



01

DISCTOPIA

# Brand Guidelines





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# Disctopia's Story

## FROM IDEA TO LAUNCH

Patrick Hill started Disctopia after helping a friend release a mixtape and seeing creators' challenges in sharing and monetizing their work. Founded in 2016, Disctopia has since grown into a leading streaming platform where creators and content owners can distribute their content commission-free and build their fanbase.



WORDS TO LIVE BY

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Creating a platform where anyone or any organization can share content without barriers is the key to unlocking their true potential.



Patrick Hill, CEO of Disctopia



# Core of Disctopia

## Our Vision

To empower content creators and owners to thrive in a dynamic digital landscape without barriers.

## Our Mission

To enable content owners to share and monetize their work seamlessly while prioritizing quality.

## Our Goals

To innovate our platform and continually deliver value.

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GUIDELINES TO FOLLOW

# Utilizing Our Brand



# Disctopia's Logos



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## OFFICIAL VERSIONS

The full logo consists of a stylized 'D' icon followed by the word 'DISCTOPIA' in a clean, uppercase, sans-serif font.

### Full Disctopia Logo

Use the logo when space allows and visibility is a priority.



### Icon Logo

This logo is ideal for smaller spaces and simpler representations.



# Disctopia's Logos



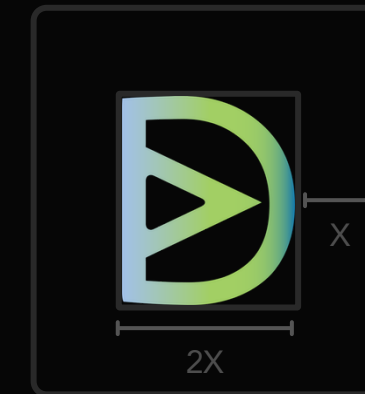
08

## CLEARING SPACE



### Full Disctopia Logo

The minimum clear space around the logo is the width of the 'D' in this logo.



### Icon Logo - "Play"

The minimum clear space around the logo is half the width of the 'D'.



# General Rules



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## LOGO USAGE GUIDELINES

~~DISCTOPIA~~

DO NOT stretch the logo.

~~DISCTOPIA~~

DO NOT compress the logo.

~~DISCTOPIA~~

DO NOT combine the full logo and the icon logo.

~~DISCTOPIA~~

DO NOT rotate the logo.



DO NOT use the 'D' from the full logo as the icon logo.

~~Partner~~

DO NOT add any text to the logo icon.

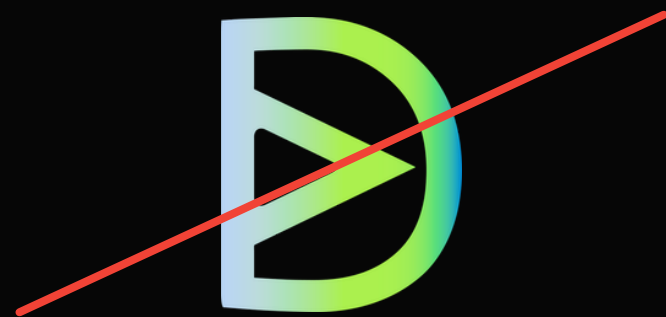


# General Rules

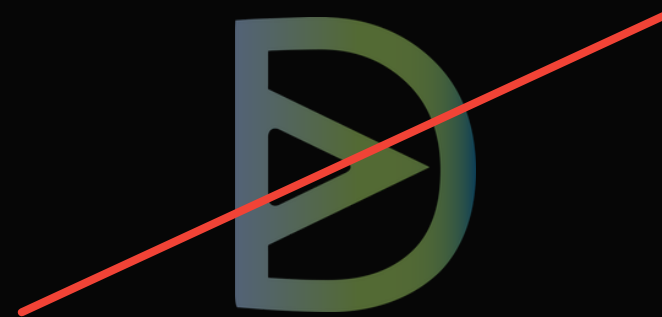


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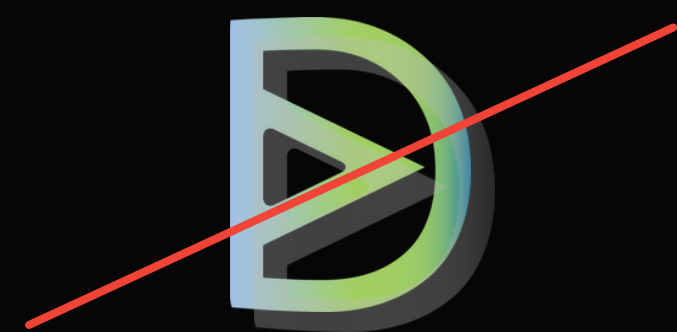
## LOGO USAGE GUIDELINES



DO NOT change the color.  
Use only the colors in the palette.



DO NOT use tint  
or opacity.



DO NOT add shadows  
or effects.



# Logo Color



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## FULL DISCTOPIA LOGO USAGE GUIDELINES

On white and light backgrounds, use the black logo; on dark backgrounds, use the white logo. This ensures clarity and visibility of our brand in all conditions.

DISCTOPIA

DISCTOPIA

DISCTOPIA



# Logo Color



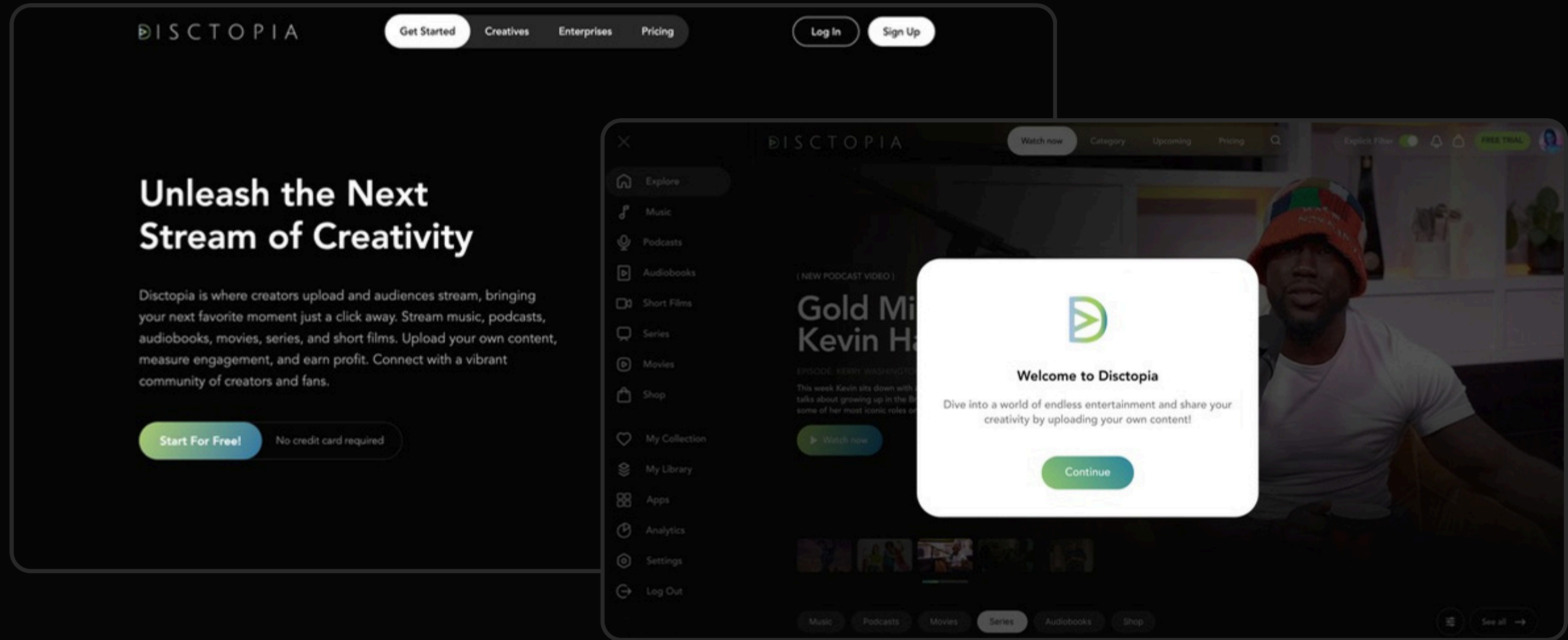
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## ICON LOGO USAGE GUIDELINES

On white backgrounds, use the gradient logo; on light backgrounds, use the black logo; and on dark backgrounds, use the white logo. This approach maintains brand integrity and visibility across various surfaces.



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# Online Logo Usage Examples

# Our Video Design

## LOGO USAGE IN VIDEOS

At the start of the video, the full white Disctopia logo is displayed. At the end, a combination of the large Disctopia icon logo and the full Disctopia logo appears. Additionally, the small Disctopia icon logo is positioned in the bottom right corner for the entire duration of the video.





## LOGO USAGE IN PHOTO

On dark images, use the white Discotopia logo; on light images, use the black logo. Avoid using Discotopia logos on busy backgrounds.



## VIDEO WATERMARK

As a video watermark, use the white Discotopia logo in the bottom right corner.

# Color Palette



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## BRAND COLORS

Black Metal and Pure White are Disctopia's primary colors, with True Green, Play Blue as secondary, and Linear Gradient as the accent color.

BLACK  
METAL

#060606  
rgb (0,0,0)

PURE  
WHITE

#FFFFFF  
rgb (255, 255, 255)

TRUE  
GREEN

#A2CF64  
rgb (162, 207, 100)

PLAY BLUE

#1479AC  
rgb (20, 121, 172)

GREEN-  
BLUE WAVE

From True Green to  
Play Blue.



# Color Palette



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## ADDITIONAL COLORS

In addition to the primary brand colors, additional colors are also utilized in Discotopia's design. For example, Sunrise Yellow is used to represent rating stars, while Flame Red is employed to indicate errors or warnings.

SUNRISE  
YELLOW

#fdc943  
rgb (253, 201, 67)

FLAME RED

#f14336  
rgb (241, 67, 54)



# Colors' Variations



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## USAGE ON LIGHT BACKGROUNDS

In Disctopia, various tint variations of colors are utilized for graphic elements and text. It's essential to ensure sufficient contrast when using colors for text. Therefore, specific recommended colors are designated for red and green text to ensure clarity and readability. For gray text, simply use a contrast color checker to verify visibility.

#060606

#ffffff

#1479ac

#ffffff

#a2cf64

#ffffff

#f14336

#ffffff

RED FOR  
TEXT

#d43a2f  
rgb (212, 58, 47)

GREEN  
FOR TEXT

#667e3e  
rgb (102, 126, 62)



# Colors' Variations



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## USAGE ON DARK BACKGROUNDS

In Disctopia, a variety of color shades are utilized for graphic elements and text. Ensuring optimal contrast is crucial when applying colors to text. Consequently, specific recommended color values are provided for red and green text to enhance visibility. For gray text, it's advisable to use a contrast color checker to verify proper readability.



#ffffff	#060606	RED FOR TEXT	GREEN FOR TEXT
#1479ac	#060606		
#a2cf64	#060606		
#f14336	#060606		
		#d43a2f rgb (212, 58, 47)	#90c46d rgb (144, 196, 109)

# Color Usage Examples Online



## Disctopia's Website

Explore how colors are applied across the Disctopia website to maintain brand consistency and enhance user experience.

[Visit Disctopia Website](#)



## Web Application

View how Disctopia's color scheme is used within the desktop web app interface, creating a seamless experience.

[Visit Disctopia Web App](#)



## Mobile Application

Check out how Disctopia's colors are utilized in the mobile app for both iOS and Android platforms.

[Visit Mobile App \(IOS\)](#)

[Visit Mobile App \(Android\)](#)



# Typography



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Avenir serves as the primary typeface for headings and body text, providing a clean and modern aesthetic, while Inter is the secondary typeface for short text, adding flexibility.

## PRIMARY TYPEFACE

# Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## SECONDARY TYPEFACE

# Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



# General Rules



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## TYPHOGRAPHY GUIDELINES

~~This text is aligned to the right.~~

DO NOT align text to the right side.

~~The line spacing here is too large.~~

DO NOT use excessive line spacing.

~~The color contrast here is too low.~~

DO NOT use colors with low contrast.





# Images

Use high-quality images that effectively convey emotions and enhance the overall message. Ensure that the images are sharp, well-lit, and visually engaging. Choose visuals that align with the brand's tone and narrative, while avoiding overly generic or stock-like images.

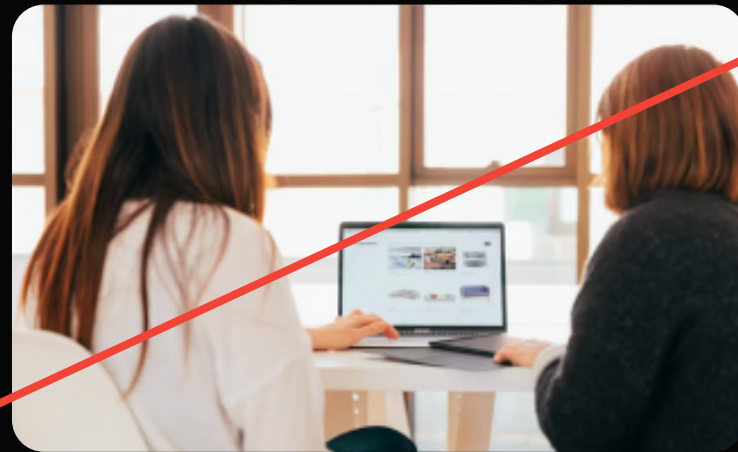
Avoid using images with low resolution or busy backgrounds that could distract from the content.

# General Rules



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## IMAGES GUIDELINES



DO NOT use low-quality images.



DO NOT use staged or overly posed images.



DO NOT use use busy images.



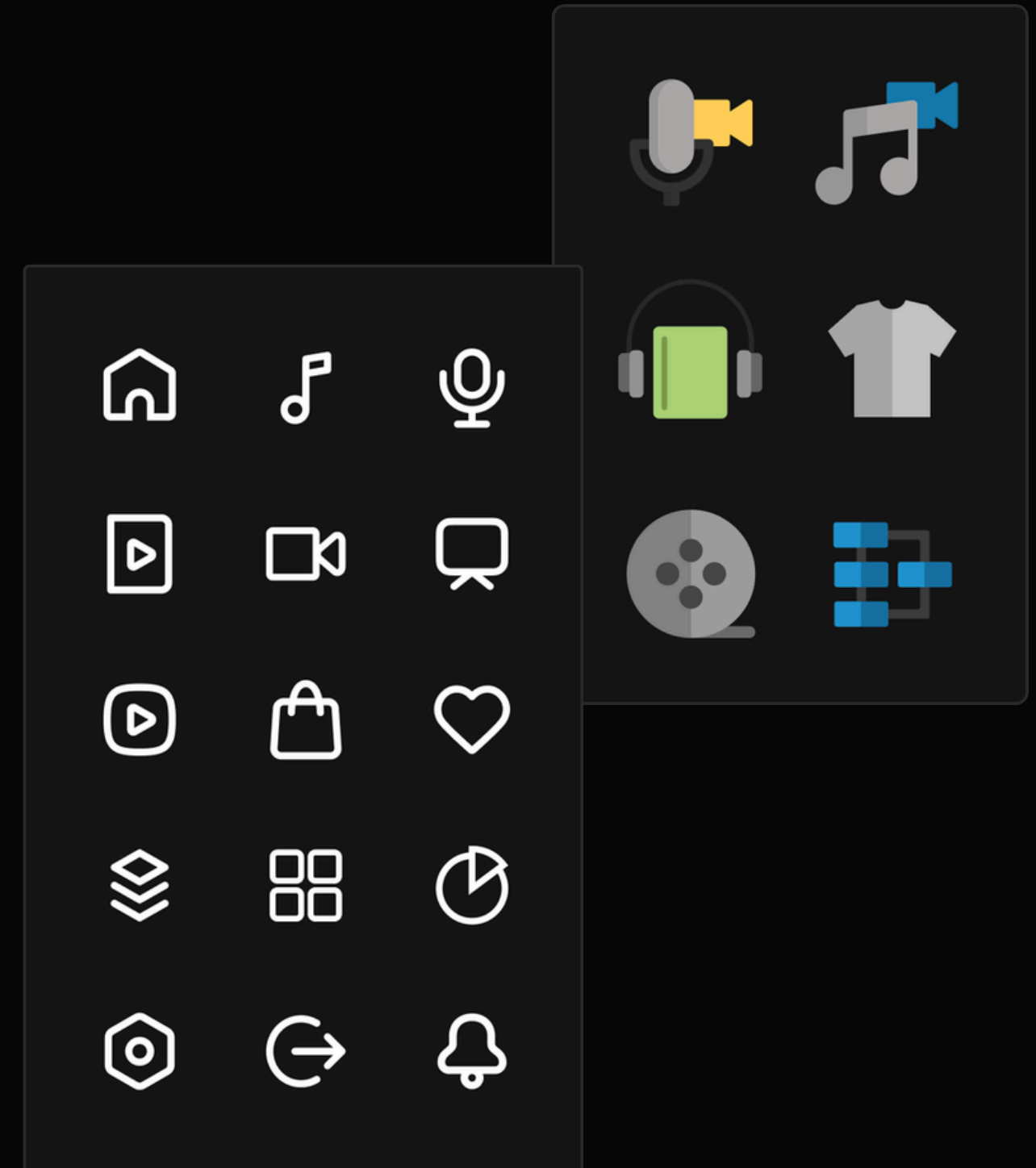


# Disctopia's Icons

## ICONS USAGE

Overall, use simple, minimalist icons. Colorful and intricate icons are utilized only the Disctopia website to create a more engaging experience.

Avoid using complicated icons, icons with varying line thickness within a single design zone, and flattened or stretched icons. Ensure that all icons align with the brand's visual language and enhance the user experience without overwhelming the design.



# Contact Information

## Email Address

[support@disctopia.com](mailto:support@disctopia.com)

## Mailing Address

Disctopia  
2459 Wilkinson Blvd.  
Charlotte, NC 28208

## Website

[www.disctopia.com](http://www.disctopia.com)



# Stay Updated



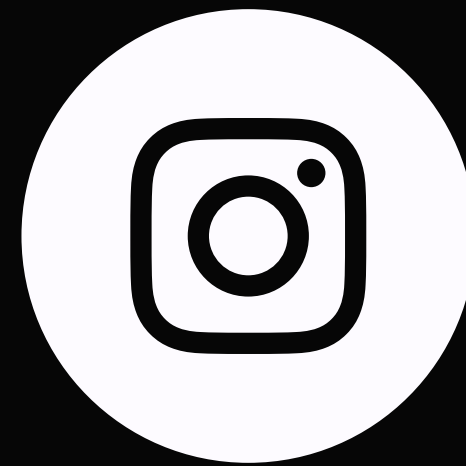
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## SOCIAL MEDIAS



Facebook

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Instagram

[Visit Disctopia's Instagram](#)



LinkedIn

[Visit Disctopia's LinkedIn](#)

