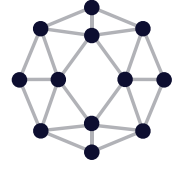


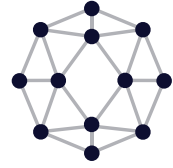
DARMA
CAPITAL

Brand Guideline



About Dharma

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Font System

Alice

Headline font

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

Kanit

Lable font

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

PT serif

Content font

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

Samples

Alice regular

PT Serif

PT Serif Italic

PT Serif Bold

PT Serif Bold Italic

PT Serif Caption

PT Serif Caption Italic

Kanit Thin

Kanit Italic

Kanit ExtraLight

Kanit ExtraLight Italic

Kanit Light

Kanit Light italic

Kanit Regular

Kanit Italic

Kanit Medium

Kanit Medium Italic

Kanit SemiBold

Kanit SemiBold Italic

Kanit Bold

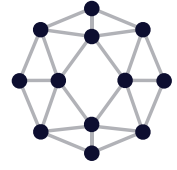
Kanit Bold Italic

Kanit ExtraBold

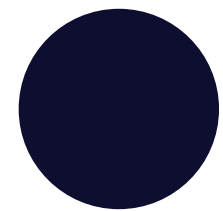
Kanit ExtraBold Italic

Kanit Black

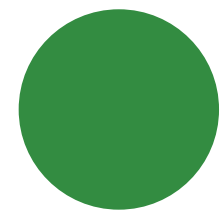
Kanit Black Italic



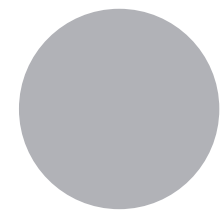
Color System



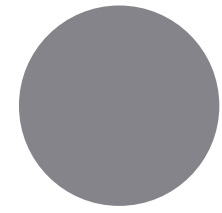
Main color
Midnight Blue
#0e1032



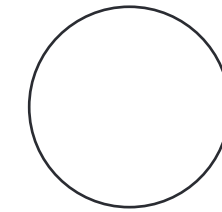
Accent color
Accent green
#388c42



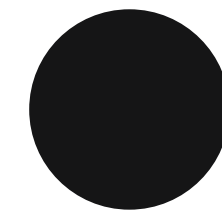
Logotype lines on white
Light gray
#b3b2b7



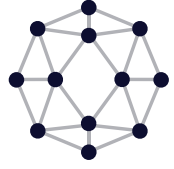
Logotype lines on dark
Dark gray
#848489



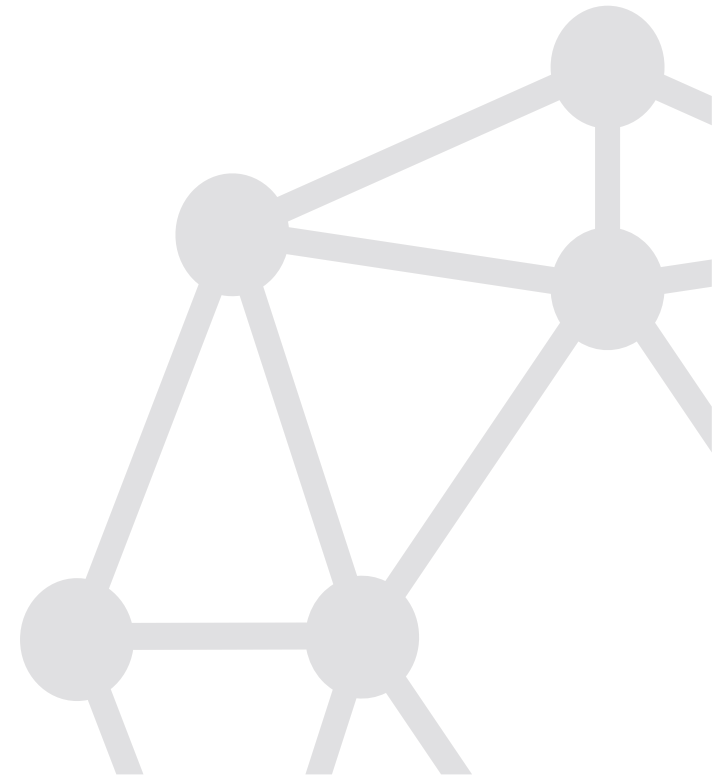
Text on black
White
#ffffff



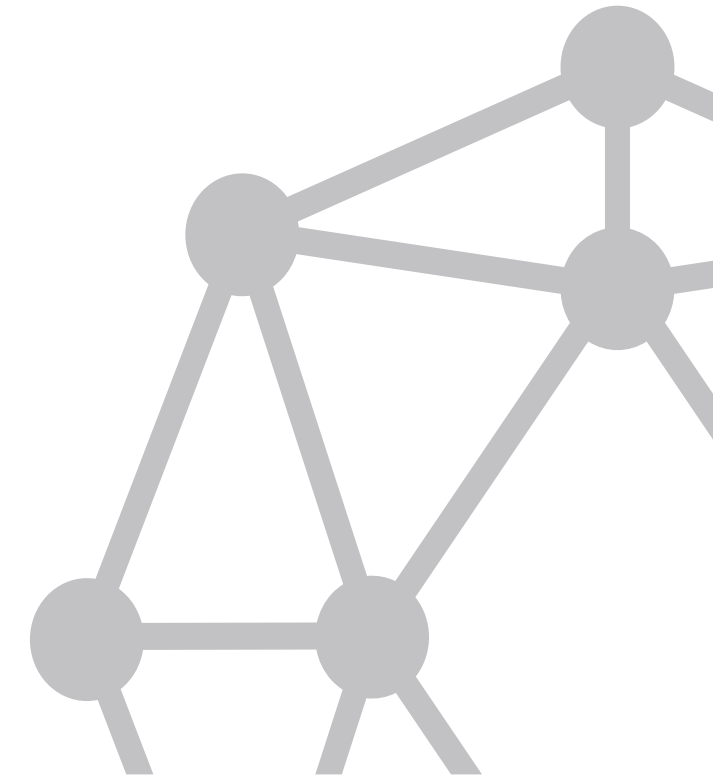
Text on White
Deep Black
#171819



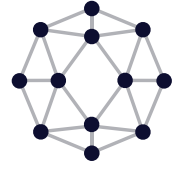
Corporate graphic



**For white
backgrounds**

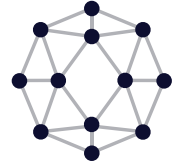


**For dark
backgrounds**



Color usage





Business card

James Slazas

Co-Founder

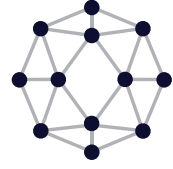
929 202-1721

js@darma.capital

www.darma.capital

skype: slazas1 wechat: slazas





Letterhead



DARMA
CAPITAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit

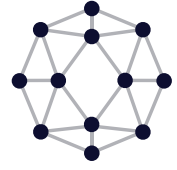
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

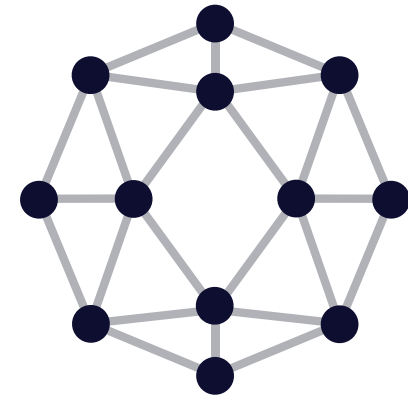
201 . 841 . 0672

info@darma.capital

www.darma.capital



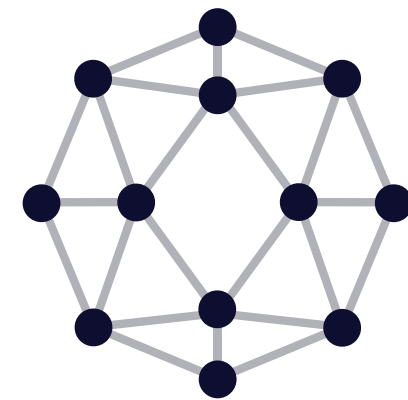
Logotype



DARMA
CAPITAL

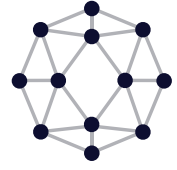
Main logotype

Full version for regular using



Short form

Version for small size carriers where is impossible to place full version of logo



Landing page

