



Brand Guidelines

Contents

This document is designed to help inSTREAMLY partners understand and use our corporate style details. The guide sets out the basic rules of brand identity and design elements.

Brand values

3

Logo and icon

5

Typography

11

Colour

13

Brand Values

To develop the visual style of inSTREAMLY Brand, we rest upon the core values that have been accepted within the company, which are:

■ **Innovation** ■ **Streamer first** ■ **Independence** ■ **Diversity**

Therefore we thrive off versatility, adaptability and ease of use.

Logos

Main Version

Download →



Achromatic Version

Download →



Wordmark

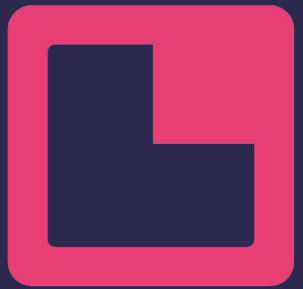
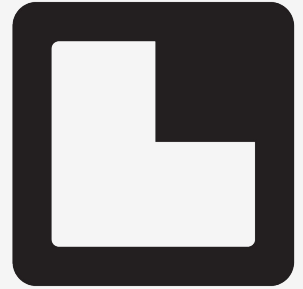
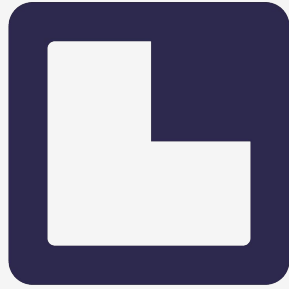
Download →

inSTREAMLY

inSTREAMLY

Icon

Download →



Free Space



Minimum Size

 inSTREAMLY

16px for web
0,25" for print



16px for web
0,25" for print

Typography

Typography

Our web typeface is DM Sans.
DM Sans is available for free from
Google Fonts.

DM SANS BOLD
Used for headlines, titles and large scale text

DM Sans bold

DM SANS MEDIUM
Used for CTA buttons and something
in- between Bold and Regular

DM Sans medium

DM SANS REGULAR
Used for body text

DM Sans regular

Colour

Colour Palette

Pink

HEX #efbcd5

RGB 239 188 213

Dark Blue

HEX #2d284d

RGB 45 40 77 1

Dark Pink

HEX #e93f78

RGB 233 63 120 1

Blue

HEX #5860f9

RGB 88 96 249 1

Grey

HEX #f5f5f5

RGB 245 245 245 1

Made by inSTREAMLY Marketing team

Need more? Email us at business@instreamly.com