AAVEGOTCHI

BRAND STYLE GUIDE

AAVEGOTCHI

01.

LOGOS

The Aavegotchi logo is designed to be a playful and approachable reflection of the Aavegotchi universe. The two "A's" imitate the silhouette of two ghosts interacting with one another, while a gem takes the place of the dot of the "I".

AAVEGOTCHI
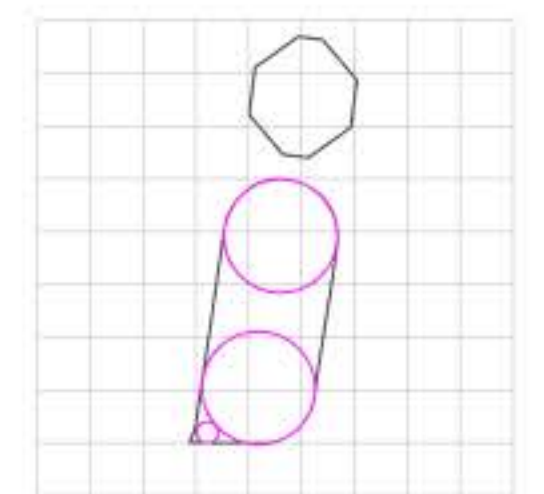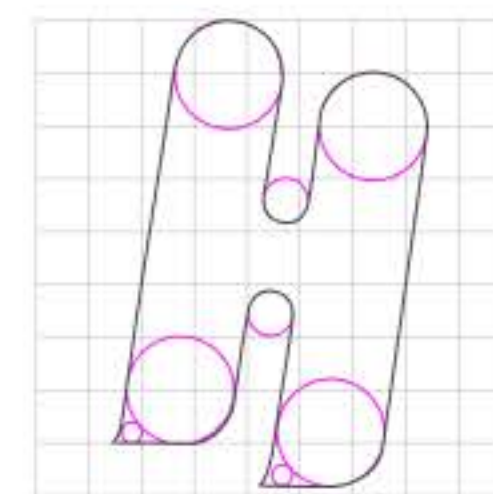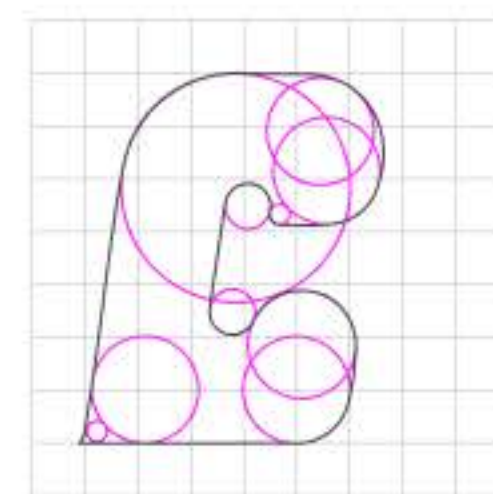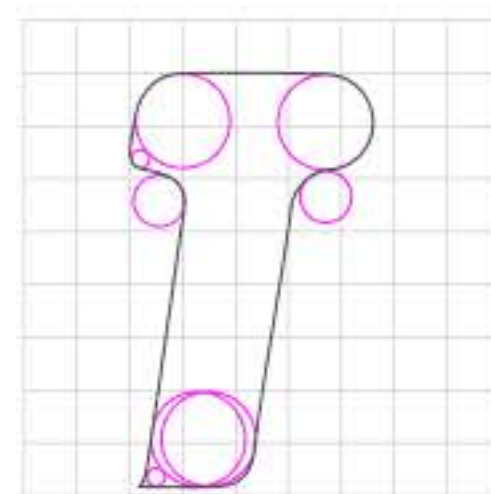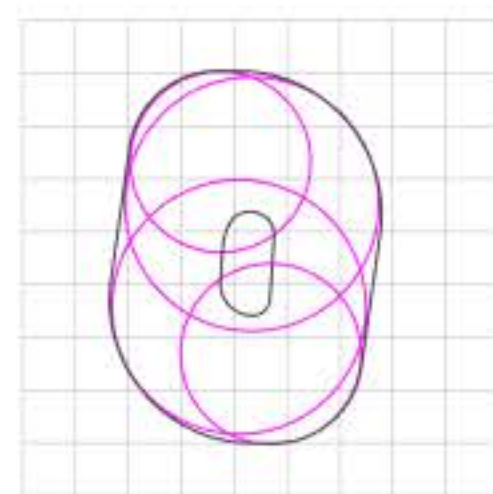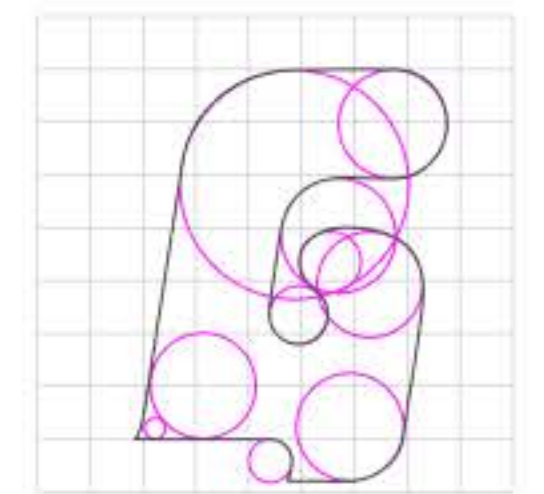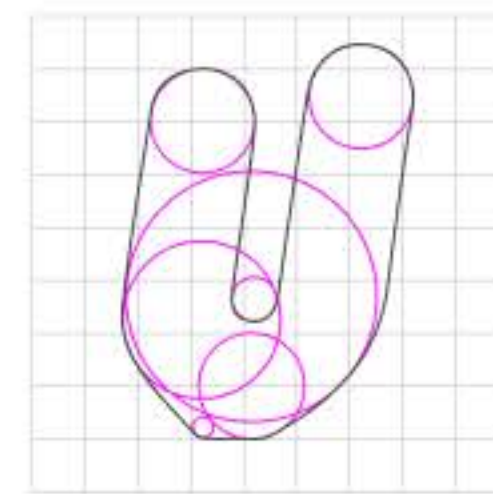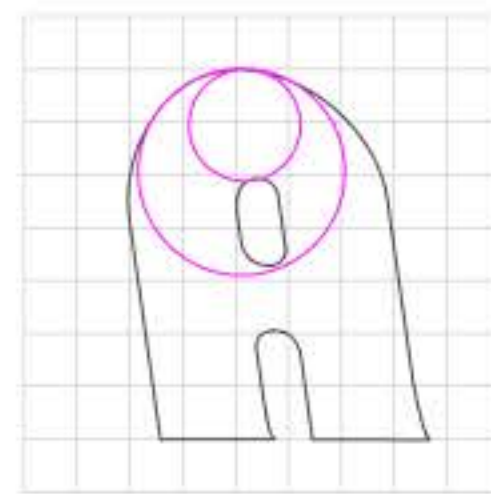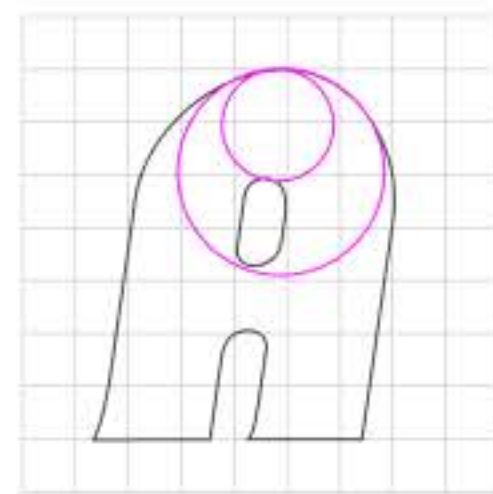
AAVEGOTCHI

There are several variations of the Aavegotchi logo to suit a wide variety of use cases, however, when being displayed in a medium that supports full color, the primary logo should act as the default.

AAVEGOTCHI

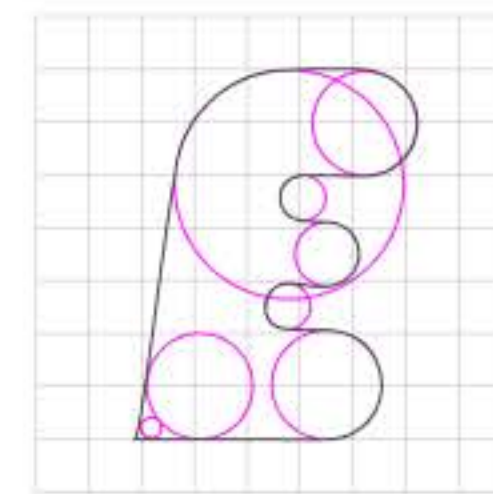Appropriate space should be left around the logo to help it remain distinct from other graphic elements. Padding of at least 10% of the total logo width is recommended.

AAVEGOTCHI

TOTAL LOGO WIDTH [X]

PADDING [10% X]

The primary Aavegotchi logo features multiple colors, as well as interior and exterior shading of the individual characters. The primary logo is intended for use in situations where it will be a primary focal point, and can be adorned with Aavegotchi characters for added emphasis.

The primary Aavegotchi AA logo features in same colors, as well as interior and exterior shading of the individual characters. The AA logo is intended for use in situations where it will be a primary focal point, reduced sizes and pfps.

The base logo is ideal for smaller sizes, and instances where only a single color is supported.

Outlined logos are well suited to instances where the logo is not the primary focal point of the composition. Outlined logos can have either transparent or opaque characters, and should be selected based on the complexity of the visual content behind them.

LOGOS

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AAVEGOTCHI

02

COLOR
PALETTE

PRIMARY

60% OF
COMPOSITION

WHITE

#000000

LIGHT PINK

#FFE8FF

PINK

#FF1DFF

DARK PURPLE

#441C6C

SECONDARY

30% OF
COMPOSITION

OFF-BLACK

#1A0335

PURPLE

#672EEB

TERTIARY

10% OF
COMPOSITION

GREEN

#51B4BA

YELLOW

#FEF87D

GRADIENT ANGLE -60°

PINK / YELLOW

#FF1DFF — #FEF87D

GRADIENT ANGLE -90°

PINK / LIGHT PINK

#FF1DFF — #FFE8FF

GRADIENT ANGLE -30°

PINK / PURPLE

#FF1DFF — #672EEB

GRADIENT ANGLE -30°

PURPLE

#672EEB — #441C6C

GRADIENT ANGLE -70°

PINK / OFF-BLACK

#FF1DFF — #1A0335
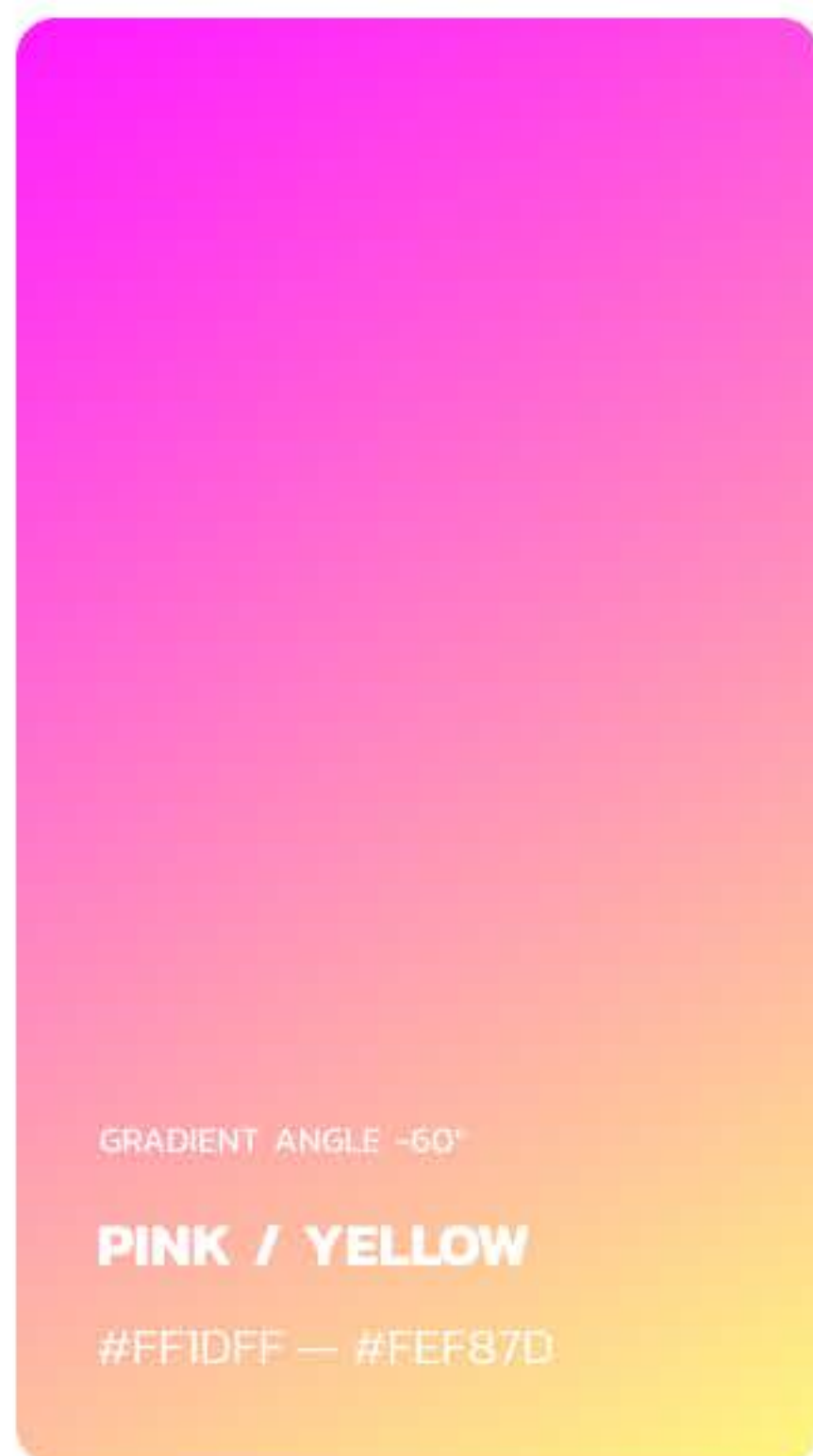
AAVEGOTCHI

03

TYPOGRAPHY

AA

AAVEGOTCHI

AAVEGOTCHI REGULAR

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

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 0 1 2 3 4 5 6 7 8 9

AAVEGOTCHI

Aa

KANIT KANIT **KANIT**

KANIT LIGHT

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

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 0 1 2 3 4 5 6 7 8 9

KANIT REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

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 0 1 2 3 4 5 6 7 8 9

KANIT BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

**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 0 1 2 3 4 5 6 7 8 9**

SUBTITLE

KANIT REGULAR | UPPERCASE

HEADLINE

AAVEGOTCHI REGULAR | UPPERCASE

BODY TEXT

KANIT LIGHT | SENTENCE CASE

FIGHT. FARM. MAKE FRENS

FRENLY GHOSTS BORN TO GAME

Aavegotchis are virtual pets that live forever on the blockchain. Take care of them and they'll take care of you!

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