

Official brand guide

The official fractally logo, logotype, logo lockup, colors, community badges, typography and backgrounds

01 logo

02 logotype

03 logo lockup

04 colors

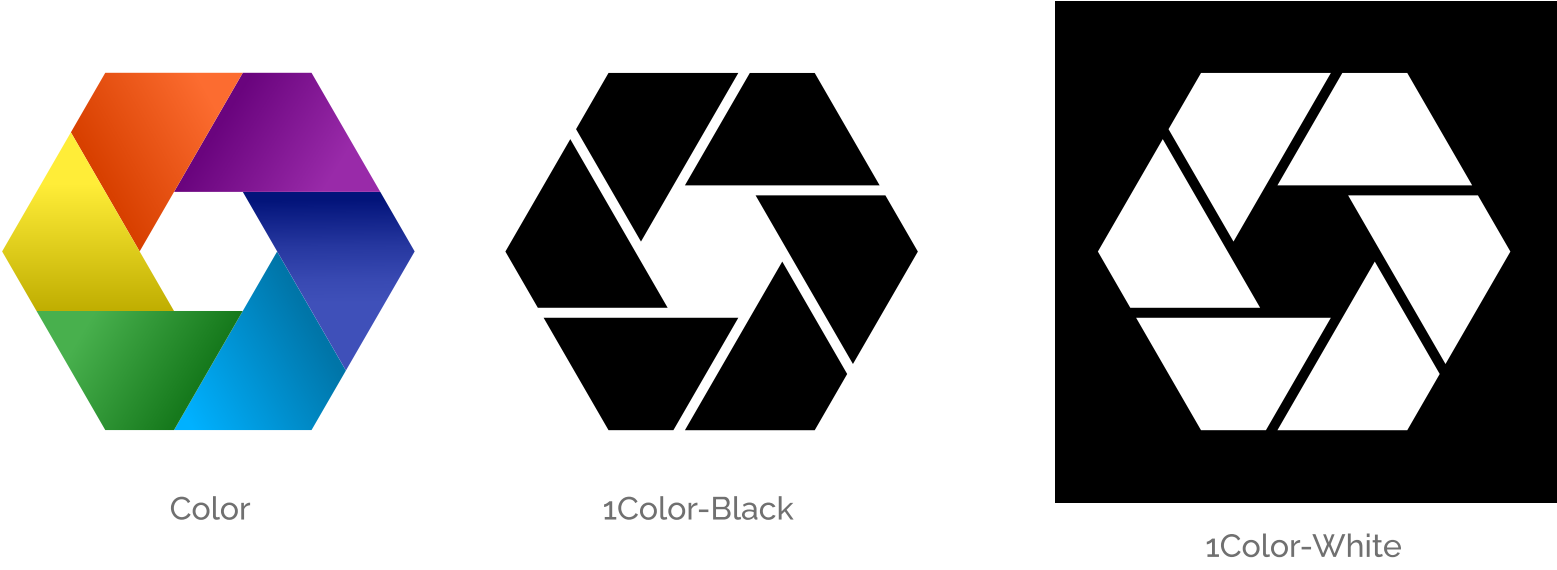
05 community badges

06 typography

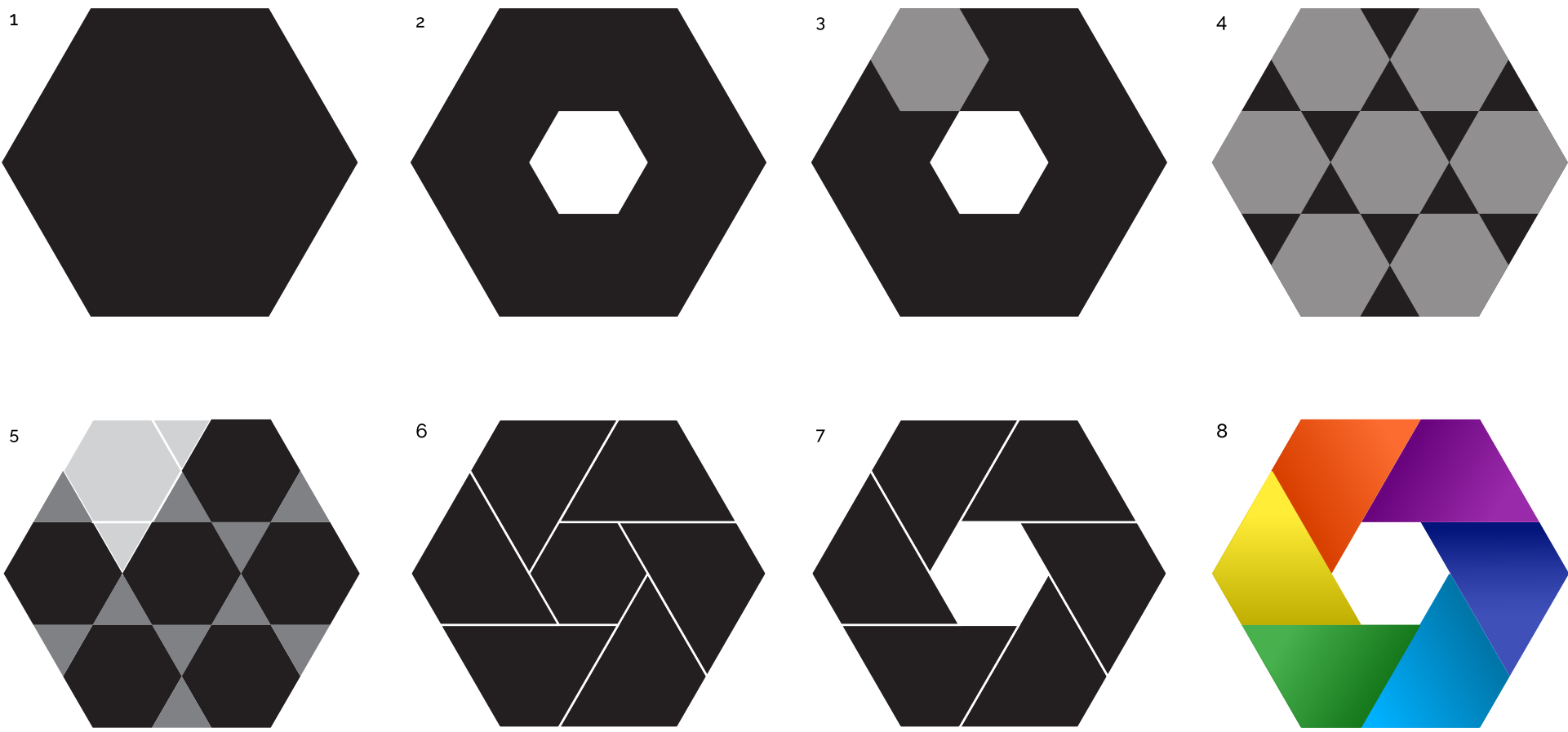
07 backgrounds

logo

The fractally logo displays the official colors and usage patterns. Be sure to leave a reasonable amount of margin around the logo so as not to obscure its visibility and legibility.



The fractally logo begins with a hexagonal shape, with seven identical 1/3-scale hexagonal shapes inside. See illustration-4. The resulting form is fractal with a crystal-like structure. New figures emerge when recombined, resulting in the final color-graded logo.



logotype

The fractally logotype is either black or knockout (white) when used on dark or colored backgrounds. Use the black logo over light backgrounds and the knockout version over medium and dark backgrounds.



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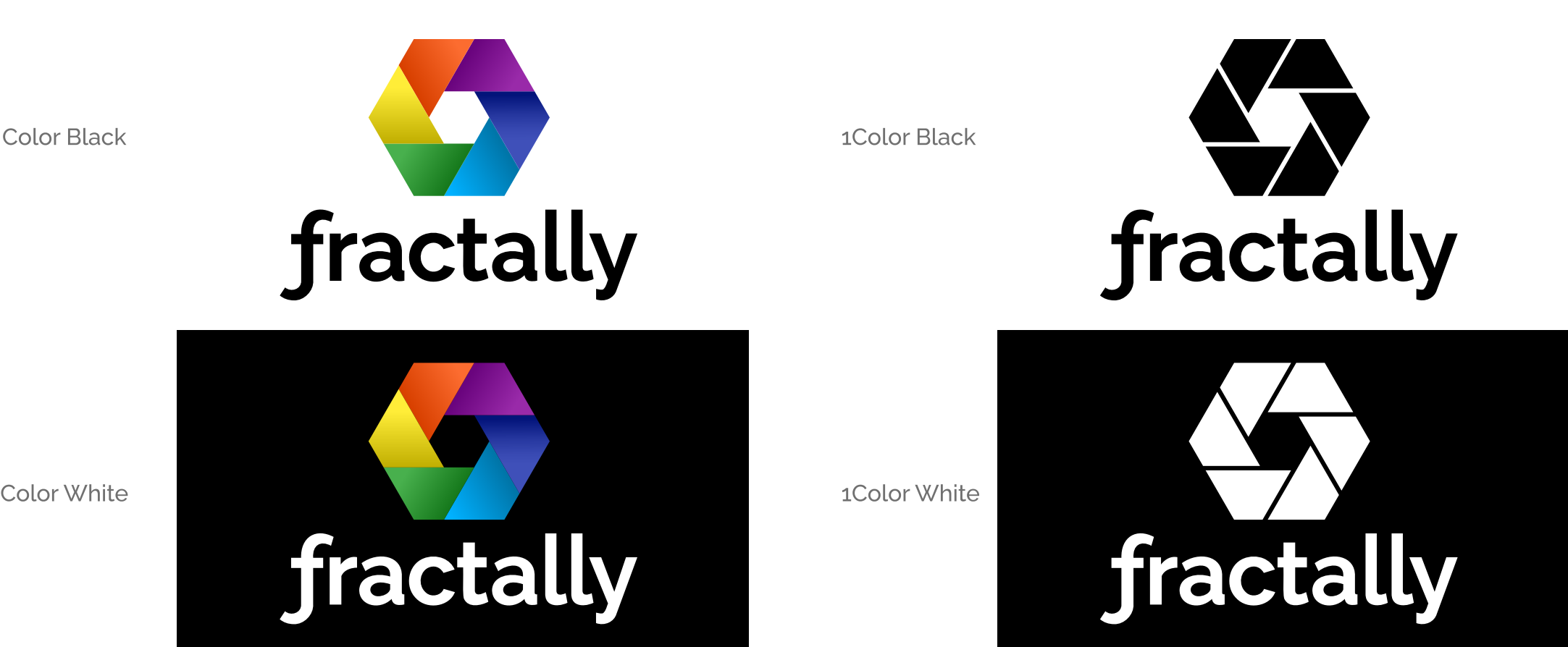
logo lockup

The fractally horizontal and vertical logotype lockups are displayed either in black or knockout over a dark or colored background. When using the color logo, avoid colored backgrounds as they may detract from the various colors in the logo. Use the all-black logo over light backgrounds and the all-knockout version over medium and dark backgrounds.

horizontal logo lockup



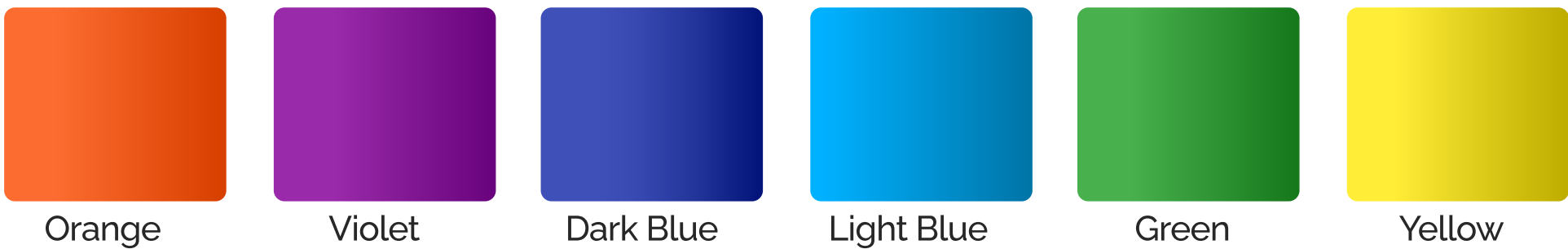
vertical logo lockup



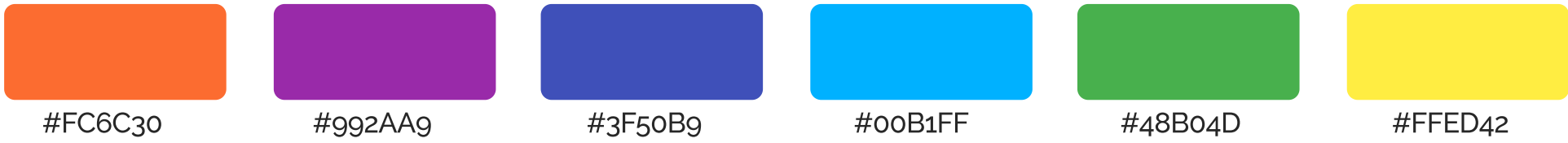
colors

The fractally color system

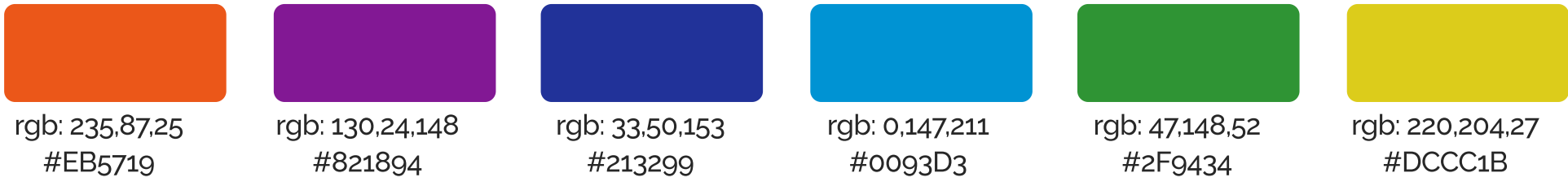
Logo Gradients



Gradient light



Gradient median colors



Gradient dark colors



Text & knockout colors



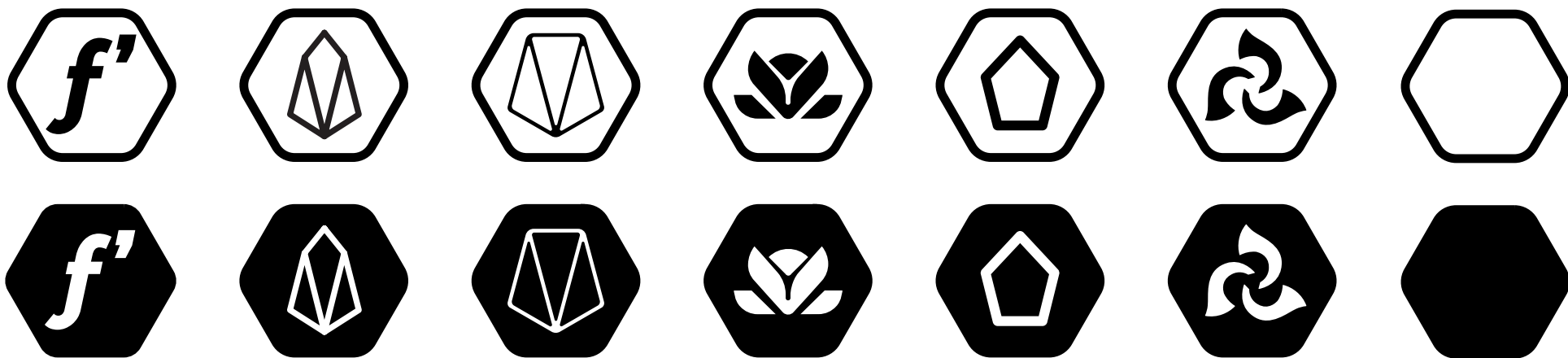
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community badges

The community badges reside in the hexagon shape, associated with the fractally brand as a community of fractals.



typography

Raleway is the *fractally* brand font for display text, headers, and body copy. The Raleway font is versatile and comes in set weights and variable weights.

Sample

ExtraLight, Light, Regular, Medium,
Semibold, Bold, ExtraBold, Black

Sample - italic

ExtraLight, Light, Regular, Medium,
Semibold, Bold, ExtraBold, Black

Raleway H-tag scale

Raleway, SemiBold, H1 48pt, H2 36pt, H3 28pt, H4 22pt

Body: Raleway, Regular 18pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

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Backgrounds

