

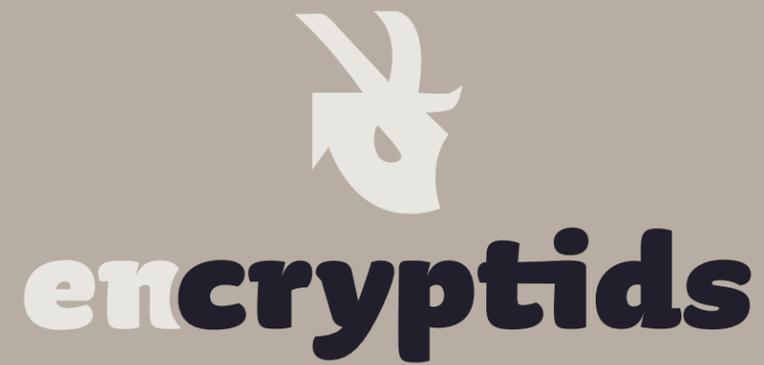




Get ready to witness the next evolution in the digital world. We're thrilled to announce that something groundbreaking is on the horizon, a revolutionary new platform that promises to redefine the standards of digital technology. Our team of innovators has been working tirelessly to bring you a next-gen experience that combines cutting-edge technology with unparalleled scalability.

Brand Essence

Polished eccentricism



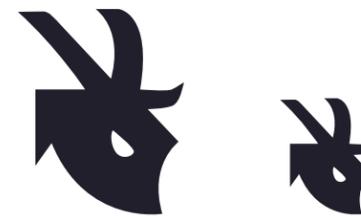
Primary Logo



One Color



Wordmark*



Logomark*



Minimum Clear Space



Minimum Size: 1.3"



Logo should only appear in the core brand colors.

All brand assets should include the primary logo. If space is limited the word mark or logo mark can be used in place of the primary logo to increase legibility.

**Limited use only.*



Headlines

Sauna Pro Black

abcdefghijkl

mnopqrst

vwxyz

123456789&

Body Copy

Sauna Mono Pro
Regular

abcdefghijkl

mnopqrst

vwxyz

123456789&

Sauna Pro Black serves as a quirky typeface that gives the brand character while Sauna Mono Pro connects to the digital nature of Encryptids.

Sauna Pro Black is used primarily in headings and titles while Sauna Pro Mono serves as the secondary heading and body copy.

Sauna Mono Pro should never be used as a main heading to prevent the brand from feeling too cold and robotic, and Sauna Pro Black should never be used in body copy to prevent readability and accessibility issues.



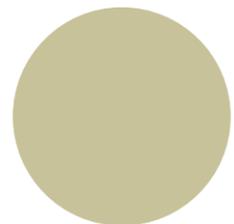
Primary Palette:

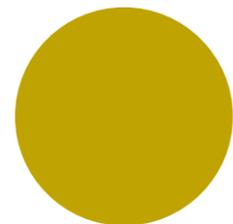
Cyberspace
#211f2b

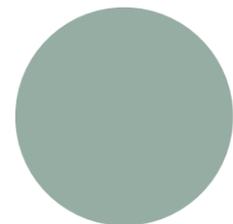
Dusty Hard Drive
#e8e5e0

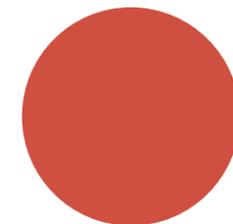
Embers
#cf8540

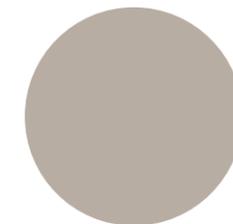
Secondary Palette:

 **Murky Waters**
#c7c299

 **Internet Sage**
#bfa300

 **Storm Cloud**
#96ada3

 **On Alert**
#cf4f40

 **Ashen Shadow**
#b8ada3



Welcome to Encryptids.

Let's begin ...

In a world built of ones and zeros,
Encryptids crew of misfits stands against the
lines of code. Not as warriors but as orators.
Telling their tales of misfortune around the
digital campfire.

A warning. A misprint. A manipulation.

Each story builds on the last, creating a tiny
shield against the torrent of the changing
tide. Join us, there's a seat right here.



**Meet the
current crew:**



BIGFOOT

The Voice of Reason



NIGHTCRAWLER

The Contortionist



FROGMAN

The Disenchanted Composer



MINIWSHITU

The Not-So-Sneaky



DARK WATCHER

The Devious Salesman



WENDIGO

The Ringleader



SQUONK

The Cover-up Artist



1 Clean outlines
present and simple
shape design



2 Flat color
application



3 Add more color
detail



4 Finalize character
with highlights and
shadows



Choose a shape language that aligns with the characteristics of the Encryptid. Take inspiration both from the origins of the cryptid and the digital narrative you'll focus on with the creation of the new Encryptid.



Thank You