brand guide

2024

drox

meet our logo

well, it's more than just a logo. it is our identity, and represents us in situations as wide it symbolizes our love for (and obsession with) our community, and those who share this passion.

please make sure you're using this version

(performance improvements and bug fixes over the last version)

"I think I need some space"

please leave sufficient breathing space around the logo.

drox

Don't alter, rotate,
or modify the logo.

Don't accessorize the logo with extra elements like
speech bubbles.

Don't anthropomorphize
the logo.

The rest of the artboard is all yours to get creative. We love creativity!

colours

our black turtleneck and jeans

Egyptian Blue
#1335B1

White
#FFFFFF

White
#FFFFFF

Black
#000000

logo usage

must be legible and maintain the integrity of its form

There are two forms in which the drox logo can appear-
with the wordmark inside a square, or a standalone
wordmark.

01. Logo with Square

This unit serves as Drox's
Website and Social Handles.

02. Standalone Watermark

This unit is the primary brand
logo and must be used across
all brand assets including print,
digital, and other offline media.

logo do's & dont's

While this section doesn't cover every possible way the logo should not be used, it should help give you a pretty clear idea.

Under no circumstances should you:
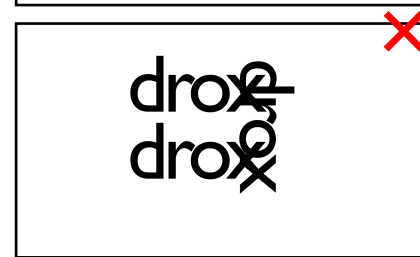
do not rotate/tilt/flip the logo

do not stretch the logo out of its proportions

do not use the logo in colors other than the brand shades of black, and white

do not add gradients, shadows, outline or textures to the logo

do not use multiple logo units or make a pattern out of them

do not enclose logo in any shape or make a pattern out of them

Gill Sans MT is our primary typeface

Metropolis is a clean, proportionate typeface that sits well with our design language and works well for our non-English communication as well. All our brand stationery, social media, print and BTL collateral is set in Gill Sans.

Metropolis is a free, modern and geometrical sans serif font family. Its licensed under SIL Open Font License.

For transferable material such as business presentations, we use our secondary typeface – Open Sans (see next page)

Gill Sans MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

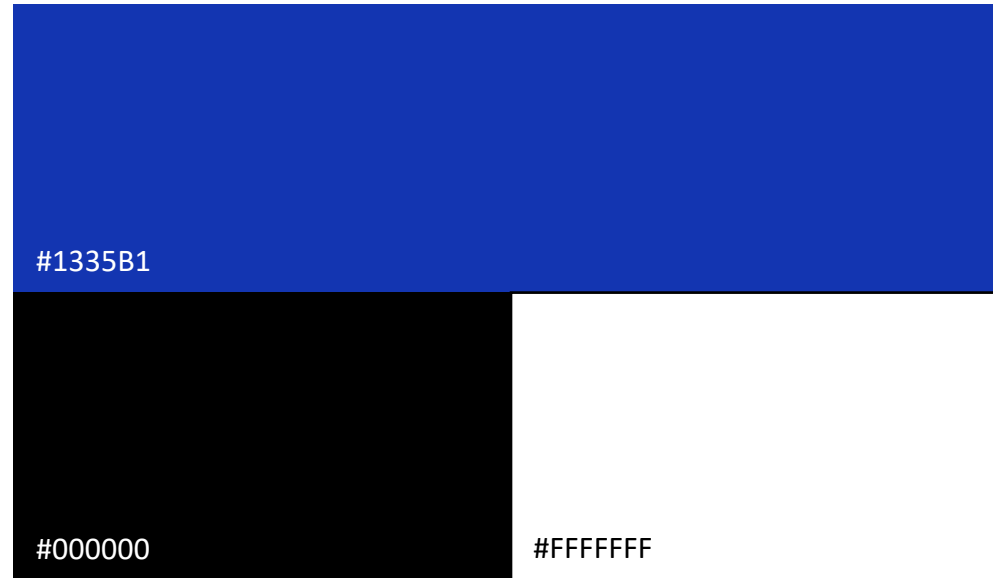abcdefghijklmnopqrstuvwxyz

0123456789

Gill Sans MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa Bb

brand colours

#1335B1

#000000

#FFFFFFF

well, that's about it.

we're not asking for much. just a little respect for our logo
(and a lot of love for our brand)

have questions?
hit us up info@drox.pro