BRAND SHEET

FIST OF TRUTH

COLORS

INK
#121216
Text, every outline and border, hard shadows

CREAM
#FAF6EC
The page ground, text on ink

PAPER
#FFFDF6
Cards and receipts

YELLOW
#FFD640
Display type, the Join button

CAPE RED
#CE2824
The primary button, the stamp

ROYAL BLUE
#1E4BB8
The rule band, links

SUNBURST ORANGE
#F7931E
Sunburst rays

SUNBURST GOLD
#FFC531
The sunburst ground

TYPEFACES (FREE ON GOOGLE FONTS)

BANGERS — Display: titles, bursts, tags

Oswald 600 and 700 — Uppercase labels, buttons, navigation

Anton — Digits and the VERDICT: FALSE stamp

Roboto Condensed — Receipt type, handles, small print

Libre Franklin (body text) — Paragraphs (the body face on the website)

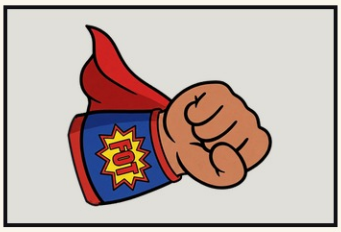
THE ART (IN LOGOS/)

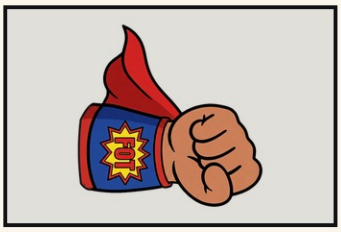


fot-emblem.png



fist-of-truth-wordmark-banner.png


fist-flying.png


fist-jab.png

THE RULES

1. The Fist of Truth is a right hand. Never mirror or flip it.
2. Use the files as supplied. Scale them, keeping their proportions; never redraw, recolor, filter or crop into the Fist of Truth, the FOT emblem or the wordmark.
3. The flying Fist of Truth is the main pose.
4. The Fist of Truth hits claims, never people: never place it so it seems to hit a person or a photo of one.
5. Nobody knows what Bob looks like. Never draw him.
6. The name is Fist of Truth. The wordmark is set in capitals: FIST OF TRUTH.