

brand *Guidelines*

brand kit for tiny little donuts



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logo
designs



1. Primary Logo Versions
2. Circle Logo Versions
3. Icon Logo Versions

01

primary *logo versions*

These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the tiny little donuts logo elements, are predetermined and should not be altered.

primary logo



circle *logo versions*

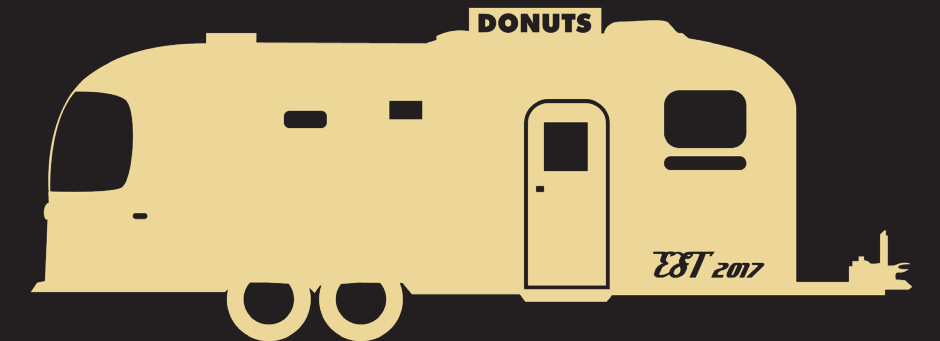
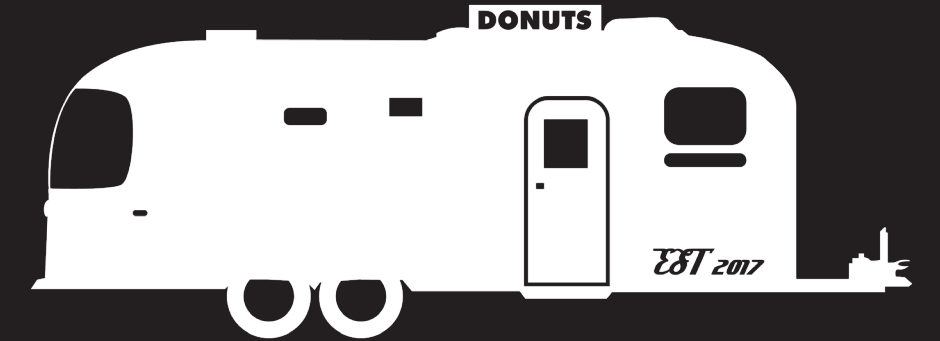
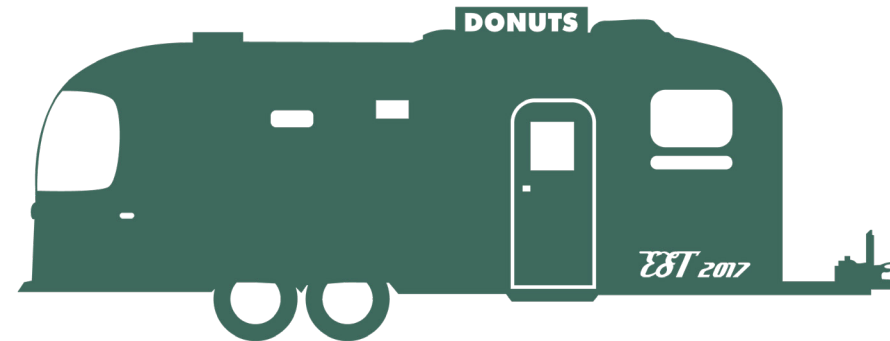
These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the tiny little donuts logo elements, are predetermined and should not be altered.



icon *logo versions*

These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the tiny little donuts logo elements, are predetermined and should not be altered.

icon logo



the
typography



1. Primary Type
2. Secondary Type

02

primary
typography

Deftone Stylus
THE QUICK BROWN FOX
JUMPS OVER THE LAZY
the quick brown fox jumps over
the lazy dog
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Jost
THE QUICK BROWN FOX
JUMPS OVER THE LAZY
the quick brown fox jumps
over the lazy dog
1234567890

Regular	Italic	Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz stuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz stuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz stuvwxyz 1234567890

secondary
typography

Paragraph
typography

Aleo
THE QUICK BROWN FOX
JUMPS OVER THE LAZY
the quick brown fox jumps
over the lazy dog
1234567890

Regular	<i>Italic</i>	Bold
ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890	<i>ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890</i>	ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnopqr stuvwxyz 1234567890

Heading 1: Deftone Stylus

Deftone Stylus

Heading 1: Deftone Stylus

Deftone Stylus

Heading 2: Jost Bold

Jost

Jost

Paragraph: Aleo

Aleo

Aleo

Quotes: Jost Italics

Jost

Jost

type
hierarchy

the
color system



1. Primary Color System

03

the
color system

PRIMARY COLOR YELLOW

COLOR CODES

CMKY 10 / 13 / 48 / 0
RGB 236 / 217 / 153
HEX #ecd999

PRIMARY COLOR BLACK

COLOR CODES

CMKY 0 / 0 / 0 / 100
RGB 0 / 0 / 0
#000000

PRIMARY COLOR GREEN

COLOR CODES

CMKY 59 / 0 / 33 / 0
RGB 110 / 193 / 182
HEX #6ec1b6

PRIMARY COLOR WHITE

COLOR CODES

CMKY 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff





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