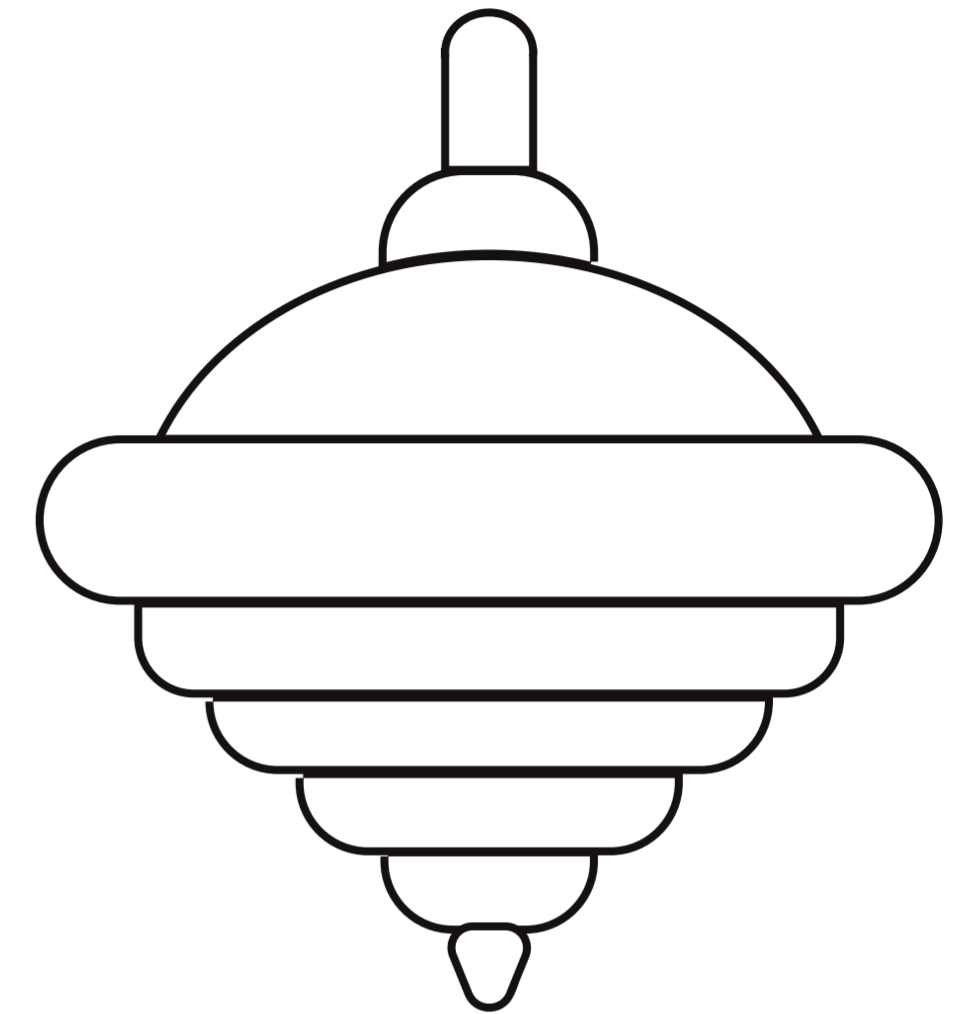


Hobbico

brand guidelines

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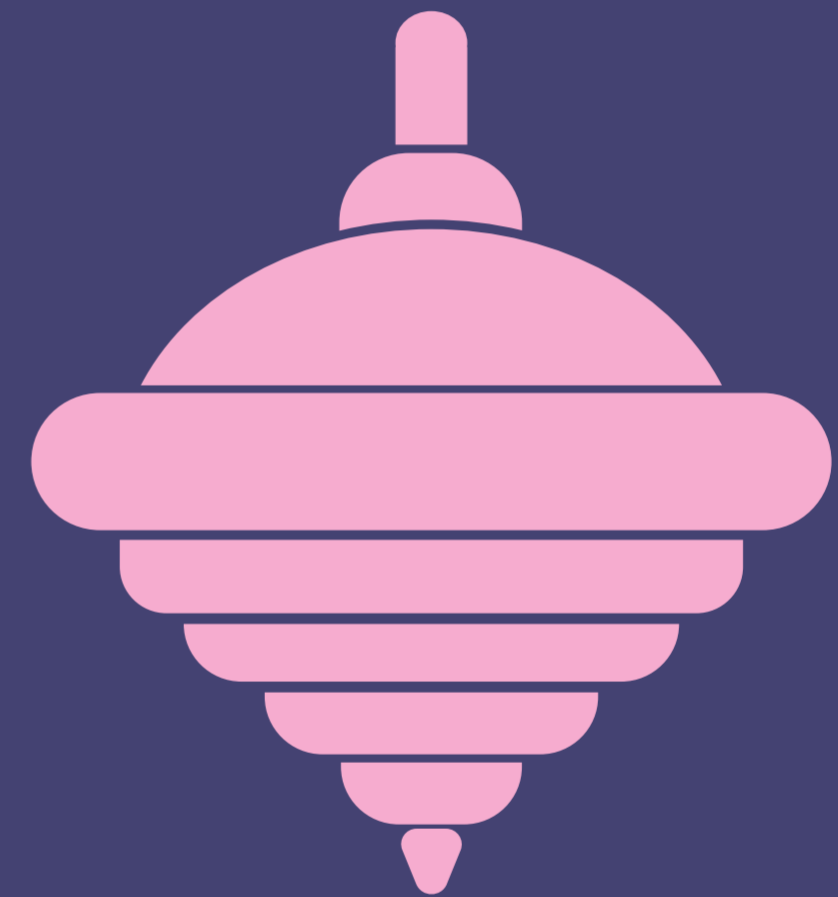
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02 The Logo



Our logo is meant to inspire a light sense of play. The imagery of a top brings users back to their childhood, reminding them of simpler times and that hobbies don't have to be such a complicated endeavor.

The top also represents balance. Like a top holds itself up through its spin---life, too, keeps spinning and can be stable if one allow it to be.





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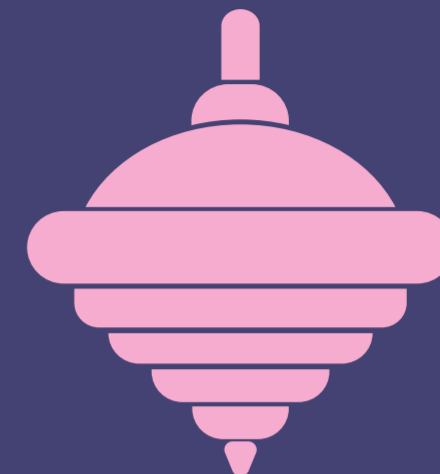
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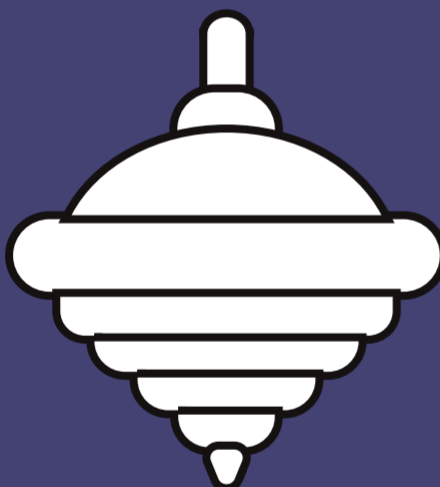
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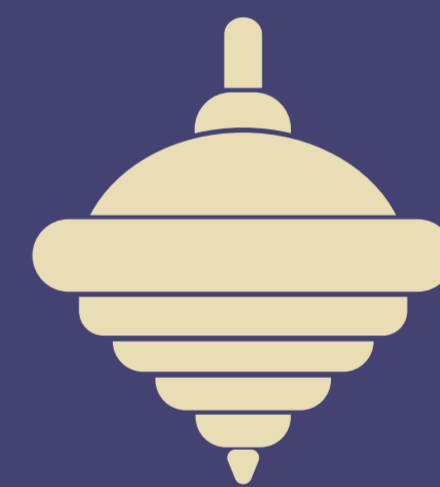
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We allow our logo to be used with any of these colors. The brand name's font size can vary. The top can be displayed without the brand name, but the opposite cannot occur. The top can be outlined, with or without the text having the same case applied.

03

Typography



Our fonts keep things simple in order to better reach a broader audience.

We believe that a simple look makes things look cleaner and more appealing, and that this sort of environment provides the most optimal learning.

Titles

Inter Bold or SF Pro Bold

Subtitles

Inter Bold Italic or SF Pro Bold Italic

Body

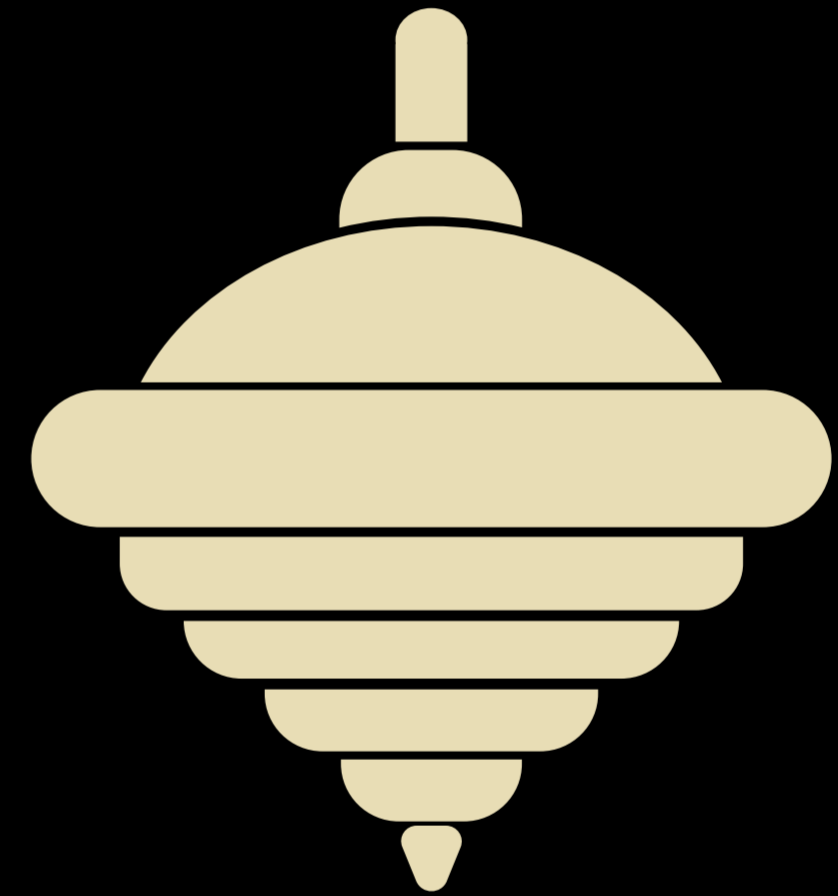
Inter Bold or SF Pro Bold

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04

Brand Colors



Our colors give a reassuring feeling to those feeling anxious, as well as inspire those feeling motivating. Not only does it have a level of being artistic, but it is also relaxing.

The following rows are the Primary, Secondary, Tertiary, and Quarternary colors.

