DRIBS

Brand Guide

1. Logos
2. Restrictions
3. Typography
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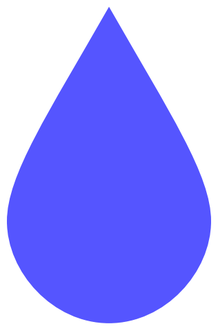
Logos

DRIPS

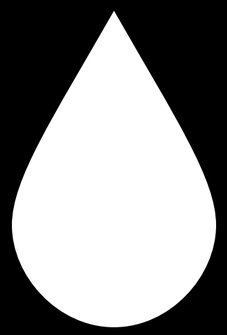
Logotype

DRIPS

Logotype - Reversed



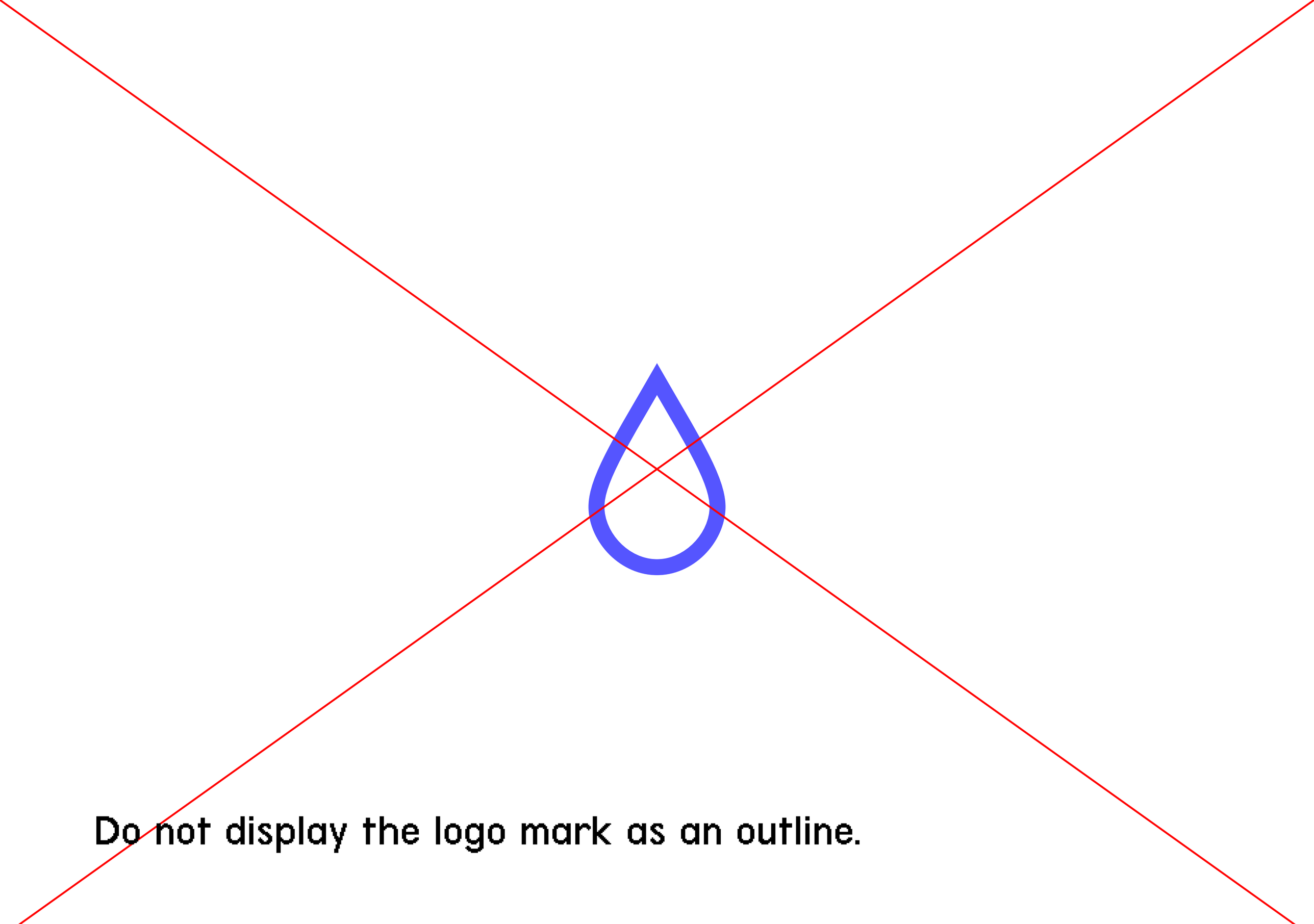
Logomark



Logomark - Reversed

Restrictions

Do not display the logomark with the logotype.

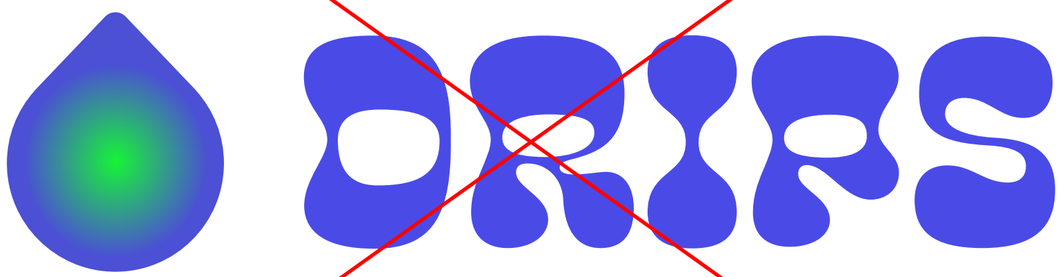


Do not display the logo mark as an outline.

Do not display the logotype with lowercase.

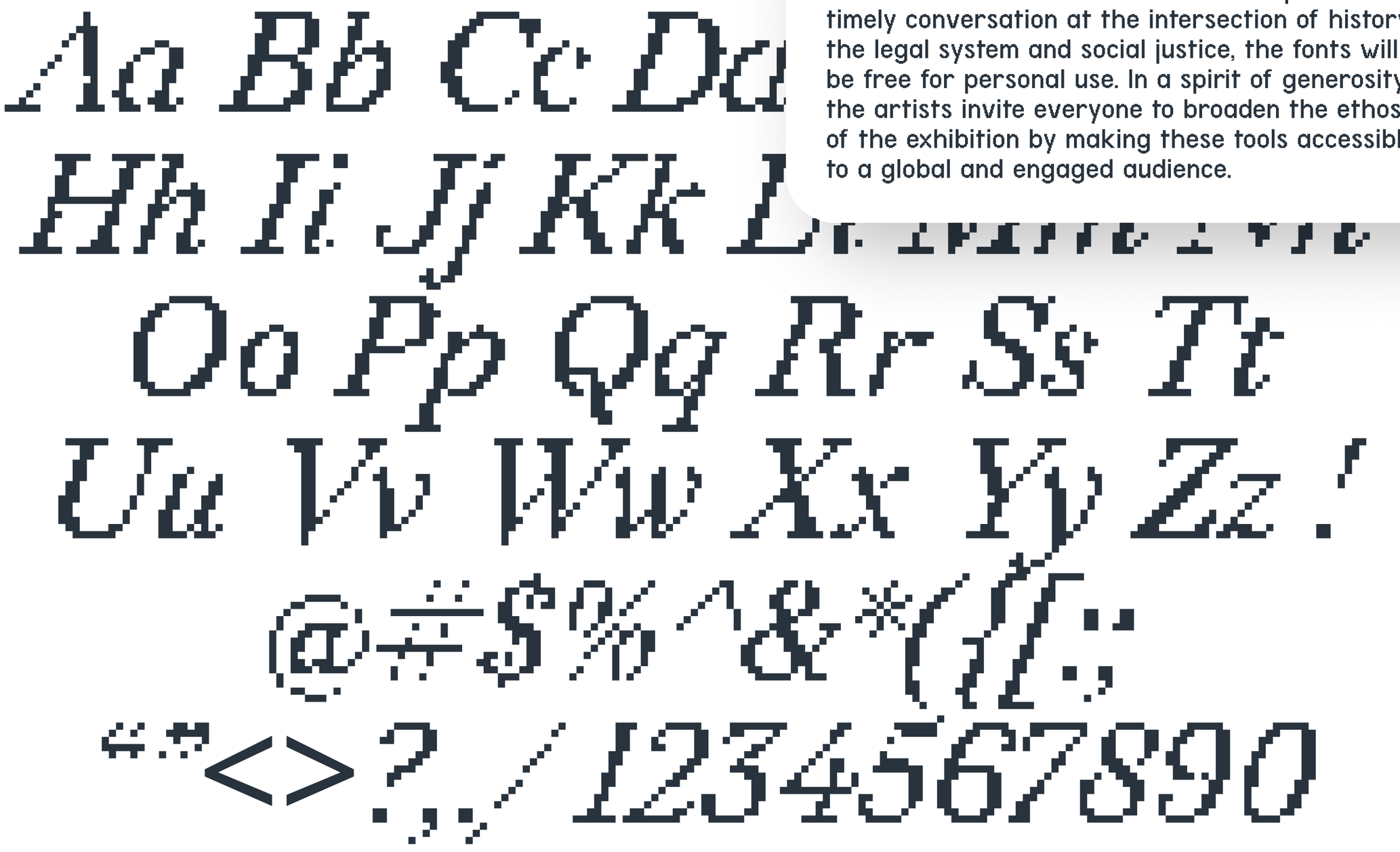
Radicle DRIPS

Do not use the old name.



Do not use the old logotype.

Typography



About

Redaction is a bespoke typeface commissioned by Titus Kaphar and Reginald Dwayne Betts' The Redaction exhibition at MoMA PS1. As part of a timely conversation at the intersection of history, the legal system and social justice, the fonts will be free for personal use. In a spirit of generosity, the artists invite everyone to broaden the ethos of the exhibition by making these tools accessible to a global and engaged audience.

Redaction 50 Italic by Titus Kaphar and Reginald Dwayne Betts

Learn more about the typeface

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 !@#$
%^&*({[:; “”<>?,./
1234567890

Inter by Rasmus Andersson

Learn more about the typeface

Color

Primary colors

Seedling

#53DB53

High Contrast Seedling

#004A15

Low Contrast Seedling

#DDF8DD

Water

#5555FF

High Contrast Water

#333399

Low Contrast Water

#DDDDFF

Foreground
#28333D

Level 4
#546474

Level 3
#90A0AF

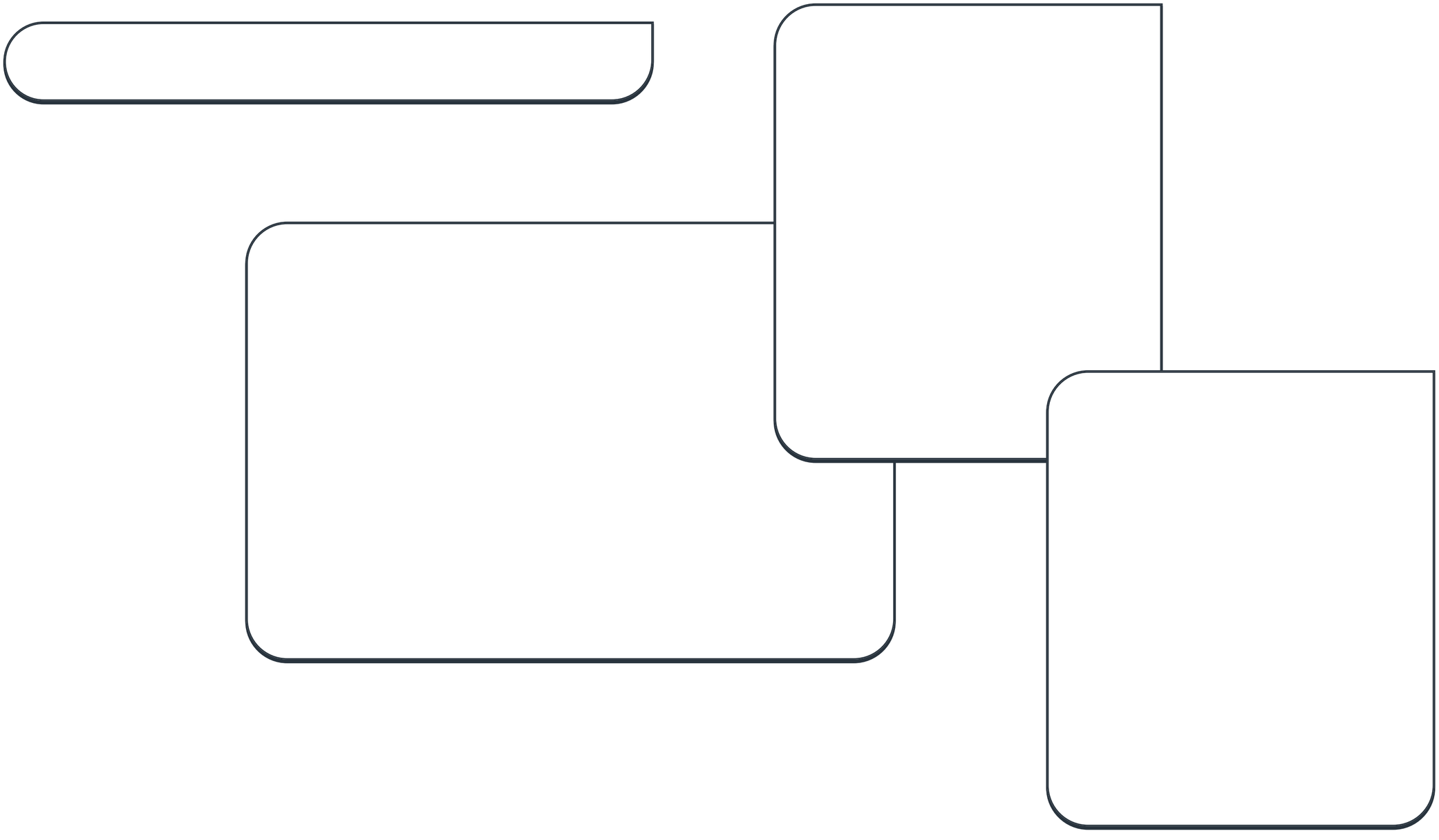
Level 2
#C5D1DB

Level 1
#EBEFF3

Background
#FFFFFF

Greys

Elements

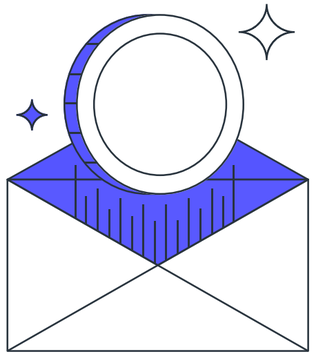


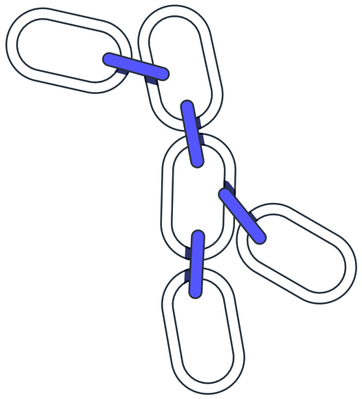
Droplet Boxes

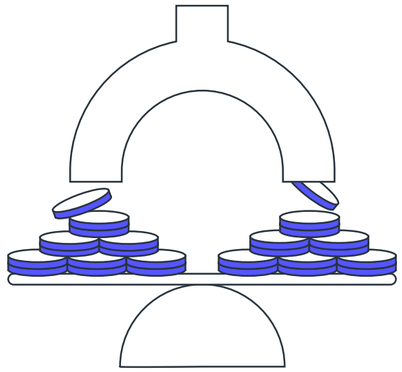
Fully rounded corners except the top right, which remains 0. Hard drop shadow.

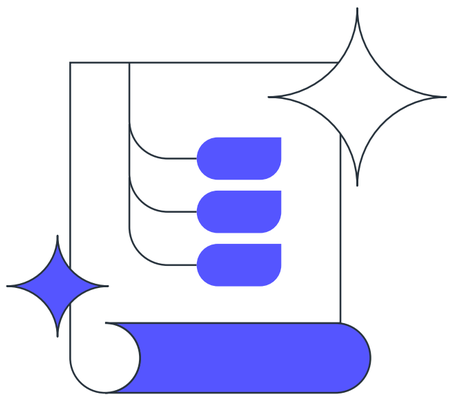
Emojis

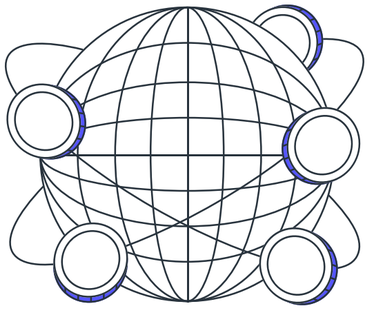
We've taken the open source Twemojis and have customized them for our system.

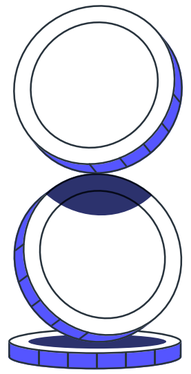


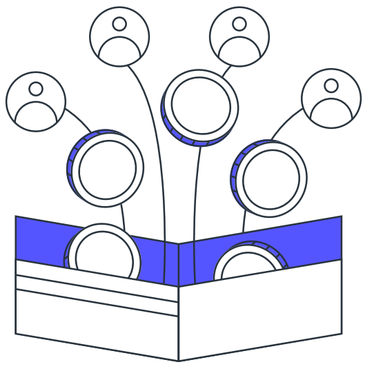






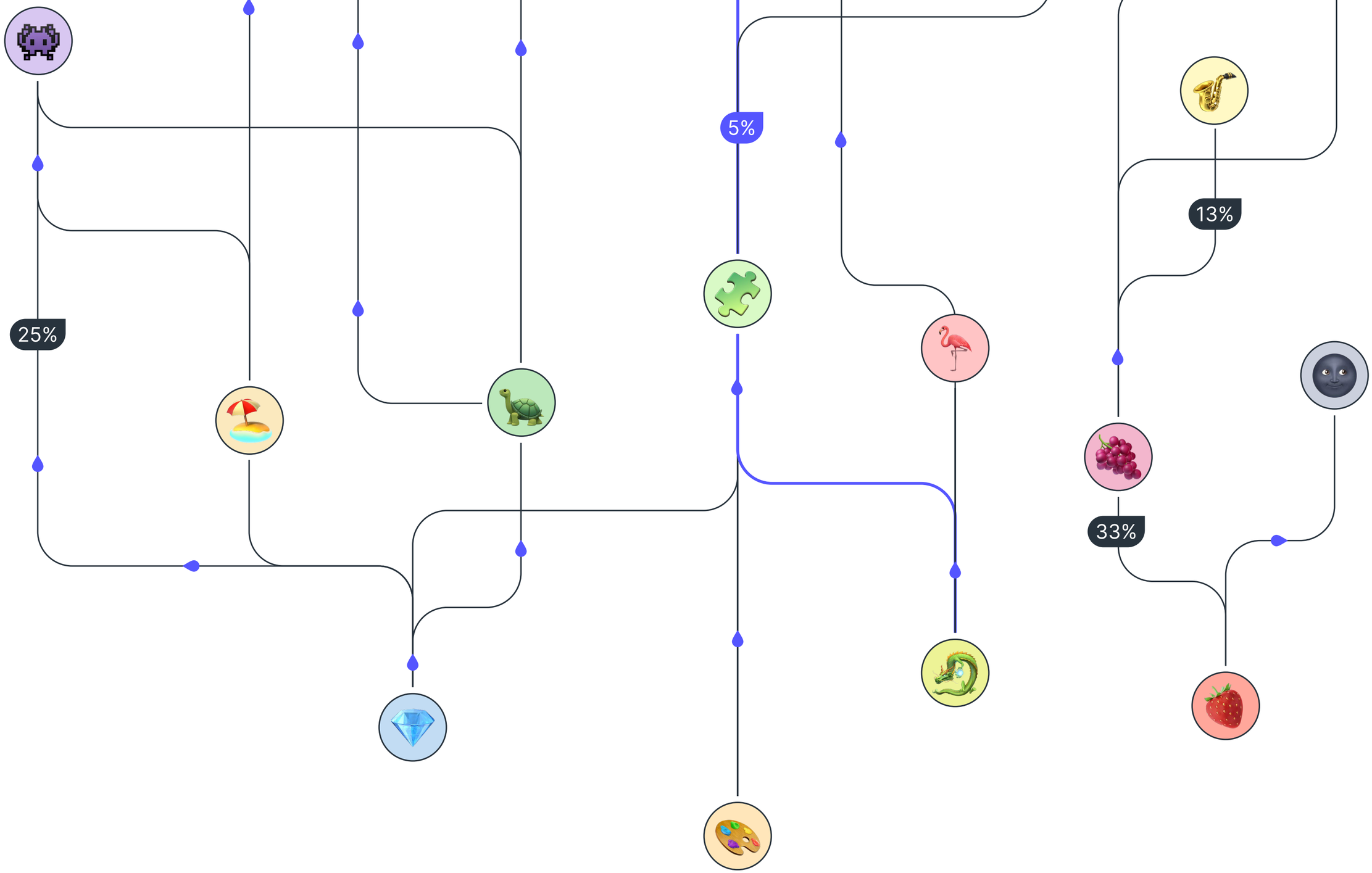






Illustrations

We use various geometric illustrations in various contexts.



Dripping network

We represent the social network of dependencies and drip lists as this network graphic.