



Once Upon A Hero

BRAND KIT — v1

PALETTE



Navy

#111E3D

oklch(0.24 0.06 264)



Coral

#F05A3C

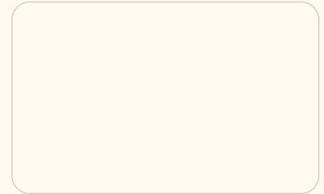
oklch(0.66 0.19 32)



Gold

#F5B83C

oklch(0.81 0.15 79)



Cream

#FDFAF0

oklch(0.98 0.01 90)

LOGO VARIANTS



TYPOGRAPHY

Fraunces — display & headings

Inter — body, UI and captions

CLEAR SPACE & MINIMUM SIZE

Clear space on all sides equals 25% of the mark's height.

Minimum digital size: 24 px. Minimum print size: 8 mm.

Preferred backgrounds: Navy, Cream. Avoid busy photography.

MISUSE

- X Do not stretch, rotate or skew the mark.
- X Do not recolour the cape or add a chest emblem.
- X Do not place the cream mark on a light background.
- X Do not add drop shadows, outlines or gradients of your own.
- X Do not typeset the name in any font other than Fraunces.