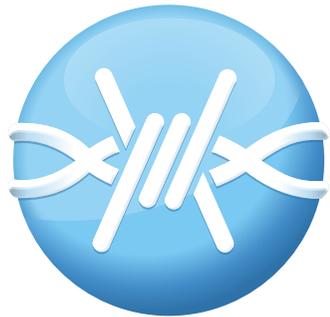# BRAND-IDENTITY
GUIDELINES

THE LOGO DESIGN

The offcial logo is to appear in all web, graphic, and print materials. The logo is to be used in full including it's graphic and text portion. It has 4 variations: color with light text used on dark color/black backgrounds, color with dark text used on light color/white backgrounds, b&w with light text used on dark/black backgrounds, and b&w with dark text used on light/white backgrounds.

primary logo 1
use: dark color/black bgd
(color)

FrostWire®

primary logo 2
use: light color/white bgd
(color)

primary logo 3
use: dark/black bgd
(grayscale)

FrostWire ®

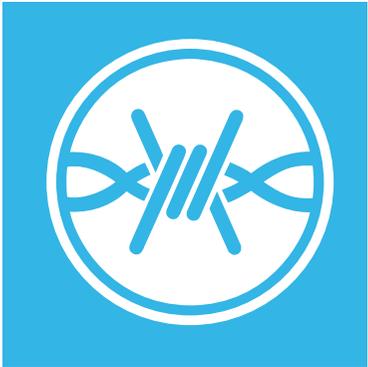primary logo 4
use: light/white bgd
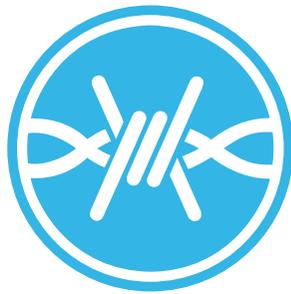(grayscale)

Zoom in (FrostWire ball)

Zoom in (FrostWire ball)

GRAPHIC ELEMENT

The graphic element includes a variation of the non-text portion of the FrostWire logo. It is meant to be used as a graphic design element on merchendise, promotional materials, etc. Primary logo still has to be used accordingly and can not be fully substituted by the graphic element.

graphic element 1
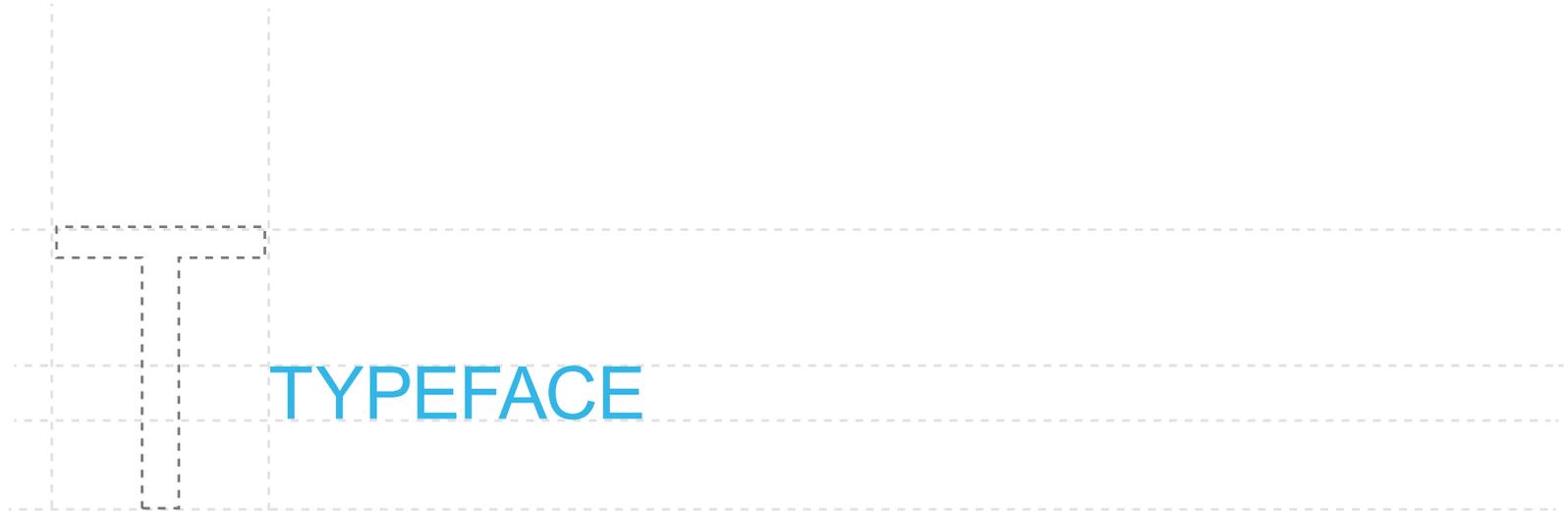use: dark color/black bgd
(color)

graphic element 2
use: light color/white bgd
(color)

graphic element 3
use: dark/black bgd
(grayscale)

graphic element 4
use: light/white bgd
(grayscale)

TYPEFACE

The official typeface is Roboto 300 (regular). It is used on the website for all the content, and is the main font used within the app itself. The main font used in the FrostWire logotype is Myriad Pro Bold Italic).

Primary Typeface

Roboto (300) Content / Main logotype text Myriad Pro (Bold Italic)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº-–_=+{}[];:/\,.~
å∫çð´ƒ©˙^Δ˚¬µ~øπœ®ß†¨√∑≈¥Ω

Secondary Typeface

Arial Tagline / Subheadings / Content

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶•ªº-–_=+{}[];:/\,.~
å∫ç∂´ƒ©˙^∆˚¬µ~øπœ®ß†¨√∑≈¥Ω

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https://twitter.com/frostwire