



BUCK\$

STYLE GUIDE



WELCOME

Paragraph about brand values goes here.





PRIMARY LOGO

The BUCK\$ logo in its raw form.

A simple wordmark that can be treated
in many different ways.

BUCK\$

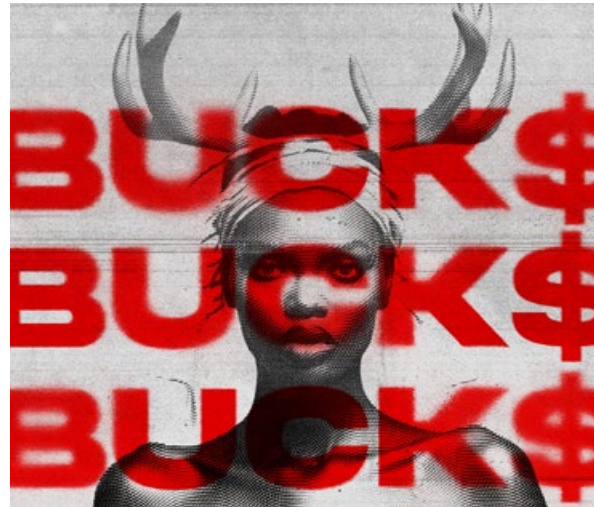


HOW TO USE THE LOGO

Do whatever you want to the logo as long as it's still legible.

Lean towards treatments that emulate traditional media, like paint or ink; or glitches in a process, like moving around a piece of paper while it's being photocopied.

Grunge it up!

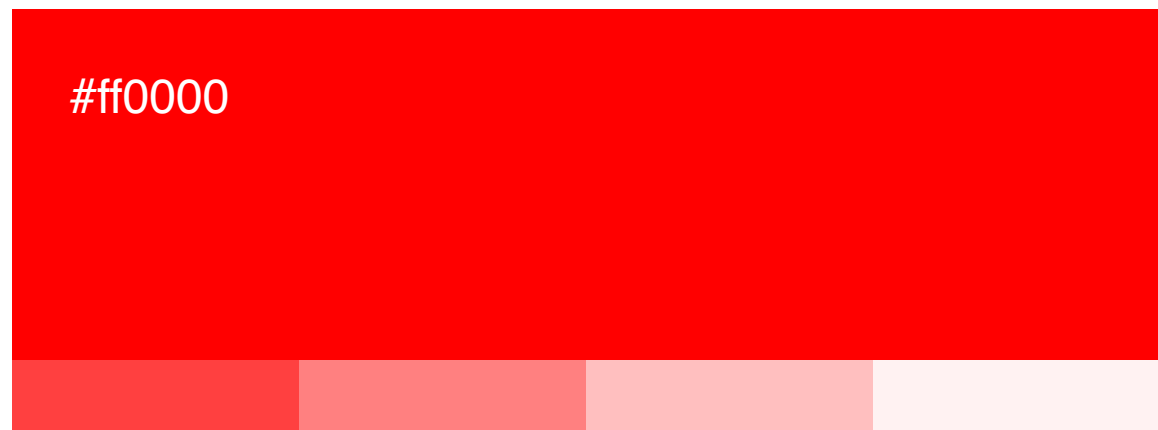




COLOUR PALETTE

BUCK\$ primarily uses greyscale with a red accent.

Red should be applied using the multiply blend mode to simulate overprinting.





TYPE

Helvetica is the main BUCK\$ typeface.
Newsreader in italics should be used
as an accent or for emphasis.

Aa

HELVETICA
PRIMARY TYPEFACE

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+*?"\$~<: _-}] >

Aa

NEWSREADER
ACCENT TYPEFACE

_1234567890;l./l';o[@!
+*?"\$~<: _-}] >



IMAGERY

BUCK\$ imagery is:

Grungy

Glitchy

Greyscale

