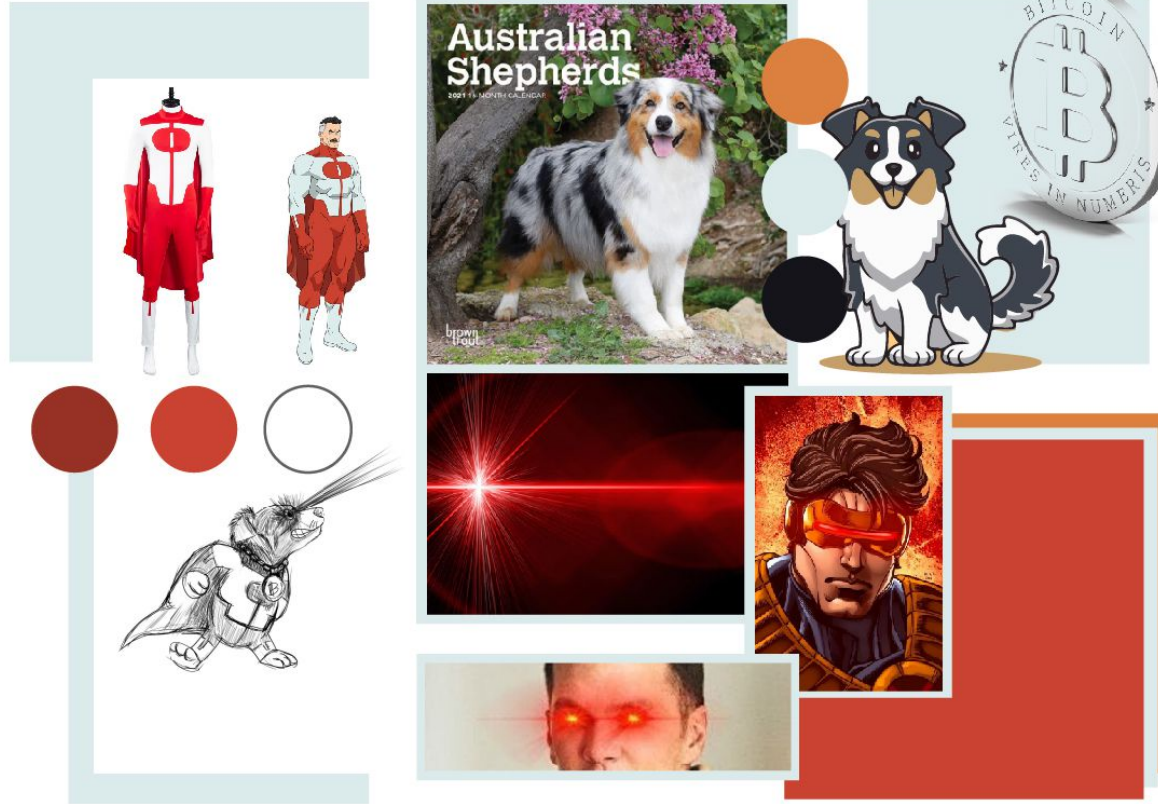




Underdog Crypto

MOODBOARD



Logo Development

Step-01



Step-02



Step-03



Final Sketch



Do's

Space around the logo

Logo should always be given some breathing room. Preferably placement is on white or neutral backgrounds.



Space around the logo

Logo should always be given some breathing room. Preferably placement is on white or neutral backgrounds.



Don'ts

My eyes!

DO NOT sit the logo on high contrast or vibrant colors.



Do not place the logo on colors and tones similar to the logos colors



That's just wrong...

DO NOT tilt, rotate, stretch, skew or distort the logo in anyway.



That's just unnecessary...

DO NOT add unnecessary embellishments like drop shadows, gradients, embossing etc. to the log



Underdog Crypto

AARDVARK BOLD

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Colour Palette



#973125



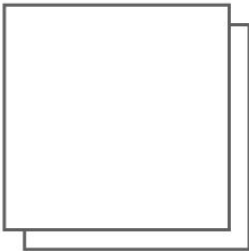
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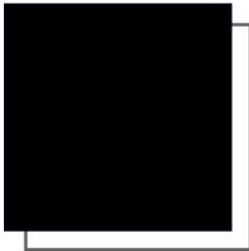
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#dc803e

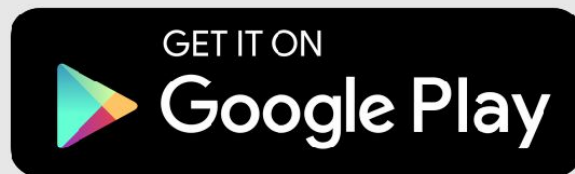


#ffffff



#00000

App Icon



Social Media Designs



Social Media Profile picture



Social Media Banner/Cover





