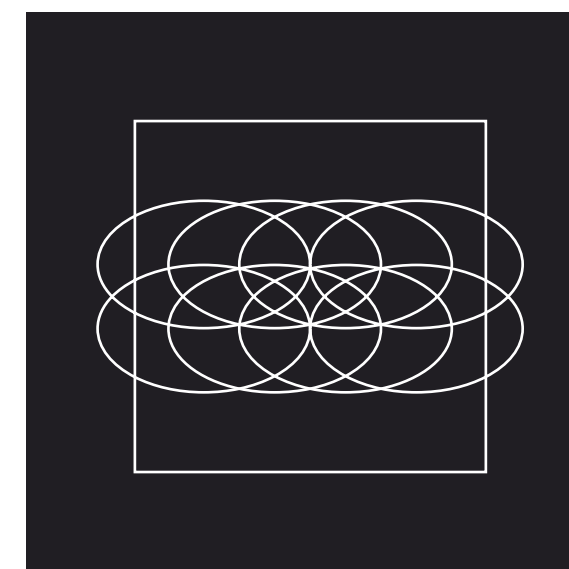
#E31ED7



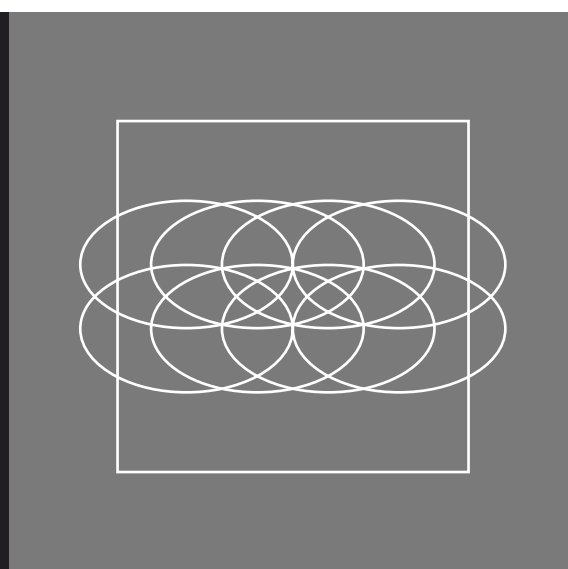
#4AFFFC



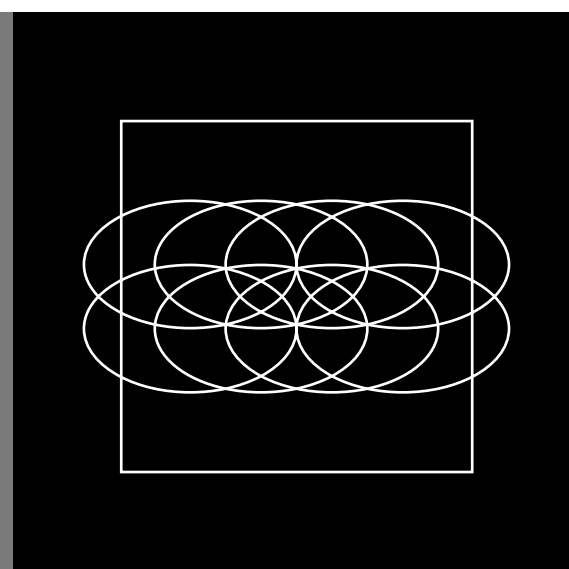
#4AF4EB



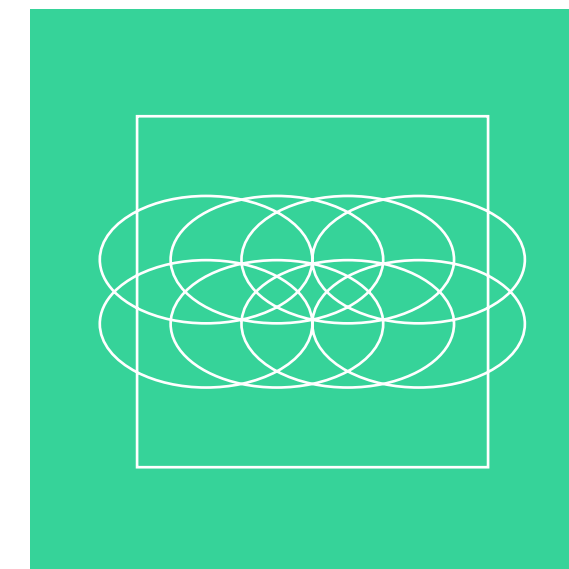
#201E23



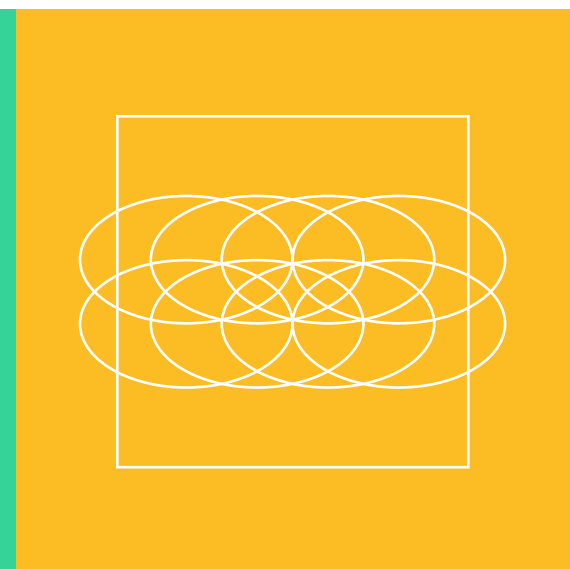
#7A7A7A



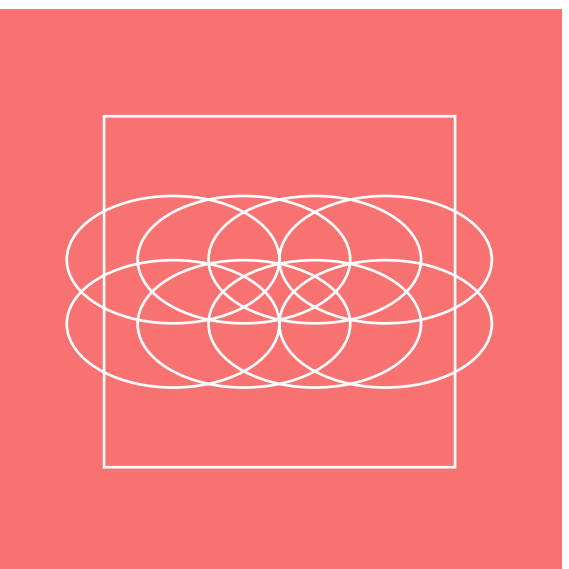
#000000



#36D399



#FBBD23



#F87272

✂✂✂✂✂ **COLORS** ✂✂✂✂✂

Shades and Tints

#201E23	#7A7A7A	#F5EEFF	#4AFFFC	#4AFFFC	#E31ED7
#1D1B20	#888888	#F6EFFF	#5CFFFC	#5BF6EE	#E632DA
#1A181C	#959595	#F7F1FF	#6EFFFFD	#6DF7F0	#E947DE
#161519	#A2A2A2	#F8F3FF	#80FFFD	#7EF8F2	#EB5CE2
#131215	#AFAFAF	#F9F4FF	#92FFFD	#90F9F4	#EE72E6