



BRAND GUIDELINES

Brand Logo.

The DramHammer logo consists of a silhouette of an auction hammer within the liquor bottle, suggesting it is a spirit auction platform. The font type and maroon-red color give vibes of something luxurious that the brand offers, such as rare and hard-to-find spirits.



Logo Variations

The logo brings out its variations in two colors, which are Maroon-Red and Aegean Teal. These colors give the overall logo a luxurious appeal conveying the brand message of auctioning rare spirits in the U.S.

From social media platforms to the brand's website, the logo retains its elegance and recognition across all touchpoints.



Rationale

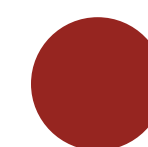
The bottle in DramHammer's logo is a visual representation of the product being auctioned, which is a spirit creating a sense of familiarity and understanding for potential buyers and sellers. The maroon-red color of the logo gives vibes of luxury and sophistication, suggesting that DramHammer Auctions only deals in the finest spirits.



Logo Colors



The two main colors used within the logo are Maroon-Red and Aegean Teal. Maroon-Red is a luxurious color that resembles that the auction house only deals in high-end spirits. The color Aegean Teal creates an aura of anticipation which suggest that within this auction platform, users will experience excitement by discovering rare and high-end bottles. The sunny beaches of Miami and the cool blue of its waters is exactly what one needs for a therapeutic vacation, and the colors bring out that feeling.



HEX: f70894
RGB: 247, 8, 148
CMYK: 0, 97, 0, 0



HEX: 090f34
RGB: 9, 15, 52
CMYK: 97, 92, 46, 60

Font Used

The font used here is [font name]. The structure of the font conveys the message of luxury and rarity, suggesting that the brand deals in the kinds of collectibles that are very hard to find in the market but easily available via the platform that DramHammer is offering.

Style

MADE Outer Sans Thin

MADE Outer Sans Medium

MADE Outer Sans Light

MADE Outer Sans Bold

MADE Outer Sans Regular

MADE Outer Sans Black

MADE Outer Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Device Look!

When displayed on digital devices, the DramHammer logo appears crisp and clear. The high-resolution version of the logo ensures that intricate details, such as the silhouette of the auction hammer within the liquor bottle, remain visible and easily distinguishable,

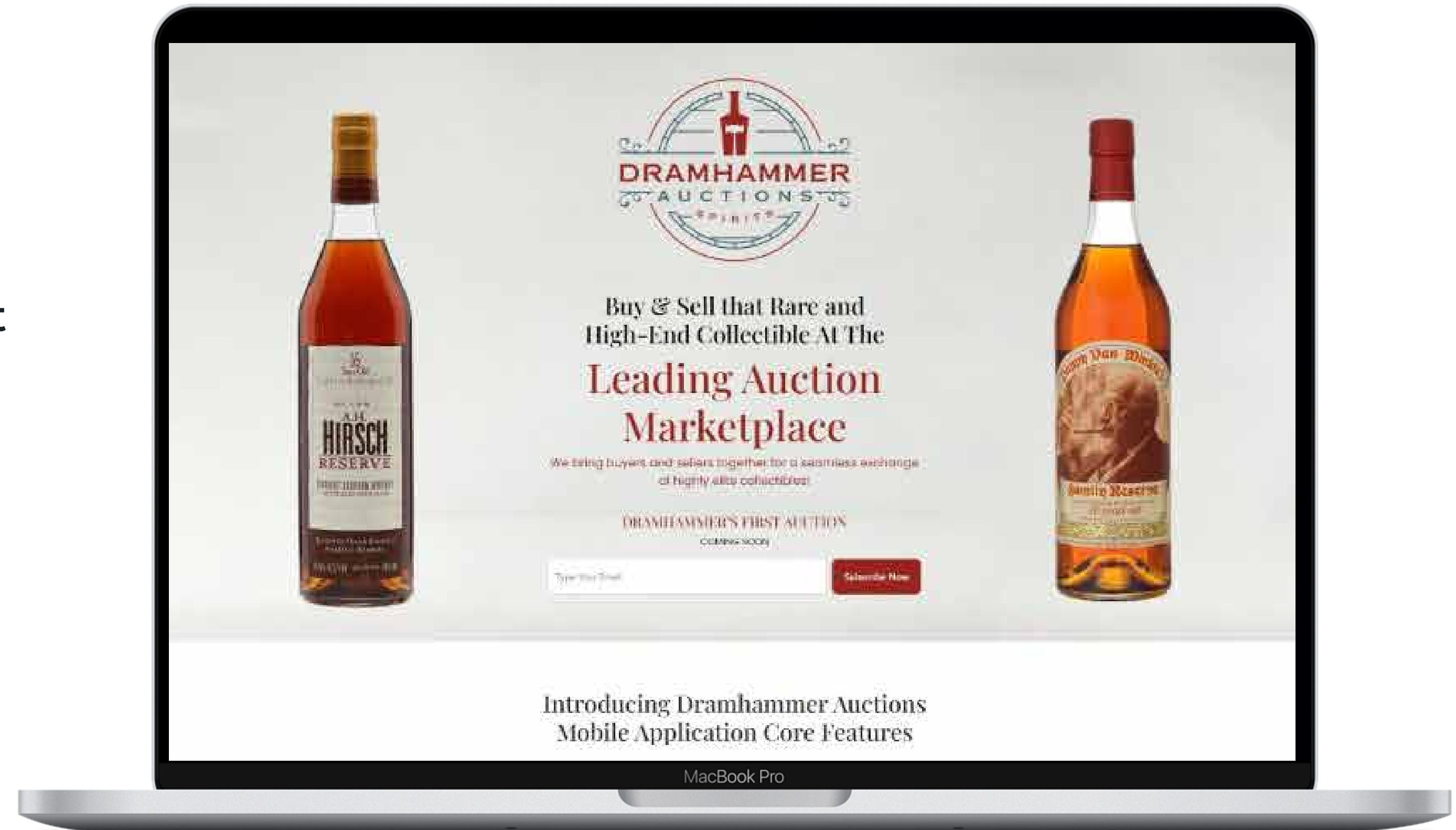
A feeling of rarity and luxury is conveyed whenever a user opens the app.

Make it simple but significant



Website

The intuitive layout intertwines with the brand's personality. From navigation to user experience, every element is carefully curated to reflect the true essence of DramHammer, which is luxury and rarity at one's doorstep.





Thank You !