Brand Guide

10 Nov 2024 / v 1.0

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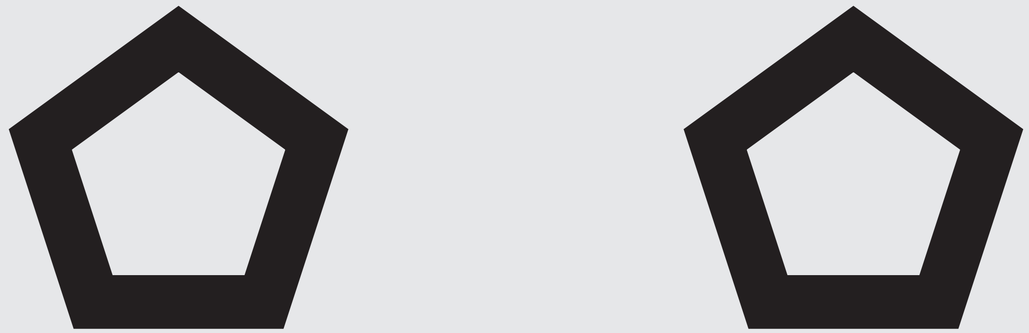


1.0

Logo

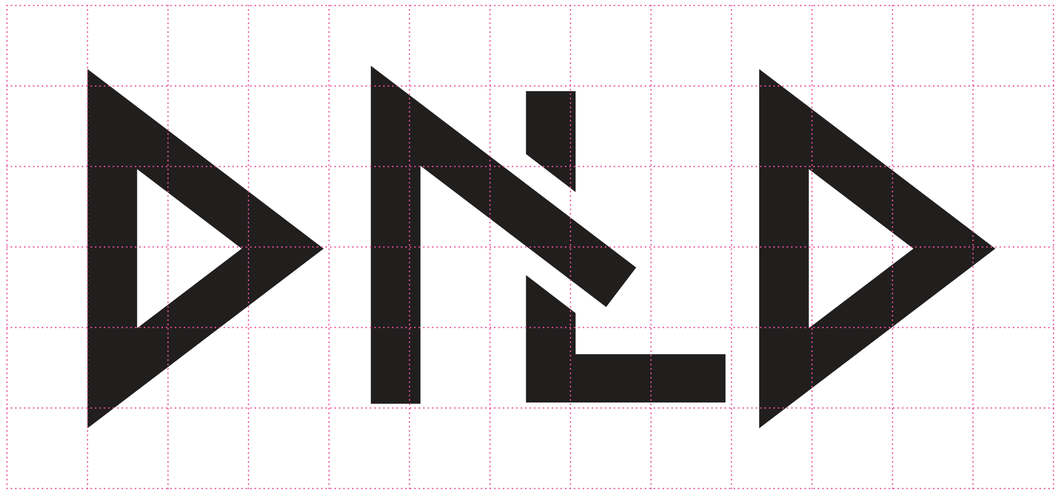
1.1 Intro
1.2 Logo Versions
1.3 Minimum Clear Space & Size

Evolution
Direction
Boldness

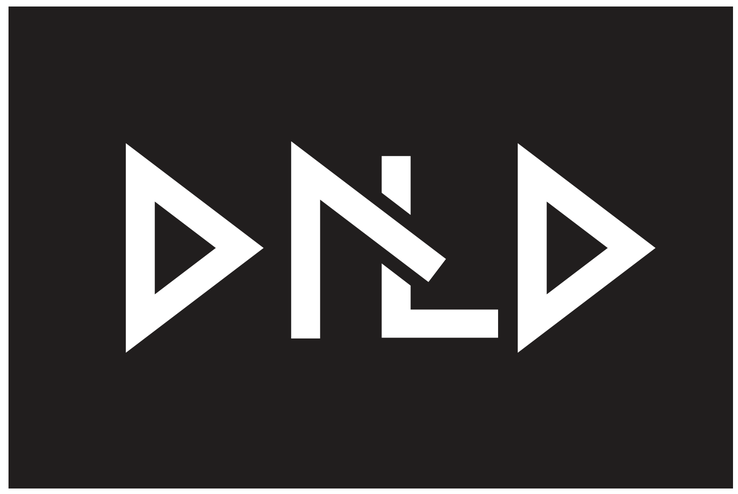
DNLD is the moniker for DJ Donald Piret. The logo is inspired by a triangular motif—an arm tattoo that serves as Donald's personal reminder to always move forward. This concept evolved through sketches and was eventually crafted into the bold, directional logo you see. It reflects boldness, strength and direction.

This guide supports designers and contractors working with DNLD to maintain a cohesive brand look. It also provides inspiration for creating future visual and motion assets. A key element is Evolution: DNLD's visual identity will grow over time, allowing for new pages and assets to be added or adapted as needed. For any questions, please reach out to Donald at contact@dnld.co

Grid

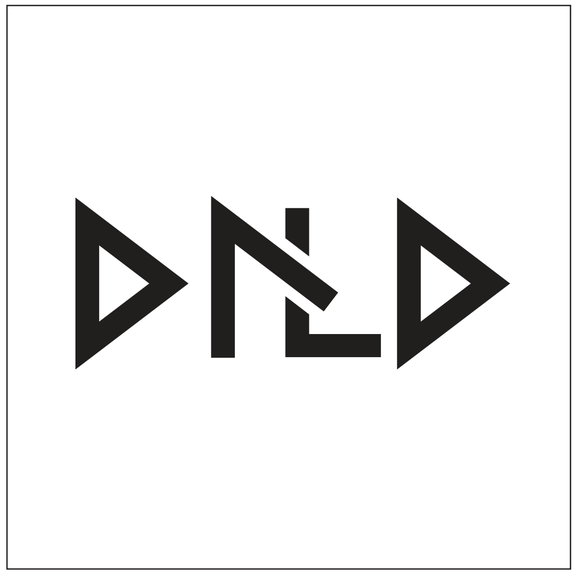


Reverse White

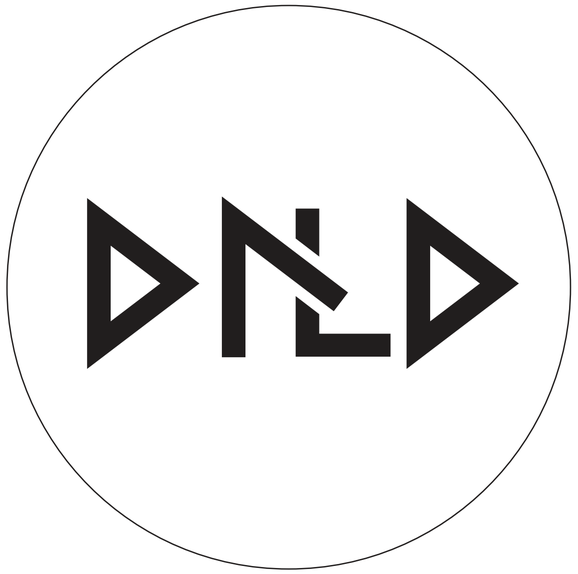


Vertical

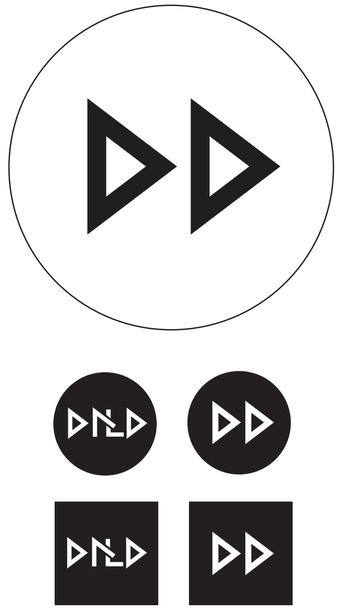
Square Crop



Circle Crop

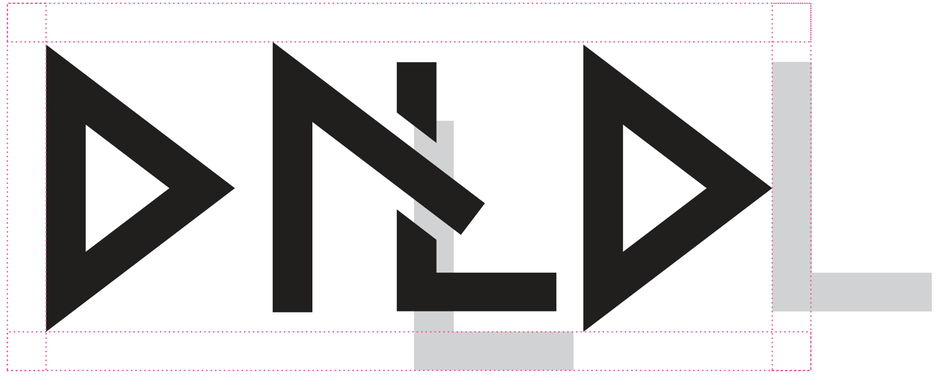


Monogram



The square and circle-cropped versions of the logo maintain its boldness in small sizes, such as on social media. The monogram version is suitable for compact spaces, such as small stickers or badges. The white logo is ideal for use on dark backgrounds in ads or promotions. For narrow applications, a vertical version of the logo may be used sparingly.

Minimum Clear Space



Minimum Size

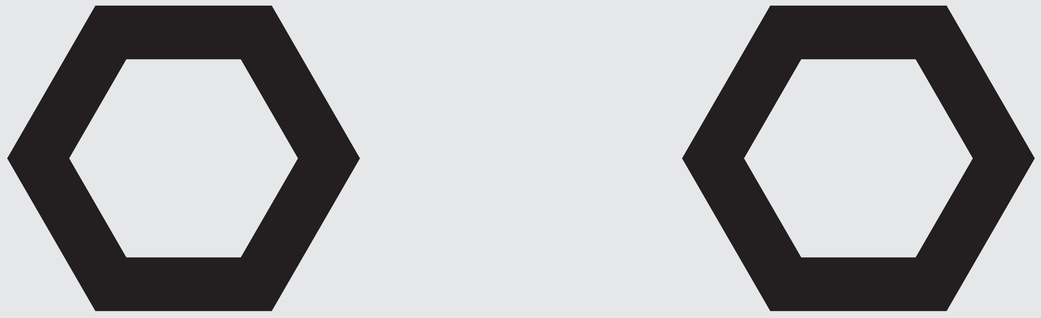
Print

10mm width

Digital

33px width

The minimum clear space around the logo is defined by the thickness of the “L” in DNLD. While more space can enhance focus, this minimum allows for flexibility in tight spaces, like social media profile pictures.



2.0 Typography

2.1 Typefaces
2.2 Type Styles

Amazingly few discotheques provide jukeboxes.

Almarai Regular for alphabets A-Z

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Instrument Sans Regular for numbers and punctuations

1234567890!@#$%^&*()_+-=[]{}|;:'",.<>?/~`

Amazingly few discotheques provide jukeboxes.

Almarai Bold for alphabets A-Z

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Instrument Sans Bold for numbers and punctuations

1234567890!@#$%^&*()_+-=[]{}|;:'",.<>?/~`

Headline

Almarai Regular 26px + Instrument Sans Regular 26px
32px Line height, #000

Subhead

Almarai Bold 23px + Instrument Sans Bold 23px
29px Line height, #000

Regular Body Text

Almarai Regular 18px + Instrument Sans Regular 18px
25px Line height, #000

Captions

Almarai Regular 14px + Instrument Sans Regular 14px
19px Line height, #555

Meta Tags, Labels

Almarai Regular 14px + Instrument Sans Regular 14px
19px Line height, #ddd

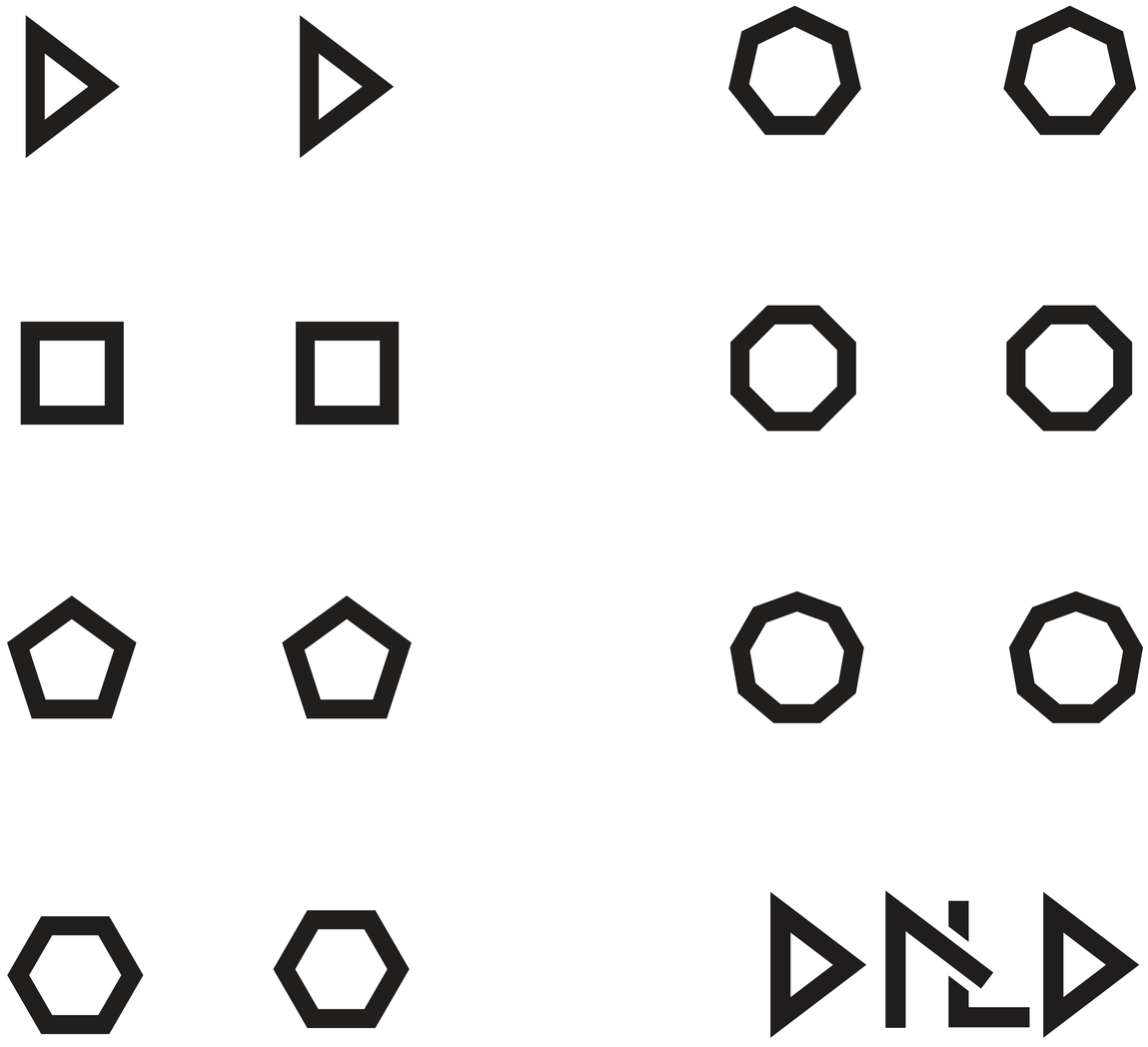
DNLD’s typography combines two typefaces: Almarai for letters A-Z and Instrument Sans for numbers and punctuation. A script is applied to display the appropriate font based on the character on digital platforms.

These are sizes and hierarchy for both mobile and desktop screens.

3.0

Visual Assets

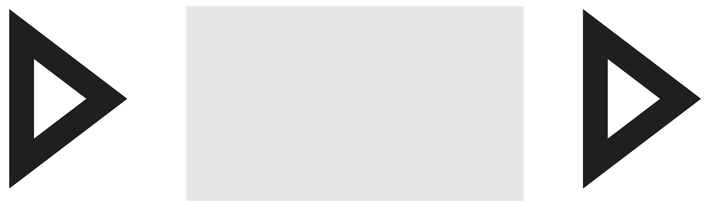
3.1 Eyes
3.2 Frames
3.3 Grid
3.4 Iconography



Thick-stroked polygons and geometric shapes reflect DNLD's identity. The strong edges of these shapes are a fitting representation of beats.

When paired as two polygons with a similar arrangement to the triangles in the logo, they subtly suggest the look of eyes—a motif that can be applied in various ways. This arrangement also resembles a VU meter's L and R channels, reinforcing the brand's musical essence. Repeated use of this pattern in a variety of applications can leave a lasting subliminal impression.

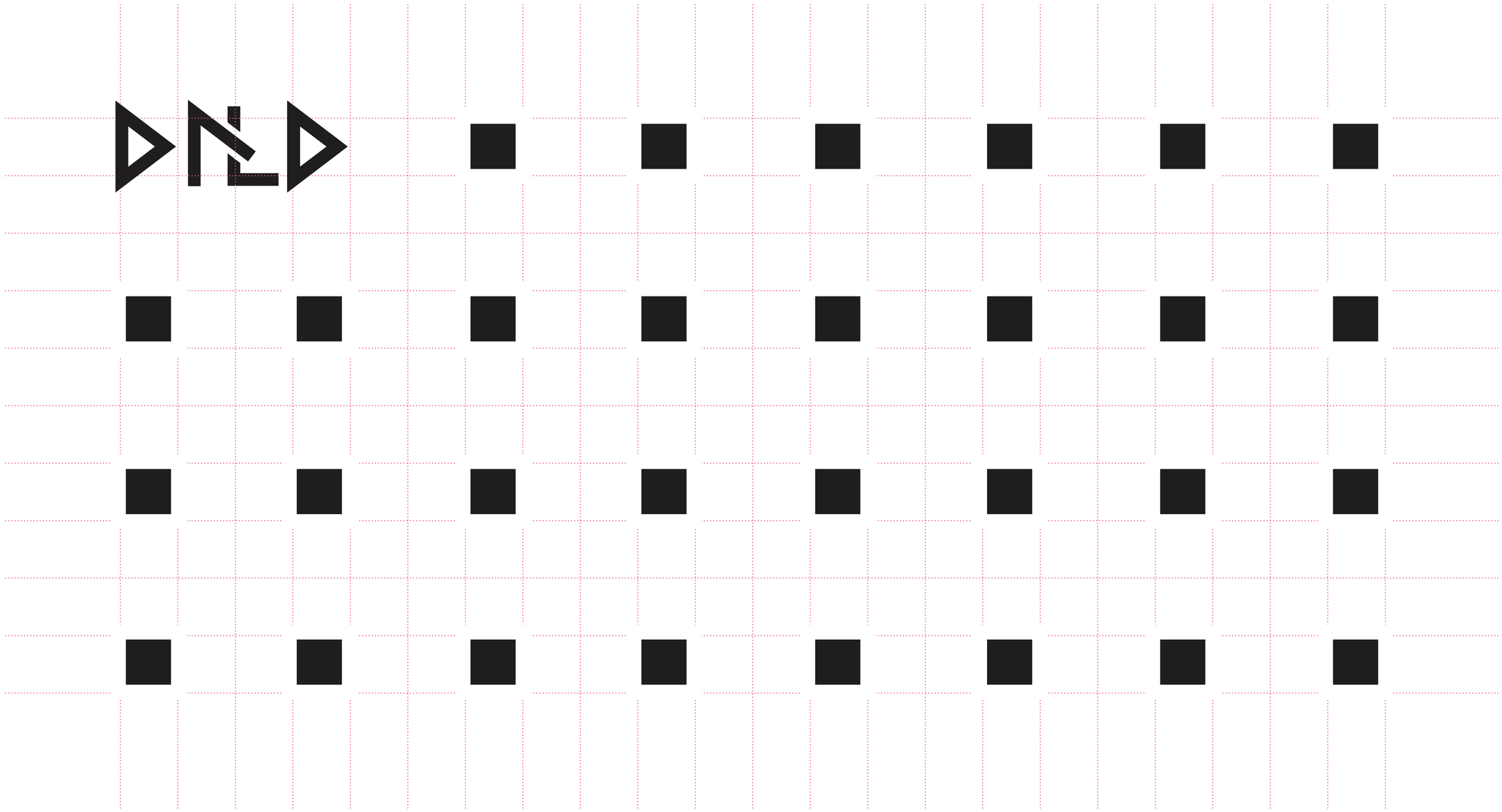
Frame
Using the polygons as frames for a subject in their centre.



Sandwich
Framing content between 2 triangles or other polygons.

In addition to standalone graphics, polygons can also be used as frames for various elements—ranging from text to images and people.

A rhythmic grid with a 2-square gap between each element creates a pattern reminiscent of speaker holes. The triangles from the logo can be subtly integrated into this grid, enhancing brand cohesion.

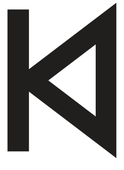


Play

Pause

Download

Previous track

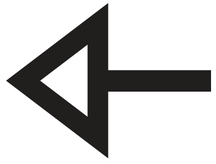


Next track

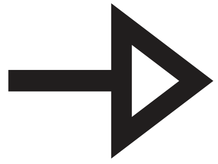
Menu

Close

Previous



Next



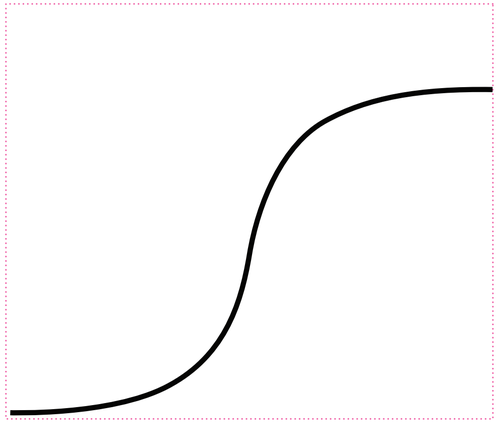
DNLD’s iconography should maintain consistent stroke thickness and proportion across applications, especially on websites. Future icons should follow this style for brand unity.

4.0 Motion

4.1 Easing
4.2 Twitch
4.3 Blink

A variety of easing types can be used on a case by case basis but as a general rule of thumb, this is the preferred type of easing—a strong contrast of slow to fast to slow. Detailed settings for After Effects and CSS easing applications are provided below.

Value Graph

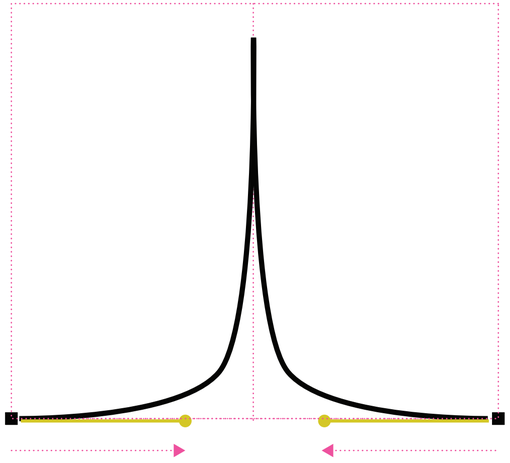


The name of the easing used is:
easeInOutCirc

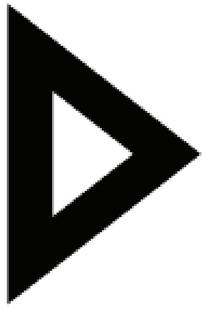
An example of how it could be used in a CSS animation is shown below.

```
.block {
    transition:
    transform 0.6s
    cubic-bezier(0.85, 0, 0.15, 1);
}
```

Speed Graph



In After Effects you can apply normal easing (F9) to the keyframes and then pull the handles inwards to the extreme to achieve this type of easing.



Adding twitch to morphing shapes

Adding twitch to static shapes

To add dynamic energy to DNLD's visuals, additional points can be added along the strokes or paths of shapes in motion graphics. The additional points helps them morph into more complicated shapes and enable "twitching" effects.

The wiggle paths tool in After Effects or similar can create subtle twitching effects, or more pronounced movements synced with music for a more animated, dance-like effect.

Wiggle Paths:
Size: 0 - 15 (Can be parented to the amplitude of a sound file)
Detail: 1 - 2
Wiggles per second: 8, 16 (Adjust according to BPM/Volume changes)

The “blink” transition animates assets to mimic the eye motif, bringing a sense of liveliness. Visual elements morph into a single thick bar between transitions, adding fluidity and continuity. This effect can also be used in full-screen scene transitions, leaving room for designers to experiment with organic, morphing motion styles.

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