

# Brand Guidelines

2022



# Logo

# Obol Logo

LOGOMARK



LOGOTYPE

Obol

HORIZONTAL LOGO



VERTICAL LOGO



# Obol Logo: Clear Space


LOGOMARK

LOGOTYPE

HORIZONTAL LOGO

VERTICAL LOGO




 Logo minimum clear space =  
 Height of the small loop of the logomark

# Obol Logo: Colourways

The primary logo is full colour, solid black and white variants are available when needed.

On dark and light backgrounds, the logo has subtle shading to give the logo mark depth.

Solid colorways are also available for color backgrounds and for use at smaller scales.



# Obol Logo: Improper usage

Below are examples of improper logo usage to avoid to ensure brand consistency

⊗ DO NOT: USE LOW CONTRAST BETWEEN LOGO AND BACKGROUND



⊗ DO NOT: ADD A STROKE



⊗ DO NOT: ROTATE OR SKEW THE LOGO



⊗ DO NOT: MIX OR CHANGE COLOURS



⊗ DO NOT: ADD DROPSHADOW OR GLOW



⊗ DO NOT: SQUASH OR STRETCH



⊗ DO NOT: PLACE ON COMPLEX TEXTURES



# Colour

# Obol Green



Aquamarine (Run)

HEX  
#2FE4AB

HSL  
H: 166  
S: 77  
L: 54



Viridian Green

HEX  
#16968E

HSL  
H: 13  
S: 70  
L: 55



Inchworm

HEX  
#2FE4AB

HSL  
H: 166  
S: 77  
L: 54



Primary Gradient

HEX  
#2FE4AB → #B6EA5C

HSL  
H: 166    H: 82  
S: 77    →    S: 77  
L: 54       L: 64



# Secondary



Dark Turquoise (Create)

HEX  
#3CD2DD

HSL  
H: 184  
S: 70  
L: 55



Flame (Test)

HEX  
#DD603C

HSL  
H: 13  
S: 70  
L: 55



Medium Purple (Co-ordinate)

HEX  
#9167E4

HSL  
H: 260  
S: 70  
L: 55

# Gradients



Create Gradient

HEX  
#3CD2DD → #8467E4

HSL  
H: 184    H: 240  
S: 70    → S: 70  
L: 55    L: 65



Test Gradient

HEX  
#DD603C → #E4CF2F

HSL  
H: 13    H: 53  
S: 70    → S: 77  
L: 55    L: 65



Run Gradient

HEX  
#2FE4AB → #B6EA5C

HSL  
H: 166    H: 82  
S: 77    → S: 77  
L: 54    L: 64

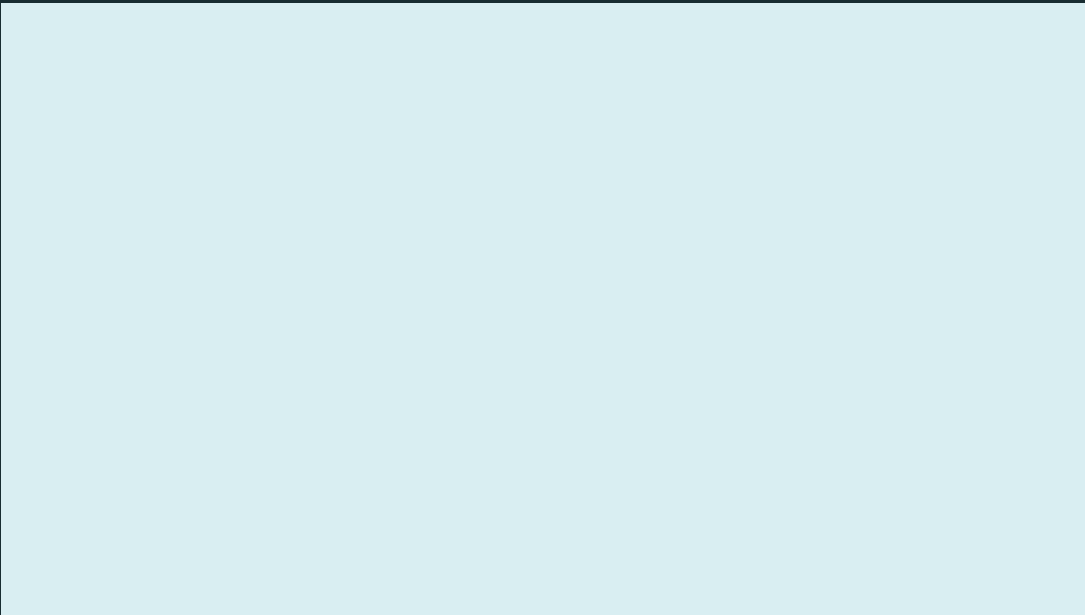




Co-ordinate Gradient

HEX  
#9167E4 → #B6EA5C

HSL  
H: 260    H: 310  
S: 70    → S: 70  
L: 55    L: 65

# Type

		
<p>Light</p> <p>HEX</p> <p>#D9ECF3</p> <p>HSL</p> <p>H: 190</p> <p>S: 50</p> <p>L: 90</p>	<p>Body</p> <p>HEX</p> <p>#9DBDC8</p> <p>HSL</p> <p>H: 190</p> <p>S: 30</p> <p>L: 70</p>	<p>Muted</p> <p>HEX</p> <p>#475E64</p> <p>HSL</p> <p>H: 192</p> <p>S: 17</p> <p>L: 34</p>

# Backgrounds

O1

HEX  
#091011

HSL  
H: 190  
S: 30  
L: 5

O2

HEX  
#111F22

HSL  
H: 190  
S: 35  
L: 10

O3

HEX  
#182D32

HSL  
H: 190  
S: 40  
L: 15

O4

HEX  
#243D42

HSL  
H: 190  
S: 30  
L: 20

O5

HEX  
#2D4D53

HSL  
H: 190  
S: 30  
L: 25

# Typography

# Font: DM Sans

DM Sans is Obol’s font, used for digital and print applications.

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes.

DM Sans supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages.

Available on Google Fonts.

CATEGORY	SIZE	LINE HEIGHT	WEIGHT	CASE	LETTER SPACING
H1	52px	64px	Bold	Sentence	0
H2	45px	56px	Bold	Sentence	0
H3	32px	48px	Bold	Sentence	0
H4	24px	32px	Bold	Sentence	0
H5	18x	28px	Bold	Sentence	0
Body	16px	24px	Bold Medium	Sentence	0
Metadata	12px	18px	Medium	Sentence	0
SUBLINE	14px	24px	Bold	Upper	1px

# Thank you