



radworks

**Brand Guide**

1. Logo
2. Restrictions
3. Typography
4. Color
5. Design Elements

Logos



Lockup



Lockup - Reversed



**Logomark**

radworks

Logotype

radworks

Logotype - Reversed



Restrictions



RadWorks

Do not capitalize Works.



Radworks

Do not capitalize Rad.



**RADworks**

**Do not capitalize RAD, like the token ticker.**



**Radicale**

**Do not use the old name.**



**Do not use the old logotype.**

Typography

#### About

Our chosen typeface is deliberately employed for both standard body text and prominent headlines, serving as the predominant font within our branding guidelines. The intentional coarseness of this font acts as a unifying element, seamlessly integrating the three primary brands of the DAO: Drips, Radicle, and Radworks.

Aa Bb Cc Dd

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz !@#\$

% ^ & \* ( { [ : ; " ' < > ? , . /

1234567890

Terminal Grotesque by Raphaël Bastide



Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz !@#\$

{ } [ ] : ; " " ' ' < > ? , . /

1 2 3 4 5 6 7 8 9 0

#### About

This harmony between brands is intentionally using a pixelated font which ultimately enhances the overall aesthetic appeal and cohesion of our brand identity.

[Learn more](#)

## Terminal Grotesque Open by Raphaël Bastide

[Learn more about the typeface](#)

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz !@#\$  
%^&\*({[:; "'' <> ? , . /  
1234567890

Inter by Rasmus Andersson

[Learn more about the typeface](#)

Color

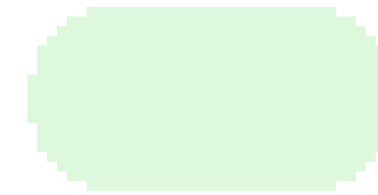
## Primary colors



Seedling  
**#53DB53**



High Contrast Seedling  
**#004A15**



Low Contrast Seedling  
**#DDF8DD**



Water  
**#5555FF**



High Contrast Water  
**#333399**



Low Contrast Water  
**#DDDDFF**

## Secondary colors



Blood

**#FF5555**



Earth

**#71431A**



Sunshine

**#FFC555**



Clay

**#E6A7A7**



Neon

**#FF00FF**



Fire

**#FF7A00**

## Greys



Foreground

**#28333D**



Level 4

**#546474**



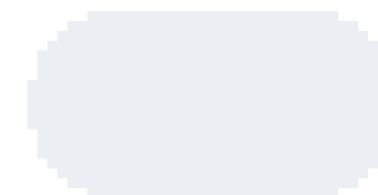
Level 3

**#90A0AF**



Level 2

**#C5D1DB**



Level 1

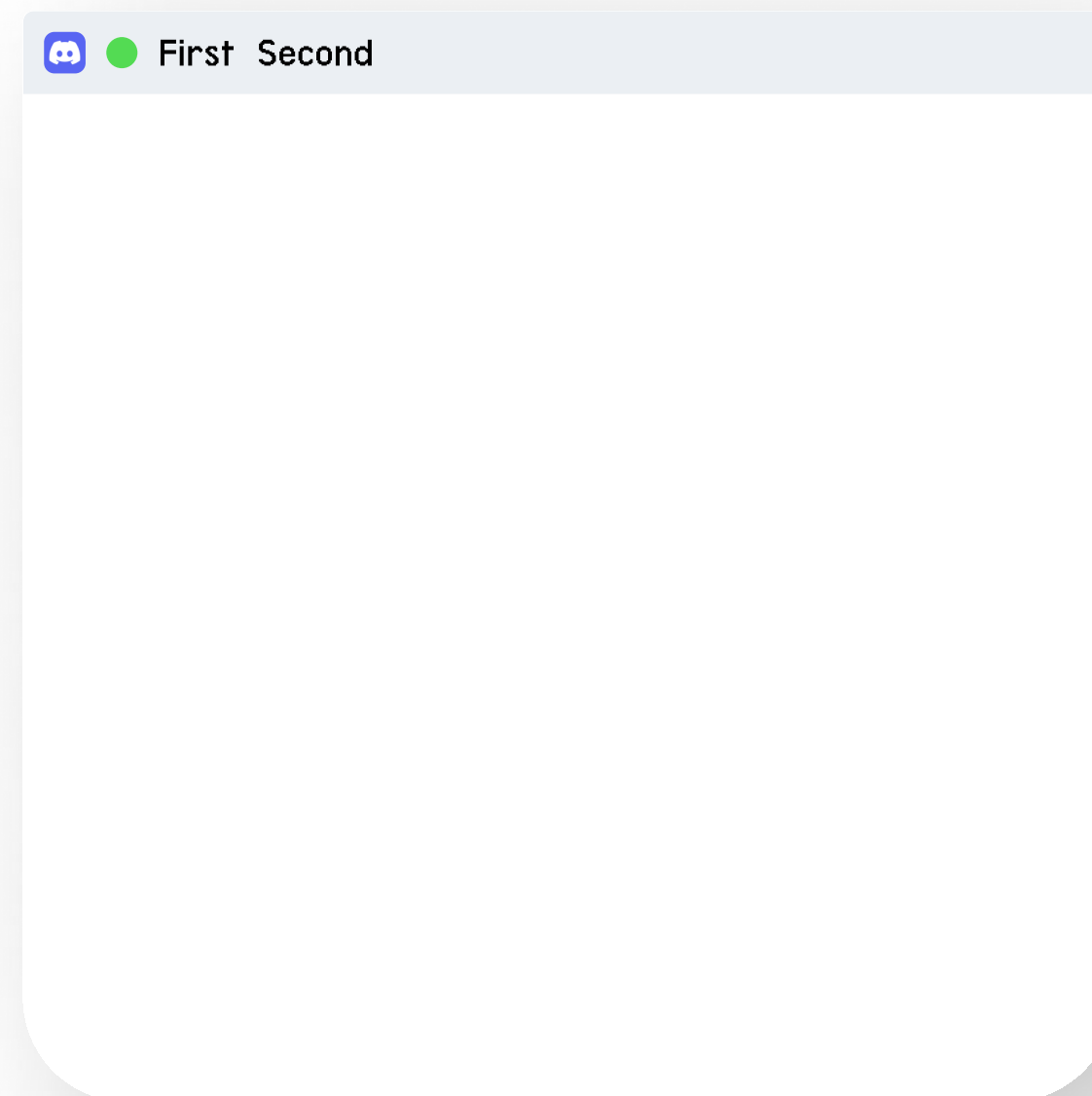
**#EBEFF3**



Background

**#FFFFFF**

Design Elements



# Windows

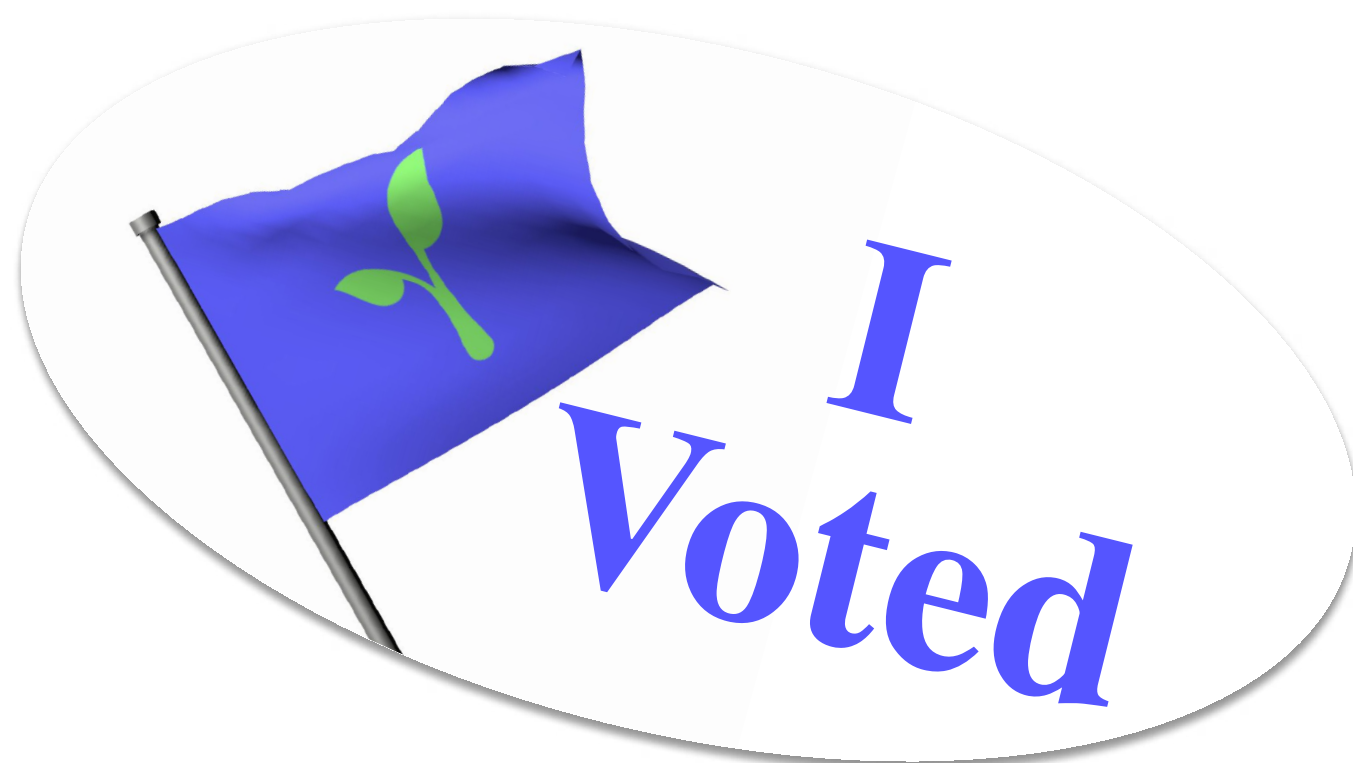
box-shadow: 24px 20px 68px 0px #00000040;





## Faces

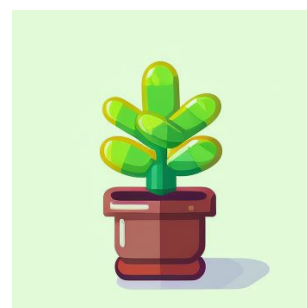
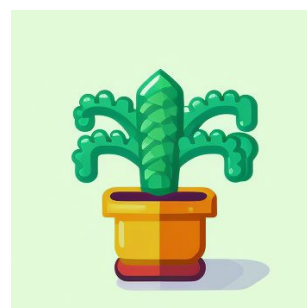
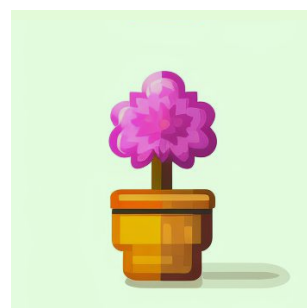
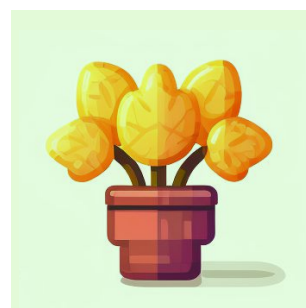
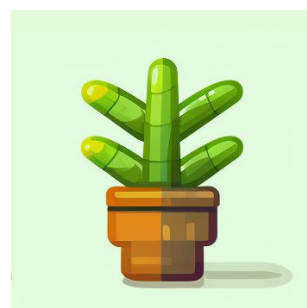
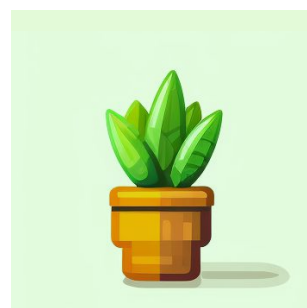
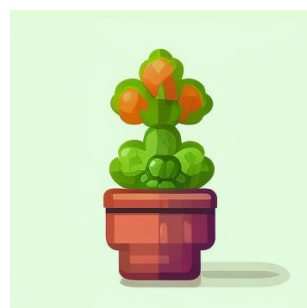
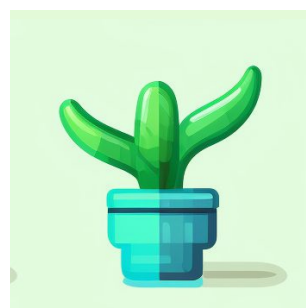
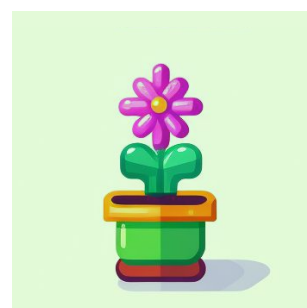
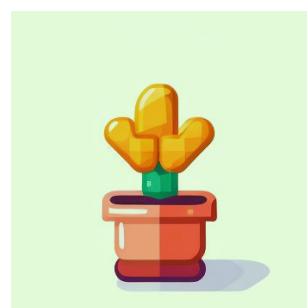
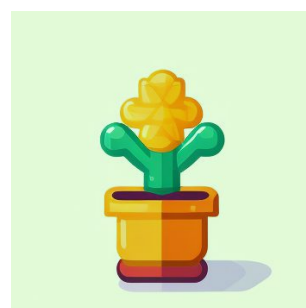
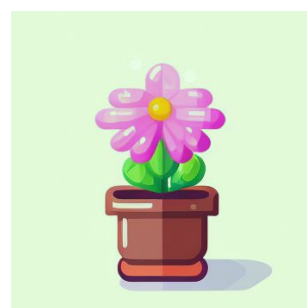
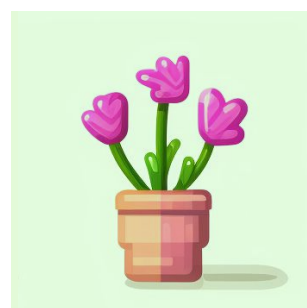
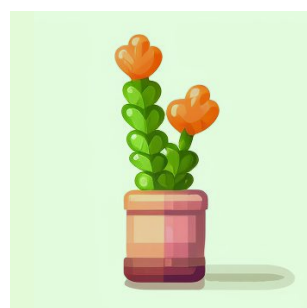
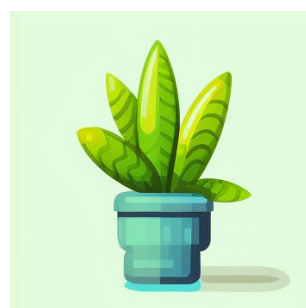
From an old pixel art font, these faces can represent the community.



## Stickers

These should be silly little things that we can just slap on things. Fun!





## Generated illustrations

We sometimes generate illustrations with Midjourney for places where we need some more color or fun.