

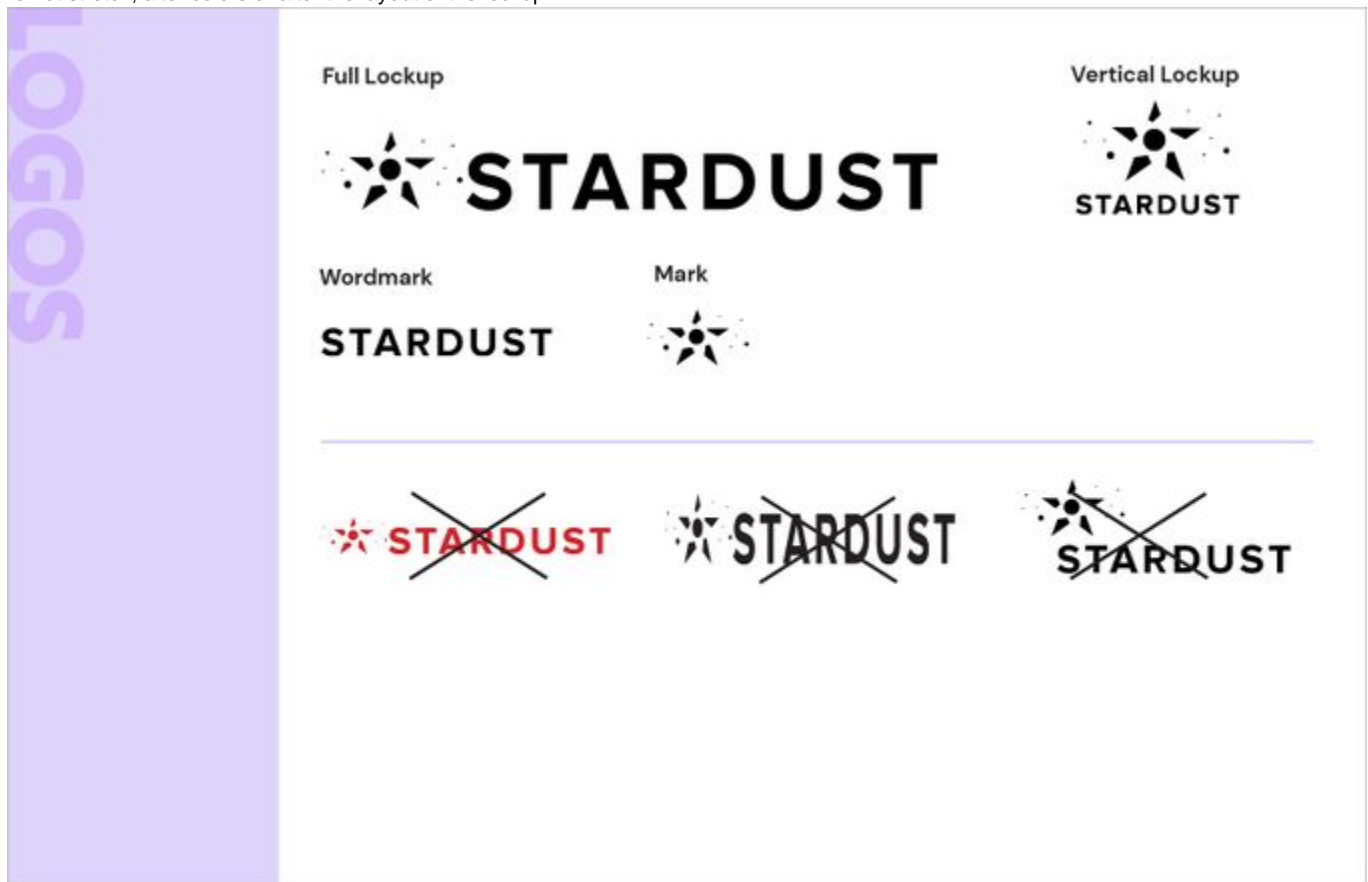
# Visual Identity

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## Logos

The full lockup is the default representation of the Stardust brand and should be used most frequently. The vertical lockup may be used in contexts where the full lockup is too wide. The wordmark and mark are used more sparingly when a full lockup is not necessary. Do not stretch, alter colors or alter the layout of the lockup.



## Typography

[Download fonts](#)

Capitana can be used for headings, primarily in marketing materials/merch. For shorter headings it can be set in all caps. DM sans is our primary brand font. It can be used for smaller headings and body copy. Product design will use almost entirely DM Sans.

# Product Typography:

- [Figma Link](#)

# TYPOGRAPHY

## PRINT

### CAPITANA BLACK

# HEADING

148pt

## HEADING

80pt

### HEADING

48pt

Capitana can be used for headings, primarily in marketing materials/merch, and usually in uppercase.

### DM Sans | Regular | Medium | Bold

## Heading

48pt

### Heading

32pt

#### Heading

16pt

Endae reperipita quid quoditate lentis quatie risimus voluptu sturto. Elimolupta seperit ex essentia orna commoalo. Asimossaque rae dundam etur? Occae pri nulliende voluptur? Inctur? Aborunquae nam fugiam ipsando dolorerimet, inulpari ea sunt volupratam eslequid qui debis ad utectiam aut aut qui dolomo mi optate niae cum et reped quidebi tianur? Nequatur autecto tatustem se commoio tam ipoum aut ad ut audant uta sliam sam inci rem experum et is aut tempor anduntis modicit, ipid eos et fugie in rerupis niamenqui nam quaeote dunt, apile si opatur, sapulecum qui nosea parum nam nam quae lit exped modigni asimos quam il milta solum qualesipit as vendit

odit ipseitem nam quas esecti ut rist, quo volupta sperumqui utat autericoit lendis as vent aliaur, odit exeribus con nua di di il et et iam fuga. Nam quodi dus asimus, quodusto officia tempor min endem la nos dit varum nus sum ewelise quatinctae. Tam fugiae placoulat. At quat etur, volupratat, ni consequta itate et autatit unt etequibus, quid modipsanduci dipauntis doloribus dorovitae pore con eumende ratustandis iment quatiapal molora, conum restio quas simus, vamaibus aciam, secus modi totaera liquiae. Optitur sunt. Xenepti cupitadimint expis aut ut autestiani quae molo vulpene filique eumquo iflorum volupit stitiscime ulin esedi que plibus et et volupta qudis nones delectum doles.

DM sans is our primary brand font and should be used across all materials.

## PRODUCT

Component	Typeface	Style	Size / Height	Trimline	Sample
D1	Capitana	Black	64px (variable)	Capa	LOREM IPSUM DOLO...
H1	DM Sans	Bold	64px	-	Lorem ipsum dolor sit...
H2	DM Sans	Medium	48px	-	Lorem ipsum dolor sit amet,...
H3	DM Sans	Bold	36px	-	Lorem ipsum dolor sit amet, consectetur...
H4	DM Sans	Bold	24px	-	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Eu felis.
H5	DM Sans	Bold	20px	-	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Justo mattis dictumst.
H6	DM Sans	Bold	18px	-	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Eget sed tellus cras at tellus.
subtitel	DM Sans	Medium	16px	-	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Bibendum tortor in cursus turpis. Intendun.
subtitel	DM Sans	Medium	14px	-	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc neque sodales eu vel risa commodo vitae diam.
body1	DM Sans	Regular	16px	-	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc sed trucidant tempus mauris et.
body2	DM Sans	Regular	14px	-	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi trucidant accumsan mi et viverra vitae pretium blanditi.
body3	DM Sans	Medium	14px	-	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquet enim faucibus rhoncus frugiat purus quam nec diti.
OVERLINE	DM Sans	Bold	12px	Capa	LOREM IPSUM DOLOR SIT AMET, CONSECUTUR ADIPISCING ELIT. DAW IDEMPER TURPI BONDUE DAW ULTRICES EGDI TURPI ELI.
quote	DM Sans	Medium	12px	-	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consectetur elit amet, amet in quam elementum lobortis et Neque elit. Maec.
quote	DM Sans	Regular	12px	-	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pater sed vari ac neque purus. Donec pulchritudin a integer. Consectetur element.



## Color

### Brand Colors:

Purple and White are default brand colors and should be used most frequently across product and marketing materials. Accent colors should be used more sparingly.

**Purple: #642fed, Lavender: #b170fe, White: #ffffff**

Accent Colors:

These colors are use more sparingly and in illustrations.

**Grey: #EFEFEF, Blue: #B3E4F5, Yellow: #F5EC9D, Green: #D0F7E1, Pink: #E54398**

Both brand and accent colors are frequently used on a gradient.

### Product Colors:

- [Figma Link](#)

**PRINT**

**Brand Colors**

Purple is our primary brand color and should be used across all materials.

**Base Colors**

We primarily use white or light gray as background colors to keep a brighter palette.

**Accent Colors**

Accents can be used across illustrations, collateral and product but should not overshadow the use of our main brand colors.

**Gradients**

Both brand and accent colors are frequently used on a gradient.



## PRODUCT

### BRAND



### NEUTRAL



### BACKGROUND



### TEXT

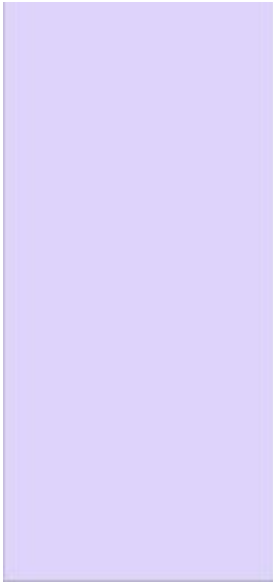


### INTENT



### ACCENT





#7456A4	#7456A4	#7456A4	#7456A4	#7456A4	#7456A4	#7456A4	#7456A4	#7456A4	#7456A4
50 #7456A4	100 #4072E1	200 #2E245C	300 #1E1E8A	400 #0F0F4E	500 #000033	600 #000066	700 #000099	800 #0000CC	900 #0000FF
50 #B170FE	100 #642FED	200 #4E3DD5	300 #3E3E8A	400 #2E2E4E	500 #1E1E33	600 #000066	700 #000099	800 #0000CC	900 #0000FF
50 #6ECFF	100 #A5BEFF	200 #89CDFC	300 #66B8FF	400 #4E99FF	500 #3377FF	600 #0066FF	700 #004E99	800 #0033CC	900 #001E99

## GRADIENTS

 gradient_4 #7456A4, #2F1D5C	 Dark Gradient #2E245C #5B55A1 #7458A2	 gradient_1 #7456A4, #5C33E3, #2F1D5C	 Stardust #C7A6FD #5C54E9 #4B25DA	 Stardust O2 #4B25DA #5C54E9 #C7A6FD
 gradient_2 #B170FE, #642FED	 Bright Gradient #AA6DF7 #4E3DD5	 gradient_3 #EDE7FD, #B49EF5	 Light Gradient #F2E9FD #C3B5F5	 GRADIENT #F4F4F4 (0%) #FFFFFF (100%)
 Blue Purple Gradient #6ECFF #A5BEFF	 Blue Gradient #89CDFC #CEEBFO	 Green Gradient #8DCEB2 #C0FFDC	 Yellow Gradient #F4EC9C #FFAC9	