



Brand Style Guide

VERTICAL LOGO



Leyline



Leyline



Leyline



Leyline



Leyline



Leyline



Leyline



Leyline

Minimum Spacing

Vertical min space
(first right angles
from top or bottom)

Horizontal min space (half cube width)



HORIZONTAL LOGO



White Logo

TYPOGRAPHY

HEADING FONT

Poppins

<https://fonts.google.com/specimen/Poppins>

SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

PARAGRAPH FONT

Libre Franklin

<https://fonts.google.com/specimen/Libre+Franklin>

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Font Assets

Aa Name	☰ Styles	🔗 Font URL
<u>Poppins</u>	<div>Heading</div> <div>SemiBold</div> <div>Medium</div>	https://fonts.google.com/specimen/Poppins
<u>Libre Franklin</u>	<div>Italic</div> <div>Paragraph</div> <div>Normal</div>	https://fonts.google.com/specimen/Libre+Franklin

COLOR

PRIMARY



#5478e4

ACCENT



#00a1a4

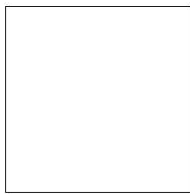


#38b0de



#ff9900

GREYSCALE



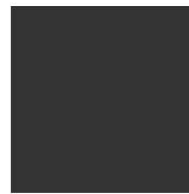
#ffffff



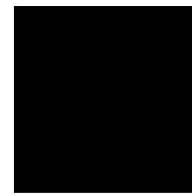
#999999



#666666



#333333



#000000

Color Hex Codes

Aa Name	HEX Code
<u>Purple</u>	#5478e4
<u>Teal</u>	#00a1a4
<u>Light Blue</u>	#38b0de
<u>Orange</u>	#ff9900

BULLETS



SOCIAL MEDIA ASSETS

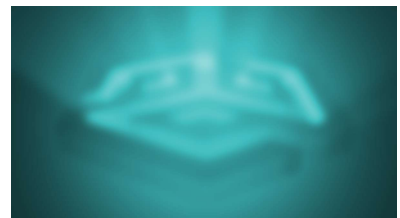
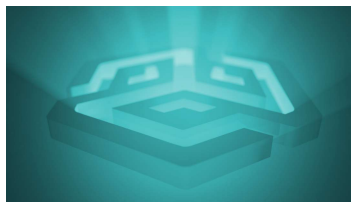
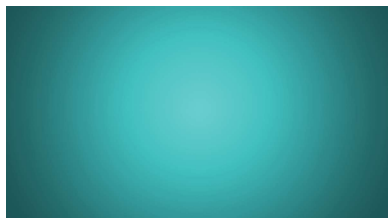
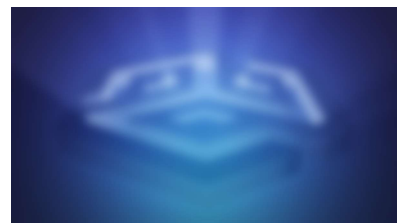
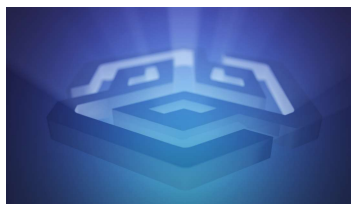
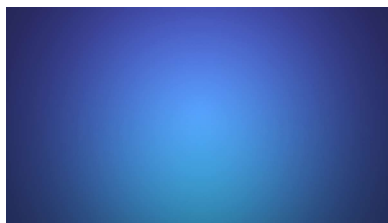


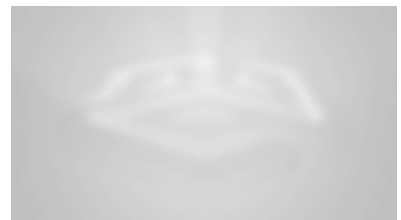
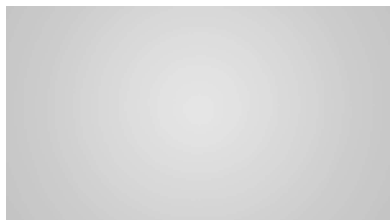
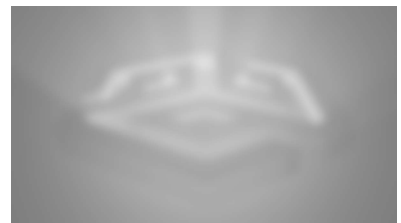
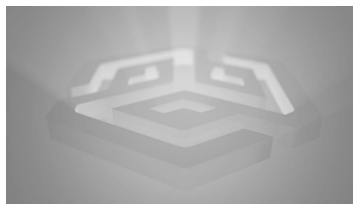
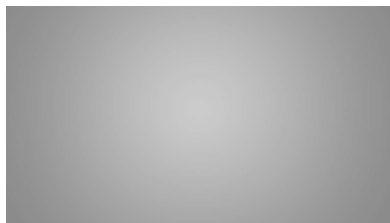
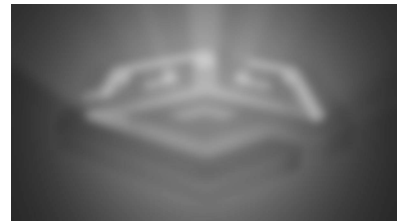
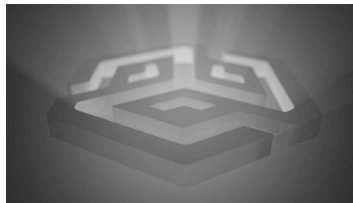
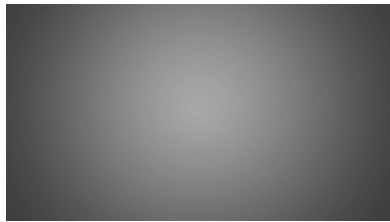
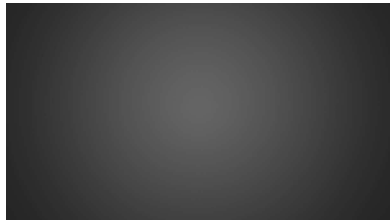
Full Logo



Profile Icon

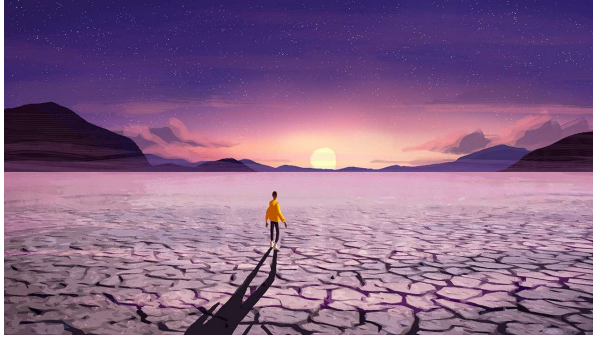
BACKGROUNDS



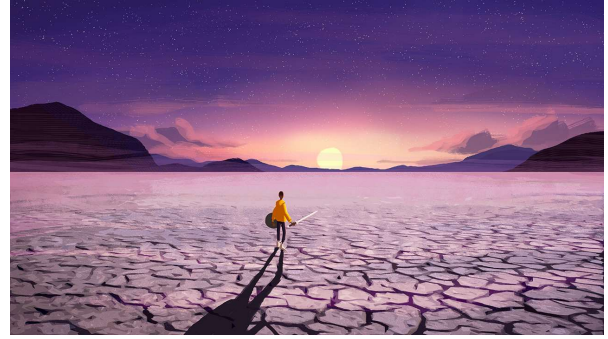


ARTWORK

Crowdfunding Campaign Animation Concept Art



Hero vs Landscape



A Formidable Hero (with sword and shield)



A Glimpse of Hardship

Website Home Page Key Art (Matte Painting by @Ryan Mulford)



