RadarDrop
Brandbook

Logo
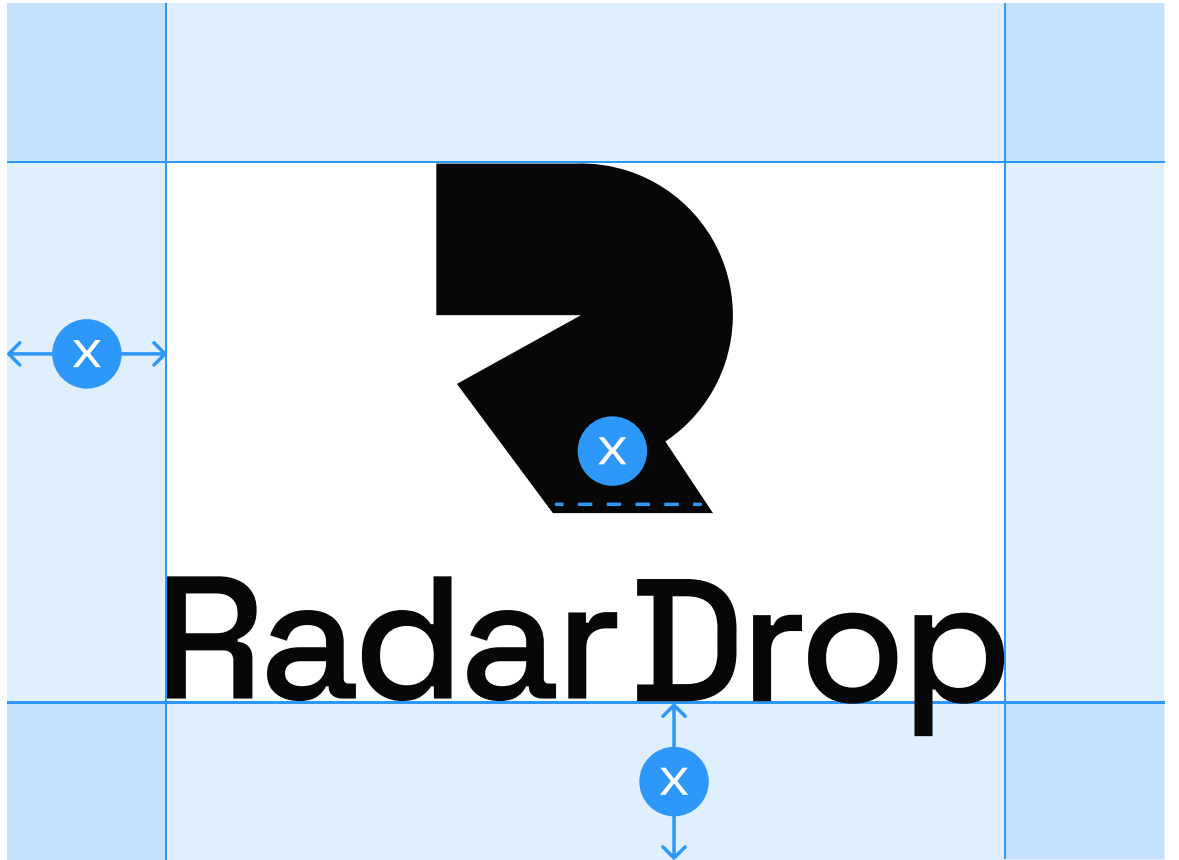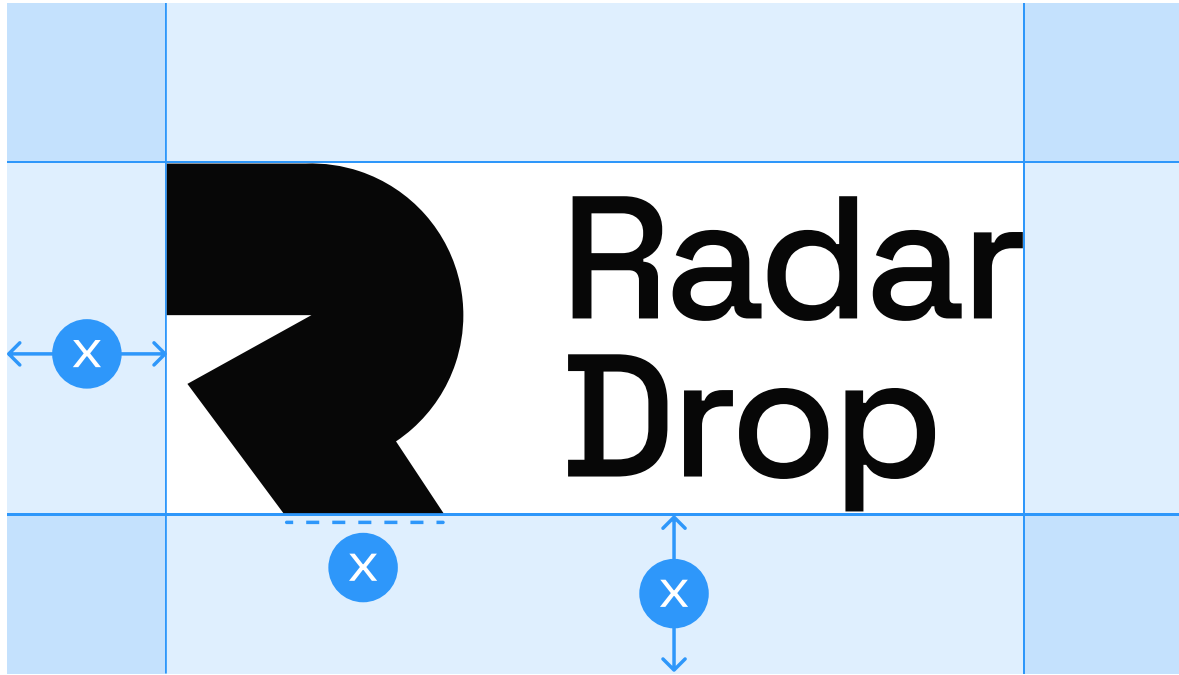
Wrong text placing

Rotating/replacing inner graphics

Wrong text placing
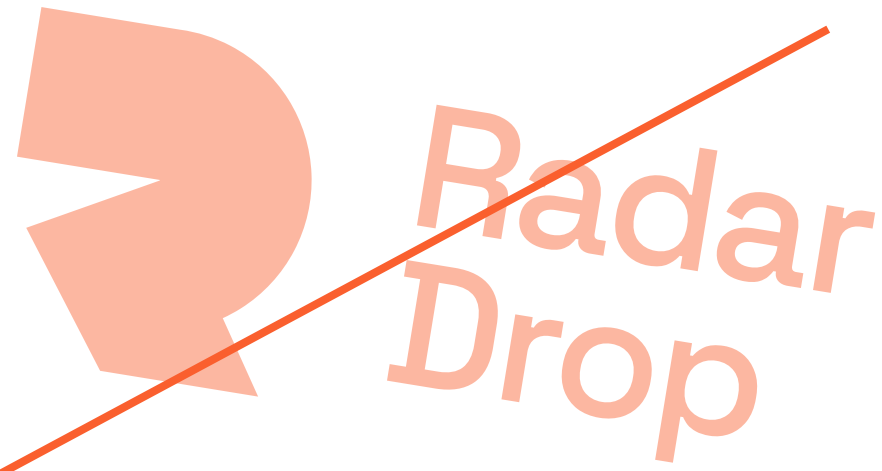
Typography

Space Grotesk Regular
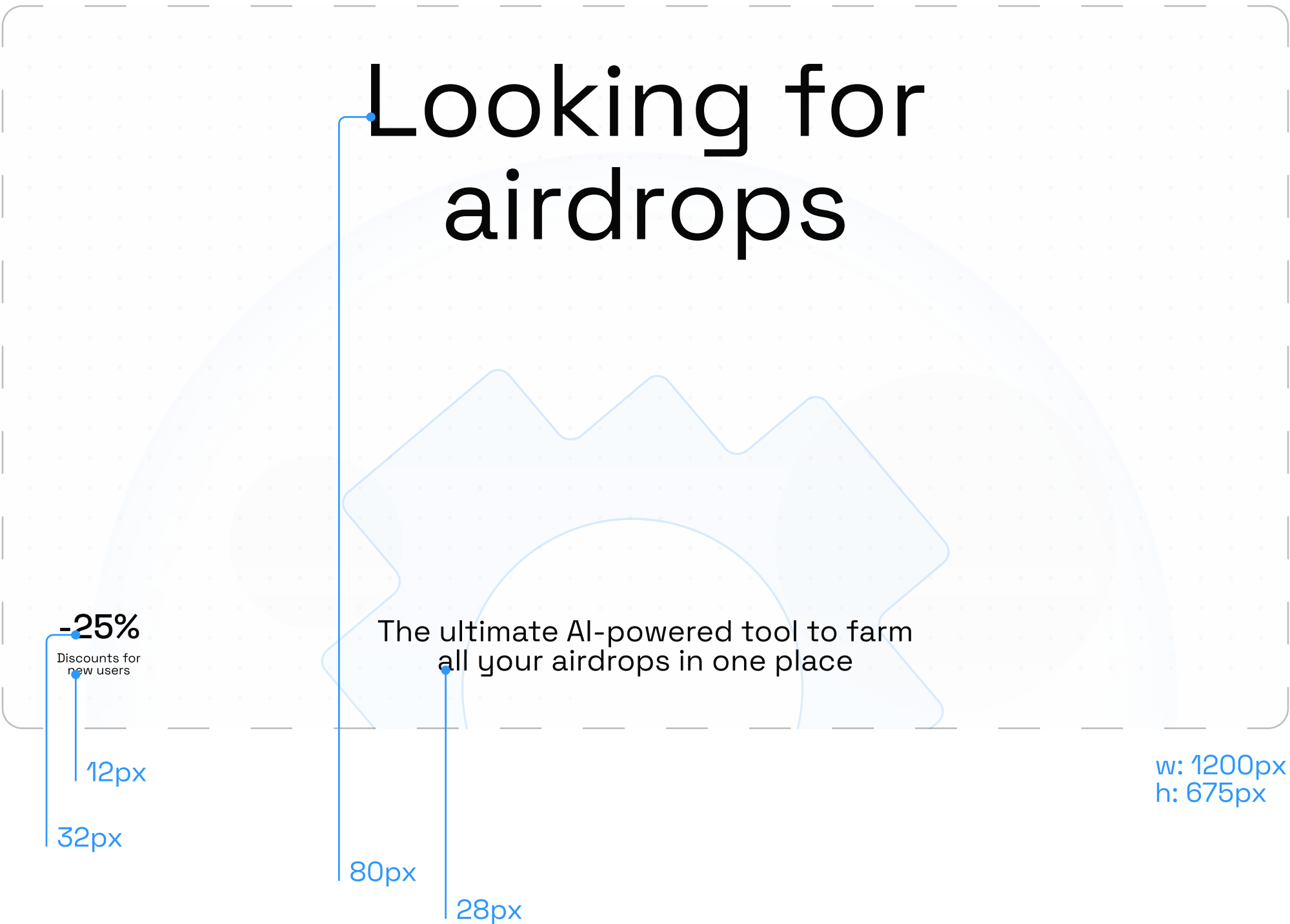
Free-to-use typeface's regular style is used in both headings and body text.

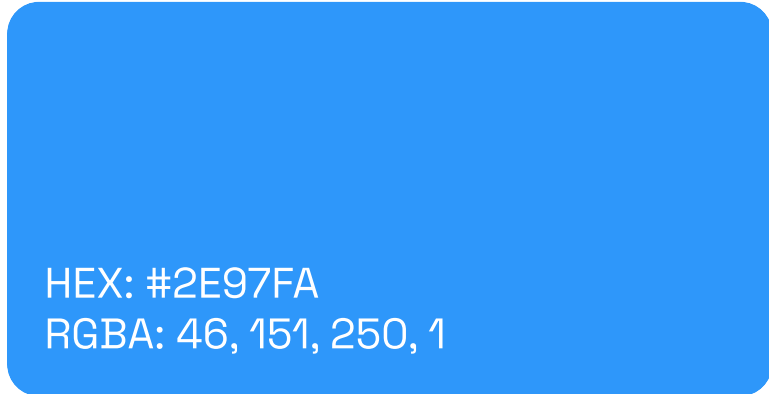All texts in a layout must follow the rules:
- Font size is divisible by **4**
- Line height is set to **100%** of the symbol height
- Letter spacing is set to **0%**

An example of font sizes in a single layout:

Looking for airdrops

-25%

Discounts for
new users

The ultimate AI-powered tool to farm
all your airdrops in one place

12px
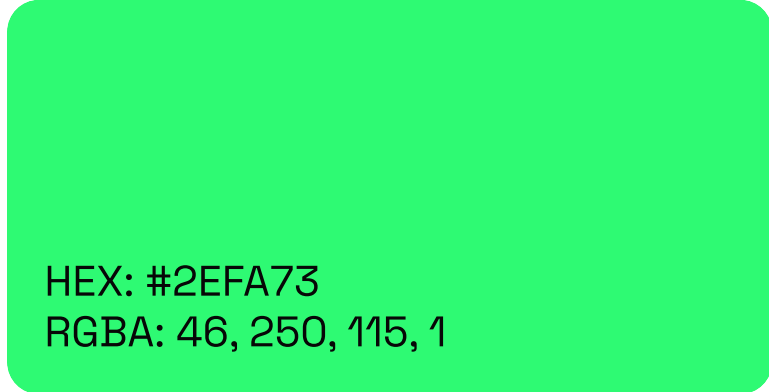
32px

80px

28px

w: 1200px
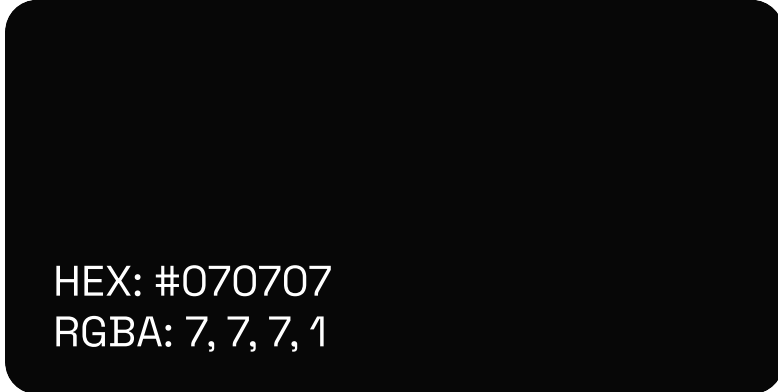h: 675px

Colors

Solid colors
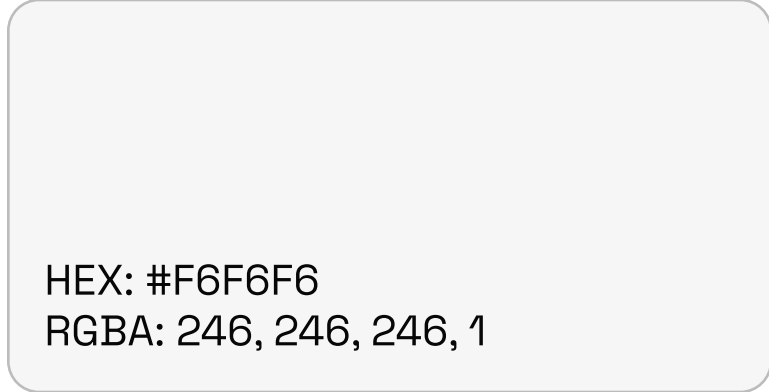
HEX: #2E97FA
RGBA: 46, 151, 250, 1

HEX: #FA5F2E
RGBA: 250, 95, 46, 1

HEX: #2EFA73
RGBA: 46, 250, 115, 1

HEX: #070707
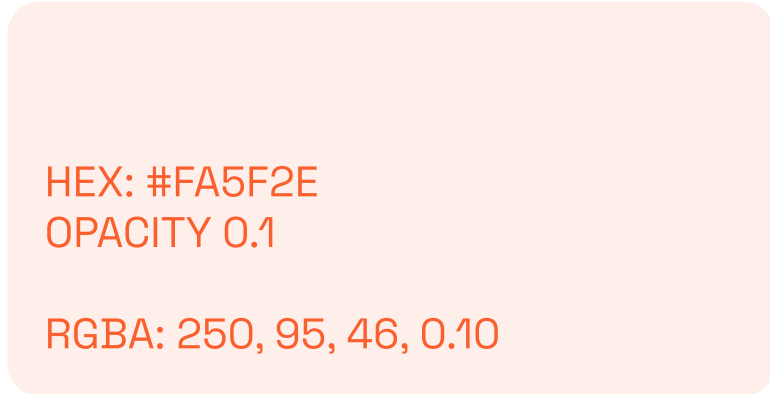RGBA: 7, 7, 7, 1

HEX: #F6F6F6
RGBA: 246, 246, 246, 1

HEX: #FFFFFF
RGBA: 255, 255, 255, 1

Semi-tones & gradients

HEX: #2E97FA
OPACITY 0.1
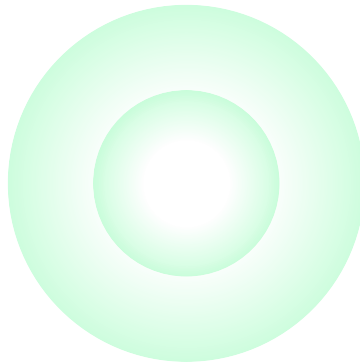
RGBA: 46, 151, 250, 0.10

HEX: #FA5F2E
OPACITY 0.1

RGBA: 250, 95, 46, 0.10

HEX: #2EFA73
OPACITY 0.15

RGBA: 46, 250, 115, 0.15

Sonar effect made using angular gradient and any of following solids: #FA5F2E, #2E97FA, #2EFA73

0deg: #FA5F2E, opacity 1
235deg: #FA5F2E, opacity 0
360deg: #FA5F2E, opacity 0

Wave-radar effect made using angular gradient and any of following solids: #FA5F2E, #2E97FA, #2EFA73

100%: #FA5F2E, opacity 0.24
45%: #FA5F2E, opacity 0

Graphics / Shapes

Transparent branded shapes may be used as independent pieces of graphic or can be used to make more complex relatable compositions but only **if mixed with radar/sonar effect in the same layout.**

Shapes must always have outline of any of the three solids: #FA5F2E, #2E97FA, #2EFA73 and be filled with a relevant semi-tone.
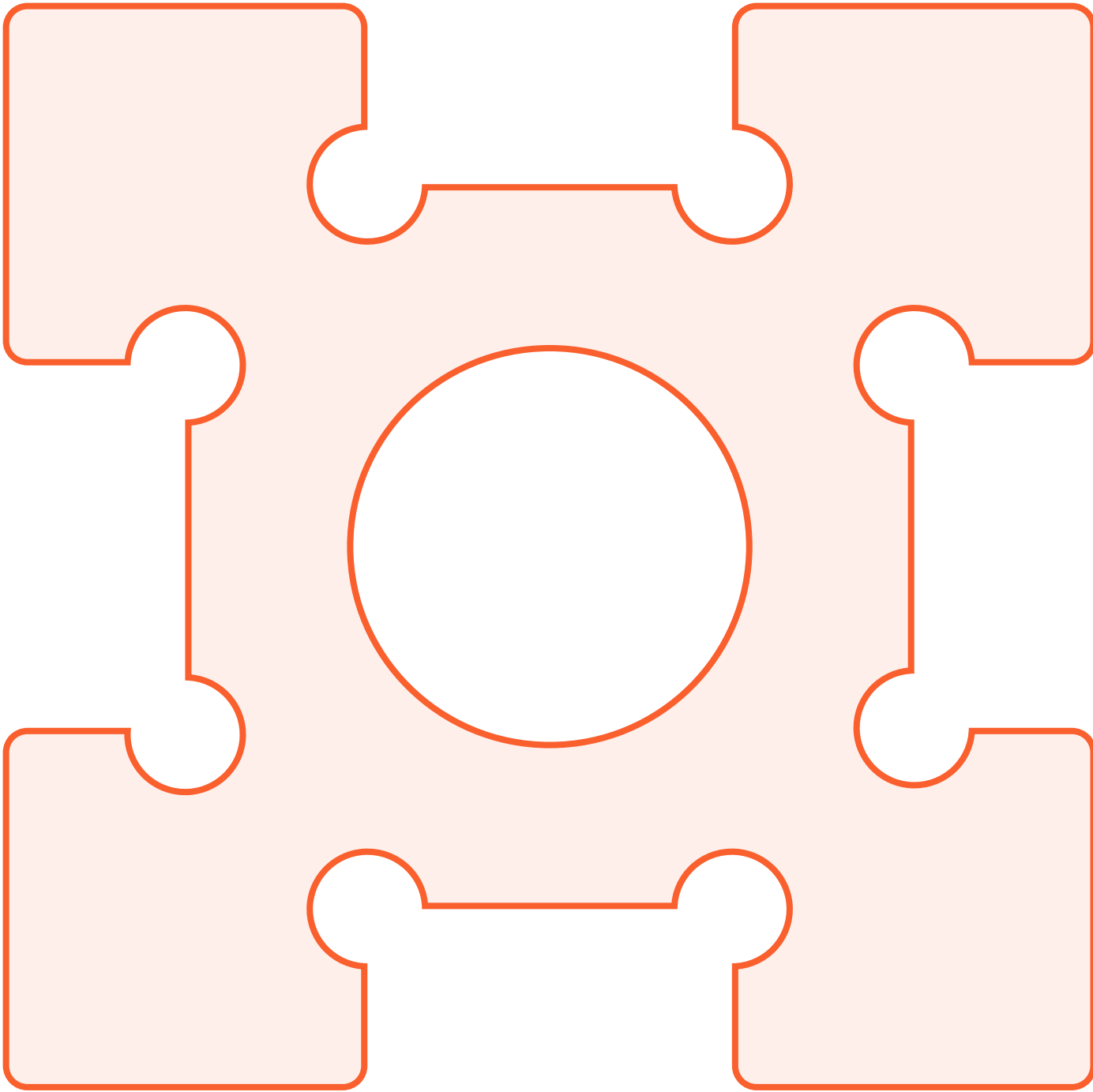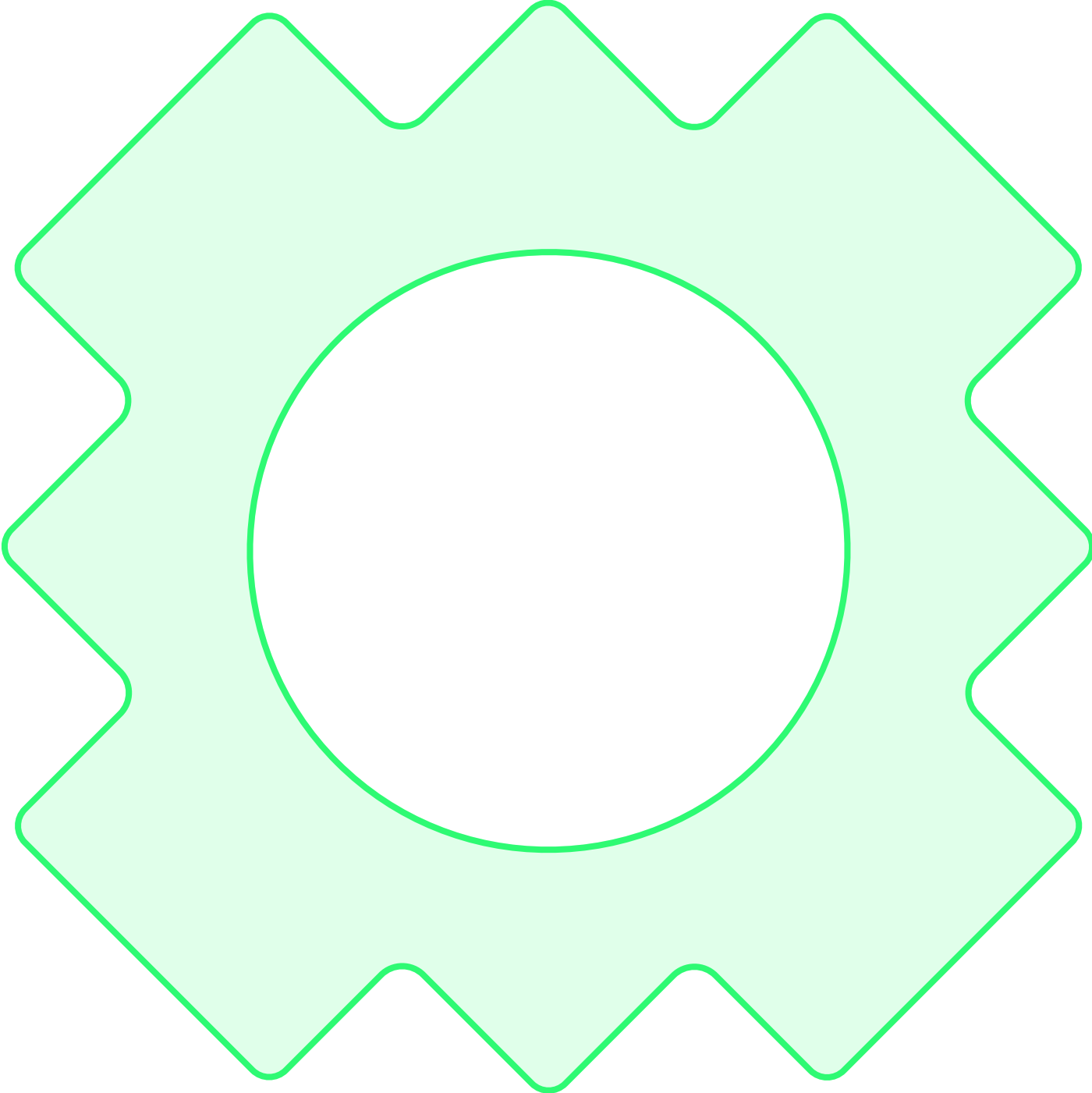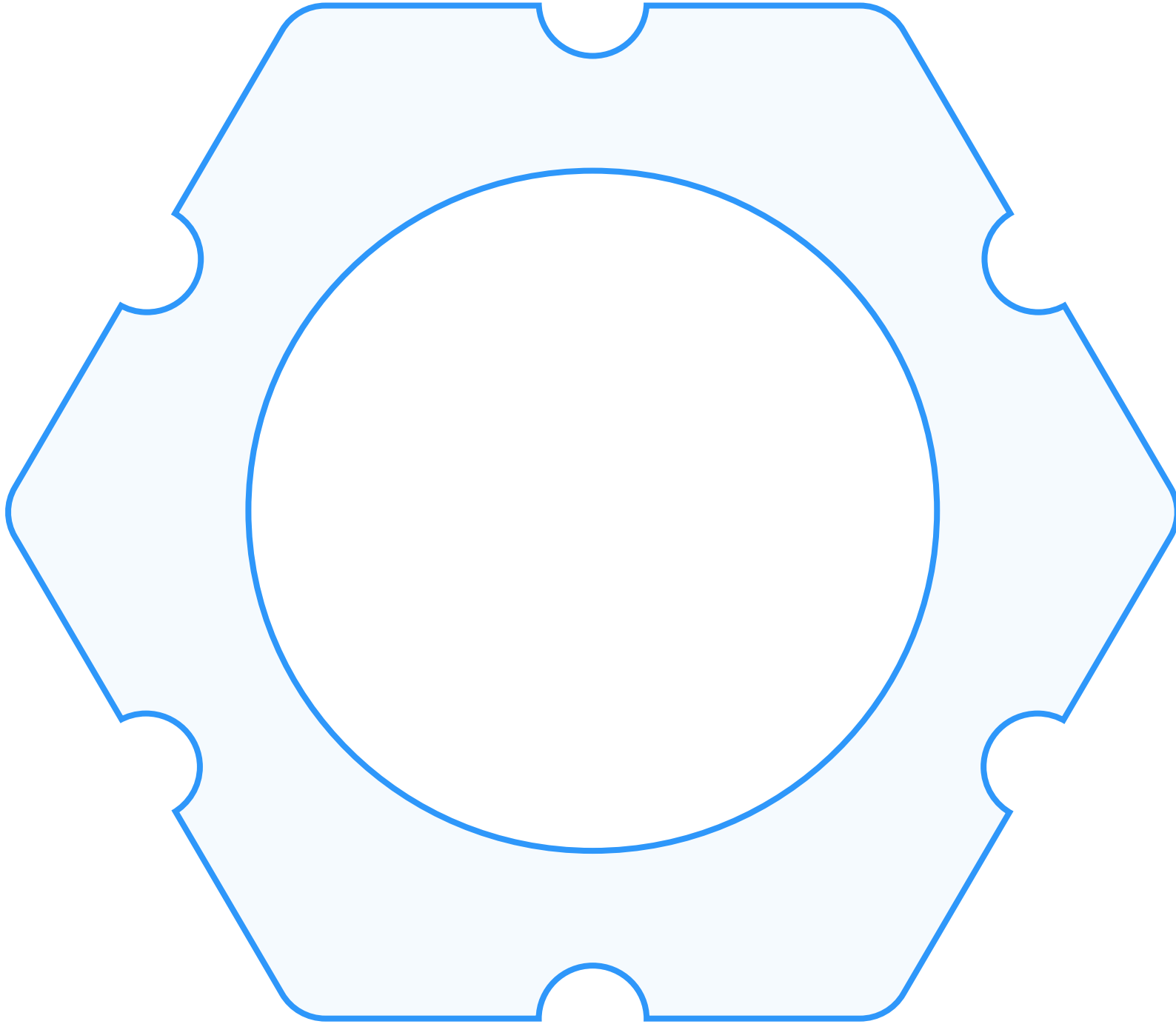
Graphics / Shapes

Pseudo-3D branded shapes may be used as independent pieces of graphic or can be used to make more complex relatable compositions. **These should not be put on the same layout with sonar/radar effect to avoid excess visual complexity.**

How to achieve effect:
Drop shadow: Blur 3% of the shape size ; #000000 ; opacity 0.08
Inner shadow: Blur 1.5% of the shape size ; #FFFFFF ; opacity 0.25 ;
X, Y positive shift 1.5% of the shape size.
Inner shadow: Blur 3% of the shape size ; #FFFFFF ; opacity 0.32
Fill: #FA5F2E / #2E97FA / #2EFA73