

radicle

Brand Guide

1. Logos
2. Restrictions
3. Typography
4. Color
5. Elements

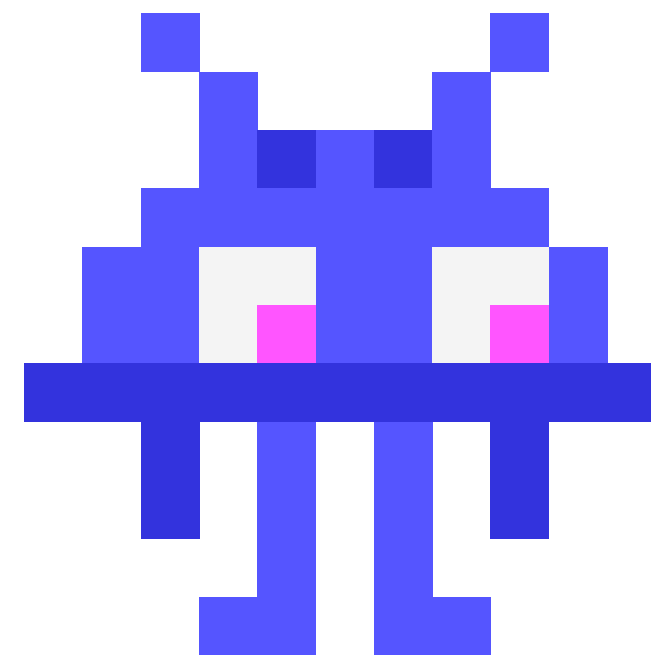
Logos

radicle

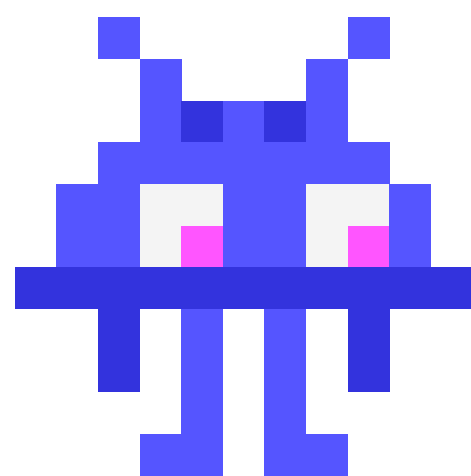
Logotype

radicle

Logotype – Reversed

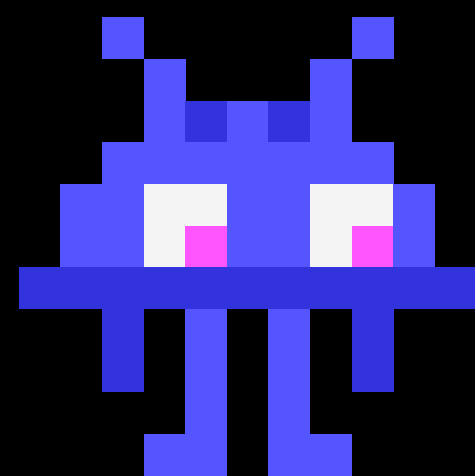


Logomark



radicle

Lockup

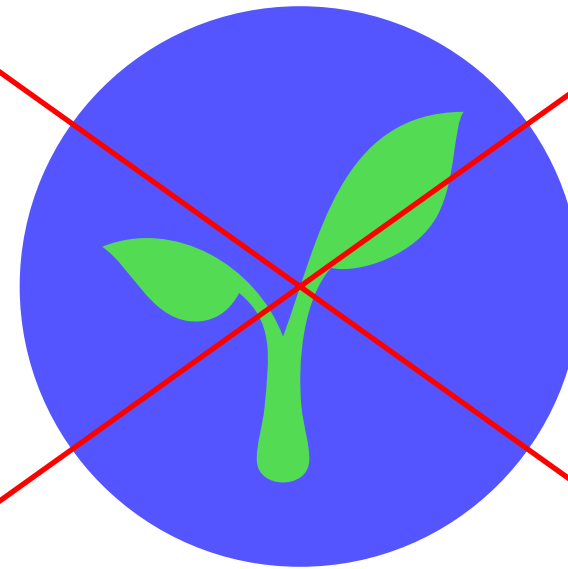


radicle

Lockup - Reversed



# Restrictions

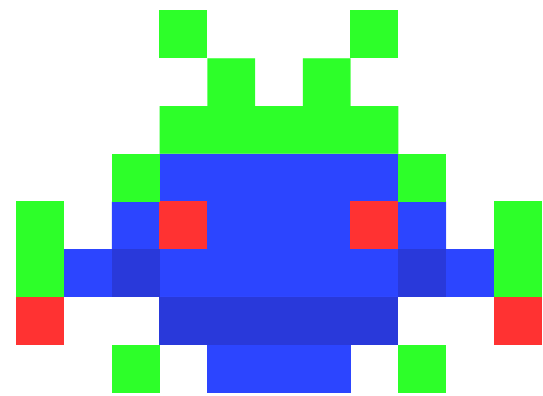


**Do not use the seedling.**



**radicle**

**Do not use the old logotype.**



radicle

Do not use another space invader.

Typography

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](#)

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

Founders Grotesk

[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

Founders Grotesk Mono

[Learn more about the typeface](#)



Color

## Primary colors



Water

**#5555FF**



Fuschia

**#FF55FF**



Black

**#000000**

## Greys



Foreground

**#000000**



Level 4

**#546474**



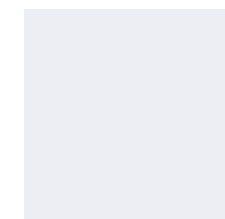
Level 3

**#90A0AF**



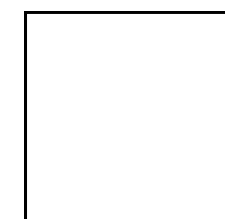
Level 2

**#C5D1DB**



Level 1

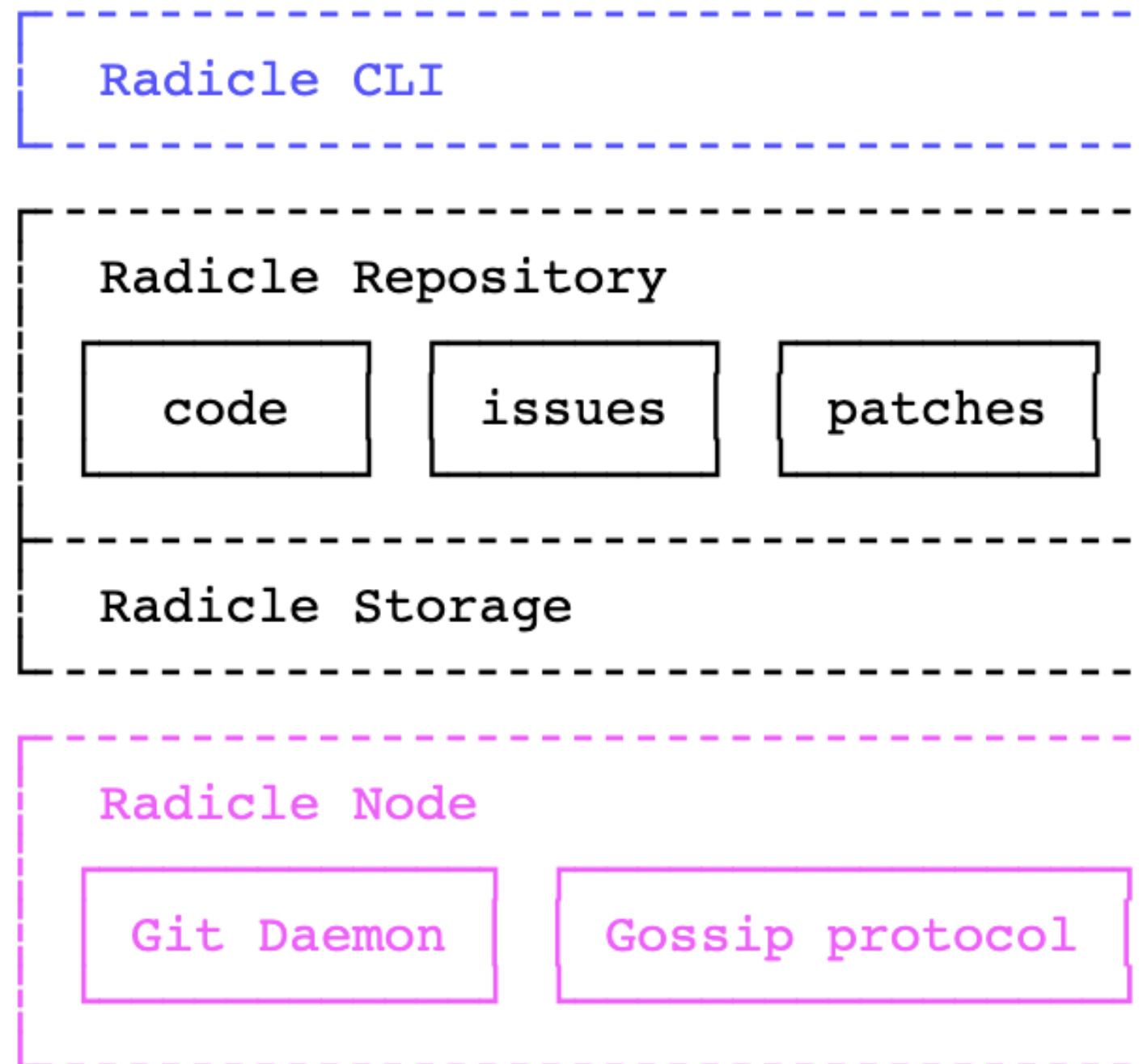
**#EBEFF3**



Background

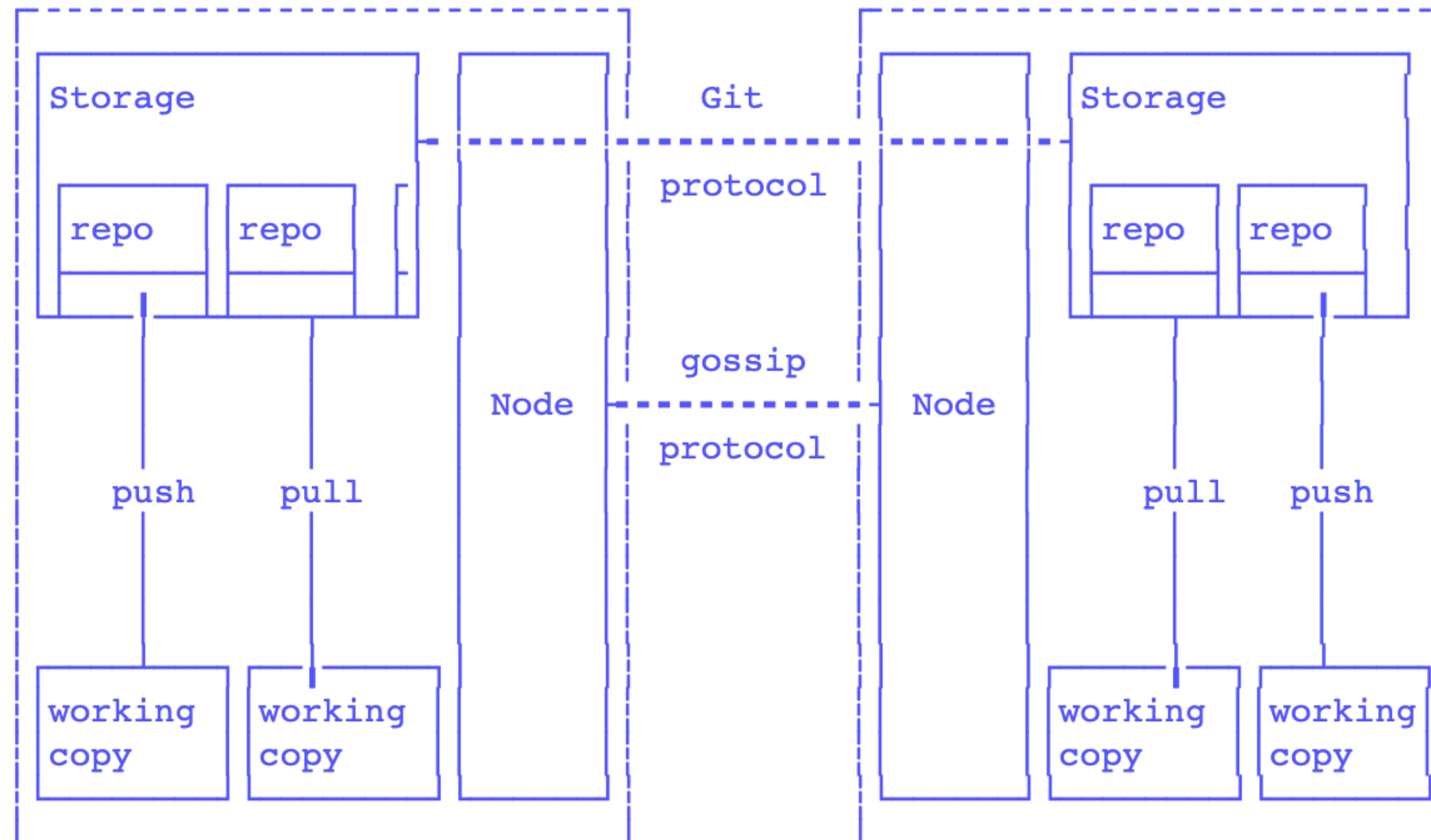
**#FFFFFF**

Elements



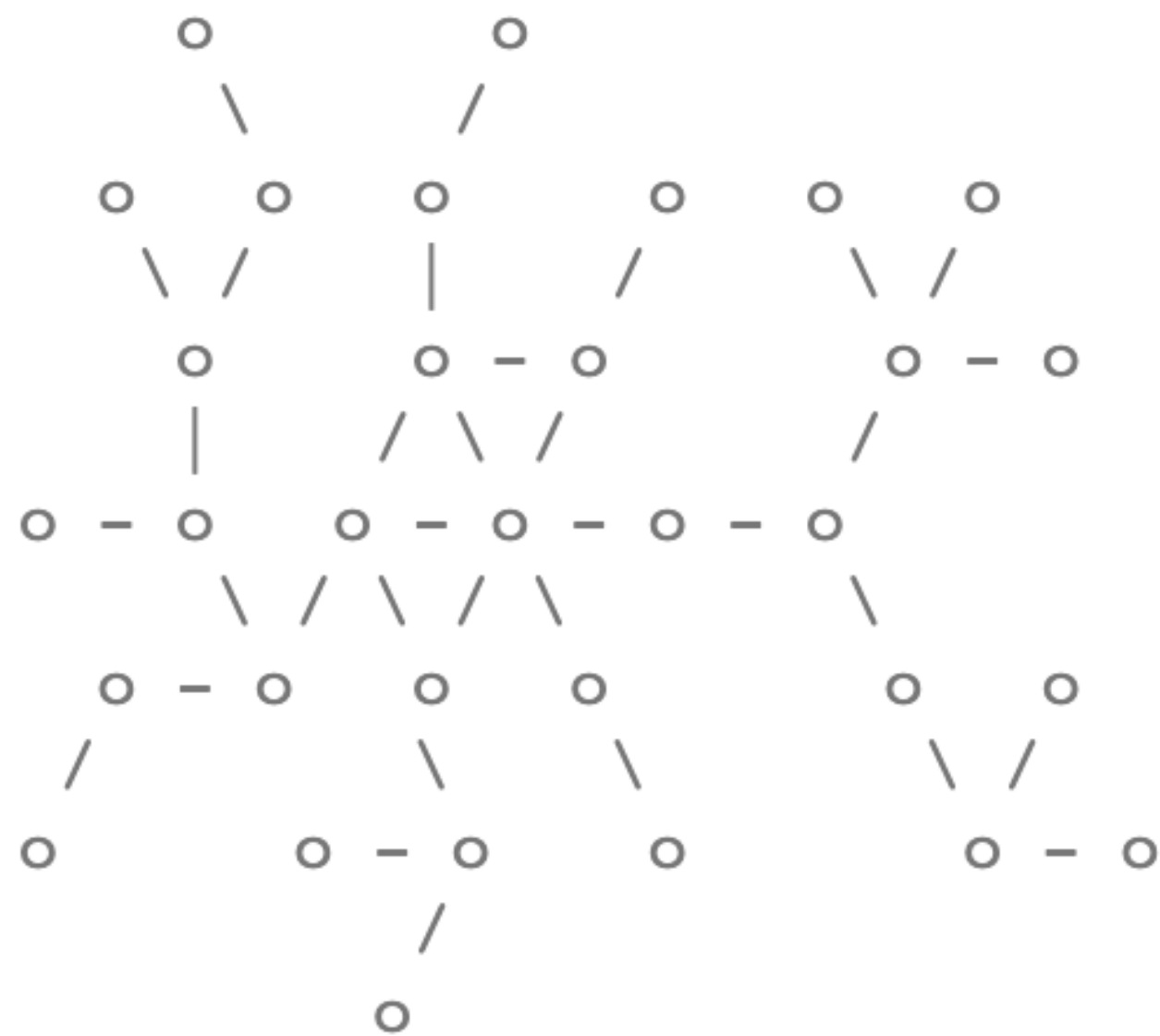
## ASCII Stack

If you want to explain the stack, use this.



## ASCII How it works

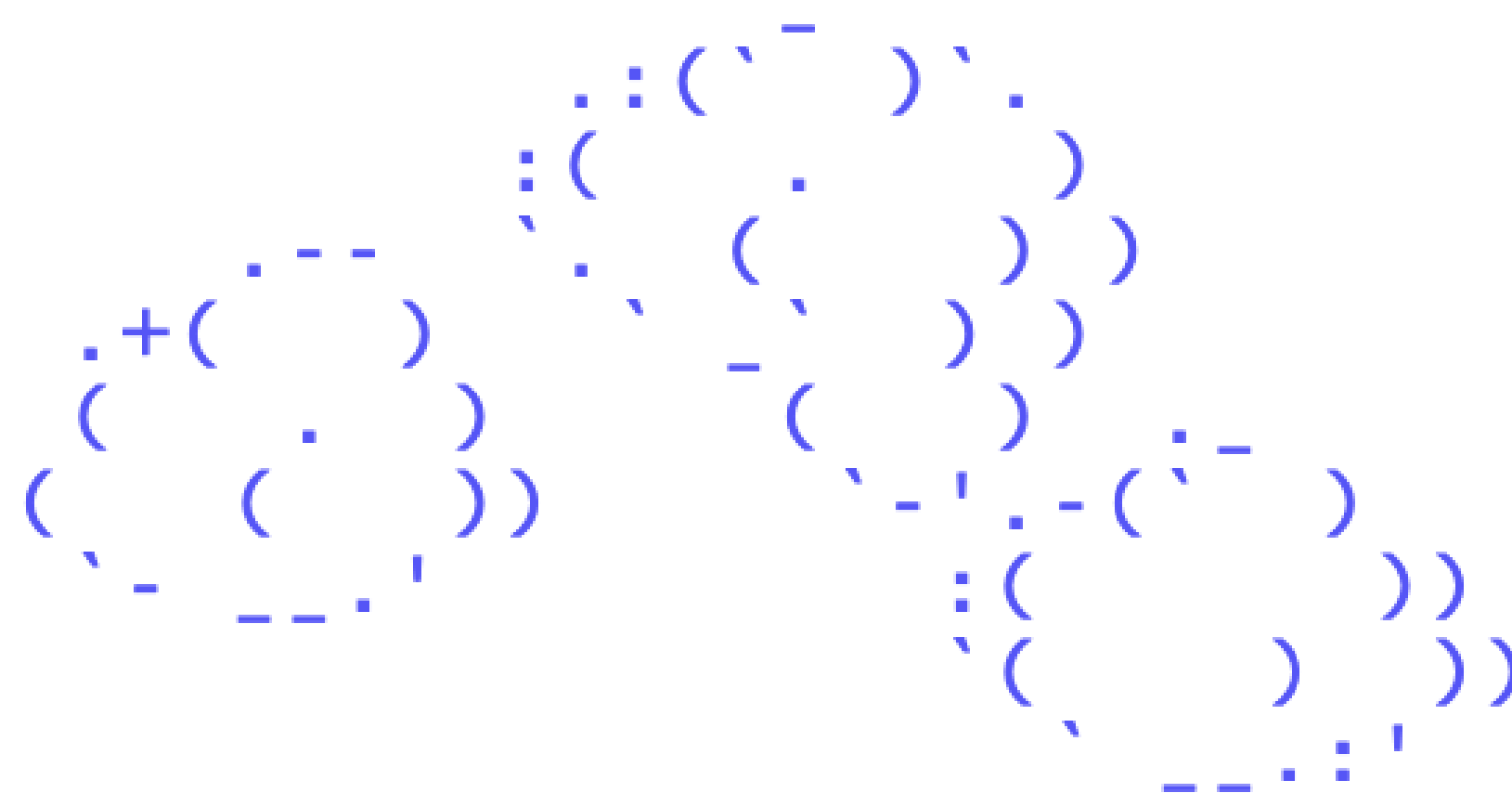
If you want to explain how it works, try this.

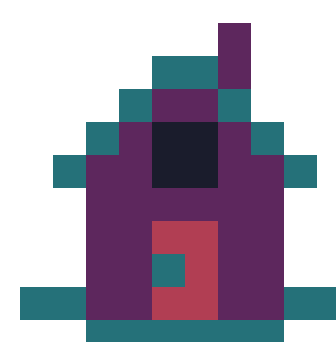
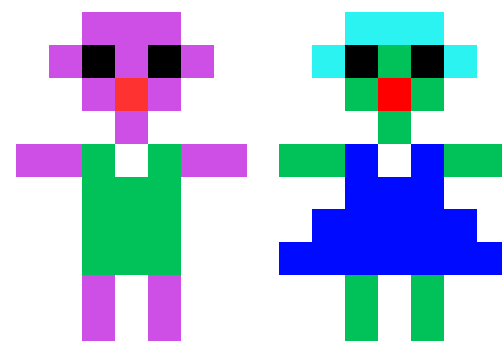
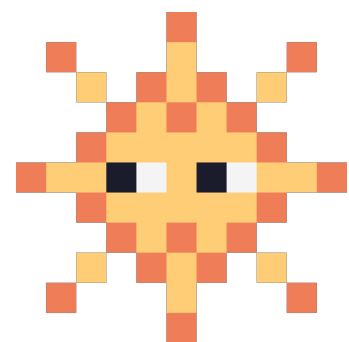


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## ASCII Illustrations

If you want to explain how it works, try this.





# Emojis

Sometimes we use simple pixel art emojis.