

 Deep Fathom

BRAND GUIDELINES

⁰¹ LOGOS

⁰² TYPOGRAPHY

⁰³ COLOR

⁰⁴ ICONOGRAPHY



LOGOS

The Deep Fathom logo is the cornerstone of our visual identity. It should only be displayed in the approved variations outlined in the pages that follow.

LOGOTYPE

The Deep Fathom logotype combines a refined brand type with a symbolic logomark to express motion and depth. The logo communicates a sense of forward momentum and precision, reflecting the brand's focus on innovation, technology, and trust.

The logotype should never be altered or redrawn. Use the full logotype whenever space allows to maintain brand recognition and consistency.



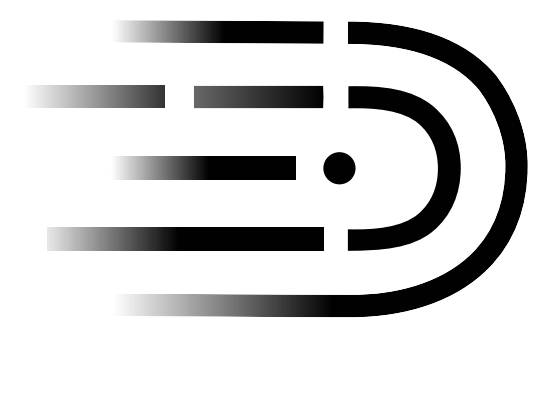
Deep Fathom

LOGOTYPE PALETTE

In instances when the primary logotype cannot be used effectively, variations in the approved brand colors can be used to improve clarity.

 Deep Fathom

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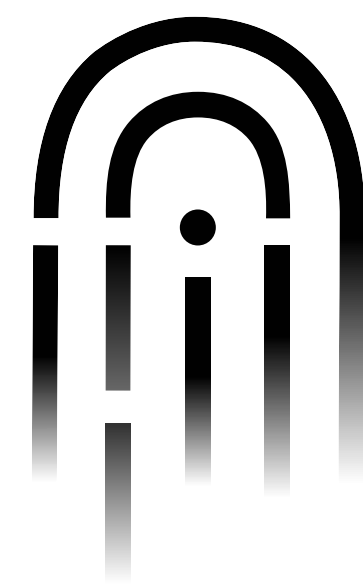
LOGOMARK

The logomark embodies Deep Fathom's essence through a simple, abstract octopus form inspired by depth and discovery. It serves as a standalone symbol for digital environments, icons, or instances where minimal branding is required.



LOGOMARK PALETTE

In instances when the primary logomark cannot be used effectively, variations in the approved brand colors can be used to improve clarity.





TYPOGRAPHY

Deep Fathom's typographic system establishes a clear and cohesive visual voice. Typography is used to organize information, create hierarchy, and reflect the brand's confident, forward-thinking tone.

FONT NAME / STYLE

The brand font, **Outfit**, is the primary typeface for all brand communications, including headlines, body text, digital interfaces, and printed materials. It reflects a modern, clean, and approachable aesthetic.

Ao

Outfit

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqr

stuvwxyz

1234567890

H1 - SemiBold

The quick brown fox jumped
over the lazy dog

H2 - Thin

The quick brown fox jumped
over the lazy dog

H3 - Bold

The quick brown fox jumped
over the lazy dog

Body - Regular

The quick brown fox jumped over the
lazy dog

03

COLOR PALETTE

Our color palette captures the Deep Fathom world: dark, immersive, and illuminated by electric deep sea energy. These colors reflect our focus on depth, security, and innovation, anchoring every design in a distinct visual identity.

COLOR

PRIMARY PALETTE

The primary colors define the core visual experience of Deep Fathom. Dominated by the Primary Blue (#2050F2), these tones represent intelligence, trust, and precision, forming the foundation for all branded materials.

PRIMARY BLUE
#2050F2

WHITE
#FFFFFF

ELECTRIC BLUE
#00E9FF

DEEP SEA BLUE
#00061D

COLOR

SECONDARY PALETTE

Secondary colors provide depth, contrast, and flexibility within the system. Used sparingly, they enhance hierarchy and dimension while preserving the dominance of the primary palette.

YELLOW
#F1FF03

PINK
#F985F0

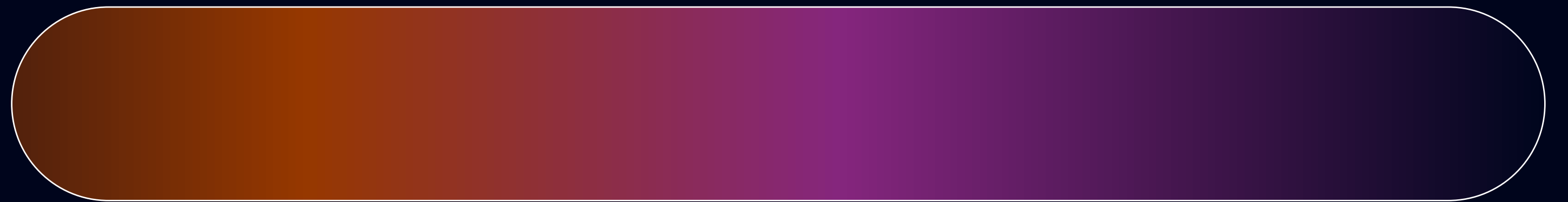
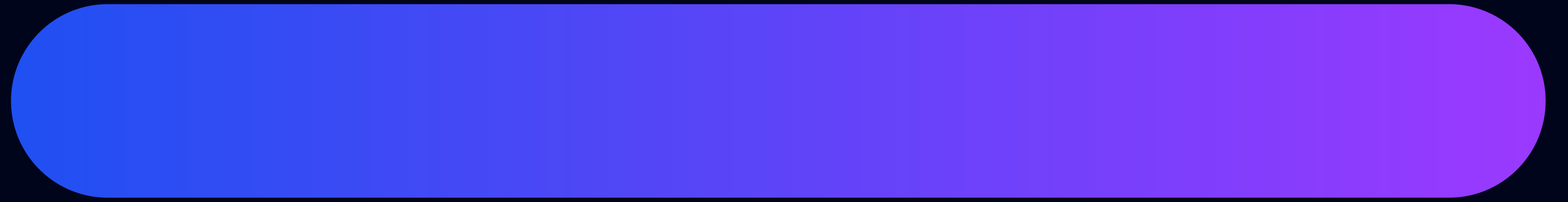
TEAL
#0DEAB1

PURPLE
#9C3AFF

ORANGE
#F95D00

BRAND GRADIENTS

Brand gradients extend the core color palette, adding depth, motion, and visual energy to our designs. Each gradient is built from approved brand hues to ensure consistency across applications. Use them sparingly and maintain clear contrast for readability.



04

ICONOGRAPHY

Iconography provides a visual shorthand that supports clear and consistent communication across a brand's materials. Deep Fathom's icon system helps convey information efficiently and enhances the overall visual language.

ICONOGRAPHY

ICON SYSTEM

The icon system provides a cohesive set of visual elements that support clear communication across the brand. All icons are designed in black, white, and Deep Fathom's brand gradients, ensuring flexibility and consistency in a variety of contexts.



THANK YOU

hello@deepfathom.ai