



olinthus™

BRAND GUIDELINES

ABOUT US

We are Olinthus—a company devoted to creating products and experiences that inspire inventive ideas, spark joy, and make you smile.

We recently launched our first product, Cicada, the world's smallest effects pedal.



OUR LOGO

We use two elements to represent our brand, the Olinthus **LOGOMARK** and the Olinthus **WORDMARK**. In most situations, they are used together.



LOGO ORIENTATION

There are two orientations of our logo, **HORIZONTAL** and **VERTICAL**. Choose the version that works best for your layout.

In both versions, proportions and spacing between the **LOGOMARK** and the **WORDMARK** are fixed. Don't move or resize one independently of the other.

HORIZONTAL



VERTICAL



FULL COLOR LOGOS

For full color artwork, the **LOGOMARK** should utilize our standard pink to orange gradient found in our official logo artwork file.

The **WORDMARK** should appear in solid white or solid black depending on the background color.

FULL COLOR ON BLACK/DARK



FULL COLOR ON WHITE/LIGHT



GRAYSCALE LOGOS

For grayscale artwork on black or dark backgrounds, both the **LOGOMARK** and **WORDMARK** should appear as solid white.

For grayscale artwork on white or light backgrounds, use the **WORDMARK** only, in solid black.

Alternatively, use the black bounding box version of our logo, which shows both marks as white and surrounds them with a black box.

Don't use a solid black **LOGOMARK**.

GRAYSCALE ON BLACK/DARK



GRAYSCALE ON WHITE/LIGHT



LOGO CLEARSPACE

Ensure sufficient clearspace around all sides of the **LOGOMARK** and **WORDMARK**.



LOGO MISUSE

Don't resize or move **LOGOMARK** or **WORDMARK** independently of each other. Maintain existing proportions and spacing between the two.

Don't stretch, distort, rotate, or skew.

Don't obscure or cover.

Don't add effects or styles.

Don't add outlines or strokes.

Don't use a gradient other than our standard pink to orange gradient.

Don't use a black or dark **LOGOMARK**.



SOLO LOGOMARK

This logo variation applies to social media profile pictures, web icons, apparel, and merch designs only.

In these use cases, the **LOGOMARK** may be used on its own without the **WORDMARK**, preferably using our standard pink to orange gradient.

If our gradient cannot be used, any color from our brand color palette (see page 10) may be used for the solo **LOGOMARK**, with the exception of black or dark colors.

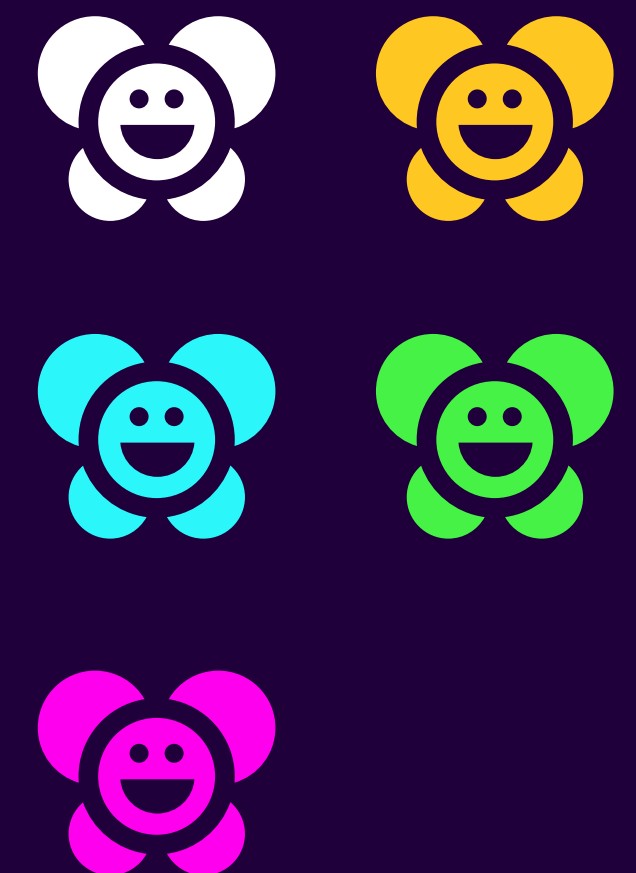
SPECIAL USE CASE ONLY



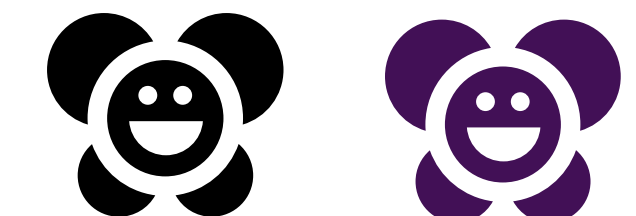
OFFICIAL OLINTHUS GRADIENT



STANDARD LIGHT COLORS



BLACK OR DARK COLORS



COLORS

We utilize loud, bold, and fun colors to represent who we are. Our official color palette is shown here.

AMBER WAVES

R=255 G=199 B=34
C=0 M=22 Y=94 K=0
HEX # ffc722
PANTONE 123C

HOT PINK

R=255 G=0 B=238
C=23 M=84 Y=0 K=0
HEX # ff00ee
PANTONE 806C

AQUAMARINE

R=43 G=247 B=251
C=52 M=0 Y=12 K=0
HEX # 2bf7fb
PANTONE 319C

LIME GREEN

R=69 G=242 B=69
C=59 M=0 Y=100 K=0
HEX # 45f245
PANTONE 802C

BLACKBERRY

R=66 G=16 B=86
C=82 M=100 Y=30 K=32
HEX # 421056
PANTONE 2627C

DEEP PURPLE

R=32 G=0 B=58
C=89 M=97 Y=37 K=58
HEX # 20003a
PANTONE 2625C

PURE BLACK

R=0 G=0 B=0
C=100 M=100 Y=100 K=100
HEX # 000000
PANTONE 19-O303

BRIGHT WHITE

R=255 G=255 B=255
C=0 M=0 Y=0 K=0
HEX # ffffff
PANTONE 11-O601

TYPOGRAPHY

We primarily use two fonts to represent our brand: DM Sans and Chakra Petch. Both font families are open-source.

Body Text

DM Sans Light

DM Sans Medium

Subheadings

DM Sans SemiBold

DM SANS EXTRABOLD

HEADINGS

CHAKRA PETCH BOLD

THANKS

This document will be updated occasionally to include additional guidelines and real-world examples.

If you have any questions, please feel free to reach out:

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