HUSKY

Brand Guidelines

About

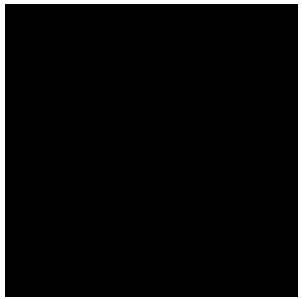
There is a difference between Husky & the token. The Husky project includes several NFT merchandising & music projects. While Husky Avax represents the official token of the project. It is important to pay attention to what is mentioned in the media.

HUSKY
Project

HUSKY AVAX
Token

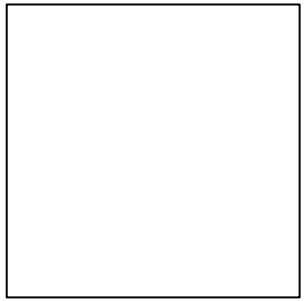
Brand Color

The main colors are black and white. Some touches of gray and gradients can be used to accentuate the colors.



Primary

#000000

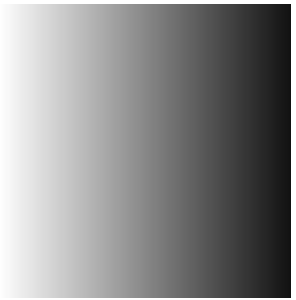


Secondary

#ffffff

Tertiary

#e6e7eb



Gradient

#ffffff > #0f0f0f

Brand Fonts - Headings & paragraphs

Husky currently uses Space Grotesk as main font in the logo, social media visual systems & general design.

Space Grotesk

Light

Space Grotesk

Normal

Space Grotesk

Medium

Space Grotesk

Semi Bold

Space Grotesk

Bold

Brand Fonts - Subtitles, text, CTA

Husky currently uses Dosis as secondary font in the logo, social media visual systems & general design.

Dosis

Extra Light

Dosis

Light

Dosis

Normal

Dosis

Medium

Dosis

Semi Bold

Dosis

Bold

Logos

The square logo is our primary logo for any instance that requires a square graphic (e.g., social media pages, profile pages, etc.). The icon logo allows you to create custom designs or add the logo without a background.

Icon Only Black (PNG & SVG)

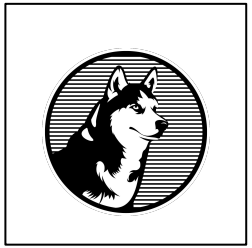
Use to create designs or add the logo without background on dark backgrounds.

Icon Only (PNG & SVG)

Use to create designs or add the logo without background on light backgrounds.

Logo Square

Can be used for profile pictures or avatar online.



Logo Square Black

Can be used for profile pictures or avatar online.

Logos

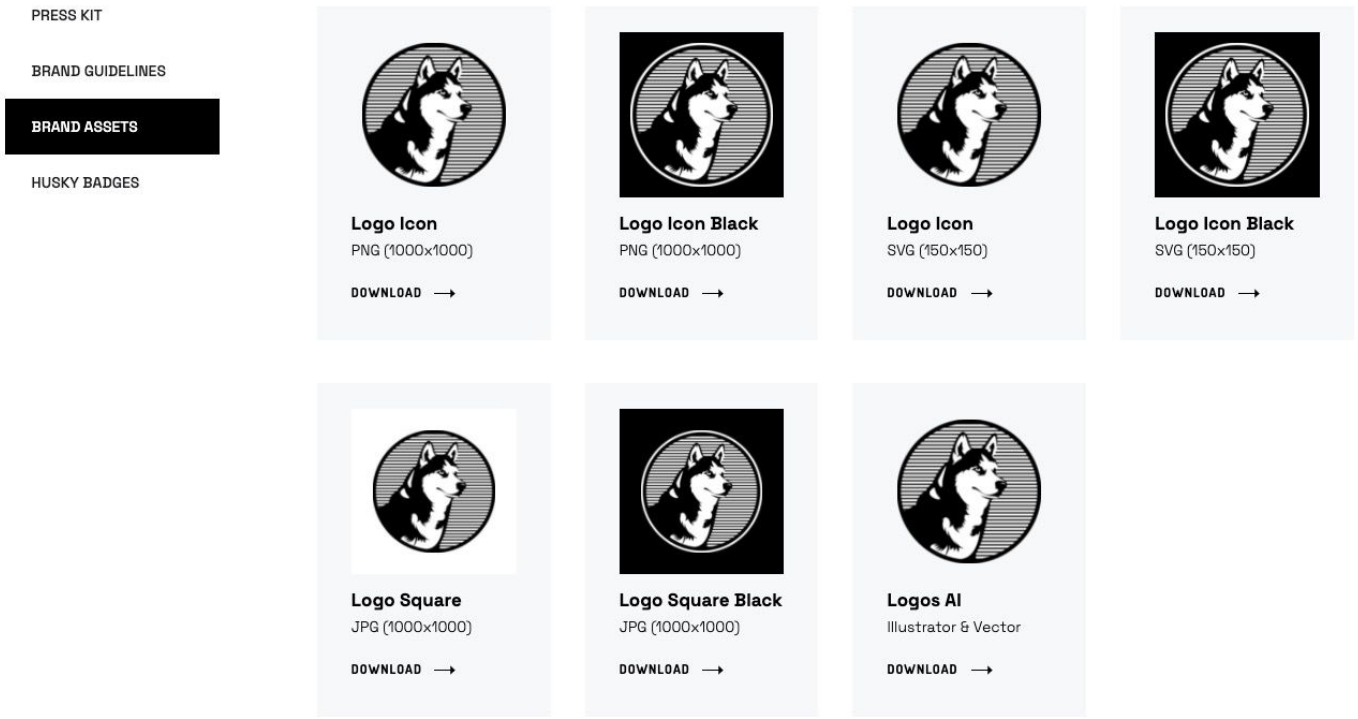
The badges can be used for official Husky recognized projects, partners and community only.

For special NFT collections or merchandising collections via E-Shop build system.

For official Husky projects or partners. Also for community-related and validated projects.

Assets

All resources & assets are available on the Husky website: www.husky.space/ressources-media/press-kit-media-assets



All Assets - Media Kit

You can also download the complete Media Kit below:

Press Kit

Summary and presentation of Husky Avax, all projects, vision and other information.

Brand Guidelines

Guide on how to use the Husky Avax graphic chart for design creation.

Brand Assets

All Husky Avax logo files in multiple formats and colors for promotional.

Husky Badges

Set of logo badges for partners and other projects in collaboration with Husky Avax.

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