



Questions about this visual identity? Contact Aron Dobrowolski  
 STRATEGY | CREATIVE | DESIGN [E: aron@anarchyscd.com.au](mailto:aron@anarchyscd.com.au) [M: 0419 953 165](tel:0419 953 165)

# Logo design

**LOGO ::** Emerging from the shadows of mixed green lighting sources found on city streets

**COLOURWAYS ::** Colour combinations that maintain contrast

**PRIMARY LOCKUP ::** Horizontal application

stories unseen

**SECONDARY LOCKUP ::** Vertical application  
NOTE: 'e' heights are touching

stories  
unseen

**ISOLATION AREA ::** No objects/elements should come within this space

stories unseen

stories  
unseen

**PRIMARY LOCKUP ::** Horizontal application

stories unseen

**SECONDARY LOCKUP ::** Vertical application  
NOTE: 'e' heights are touching

stories  
unseen

**ISOLATION AREA ::** No objects/elements should come within this space

stories unseen

stories  
unseen

**COLOURWAYS ::** Colour combinations that maintain contrast

stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen
stories unseen	stories unseen	stories unseen	stories unseen

**COLOURWAYS ::** Do not mix colours

<del>stories unseen</del>	<del>stories unseen</del>	<del>stories unseen</del>	<del>stories unseen</del>
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- DARK** c30 k95 182a33
- SHOCK** c50 y60 84c98b
- SHOCK HVY** c50 y60 k30 619869
- HORROR** m30 y60 fcb76
- HORROR HVY** m45 y90 k10 e18f2f
- AWE** c35 k10 8fc9e3
- AWE HVY** c40 k35 649ab2
- CULTURE** c30 m40 b19aca
- CULTURE HVY** c40 k35 649ab2
- FUTURE** m35 y15 f8b5ba
- FUTURE HVY** m45 y25 k20 cc8687
- LITE** c7 y5 ebf6f1



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**mono logo design**

**MONO APPLICATION LOGO** :: Emerging from the shadows of mixed green lighting sources found on city streets

**PRIMARY LOCKUP** :: Horizontal application

**stories** unseen

**SECONDARY LOCKUP** :: Vertical application  
 NOTE: 'e' heights are touching

**stories**  
unseen

**ISOLATION AREA** :: No objects/elements should come within this space

**stories** unseen

**stories**  
unseen

**PRIMARY LOCKUP** :: Horizontal application

**stories** unseen

**SECONDARY LOCKUP** :: Vertical application  
 NOTE: 'e' heights are touching

**stories**  
unseen

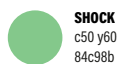
**ISOLATION AREA** :: No objects/elements should come within this space

**stories** unseen

**stories**  
unseen



**DARK**  
c30 k95  
182a33



**SHOCK**  
c50 y60  
84c98b



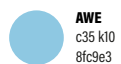
**SHOCK HVY**  
c50 y60 k30  
619869



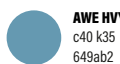
**HORROR**  
m30 y60  
fcb76



**HORROR HVY**  
m45 y90 k10  
e18f2f



**AWE**  
c35 k10  
8fc9e3



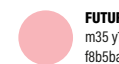
**AWE HVY**  
c40 k35  
649ab2



**CULTURE**  
c30 m40  
b19aca



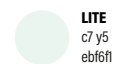
**CULTURE HVY**  
c40 k35  
649ab2



**FUTURE**  
m35 y15  
f8b5ba



**FUTURE HVY**  
m45 y25 k20  
cc8687



**LITE**  
c7 y5  
ebf6f1



**SECONDARY GRAPHICAL ELEMENTS** :: To be used sparingly throughout collateral

**SWIRLS** :: Radial gradients of the colour palette can be used to create a 'paddle pop' swirl of colour

**STREETLIGHT** :: A flexible gradient device to highlight core copy or imagery  
 Can also be rotated 180° as needed to 'bleed off' the page and create a flare

Hey kid,  
 wanna see a  
 dead body?



Wolf lane



**CHALKLINE** :: Imagery or graphics can be roughly masked and outlined in 'Lite' to create a chalkline effect, or the chalklines alone can be used for impact

**PATHWAY** :: A hand-drawn, whimsical dashed line can be used to lead the eye or draw focus to specific content

**ICONS** :: Font Awesome 6 Pro Solid





**TYPOGRAPHY ::** The Dark Stry corporate type is always HK Grotesk in varying weights. The family is available at <https://hanken.co/products/hk-grotesk-pro>

# Experience places differently

**HEADLINES ::** HK Grotesk Black 48pt /48pt leading  
 Alternate: **Arial Black**

## Shine a light on the unexpected

**SUBHEADINGS ::** HK Grotesk Regular 18pt /22pt leading  
 Alternate: Arial Regular

A sprawling world of hidden stories awaits.

Dark Stry is the smarter way to explore and experience the secret stories of local places through curated, self guided tours that put the past, present and future in the palm of your hand.

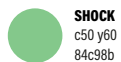
**SUBHEADING 2 ::** HK Grotesk Semibold 12pt /15pt leading  
 Alternate: **Arial Bold**

Get out there and connect with every place like a local.

**BODY COPY ::** HK Grotesk Light 9pt /12pt leading  
 Alternate: Arial Regular



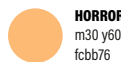
**DARK**  
c30 k95  
182a33



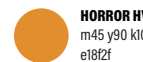
**SHOCK**  
c50 y60  
84c98b



**SHOCK HVY**  
c50 y60 k30  
619869



**HORROR**  
m30 y60  
fcb76



**HORROR HVY**  
m45 y90 k10  
e18f2f



**AWE**  
c35 k10  
8fc9e3



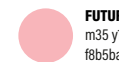
**AWE HVY**  
c40 k35  
649ab2



**CULTURE**  
c30 m40  
b19aca



**CULTURE HVY**  
c40 k35  
649ab2



**FUTURE**  
m35 y15  
f8b5ba



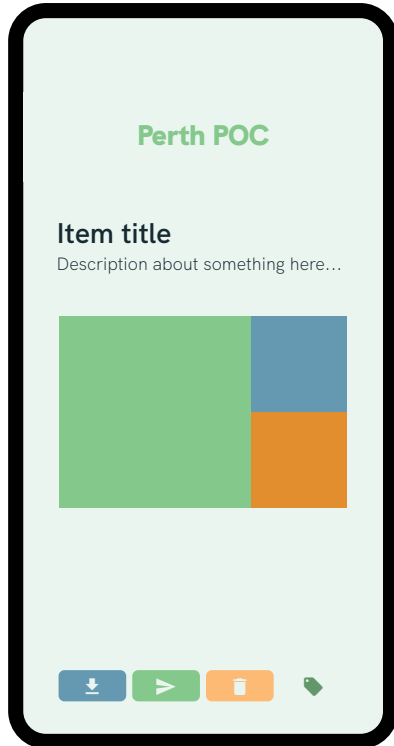
**FUTURE HVY**  
m45 y25 k20  
cc8687



**LITE**  
c7 y5  
ebf6f1



APP COLOURS :: Loose guideline to app re-colouring



Page



**LITE**  
c7 y5  
ebf6f1

Text



**DARK**  
c30 k95  
182a33

Title bar



**LITE**  
c7 y5  
ebf6f1

Accent



**SHOCK**  
c50 y60  
84c98b

Download



**AWE**  
c40 k35  
649ab2

Start



**SHOCK**  
c50 y60  
84c98b

Delete



**HORROR**  
m30 y60  
fcb76

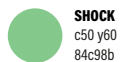
Coupon



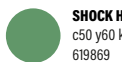
**LITE**  
c7 y5  
ebf6f1



**DARK**  
c30 k95  
182a33



**SHOCK**  
c50 y60  
84c98b



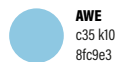
**SHOCK HVY**  
c50 y60 k30  
619869



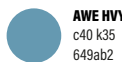
**HORROR**  
m30 y60  
fcb76



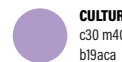
**HORROR HVY**  
m45 y90 k10  
e18f2f



**AWE**  
c35 k10  
8fc9e3



**AWE HVY**  
c40 k35  
649ab2



**CULTURE**  
c30 m40  
b19aca



**CULTURE HVY**  
c40 k35  
649ab2



**FUTURE**  
m35 y15  
f8b5ba



**FUTURE HVY**  
m45 y25 k20  
cc8687



**LITE**  
c7 y5  
ebf6f1