

2025



Logo Guideline

Index | 2025

03	Complete Logo	11	Typeface
04	Exclusion Zones	12	Right Use of the Logo
05	Color Palette	13	Watermark Pattern
06	Basic & Grayscale Color	14	Solid & Stroke
07	Minimum Size of the Logo	15	Merch
08	Logo Variations		
09	Logo Use for Backgrounds		
10	Logo Icon		

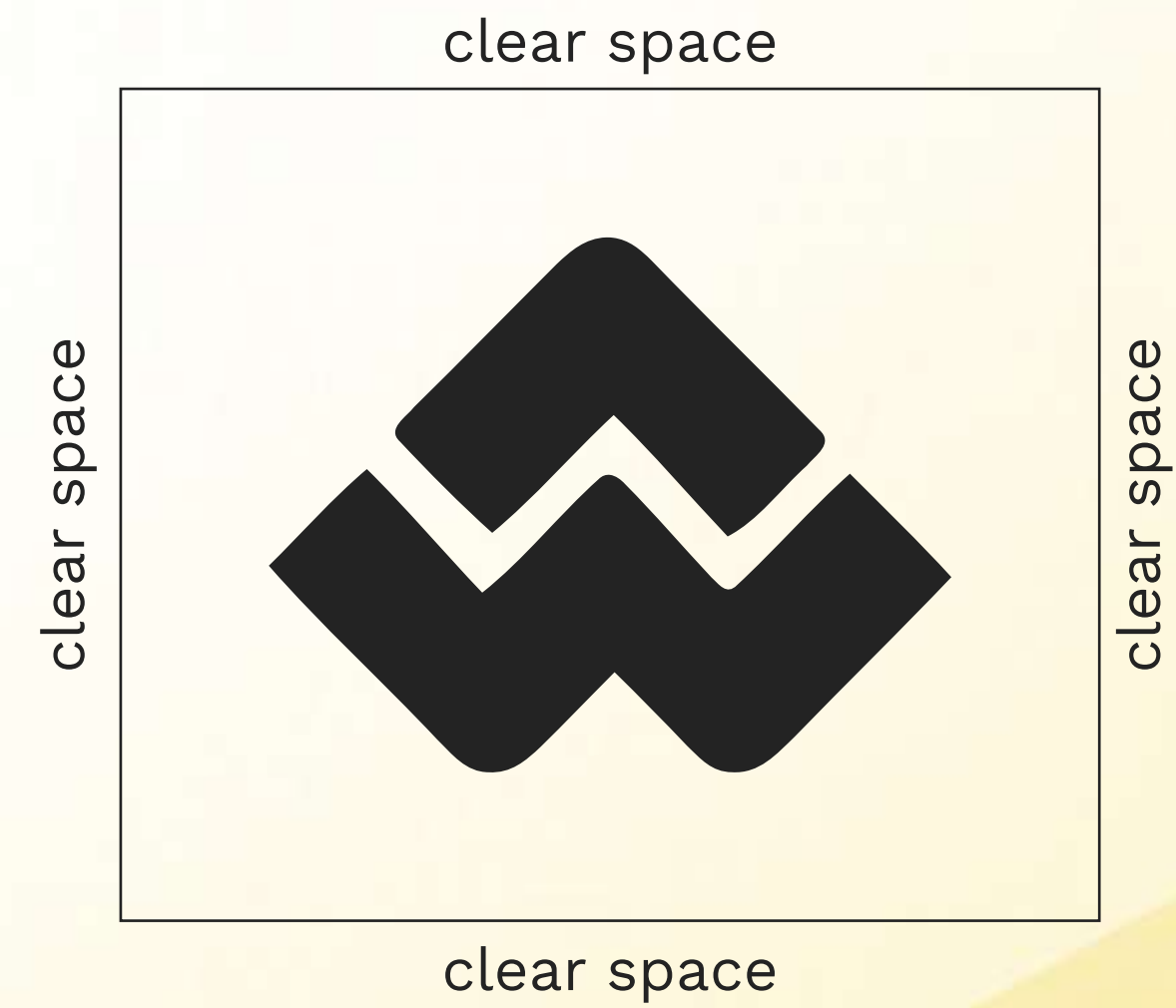
Complete Logo | 2025



Company Logo Branding

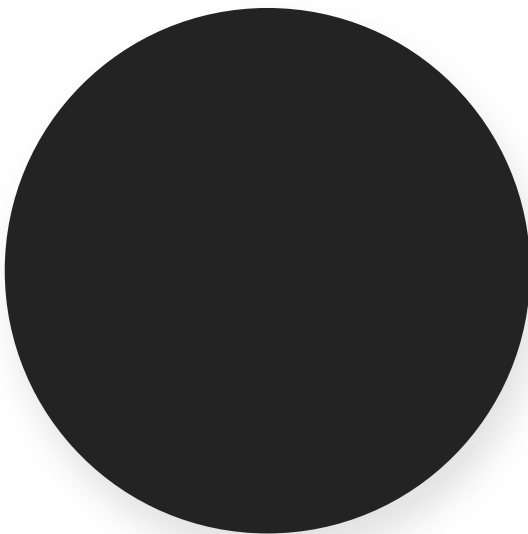
Page 3

Exclusion Zones | 2025

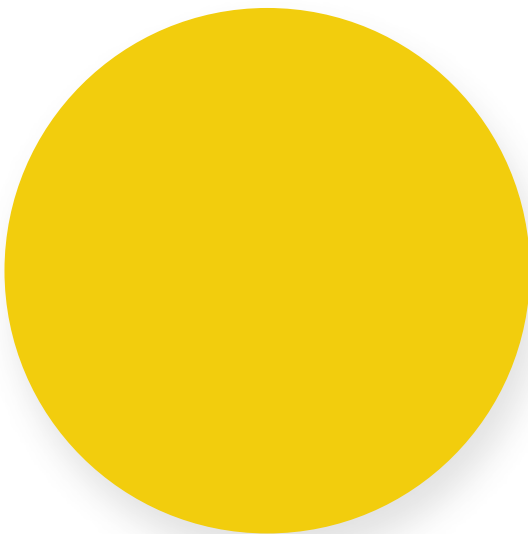


Color Palette | 2025

Primary Colors:



#232323

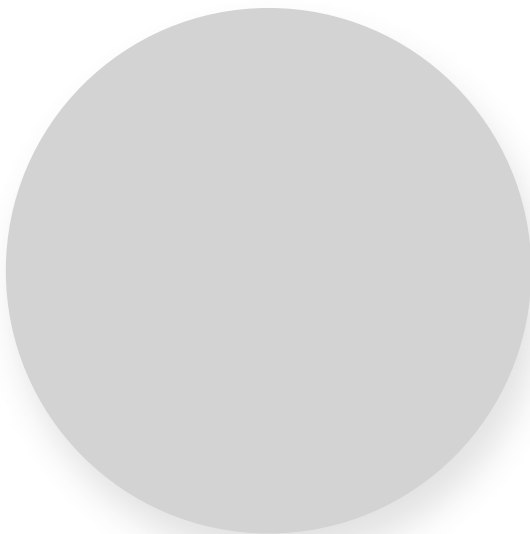


#F2CD0D

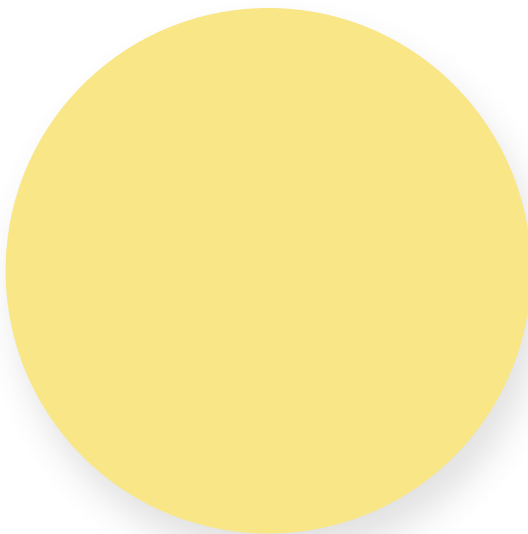


#4FA7FF

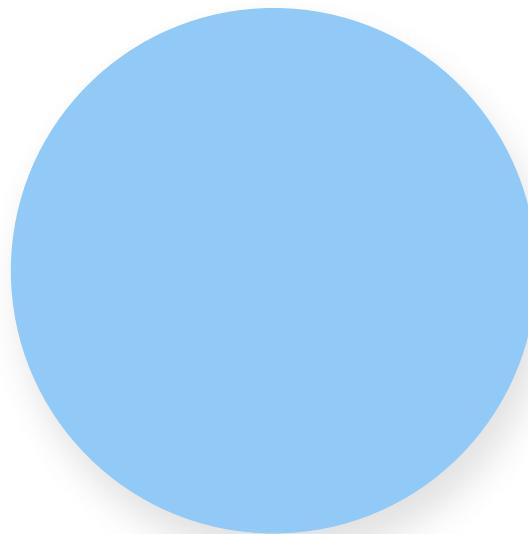
Secondary Colors:



#D3D3D3



#F9E687



#91C9F7

Company Logo Branding

Basic & Grayscale Color | 2025



Do not:

- Use gray or tinted versions of the logo
- Apply shadows or gradients
- Alter opacity

The Artiwise logo is shown in a light gray color on a light gray background, which is incorrect. A red 'X' is placed to the right of the logo.

artiwise

The Artiwise logo is shown in a dark gray color on a light gray background, which is incorrect. A red 'X' is placed to the right of the logo.

artiwise

The Artiwise logo is shown with reduced opacity on a light gray background, which is incorrect. A red 'X' is placed to the right of the logo.

artiwise

Minimum Size of the Logo | 2025



A good rule of thumb is to create a logo that is 200-300 pixels wide. This size is large enough to be visible on most screens and devices, but it's not so large that it takes up too much space.

Logo Variations | 2025

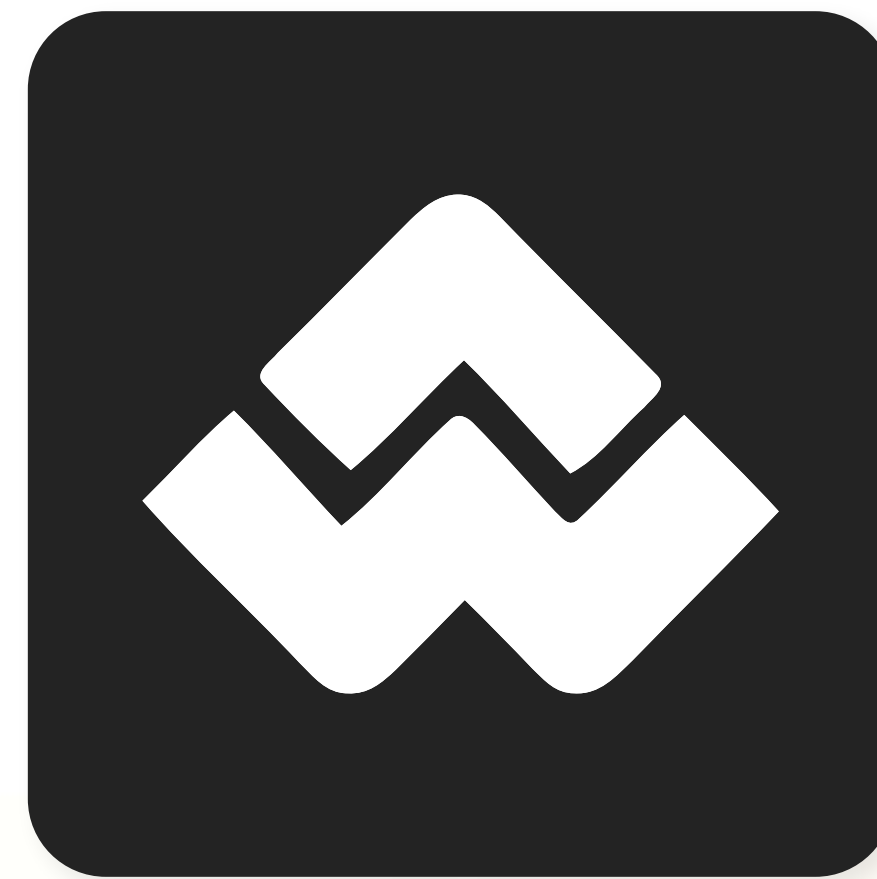


HORIZONTAL



ICON

Logo Use for Backgrounds | 2025



Logo Icon | 2025



Typeface | 2025

Satoshi Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Company Logo Branding

Work Sans Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

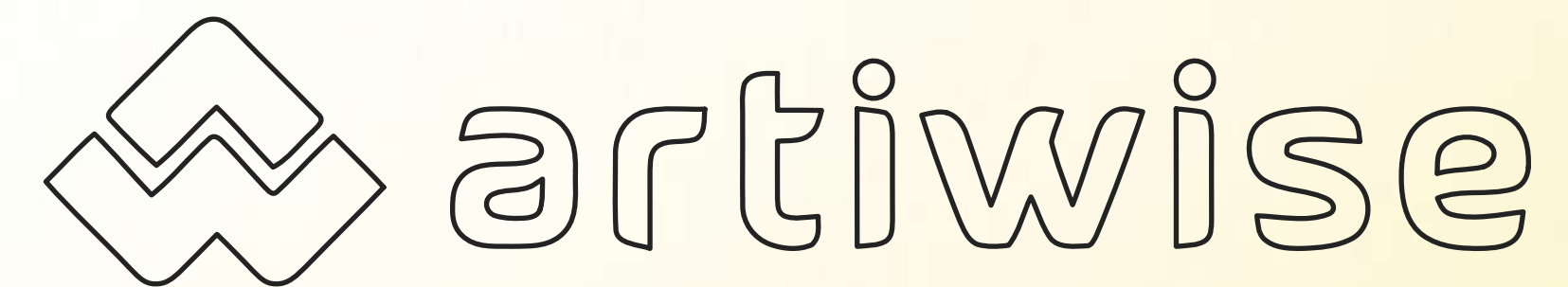
Right Use of the Logo | 2025



Watermark Pattern | 2025



Solid & Stroke | 2025



Merch | 2025



Company Logo Branding

Page 15