



# EARTHILING

Earthling Brand Guideline  
January 2022

The background consists of several overlapping, organic shapes in various colors: a light green shape in the upper left, a dark green shape in the lower left, a dark blue shape in the center, a large orange shape on the right, and a yellow shape in the top right corner. The text "Design Assets" is centered over the dark blue shape.

Design Assets

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# Logo

Imperfect, bold, and unique—the Earthling logo embraces all of the characteristics that make us the Earthlings we are on our beautiful planet.

When resizing please be mindful in maintaining consistent dimensions to prevent skewing and warping.

Please allow for the logo to have an adequate amount of protected area to ensure clarity.

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The Earthling logo is show below. Please refer to the following pages for detailed information about usage.

Three logos are available to choose from.

**EARTHLING**

Primarily Logo - Black

**EARTHLING**

Primary Logo - White

**E E**












Secondary Option - Logo Icon in Black or White

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# Colours

The Earthling Brand consists of 11 colours. Please try to only use a select combination of colours in a bold way to prevent the design asset from looking too chaotic and disorganized.

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	<b>R 146 G 201 B 224</b> <b>C 41 M 7 Y 7 K 0</b> <b>hex 92c9e0</b>
	<b>R 33 G 64 B 128</b> <b>C 100 M 87 Y 20 K 6</b> <b>hex 214080</b>
	<b>R 158 G 204 B 105</b> <b>C 42 M 1 Y 77 K 0</b> <b>hex 9ecc69</b>
	<b>R 242 G 128 B 145</b> <b>C 0 M 63 Y 25 K 0</b> <b>hex f28091</b>
	<b>R 171 G 143 B 115</b> <b>C 33 M 41 Y 57 K 4</b> <b>hex ab8f73</b>
	<b>R 56 G 140 B 89</b> <b>C 79 M 23 Y 81 K 7</b> <b>hex 388c59</b>
	<b>R 110 G 153 B 171</b> <b>C 60 M 30 Y 26 K 0</b> <b>hex 6e99ab</b>
	<b>R 240 G 77 B 38</b> <b>C 0 M 85 Y 97 K 0</b> <b>hex f04d26</b>
	<b>R 242 G 122 B 36</b> <b>C 1 M 64 Y 99 K 0</b> <b>hex f27a24</b>
	<b>R 117 G 66 B 115</b> <b>C 59 M 84 Y 29 K 11</b> <b>hex 754273</b>
	<b>R 252 G 222 B 5</b> <b>C 3 M 8 Y 100 K 0</b> <b>hex fcde05</b>

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# Font

Ubuntu is the select title and body font. The handwritten style is available only in numerals as the existing handwritten assets are created by the artist.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
Ubuntu Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
Ubuntu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
Ubuntu Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
Ubuntu Bold

*1234567890*  
Earthling Numbers

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# Custom Illustrated Characters

Custom illustration characters that are formed by the different shapes that make up the abstract Earthling brand library.

With a rich library of 24 characters we hope to capture a sliver of the unique personalities found on Earth.

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## Individual Characters



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# Brand Illustration

The main brand illustration that makes up the DNA of Earthling. Created by illustrator Carson Ting, this abstract artwork aims to emphasize the variety, character, and boldness that is Earthling.





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Please direct any questions you have to  
your creative director or designer