

2025



Logo Guideline

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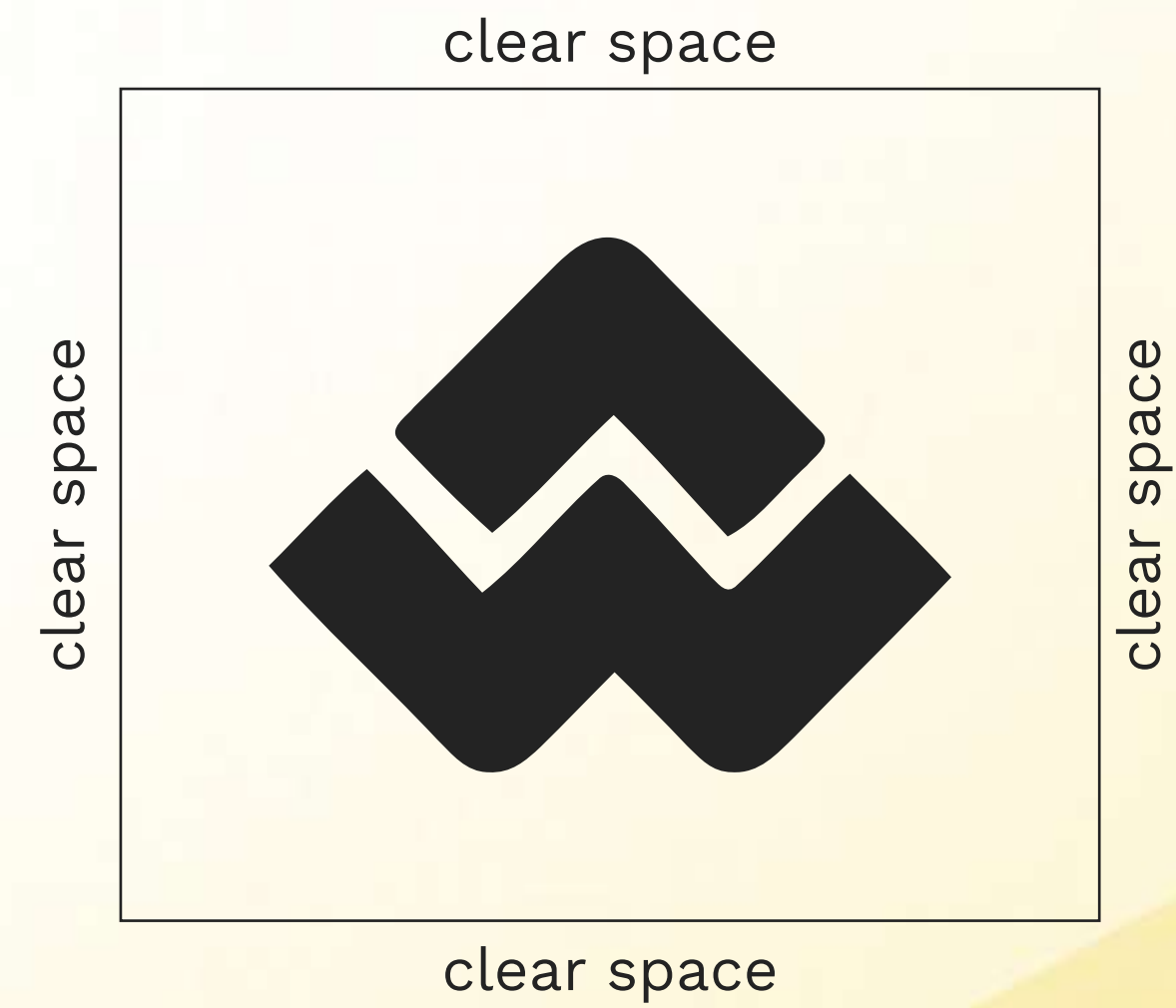
Complete Logo | 2025



Company Logo Branding

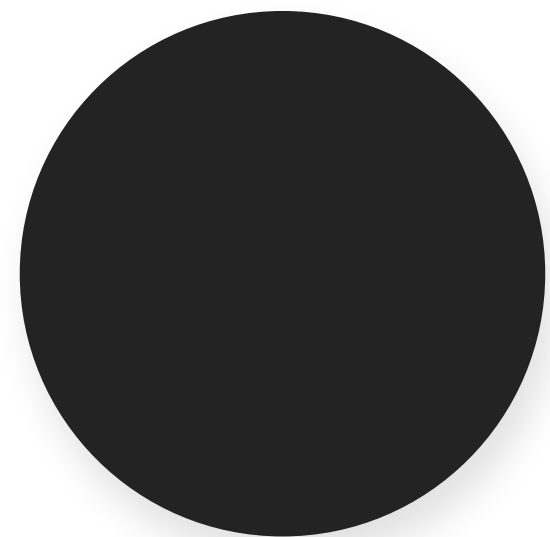
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## Exclusion Zones | 2025

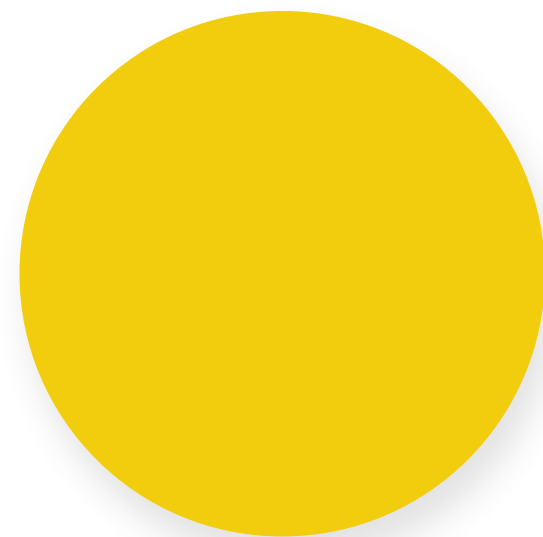


## Color Palette | 2025

Primary Colors:



**#232323**

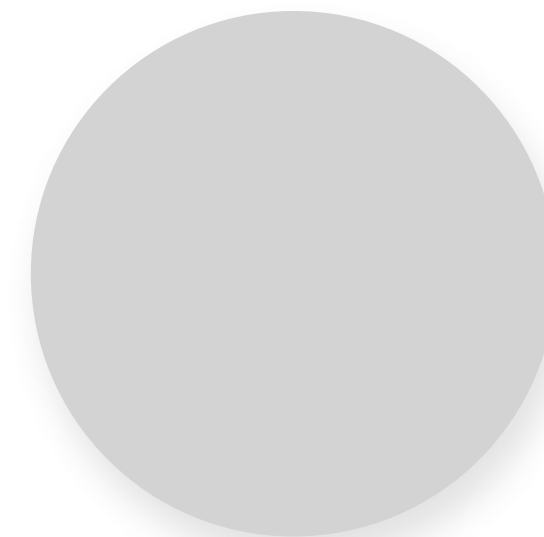


**#F2CD0D**

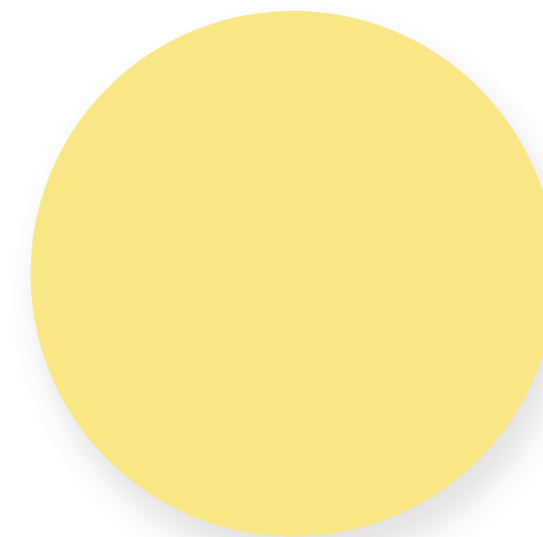


**#4FA7FF**

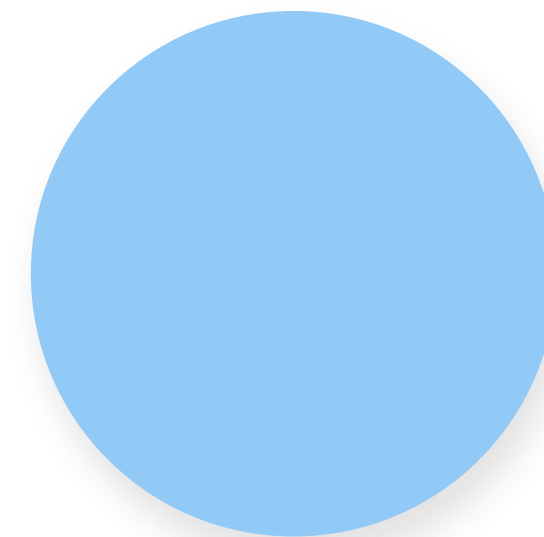
Secondary Colors:



**#D3D3D3**



**#F9E687**



**#91C9F7**

Company Logo Branding

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## 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. A red 'X' is placed to the right of the logo, indicating this is an incorrect usage.

artiwise

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

artiwise

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

artiwise

Company Logo Branding

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## 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

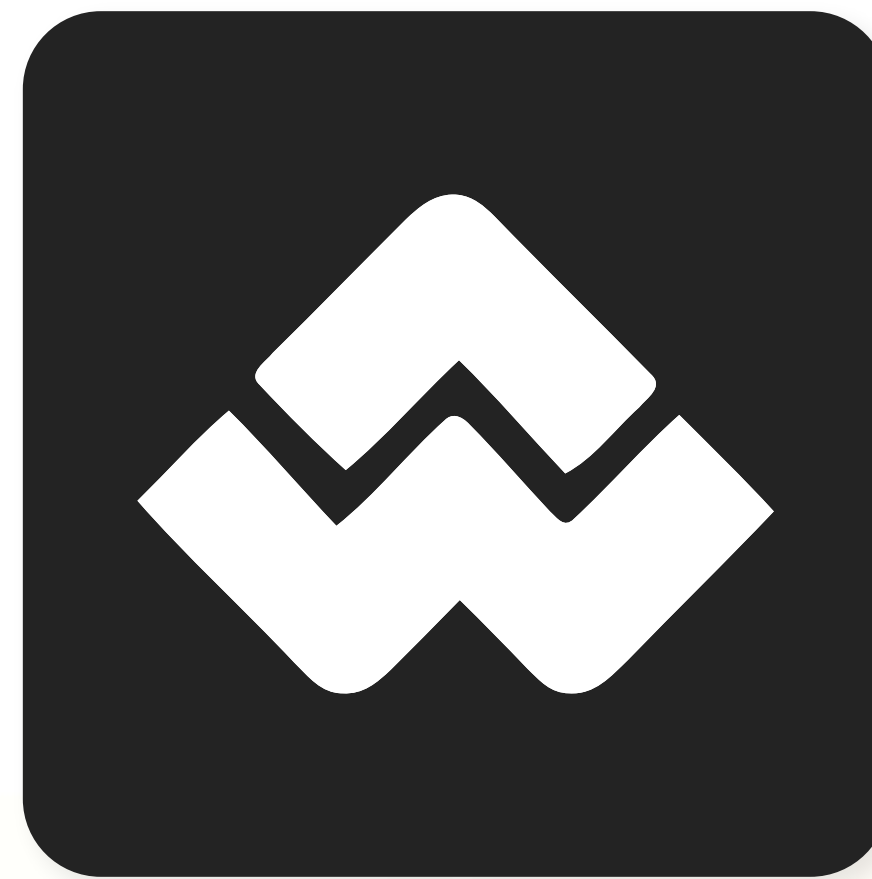


HORIZONTAL

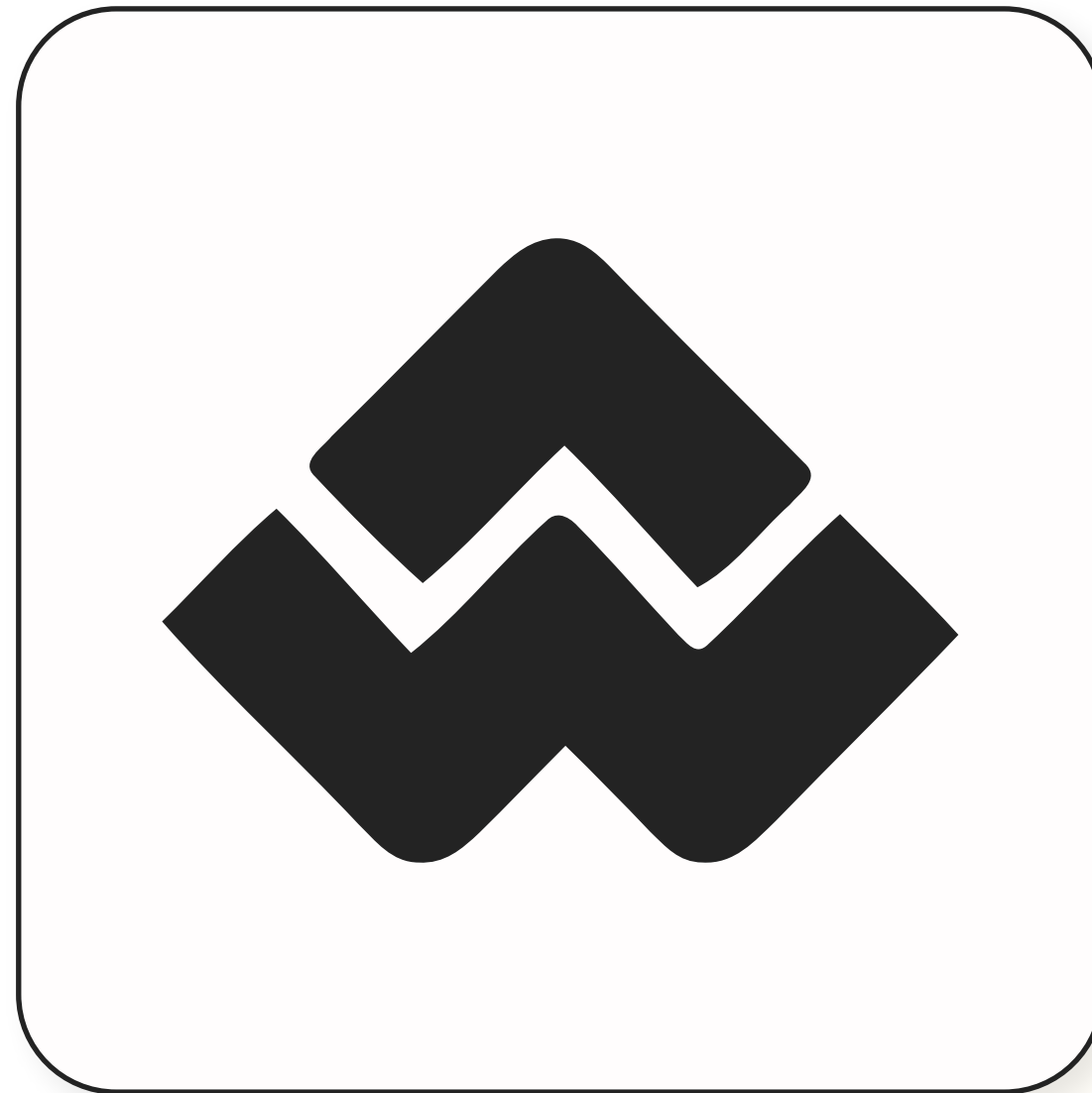


ICON

## 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**

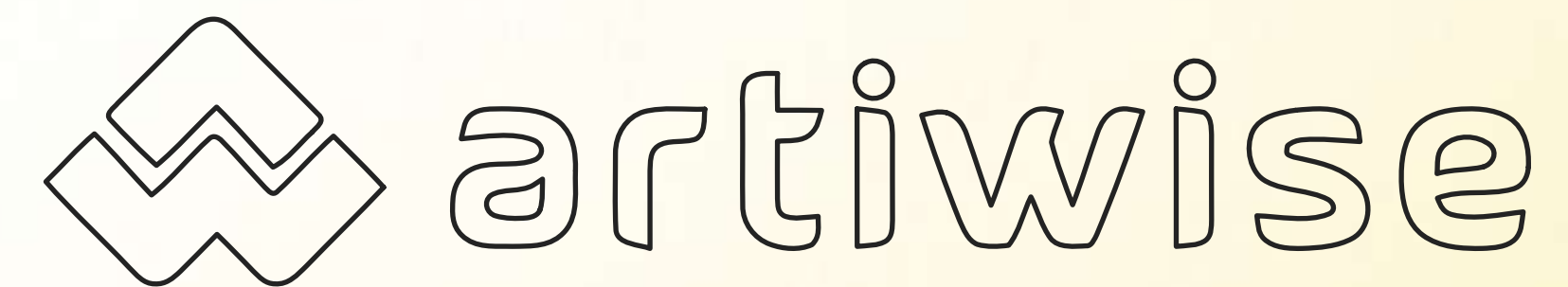
## Right Use of the Logo | 2025



## Watermark Pattern | 2025



Solid & Stroke | 2025



## Merch | 2025



Company Logo Branding

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