BRAND GUIDE

DrpIV+

LOGO VERSIONS



Full colour: everyday, on light



For dark backgrounds



Black, one colour



White, one colour

THE DROP: THE SMALL LOGO



When the full logo would be under 1 inch







COLOURS

Teal · logo
#13B2C2 · RGB 19 178 194

Ink · logo
#0E2427 · RGB 14 36 39

Deep teal · logo
#0B6E78 · RGB 11 110 120

Bright aqua · logo
#45CDD8 · RGB 69 205 216

Soft teal · website
#5BAAB2 · RGB 91 170 178

Sea glass · website
#8DCACF · RGB 141 202 207

Mist · website
#E7F3F4 · RGB 231 243 244

Deep sea · website
#1D5157 · RGB 29 81 87

FONTS (ALL FREE FROM GOOGLE FONTS)

Sora
In the logo ("Drp", "IV", "WE COME TO YOU")

Outfit
Headlines on your website

Nunito Sans
Everyday text on your website

Caveat
Handwritten touches, like signatures

USING THE LOGO

- Write the name as **DrpIV+**: no space, with the plus.
- Always use the logo files. Don't retype it: the V and the pin are drawn by hand and won't match any font.
- Give it room: keep other words and pictures at least the height of the "WE COME TO YOU" line away on every side.
- Never stretch, squash, tilt, outline or add shadows. Don't change its colours; use the black or white version when you need one colour.
- Full logo at least 1 inch (120 px) wide. Smaller than that, use the drop.
- On photos, place it on a calm, plain area, or use the white version over darker photos.

Printing: send the PDF files. They are vector files: sharp at any size, from a business card to a banner.