

◆ Brand Guidelines ◆

Logo Usage

Primary



The wordmark being the primary logo will be used in most mediums be it print or digital.

Secondary



The icon will only have its presence on your homescreen before opening the app.

Color restrictions

In order to maintain brand consistency Blue plays a very important role in all brand communications and should provide balance with Yellow be it print or Digital.



DAILY never changes to blue and HUNT never changes to yellow

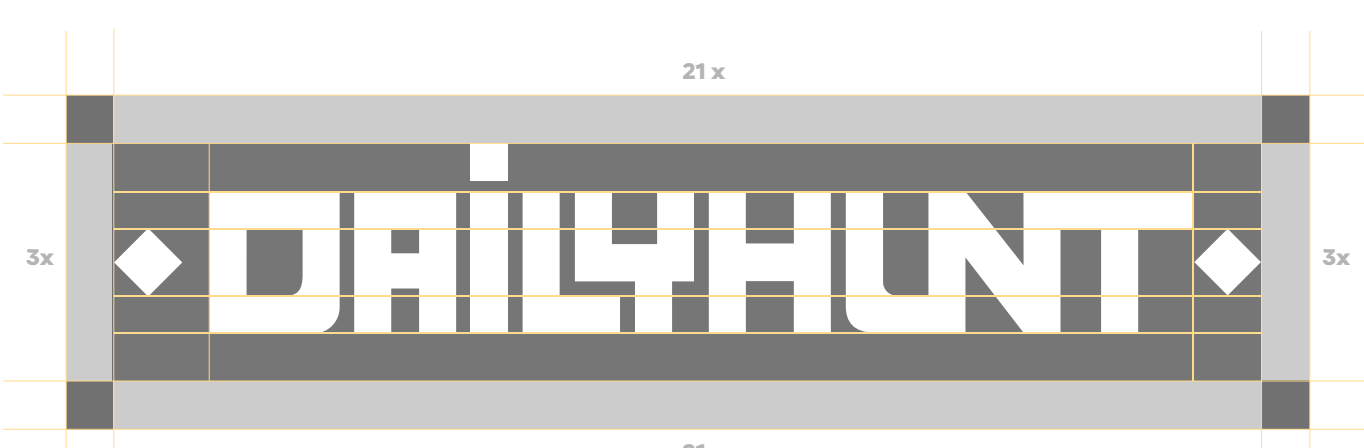


Specific tints and shades are supposed to be used for other visual elements to create less contrast



Headliners or any body text needs to be 70% off-white and 10% dark grey

Logo Clearspace



Base element for x height



Size



1in (In-App Applications)

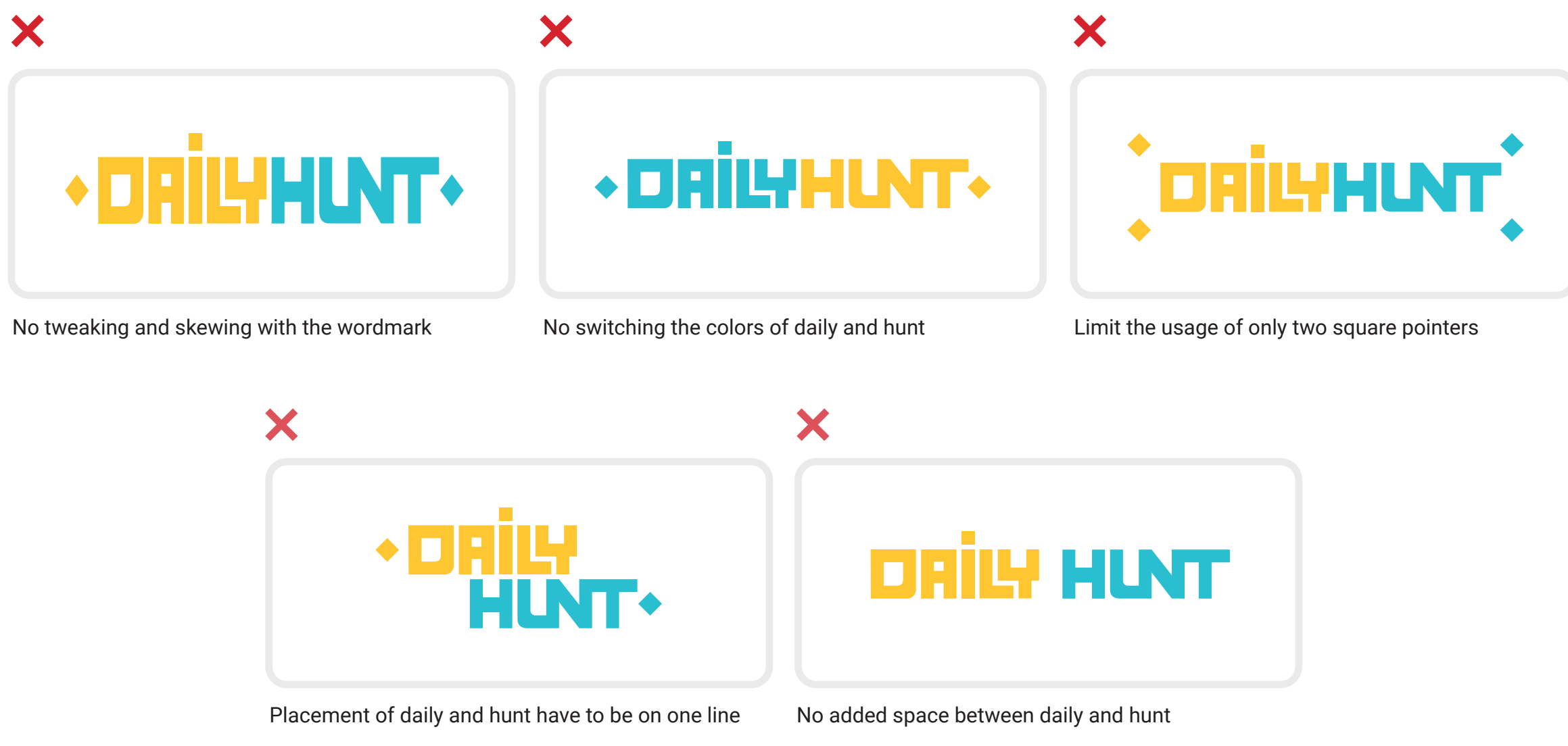


2.5in (Business cards)



Max size depends on medium of communication

Logo restrictions



No twisting and skewing with the wordmark

No switching the colors of daily and hunt

Limit the usage of only two square pointers

Placement of daily and hunt have to be on one line

No added space between daily and hunt

Photography and Compositions



Our photography expresses the raw aesthetics of movement amidst the chaos in the city. Daillyhunt also captures meaningful stills yet contrasting to society.

Our compositions consist of macro, city centric patterns which include drone shots and other long shots, and an added edge the current gen z has.



Daillyhunt is someone who knows the talk of the town and is smart enough to share it with us. The tone of the brand encapsulates the spirit of the youth in the most bold and direct sense.



Thank you!