DA PREMIUM

Style Guide

Our Style Guide is designed to help anyone seamlessly and accurately replicate our brand.

Version 1.0

April 2025

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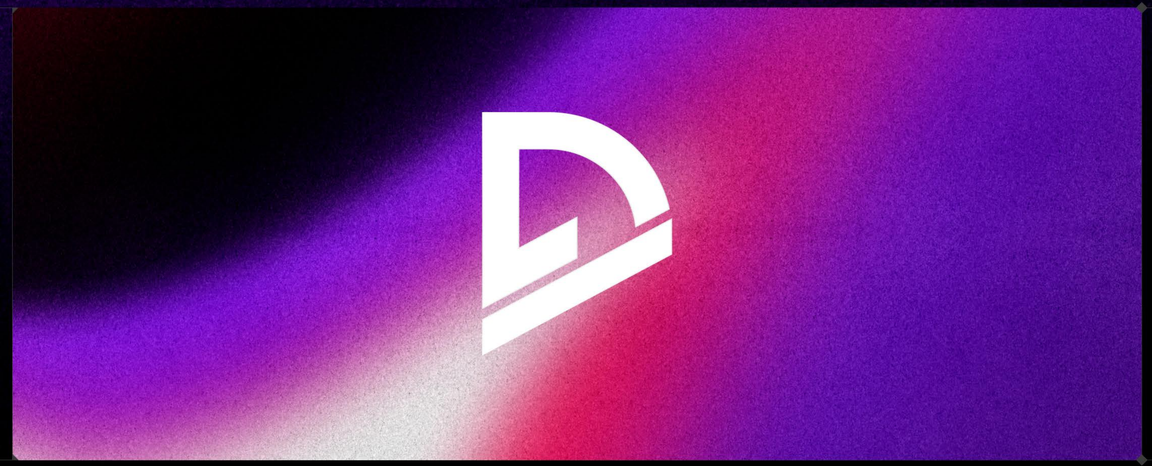


Logo System

Minimum Clear Space

Logo Scale

Logo Misuse

Logo in Context

Logo System

The Da Premium logo system includes a Primary Logotype, a Logomark, and a Wordmark, a Stacked Logotype for occasional use.

PRIMARY LOGOTYPE

DA PREMIUM

LOGOMARK

STAKED LOGOTYPE (OCCASIONAL USE)

DA PREMIUM

WORDMARK (OCCASIONAL USE)

DA PREMIUM

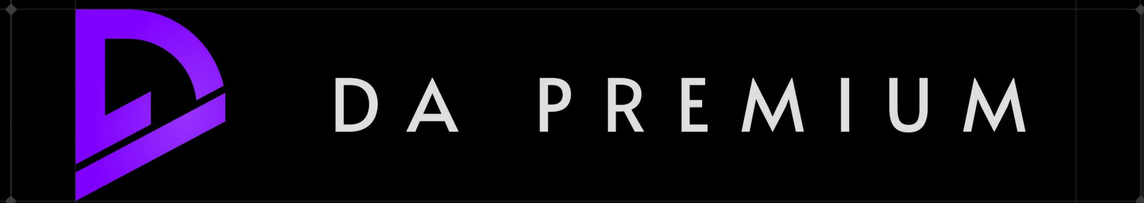
Minimum Clear Space

To protect the logo from other visual elements, it is important that it is surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The size of this exclusion zone is defined by the “x”

LOGOTYPE



LOCKUP



PARTNERSHIPS



Logo Scale

To ensure the logo remains legible at all times it should not be reduced below the minimum size displayed respectively on the right.

DIGITAL



PRINT



Logo Misuse

It is important that the appearance of the brand marks remain consistent. The logos should not be misinterpreted or modified. No attempt should be made to alter the logo in any way. It’s orientation, color, and composition should remain as indicated in this document—there are no exceptions. To illustrate this point, common mistakes are shown here.

COLORS



Do Not Use Colors Other Than The Approved Brand Colors

ROTATE



Do Not Rotate

STRETCH



Do Not Stretch

EFFECTS



Do Not Add Effects (Eg: Shadow)

BORDER OUTLINE



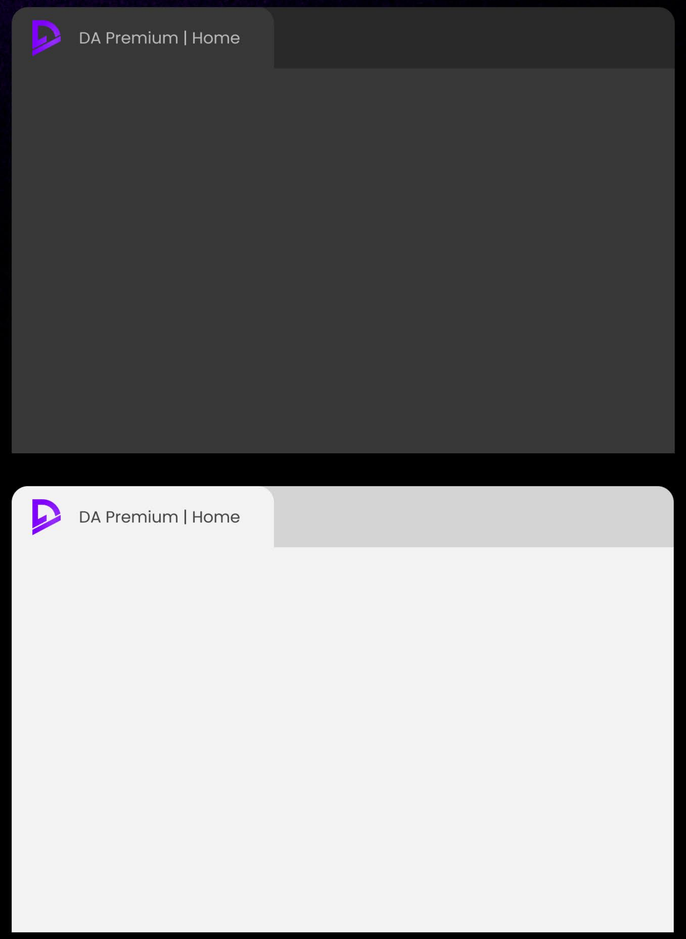
Do Not Add Border Outline

Logo In Content

SOCIAL



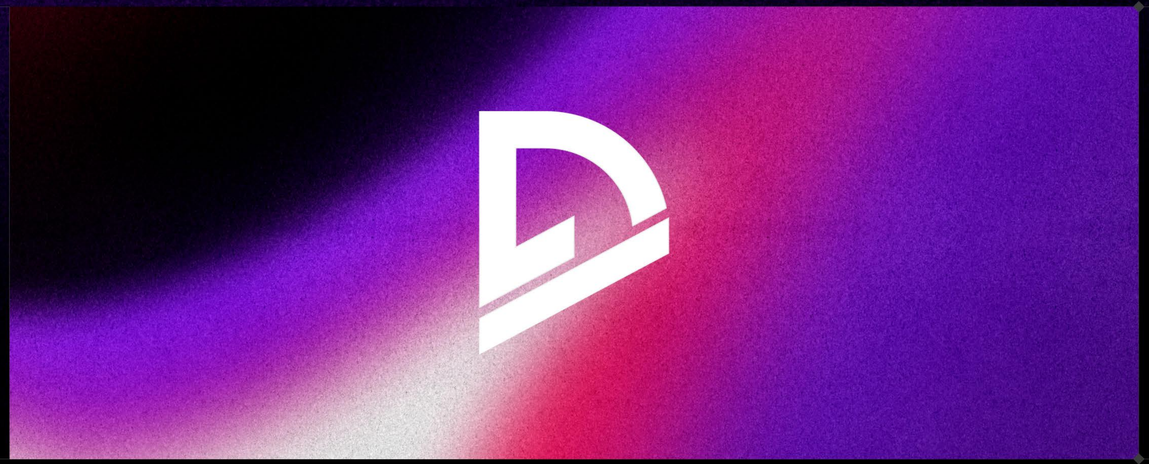
FAVICON



MERCH



Brand Color



Color Overview

Logo Color Usage

Logo Color Misuse

Color Overview

The color palette has three main colors: Purple, Light Purple and Hot Pink. Purple is the primary color. Hot Pink is the secondary color. Light Purple should be used as an accent color.

PURPLE		LIGHT PURPLE		HOT PINK	
HEX	#8000FF	HEX	#9833FC	HEX	#FC3373
RGB	128 0 255	RGB	152 51 252	RGB	252 51 115
CMYK	63 79 0 0	CMYK	54 78 0 0	CMYK	0 91 29 0

Color Usage

To ensure accurate representation of our brand, logomark should be displayed primarily in purple to light purple over white in dark backgrounds. When using a purple background, elements should be used in white. Text should only be used as white or black color according to the background. If using elements over solid black, logomark should always be used in purple(l) to light purple(r) gradient.

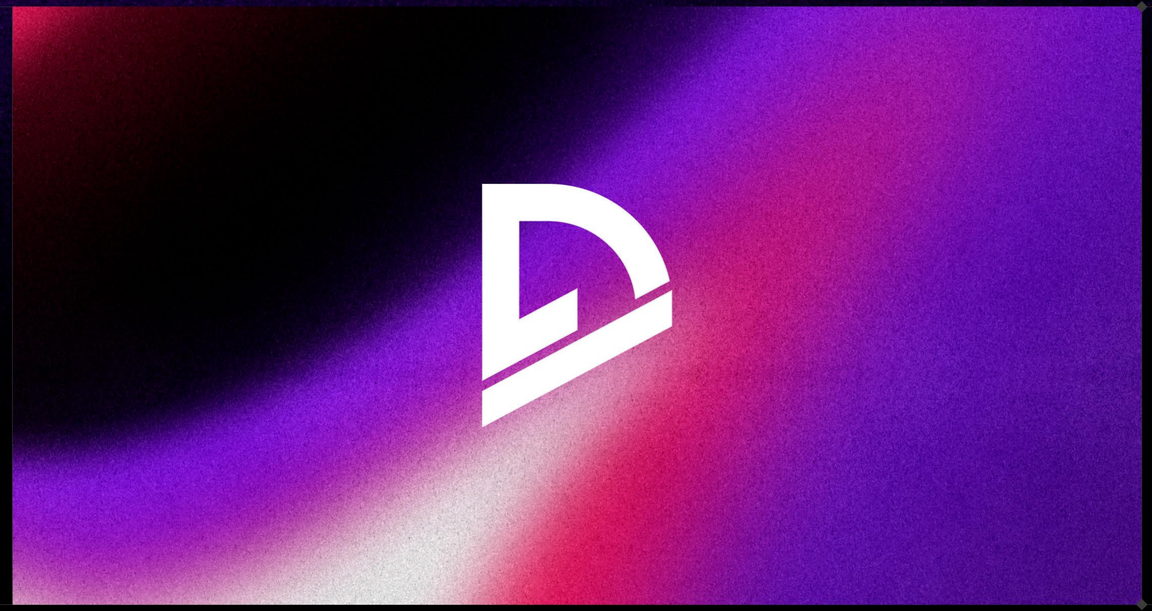
CORRECT COLOR USAGE



INCORRECT COLOR USAGE



Typography



Brand Typefaces

Headlines

Body Copy

Subtitles

Hierarchy Examples

Google Alternates

Fallback Fonts

Brand Typefaces

DM Sans Bold is the primary font and should be used for main headlines and large titles.

DM Mono Regular is the secondary font and should be used for body copy and subtitles.

PRIMARY FONT

DM Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*?

SECONDARY FONT

DM Mono Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*?

Headlines

DM Sans Bold is the primary font and should be used for main headlines and large titles.

CORRECT TYPESETTING

Growing Life, One Tree At A Time

40/40px | 0em

- It should be sentience case with punctation unless using for a large, primary headline that is 4 words or less. Then it can be Title Case with no punctation.

- Tracking should be set to 0%.
- Leading should be set to 100% same size as font.

The values provided below are represented as follows:
Size/Leading | Tracking

INCORRECT TYPESETTING

Growing Life, One Tree At A Time

40/56px | 2em

GROWING LIFE, ONE TREE AT A TIME

40/40px | -0.04em

Body Copy

DM Mono Regular should be used for body copy.

CORRECT TYPESETTING

We are dedicated to restoring the planet by actively participating in the 10 Billion Tree Tsunami Project, a globally recognized initiative by UNEP and IUCN. With every step we take, we ensure that half of what we earn goes directly into planting trees, fostering a greener future for generations to come.

20/24px | 0em

- Weight should be set to Regular
- Tracking should be set to 0% (default).
- Leading should be set to 20% larger than font size.

The values provided below are represented as follows:
Size/Leading | Tracking

INCORRECT TYPESETTING

We Are Dedicated To Restoring The Planet By Actively Participating In The 10 Billion Tree Tsunami Project, A Globally Recognized Initiative By UNEP And IUCN. With Every Step We Take, We Ensure That Half Of What We Earn Goes Directly Into Planting Trees, Fostering A Greener Future For Generations To Come.

20/30px | -0.06em

We are dedicated to restoring the planet by actively participating in the 10 Billion Tree Tsunami Project, a globally recognized initiative by UNEP and IUCN. With every step we take, we ensure that half of what we earn goes directly into planting trees, fostering a greener future for generations to come.

20/24px | 0em

Subtitles

DM Mono Medium should be used for subtitles.

CORRECT TYPESETTING

GROWING LIFE
ONE TREE AT A TIME

20/24px | 0.24em

- Subtitles should be short, uppercase, and have no punctation.
- Size must be below 20px.
- Weight should be set to Bold.
- Tracking should be set to 24%.
- Leading should be set to 120% larger than font size.

The values provided on the right are represented as follows:
Size/Leading | Tracking

INCORRECT TYPESETTING

GROWING LIFE
ONE TREE AT A TIME

20/30px | 0em

Growing Life
One Tree At A Time

20/24px | 0em

Hierarchy Examples

Large titles can sometimes be typeset in an off-centered way as a graphic application of the brand.

We Make
Brands
Unique

Planting Trees, Sustaining Life

We are dedicated to restoring the planet by actively participating in the 10 Billion Tree Tsunami Project, a globally recognized initiative by UNEP and IUCN.

WITH EVERY STEP WE TAKE, WE ENSURE THAT HALF OF WHAT WE EARN GOES DIRECTLY INTO PLANTING TREES, FOSTERING A GREENER FUTURE FOR GENERATIONS TO COME.

With every step we take, we ensure that half of what we earn goes directly into planting trees, fostering a greener future for generations to come.

Google Alternates

Occasionally, when the brand fonts cannot be used, we have selected Google Alternates. Examples of when these fonts are appropriate are internal Google documents or presentations. If possible, these Google Alternates should avoid ever being consumer-facing.

PRIMARY FONT

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*?

SECONDARY FONT

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 0123456789
!@#$%^&*?

Fallback Fonts

When our brand fonts or Google Alternates are not available, these fallback fonts can be used.

PRIMARY FONT

Helvetica Bold

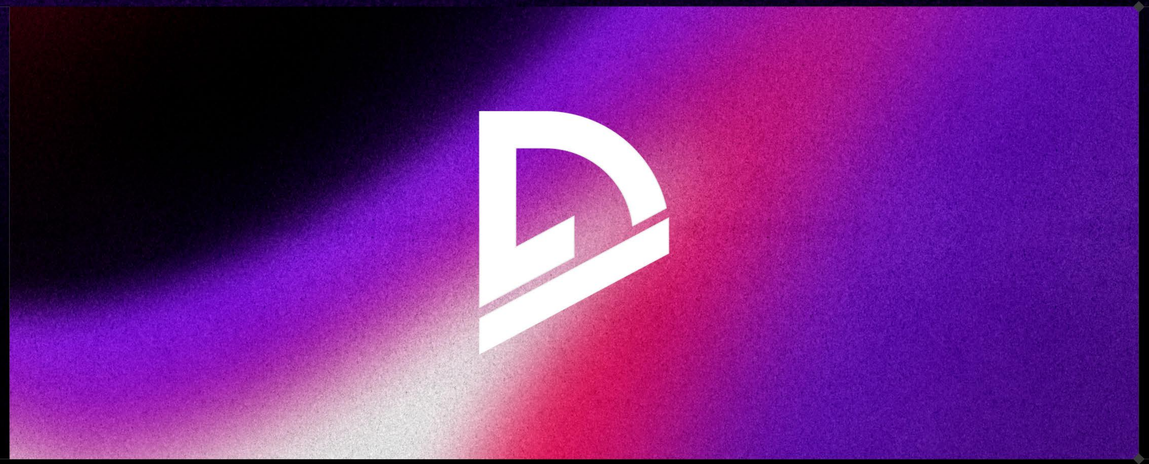
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 0123456789
!@#$%^&*?

SECONDARY FONT

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz 0123456789 !
@#$%^&*?

Graphic Style



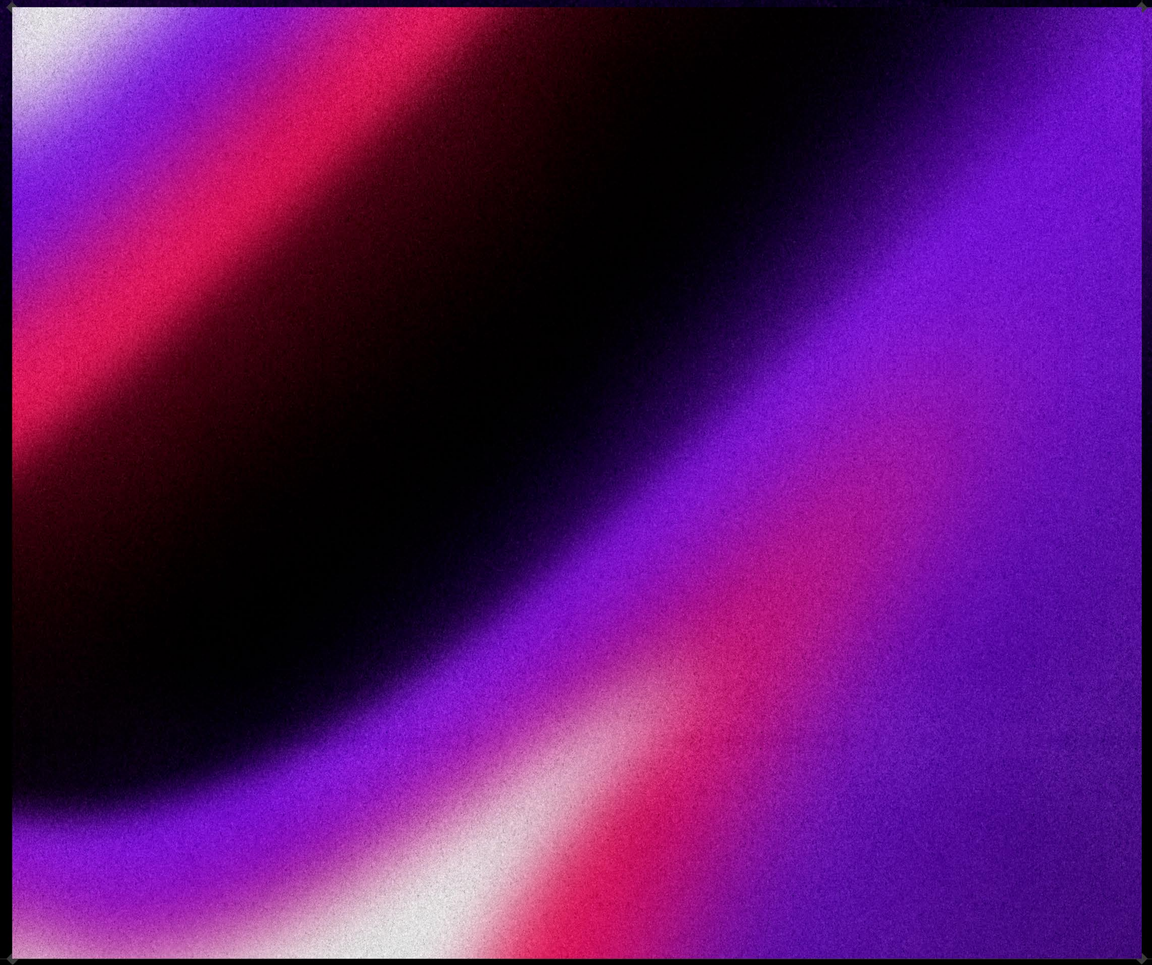
Gradient

Gradient Usage

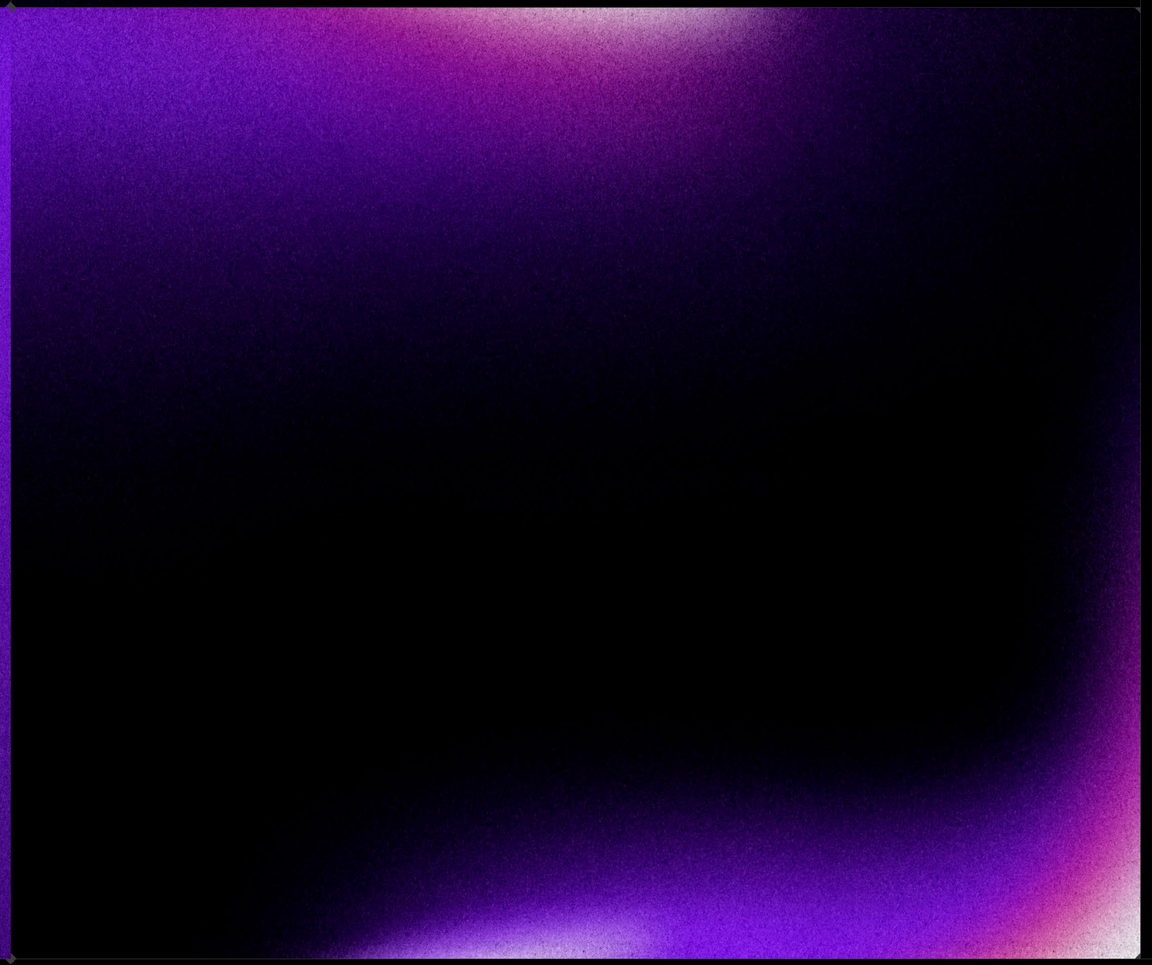
Gradient

A flashy gradient mix with primary color purple and secondary color hot pink.

GRADIENT 01



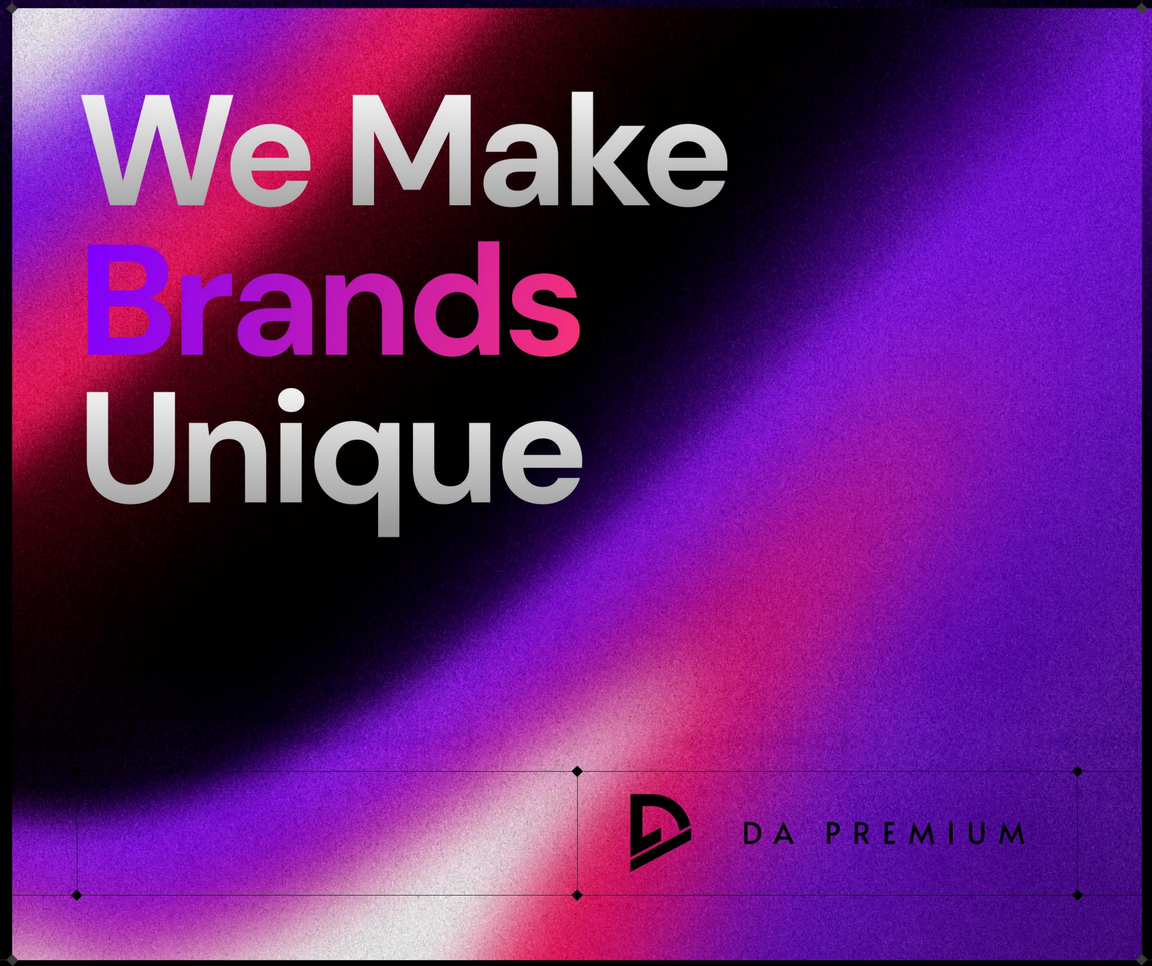
GRADIENT 02



Gradient Usage

The gradient can be scaled up or down or rotate to be used as a background element. The placement of the grid must be centered and text colors need to be matched according to the background color.

EXAMPLE 01



EXAMPLE 02



Thank You!

Designed by DA Premium