DADDY SATURDAY

BRANDING GUIDELINES

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MAIN LOGO

The main Daddy Saturday logo is bold and easy-to-read for optimal recognition on the web or on store shelves. It is always white when appearing on a colored background. On a white background, it is primarly blue but can be displayed as any of the Daddy Saturday colors.

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SECONDARY LOGO

The secondary Daddy Saturday logo is a circular interpretation of the original. It is perfect for social media profiles and merchandise. It can appear with the full "Daddy Saturday" title underneath, or stand on its own.

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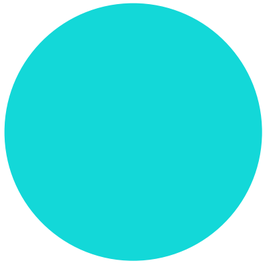
Acumin Pro ExtraCondensed

MAIN FONT

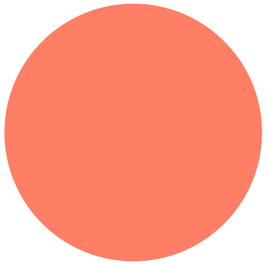
Acumin Pro ExtraCondensed is bold and energetic while remaining clean and avoiding a tacky feeling. It is cearly defined and easy to read, and has a wide range of weights.

Aa

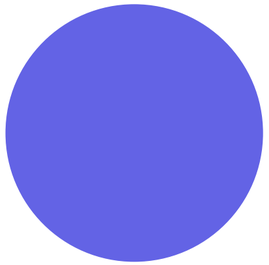
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz



Blue
#13D8D8



Orange
#FF7F66



Purple
#6363E5

COLOR PALETTE

The Daddy Saturday palette is full of energy and pop. Blue is the primary color and should be used most frequently across all platforms. Orange is the secondary color and should often be paired with blue, but should only occasionally stand on its own. Purple is strictly an accent color to the brand and should be used very sparingly.