





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



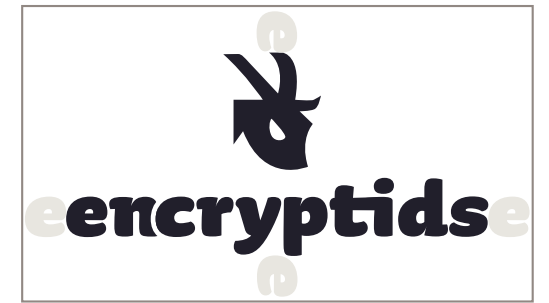
One Color



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**

**abcdefghi
jklmnopqr
stuvwxyz
123456789&**

Body Copy

Sauna Mono Pro
Regular

abcdefghi
jklmnopqr
stuvwxyz
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