



A New Web3 Social Media Platform

Brand Styleguide  
10.02.22



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# Brand Story

## **The Problem: “Creator Economy” Web 2.0**

Web 2.0 “Creator Economy” has begun to show its flaws, resulting in data breaches, inefficiencies and unfair distribution of control. In the world of social media, Big-tech platforms like Facebook and Instagram have defined the era. People are tired of these platforms hi-jacking their content and manipulating AI and news feeds. Value is extracted at the platform level and value was built on the backs of creators who drove the value of these platforms. This has created income inequality where the top percent of creators make all the money.

## **The Digitalage Solution: “Creative Economy” Web 3.0**

Digitalage and the “Creative Economy” is about giving *everyone* ownership and the ability to monetize. Digitalage’s platform provides benefits to creators, the industry (publishers, labels, and studios), advertisers as well as consumers. It is a decentralized social media platform that prioritizes the middle class vs. the top one percent. It will be a leading engagement platform that is fair and equitable for all creators. With the core business being content protection and digital rights management/marketplace, Digitalage builds the platform and apps from the ground-up with data privacy, monetization, audience targeting, usage tracking, and deep analytics in mind.



# Corporate Identity

## Icon

The concept of the icon is to consolidate the monogram of "da" into one stylish letterform. The new icon is a clever play on the letterforms creating a new mark.

Captured and contained in a square, this primary palette and bold icon becomes the new beacon for the brand of Digitalage. Please use the ® as the logo is a registered trademark.

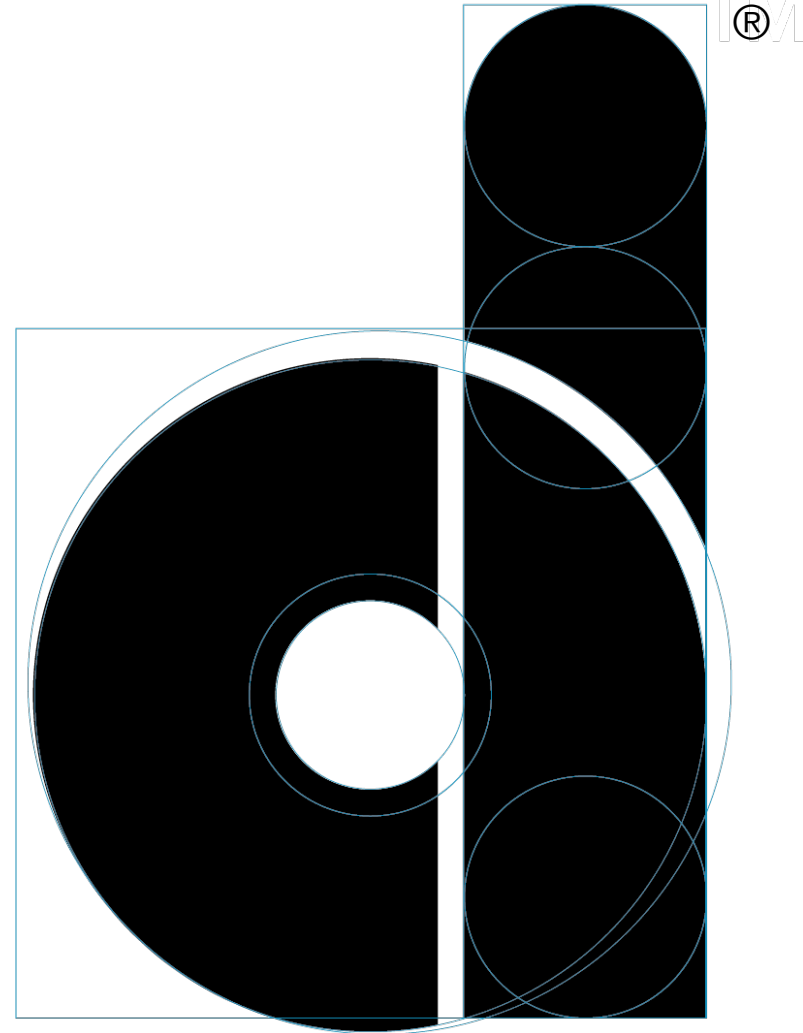




# Corporate Identity

## Icon

The concept of the icon is based on a lot of circles creating a harmonious and flowing shape.

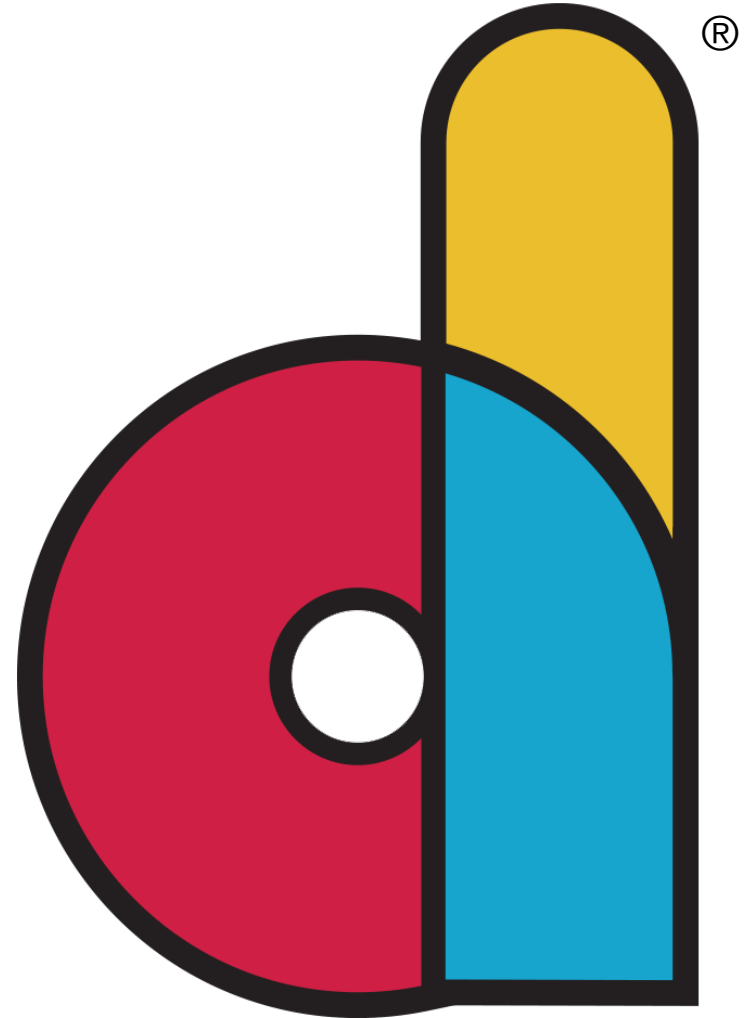




# Corporate Identity

## Outlined Icon

The "Outlined Icon" takes the original letterform and outlines them in heavy black making one complete unit that can be used for a minority of the time. We want our logo/icon to be a hero in any creative outreach. It is a bold symbol, trademarked, and has tremendous potential for animation. The concept of the logo is that it is a "d" and an "a" combined, as we combined the words Digital and Age to make our new trademarked word "Digitalage." It has also cleverly led to further dissection to create our "ad" logo and "credits" token. The color concept behind the logo symbolizes the coming together of Tech, Content and Commerce, unified within the "Big D."





# Corporate Identity

## Blue Icon

The original letterforms can also be used as a standalone icon or favicon. With or without the outline.





# Corporate Identity

## Logotype

Using the Avenir Next font, a simple logotype was created to use in conjunction with the new icon. It is very important that the name reads well as one word. It's sans serif heritage echoes strength. For use in body, headlines and navigation, it should always be initial capped as Digitalage and as one word. Please use the ® as the logotype is also trademarked. Our house font Avenir has also inspired our product development naming and our primary color palette lives in multiple places.

digitalage®





# Corporate Identity

## Lockup Horizontal

The horizontal lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation. It is part of the Logo Family.



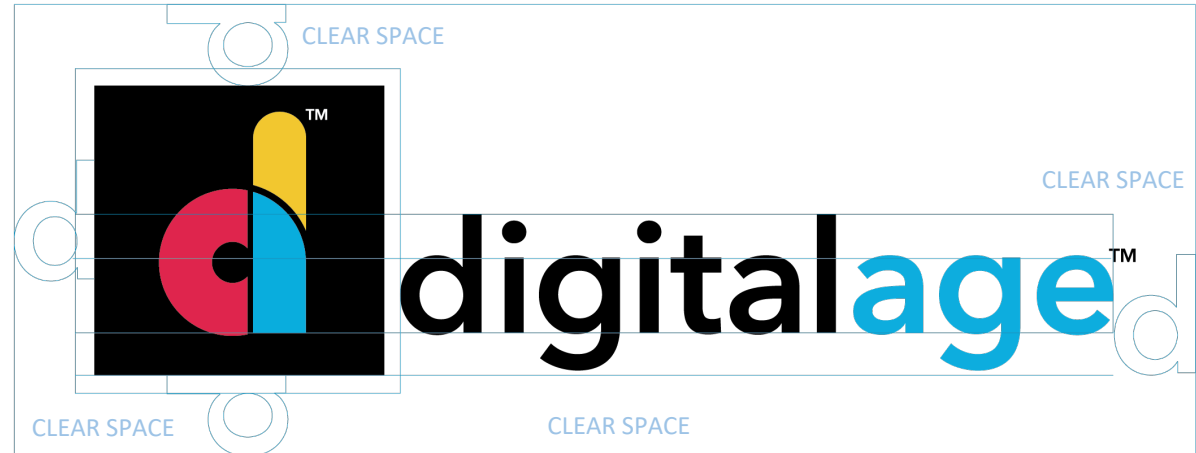
**digitalage**<sup>®</sup>



# Corporate Identity

## Clear Space

Keep the lockup clear from intrusion. Do not adjust any of the spacing between any of the elements. The trademark symbol must always be tied to the icon and the logotype.





# Corporate Identity

## Typography

Use the Avenir Next Family of Fonts for its clean and modern simplicity. There is a wide range of bolds, lights and condensed versions. This is used for everything except for Nunito Sans, which is used everywhere in the responsive site and mobile app.

### AVENIR NEXT BOLD

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890**

### AVENIR NEXT MEDIUM

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

### AVENIR NEXT REGULAR

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

### AVENIR NEXT CONDENSED

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

### AVENIR NEXT DEMI BOLD

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

### AVENIR NEXT HEAVY

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890**



# Corporate Identity

## Colors

There is a limited color palette for the brand. Primary in nature for a bold statement, but toned down slightly.



### Red

USE: This colors the icon

#### RGB

R - 207  
G - 31  
B - 69

#### CMYK

C - 2  
M - 96  
Y - 62  
K - 5

#### HEX

#CF1F45



### Blue

USE: This colors the icon and is used as a font color for headlines and iconography.

#### RGB

R - 22  
G - 164  
B - 205

#### CMYK

C - 73  
M - 10  
Y - 4  
K - 1

#### HEX

#17A4CD



### Yellow

USE: This colors the icon

#### RGB

R - 235  
G - 190  
B - 45

#### CMYK

C - 2  
M - 18  
Y - 91  
K - 4

#### HEX

#ebbe2d



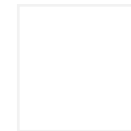
### Black

USE: This colors the logotype and body copy. It can also be used as graphic element.



### Medium Gray

USE: Various shades of gray, all achromatic, can be part of this family. It can have various levels of transparency, as well.



### White

USE: White is the main background when using the icon or lockup.



# Corporate Identity

## Sub-Brands

Leverage the font of Avenir to create sub-brands. You can breakup the icon, you can use our primary colors, etc. to create a family of sub-brands.





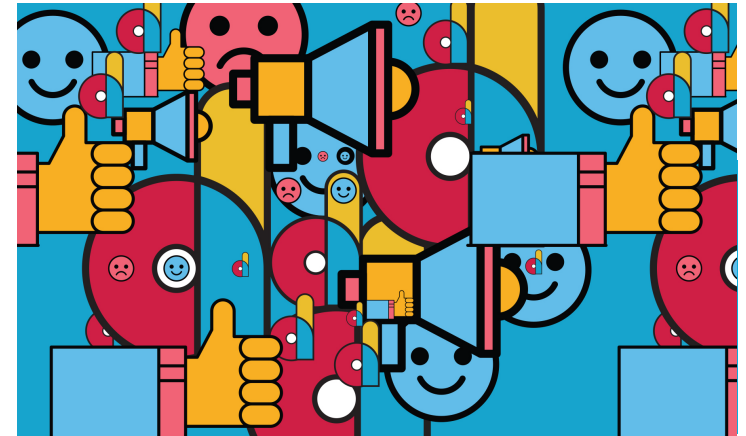
# Corporate Identity

## Business Cards

FRONT



BACK

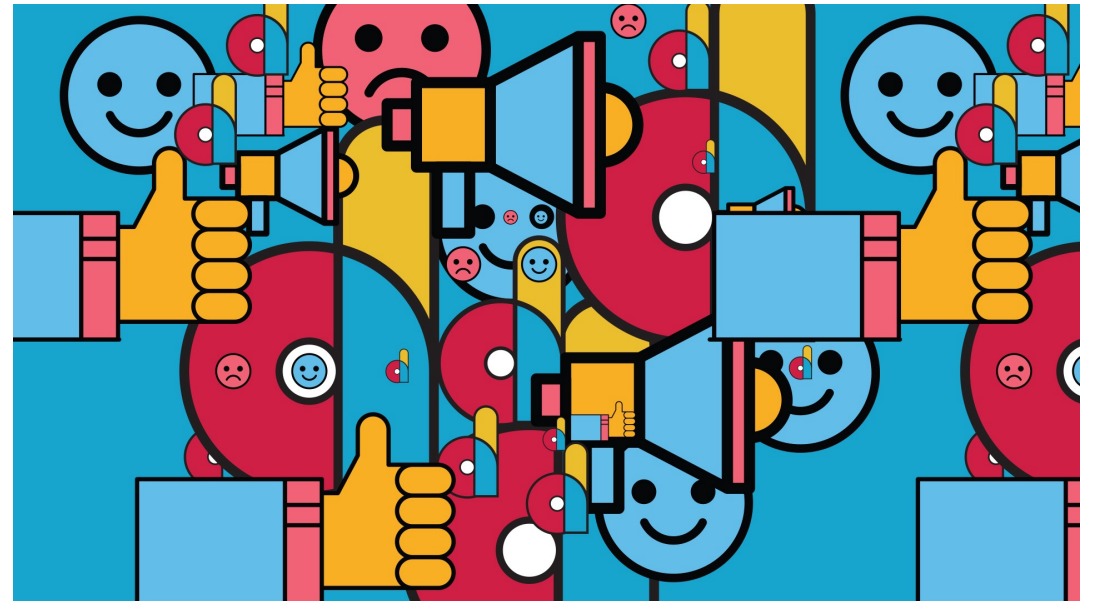




# Corporate Identity

## Backgrounds

The concept of the icon is to exploit and celebrate its shape in illustrations incorporating other symbols and iconography. We want to have fun with this brand.

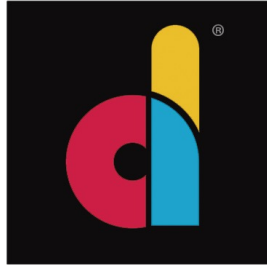




# Do's and Do Not's

## Do

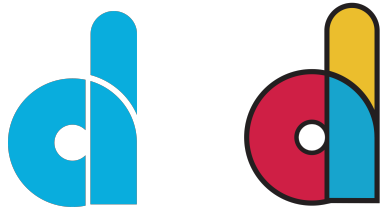
Use the icon as a stand alone Element. When using the square Icon, always use the TM



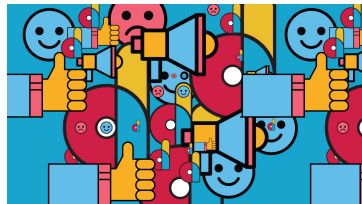
Use the logotype alone. Always use logotype with trademark.

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Use the icon without The square



Use the icon in illustrations



## Do Not

Do Not re-color Any part of the lockup



Do Not place the lockup at an angle



Do Not extend The square to other shapes



Do Not put the icon Into a circle.



Do Not skew the icon Or logotype



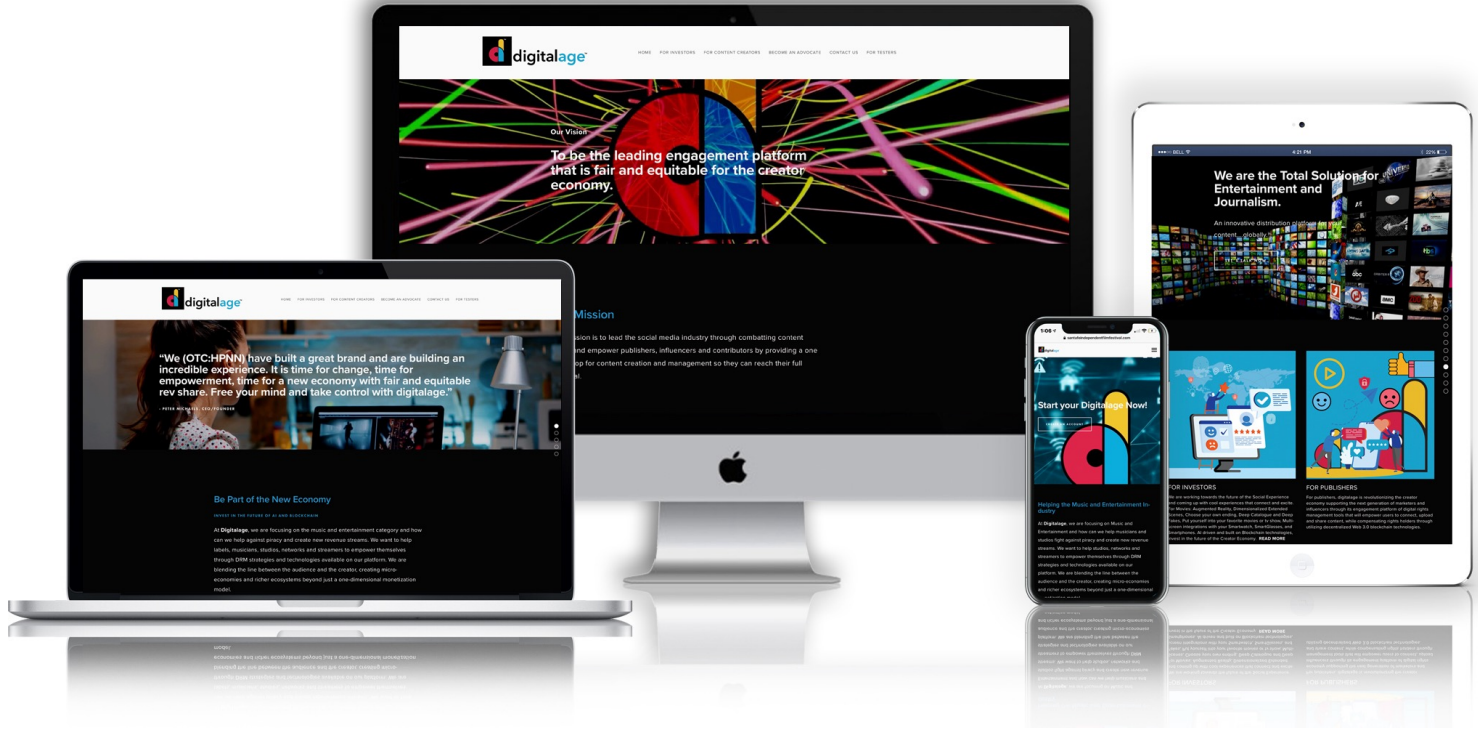
Do Not re-arrange the lockup







# Website





# Resources

## Nomenclature

LOGOS AND SUB-BRANDS..... [LINK](#)

FINAL ICONOGRAPHY..... [LINK](#)

## Current Website and Social Channels

[www.digitalage.com](http://www.digitalage.com)

<https://www.digitalage.com/sizzle>

<https://www.digitalage.com/promos>

<https://www.linkedin.com/company/digitalage-inc>

<https://www.facebook.com/DigitalageInc>

<https://www.instagram.com/godigitalage/>

[https://twitter.com/go\\_digitalage](https://twitter.com/go_digitalage)

<https://www.tiktok.com/@digitalageinc>

<https://www.youtube.com/channel/UCDQ4VzWXfnqMaGZRmZg7g6Q>



# Contact

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