



DoomScrollSTUDIOS

Brand Style Guide



DoomScroll STUDIOS

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01

THE LOGO & WORDMARK

The Logo

DoǒmCircle

DoomScroll's signature logo is the up and down arrow accompanied with two circles that represent the scrolling motion of *doom-scrolling* in the modern media consumption.

Letter "O" with Circumflex

ô Alt + 0244

Letter "O" with Caron

ǒ U + 01D2

The logo's circle shape does not contain the exact letter "o" but rather taken from the degree symbol (°) and the accents are added to create the DoǒmCircle.



Wordmark

DoǎmCircle + Wordmark

The secondary logo that DoomScroll Studios uses where it primarily focuses on showing the studio name along with the DoǎmCircle incorporated in the middle of the wordmark.

The purpose of DoǎmCircle in this logo is to replace the two letter “o” to create the word “Doom” while keeping focal point of the design at the DoǎmCircle with our key colour used.

The wordmark for DoomScroll Studios is displayed in a bold, sans-serif typeface. The word "DOOM" is on the top line, "SCROLL" is on the second line, and "STUDIOS" is on the third line. The two 'o's in "DOOM" are replaced by a stylized "DoǎmCircle" graphic, which consists of two teal-colored chevrons pointing towards each other to form a circle. The entire logo is set against a dark grey background.

Alternatives

DoǎmCircle + Wordmark

The tertiary logo of DoomScroll Studios where it still consists both the DoǎmCircle and the studio name.

The intention of our design is to be explicit that the DoǎmCircle should always be present in our identity at all times.

The logo features a stylized 'o' icon on the left, composed of two overlapping circles with a green 'X' shape in the center. To the right of this icon, the text 'DoomScrollSTUDIOS' is displayed in a white, sans-serif font. 'DoomScroll' is in a larger size than 'STUDIOS', which is in all caps.

Alternatives

DoǫmCircle + Wordmark

The structure of the tertiary logo should have the DoǫmCircle be at the same height and consistent with the cap height of the wordmark.

“DoomScroll” - Inter Bold

“STUDIOS” - Inter Medium

The word “STUDIOS” should be in all capital letters and aligned with the x-height of the word “DoomScroll” in the wordmark.



Alternatives

DoǫmCircle + Wordmark

Another alternative Logo that DoomScroll Studios uses that focuses on taking up horizontal and vertical spaces while keeping the DoǫmCircle as the main focal point.

DoǫmScrôll

An opportunity to show within our brand that the accents are accessible and able to be typed (or copied) for texts. (Refer to pg. 4)



Alternatives

DoörnCircle + Wordmark

The distance between the DoörnCircle and the wordmark should be the size of the accent (circumflex/caron), and that goes the same for word “STUDIOS” at the bottom.

The two letter “o” from the wordmark should also be dropped down and their respective accents should be aligned from the x-height of the type.



Usage

Successful Examples:

Logo On Black

The default version of the logo is specifically designed to be placed on top of our colour black, and along with our brand colours.

Here are a few examples for DoömCircle logo on black.



Usage

Successful Examples:

Logo On White / Colours

The DoǎmCircle should always be clearly visible and have a good contrast from its chosen background colour.

These are some strict examples on how to properly place the DoǎmCircle logo on the brand colours.

If the DoǎmCircle is on a darker and saturated background (close to black), the logo should be white to create a proper contrast. And that goes the other way where the DoǎmCircle should be black when it is on a lighter (or white) background.



Usage

Unsuccessful Examples:

Bad Contrasts

Make sure that the logo is visible and legible especially when placing it on top of a colour that is not part of the brand colours.

Modifying The Logo

The DoömCircle is strictly prohibited from being altered and it is designed to be symmetrical and carefully balanced to create the illusion of a repeating pattern and repetition. Once it is modified, this will break the consistency and could create a problem when communicating the brand's identity.



02

BRAND COLOURS

Key Colour

Gizmo Green

DoomScroll Studios **Gizmo Green** is the key colour of the brand that will be the most visible in all designs. This will represent the identity of the studio by having the colour present.



Gizmo Green

HEX - #5ABF9A
RGB - 90,191,154
HSL - 158,44%,55%
CMYK - 53,0,19,25

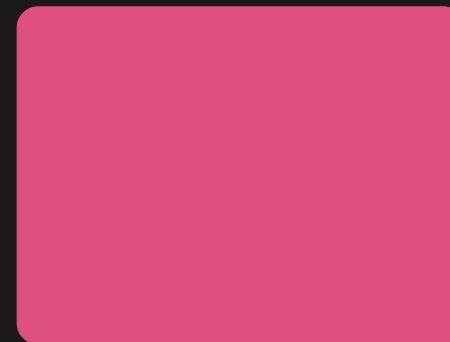
DoomScroll Brand Colours

Bold, dynamic, and modern, the colours are a visual representation of DoomScroll Studios that thrives at the intersection of gaming, design, and internet culture.



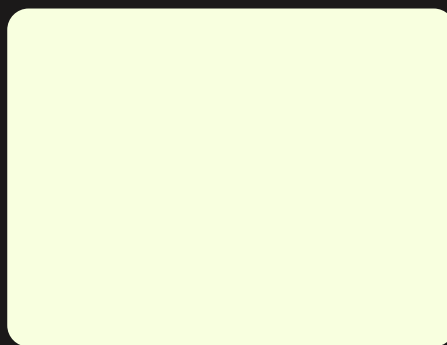
Gizmo Green

HEX - #5ABF9A
RGB - 90,191,154
HSL - 158,44%,55%
CMYK - 53,0,19,25



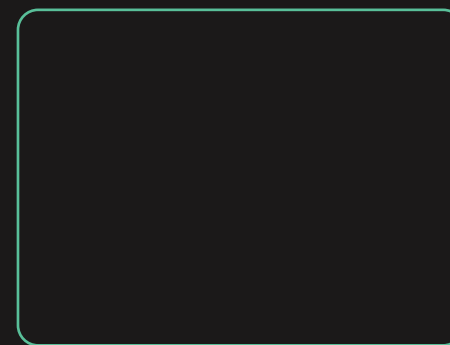
Dopamine Pink

HEX - #DE5081
RGB - 222,80,129
HSL - 339,68%,59%
CMYK - 0,64,42,13



Playtest Yellow

HEX - #F8FFDF
RGB - 248,255,223
HSL - 73,100%,94%
CMYK - 3,0,13,0



2am Black

HEX - #1B1919
RGB - 27,25,25
HSL - 0,4%,10%
CMYK - 0,7,7,89

DoomScroll Brand Colours

Our colour palette is strategically designed to ensure visual consistency, hierarchy, and accessibility across all platforms. The distribution is as follows:

2am Black (50%): The dominant colour, 2am Black forms the foundation of our designs, providing a sleek, modern, and versatile backdrop that ensures readability and focus.

Gizmo Green (25%): Our key colour, Gizmo Green adds a vibrant, energetic contrast, symbolizing creativity and growth while maintaining balance.

Dopamine Pink (18.75%): Used as an accent, Dopamine Pink injects vibrancy and playfulness, reflecting our Gen-Z identity and digital-forward approach.

Playtest Yellow (6.25%): A highlight colour, Playtest Yellow is used sparingly to draw attention to key elements, ensuring clarity and visual interest without overwhelming the composition.

This hierarchy ensures accessibility, readability, and a cohesive visual identity across all mediums, from digital interfaces to print materials.

50%

25%

18.75%

6.25%

03

TYPOGRAPHY

Typeface

Inter is DoomScroll Studios' chosen typeface for its high legibility on screens and its timeless, neutral design. Its geometric sans-serif structure ensures clarity across various platforms and devices.

With only one typeface family, the brand chose to vary its weight to differentiate types of communication from Extra-bold, Bold, Medium, Regular, and Light.

Additionally, Inter's widespread availability makes it accessible for both internal and external use, maintaining consistency in branding without licensing barriers.

Extra Bold

Headline 90pt

Inter Bold

Secondary Headline | Emphasis 90pt

Inter Medium

Subheading 55pt

Inter Regular

Paragraph Texts 40pt

Inter Light

Captions 35pt

Keep goin' and on and on

Sample Text

Glyphs

Inter features an extensive set of glyphs, offering a wide range of variations to support diverse design needs. This includes alternate characters, ensuring flexibility in typographic expression. The availability of these variations allows for nuanced hierarchy, emphasis, and stylistic consistency across different applications, from UI design to marketing materials.

Additionally, Inter supports a broad range of languages and special characters, making it a versatile choice for global accessibility and inclusivity.

A d & ! # \$ %
 9 9 * " () A a
 “GG BOIS”
Kamusta Dôõm!

Type Usage

Text placement and contrast are critical to maintaining legibility and visual hierarchy in all designs. Follow these guidelines to ensure optimal readability and consistency:

Contrast for Legibility

- Always ensure high contrast between text and background colours.
- Use black text on light backgrounds (white or light gray) and white text on dark backgrounds (2am Black).
- Avoid placing text on low-contrast or overly vibrant backgrounds (Dopamine Pink or Playtest Yellow) unless absolutely necessary. In such cases, use a semi-transparent overlay or adjust the text colour to maintain readability.

Text on Key Colours

- Black Text: Use on light backgrounds (white, light gray, or light green).
- White Text: Use on dark backgrounds (black).
- Dopamine Pink and Playtest Yellow: Reserve these colours for accents or highlights. Avoid using them as text colours unless paired with a high-contrast background.

Hierarchy and Spacing

- Use larger font sizes for headings and smaller sizes for body text to establish clear hierarchy.
- Maintain adequate line spacing (leading) and letter spacing (tracking) to improve readability, especially in long-form content.

DOOM
DoomMaxxing?

"Are you scrolling all alone?
Try scrollmate ranked!"

**WHAT THE
H*LL ARE WE
EVEN DOING?**

"Don't ask me. I'm here for a
good time not a long time!"

DOOM DoomScrollSTUDIOS

Slayy & Purr*

Never let them know your next move.
Keep going... You're almost there...

BUSSSSSSS
BUSSSSSSS
BUSSSSSSS
BUSSSSSSS

Deez?

WHO?

**LOOK AT
ALL THOSE
CHICKEN!!**

Stop scrolling,
you have made it.

EST. 2025

