

DNAHUB IDENTITY GUIDELINES

by Dr. Branding

Symbol



Brandmark (Horizontal)



Brandmark (Vertical)



Typography

ENGLISH TITLE

Font: Javelin Demo

中文标题

Font: 造字工房玲瓏体

English Subheading

Font: Acumin Variable Concept (Semibold)

中文副标题

Font: 苹方-简 (Semibold)

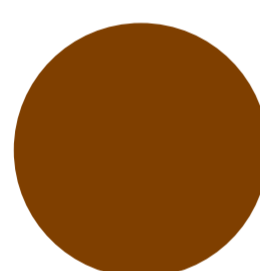
English Body

Font: Acumin Variable Concept (Regular)

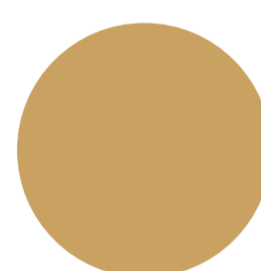
中文内容

Font: 苹方-简 (Regular)

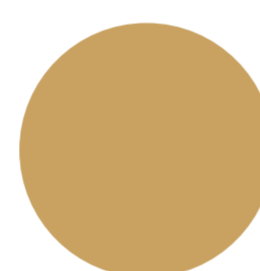
Color



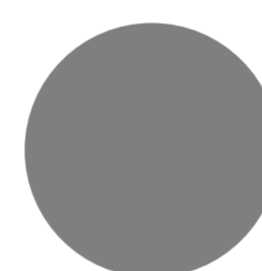
HEX 7F3F00
RGB 127.63.0
CMYK 15.63.96.39



HEX C9A262
RGB 201.162.98
CMYK 15.30.67.4



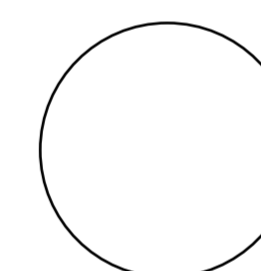
HEX FEE7B7
RGB 254.231.183
CMYK 2.7.28.0



HEX 7F7F7F
RGB 127.127.127
CMYK 52.43.40.2



HEX EDEAE2
RGB 237.234.226
CMYK 6.4.7.0



HEX FEE7B7
RGB 255.255.255
CMYK 0.0.0.0

