DRIFT

brandbook

Tagline

GGMF

(GET GOOD MOTHERFUCKER)

The tagline can me used on merchandise and in chat about the game on social apps, but will not be a major part of branding as it is seen by the community as inside knowledge.

Brand

01

What is $DRIFT?

- A Web3 project like no other
- A token for speculators
- A cross chain game for competitive gamers
- A platform for influencers to earn
- A whole new approach to tokenomics

Logotype

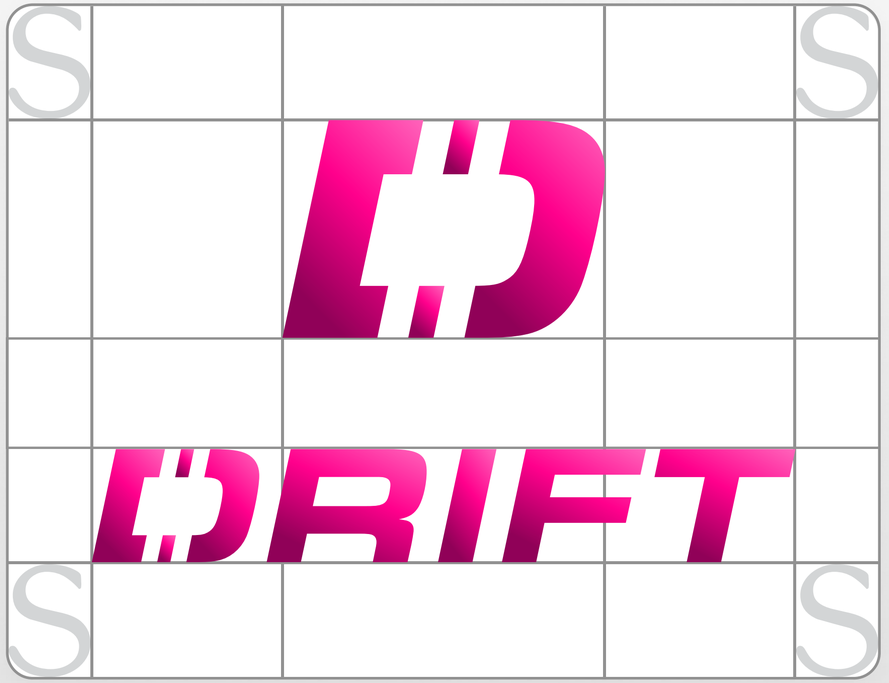
02

main logo

horizontal

vertical

Logotype with a security field



color variations

Formats for using the logo

BW Variations

Formats for using the logo

restrictions

1. Do not use the gradient logo on backgrounds or other colors not represented in the style guide
2. Don’t change the font of the logo
3. Do not use text in the logo in any color besides black and white
4. Do not distort the proportions and shape of the logo

1.

2.

3.

4.

Typography

04

font

The accent font is mainly used in headlines

Aa

Heading text

Eurostile Ext

Source: Adobe

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

font

A typeset font for small signatures or text boxes

Body text

Public Sans Regular

Bold Text

Public Sans Bold

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

Hierarchy

H1

EUROSTYLE MED 52pt 112%

H2

Eurostyle Medium 36pt 120%

H3

H3 PUBLIC SANS BOLD 34PT 110%

Pre-Heading

16PT 130%

Button Text

16PT 130%

Body

Public Sans 16pt 160%

Lorem Ipsum

Lorem Ipsum

LOREM UPSUM

LOREM IPSUM

Lorem Ipsum

alignment

Leverage
your
influence.

Leverage your
influence.

Color

03

main colors

Used to create logo, buttons, titles, text, and backgrounds

White	Smoke	Cement	Steel	Rubber	Black
Foreground windows, text	Backgrounds	Backgrounds	Text, graphics	Text, graphics	Text
FFFFFF	EFEFEF	DDDDDD	6D6D6D	2E2D2D	000000

Pale Pink	Bubblegum	Hot Pink	Raspberry
Highlights Behind Black Text	Details on graphics that provide low contrast	Logos, Buttons	Gradients, shading
FFDEF0	FF6ABD	FF008C	8F0157

secondary colors

Lemon Yellow

Graphs, Icons, Design Elements, Photos

HEX F8E21E

Tangerine

Graphs, Icons, Design Elements, Photos

HEX FFA315

Hot Pink

Graphs, Icons, Design Elements, Photos

HEX FF008C

Grape

Graphs, Icons, Design Elements, Photos

691D8E

Navy

Graphs, Icons, Design Elements, Photos

HEX 00356B

Ambassador Blue

Graphs, Icons, Design Elements, Photos

HEX 00A0D2

Graphics

05

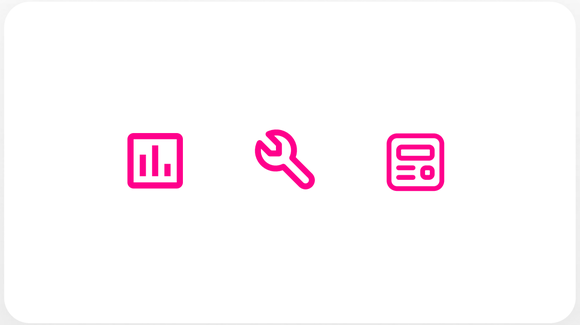
photostyle

For the photo style, dark photos with moody colorful lighting are best, with nighttime cityscapes, cars, and racing related imagery, or ones suggesting gaming.

illustrations

Icons

Line icons may be used to illiustrate complex concepts. Flat vectors using gradients may be used for infographics



3d Elements

With a connection to the Payout Pursuit 3d rendered game, cars and backgrounds and demonstrations of the game may be useful in marketing materials.

Technological patterns implying innovation, data, and blockchain may also be used for additional textures, often with luminous qualities.

When in question, refer to game graphics and use judgement on whether it allgns with this imagery.

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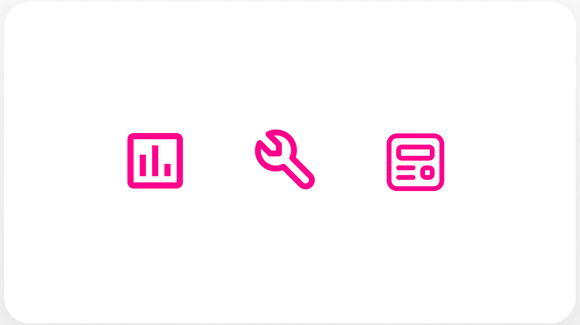

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Backgrounds

coins

Variation

Stylized variations on the theme are welcome but please use brand colors.

Flat

3D

3D

Fancy 3D

UI

05

ui

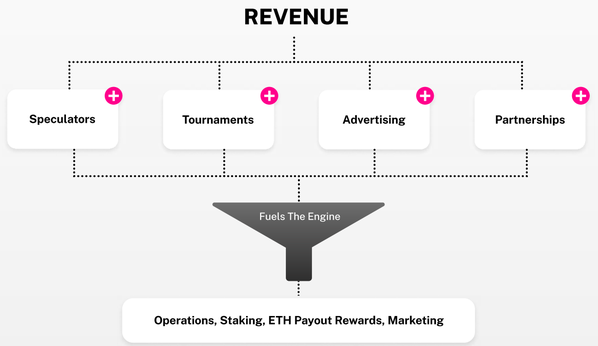
Lines

A. Dotted lines can be used in infographics to connect ideas.

B. Light grey solid lines are used in charts and dividers.

(Examples have been minimized)

A.



B.

TAX BREAKDOWN

Liquidity Reversion	1%
Revenue Share	1%
Game Pool	3%
Total	**5%**

Box Corners

Corners may be rounded in proportion with size.

Box Shadows

Foreground elements may demonstrate subtle lift.

Buttons

Primary CTA	Secondary CTA	Links
TEXT	TEXT	TEXT
TEXT	TEXT	TEXT/TEXT

Example

STAKE $DRIFT

Withdraw rewards in ETH Starting at launch.

2-6 Months	10%	0
Staking Return Period	Starting Guaranteed Return	Limit to Claim Rate

$150,000
Currently Staked

$150,000
Starting reward value

RETURN

Lorem Ipsem

24%	79%
At 20 Mill. Net Volume	At 100 Mill. Net Volume

STAKE PRESALE->