



DUSK COMBAT FORCE

2020 BRANDING GUIDELINES



FULL LOGO



SECONDARY LOGO



BADGE LOGO



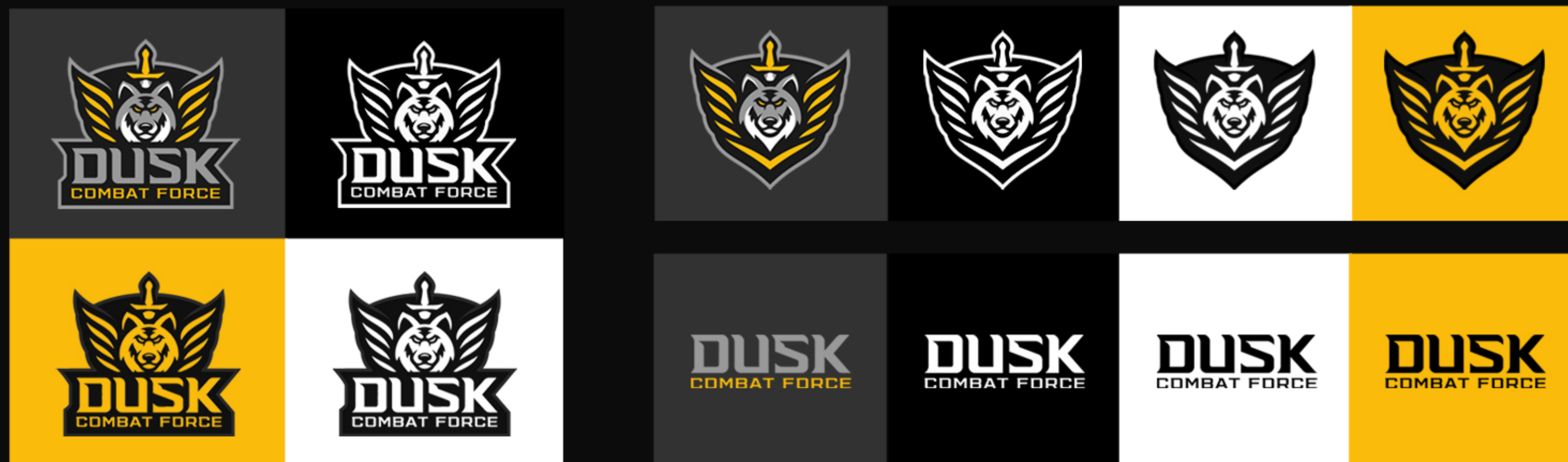
WORDMARK LOGO

APPLICATION TO DARK BACKGROUNDS

Displayed in original full color or in white

APPLICATION TO LIGHT BACKGROUNDS

Displayed in original full color or in black



MISUSE OF OUR LOGO

- Do not distort or change the perspective of our logo.
- Ensure the logo is legible at all times.
- Do not rotate the orientation of our logo.
- Do not add a stroke to our logo.

OUR FONTS

We have three main fonts used across our assets which include TitlingGothic Extended, Geom Graphic, and Redzone. Information on how to apply them can be viewed below:

TITLINGGOTHICCFB EXTENDED

TitlingGothic Extended is to be used across all headings. It can be used in three weights; medium, bold, and black. Black, however, should only be used at 48 pt and above. Always use extended version of this font family. Headings should always be in capital letters.

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

.,;:-"/()&?!

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

.,;:-"/()&?!

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

.,;:-"/()&?!

GEOM GRAPHIC

Geom Graphic should be used for sub-headings and body text. It can be used in four weights; light, regular, semibold, and bold. Freedom to use all capitals in sub-headings with the exception of body text.

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,:;"'()/&?!

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,:;"'()/&?!

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,:;"'()/&?!

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,:;"'()/&?!

REDZONE

Redzone can be used as another secondary font along with being utilized as a primary font in clothing and merchandise items. It can be used in three weights; medium, bold, and black.

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,:;"'()/&?!

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,:;"'()/&?!

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,:;"'()/&?!

OUR COLORS

We have four main colors used across our brand. Primary color should almost always be dark - rather than yellow or white. Secondary colors to be used sparingly.

HEX : 1A1A1A

RGB : 26, 26, 26

CMYK : 0, 0, 0, 90

WEBSAFE : 333333

HEX : FABBOB

RGB : 250, 187, 11

CMYK : 0, 25, 96, 2

WEBSAFE : FFCC00

HEX : 999999

RGB : 153, 153, 153

CMYK : 0, 0, 0, 40

WEBSAFE : 999999

HEX : F1F1F1

RGB : 241, 241, 241

CMYK : 0, 0, 0, 5

WEBSAFE : FFFFFFFF

ASSETS CAN BE DOWNLOADED BELOW

