

Casual Depth

Brand Guide

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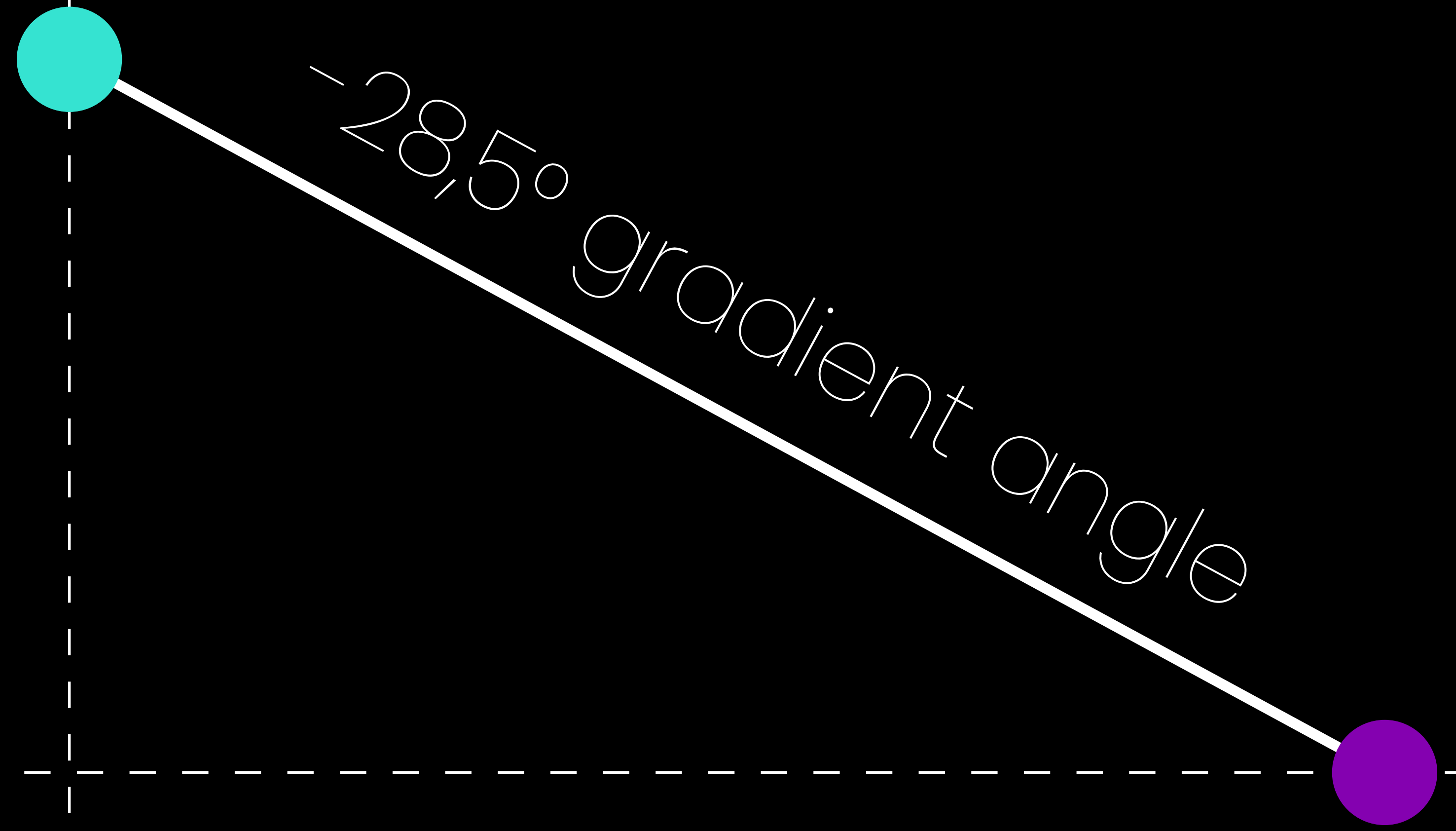
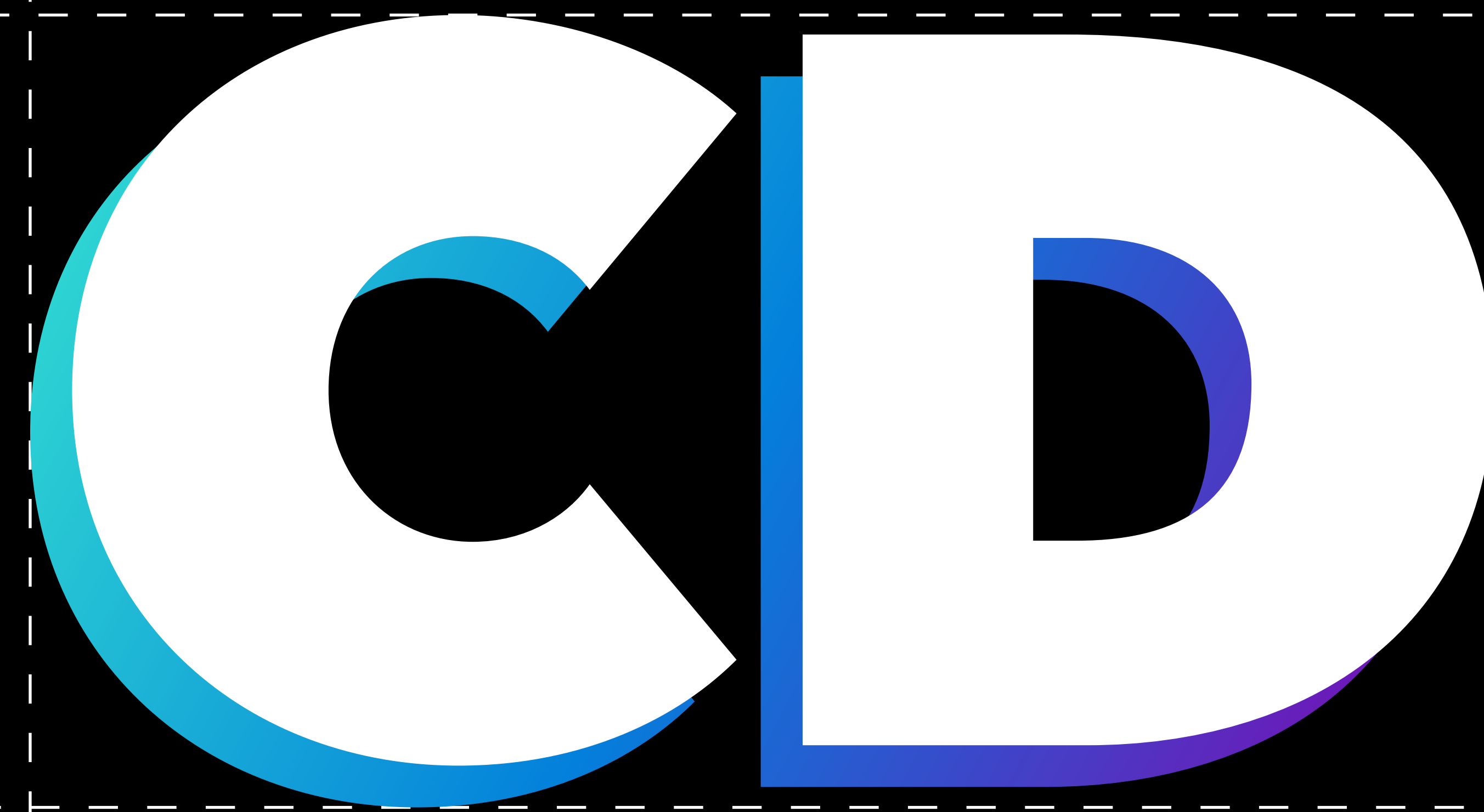
The logo 'Casual Depth' is centered on a black background with a white dashed grid. The text is white with a 3D effect created by cyan and blue shadows. A white line with a cyan dot at the top-left and a purple dot at the bottom-right indicates a -35.5° gradient angle.

Casual Depth

A **bold** yet **clean** & **simple** logo representing the youthful, casual and depth-oriented characteristics of Casual Depth all in one.

japanese
shorai™ sans
heavy 900
font

Abbreviated Logo



A simple **abbreviation logo** design
for even easier application and
good readability even in small
places like favicons & round
profile images

japanese
shorai™ sans
heavy 900
font

Branches

Branches **seperate** the different **subprojects** of Casual Depth, drawing clear lines and making it easier for people to recognise and differentiate between these subprojects.

Casual
Depth

Blog

Casual
Depth

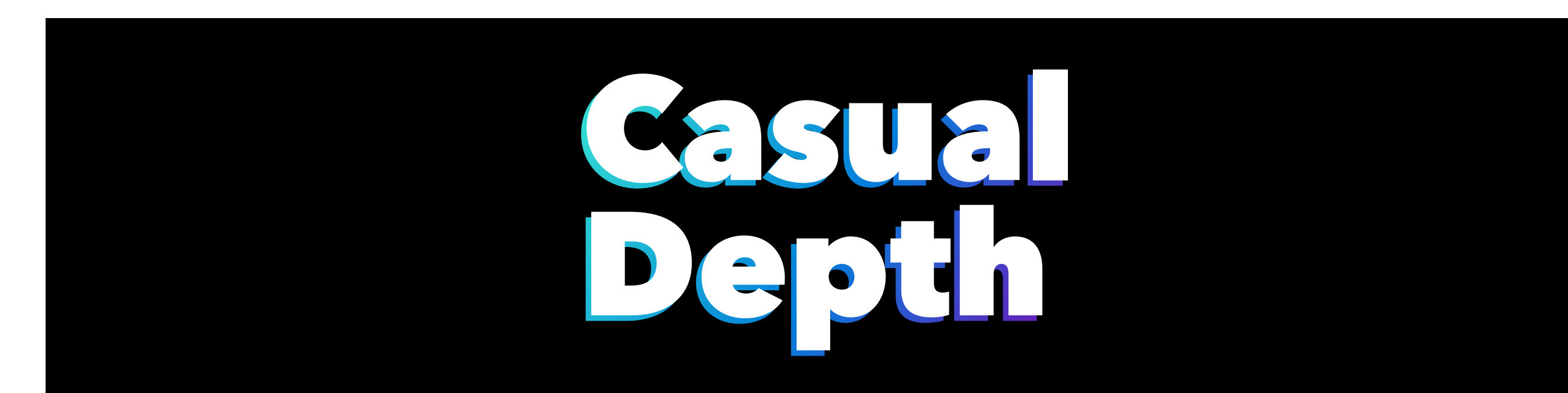
Podcast

Logo Application

All logos are to be applied on a **black background** to ensure optimal contrast.

Boxes or frames can thus be used when implementing the logo in a white environment.

For brand consistency, always **copy and reapply** the logo where needed to ensure the same ratios between the white and the gradient layer of the logo.



Brand Fonts

Poppins Black 900

For Headers

Poppins Extra Light 200
& Poppins Thin 100

For regular blocks of text
on a white background use
the slightly thicker Extra Light
200 for better readability

Poppins Regular 400

For **bold** & *cursive* highlights

Poppins Black 900

For extreme **bold**
& ***cursive*** highlights

└ Text is aligned to the left unless visually useful to deviate

└ Line height is 110% for headers & 120% for blocks of text

For Headers

For regular blocks of text
on a black background use
the slightly thinner Thin 100
for a super sleek look

For **bold** & *cursive* highlights

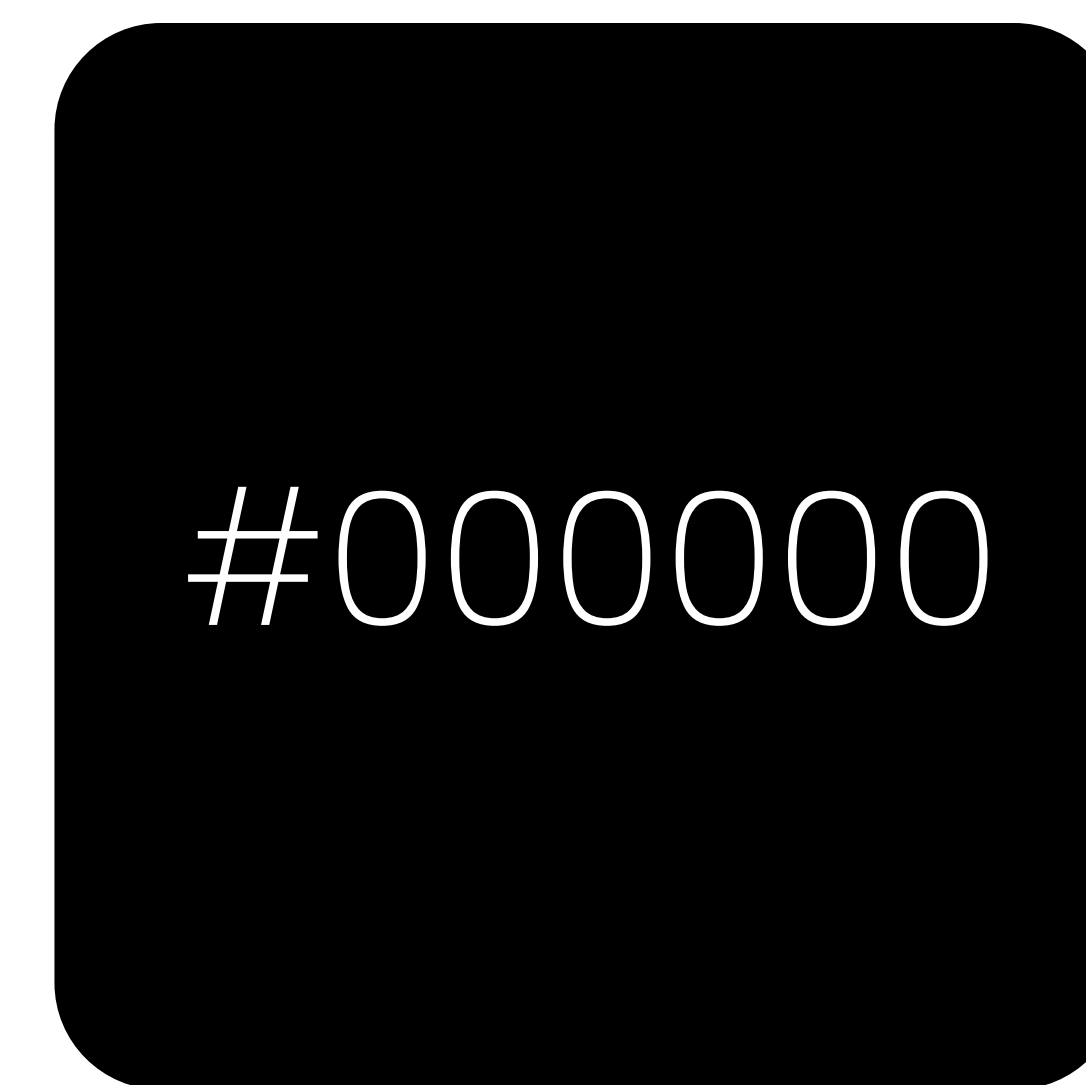
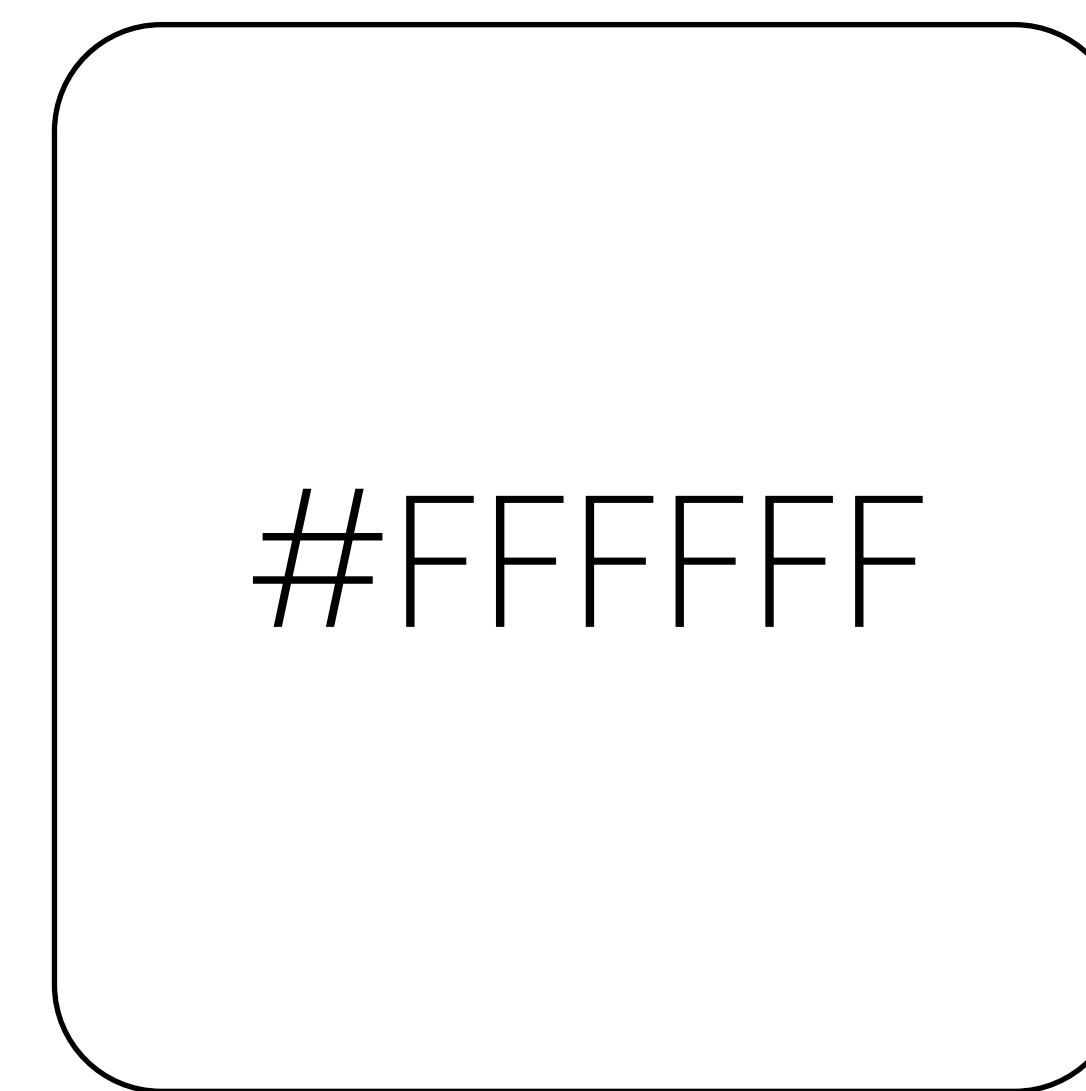
For extreme **bold**
& ***cursive*** highlights

Brand Colors

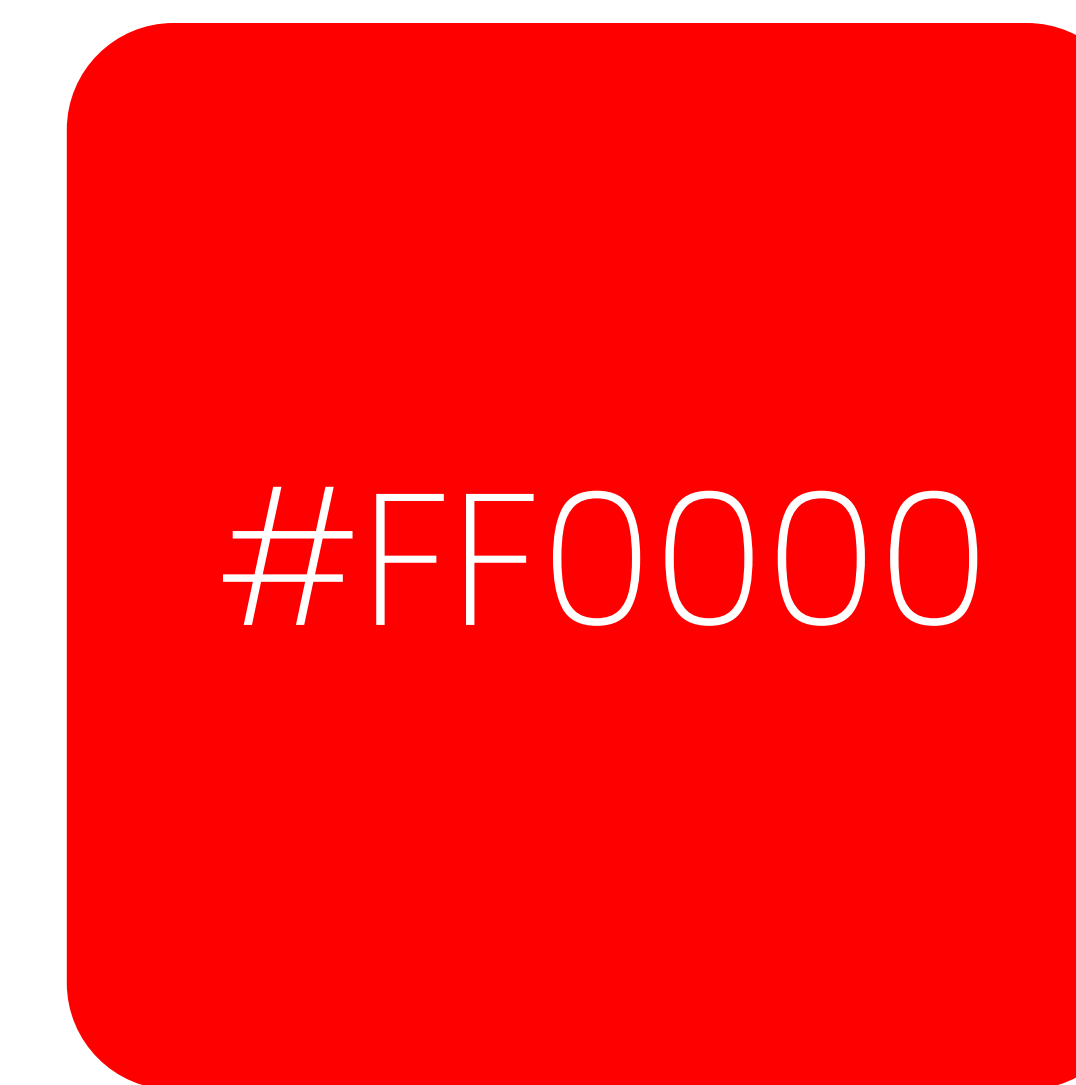
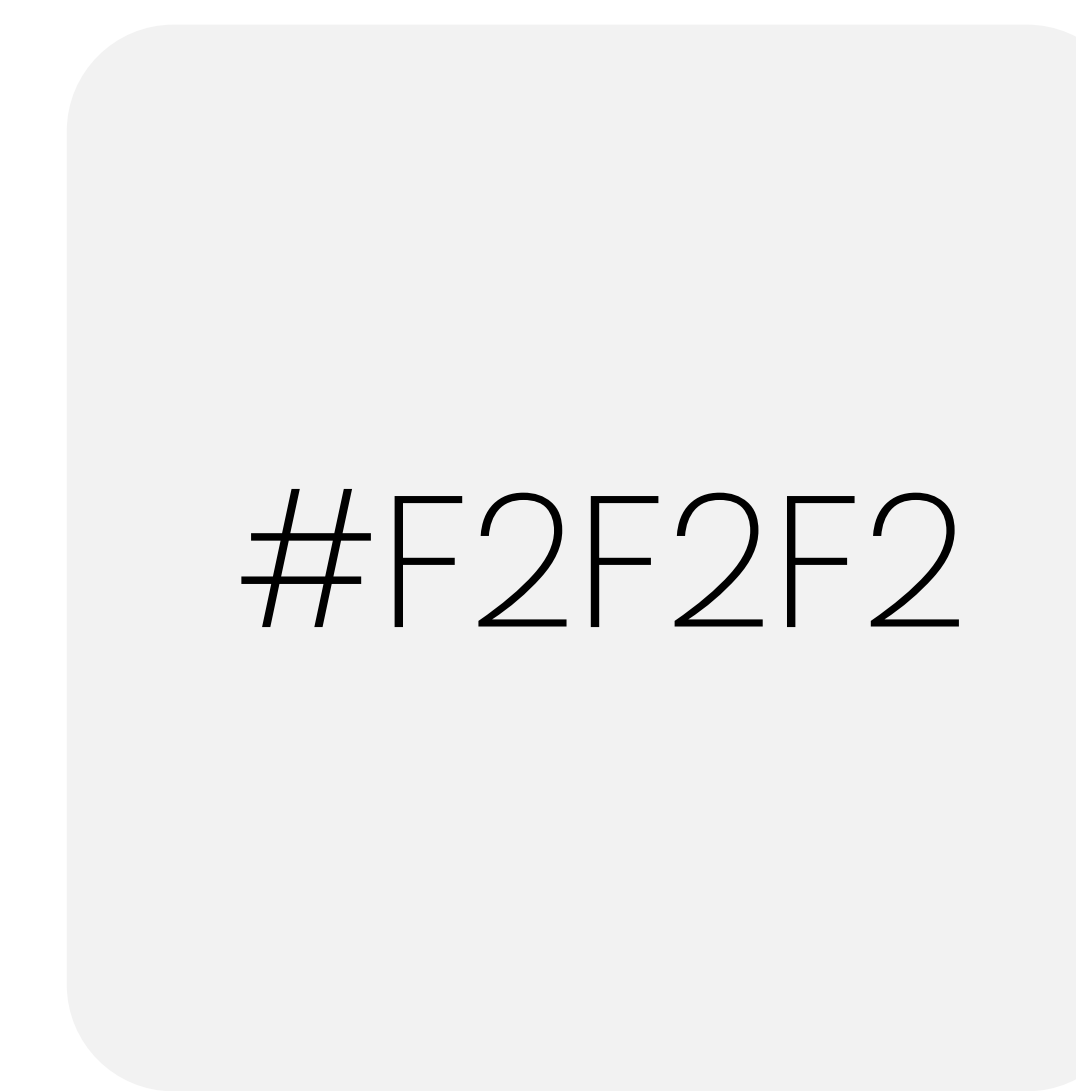
Main Colors*



Background Colors



Supporting Colors



Resulting Gradients



*are only to be used in the form of gradients, never individually

Images

The **only** form of images to implement are **ai-generated** images in a polished and non-realistic style.

This goes back to representing the youthfulness but also the creative and thought-based approach of Casual Depth.

Use these images for blog-post or podcast episode cover images and avoid usage everywhere else.

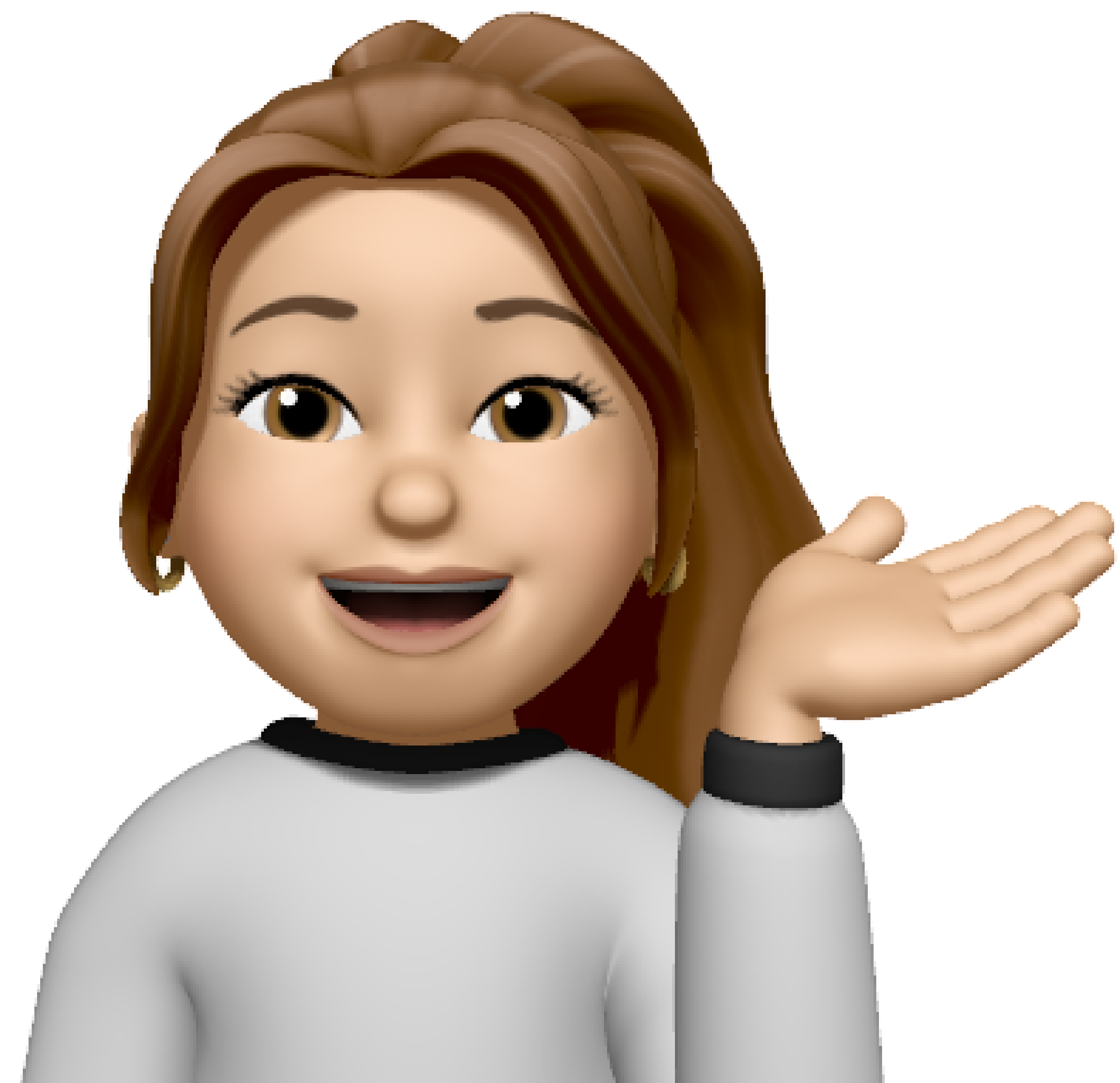


Memojis

Memojis are used to **represent team members**. This fits nicely with the abstract style of ai generated images, the youthfulness of Casual Depth and the simplicity of the entire brand.

Furthermore, memojis are easy to generate and update, perfect for a remote international team.

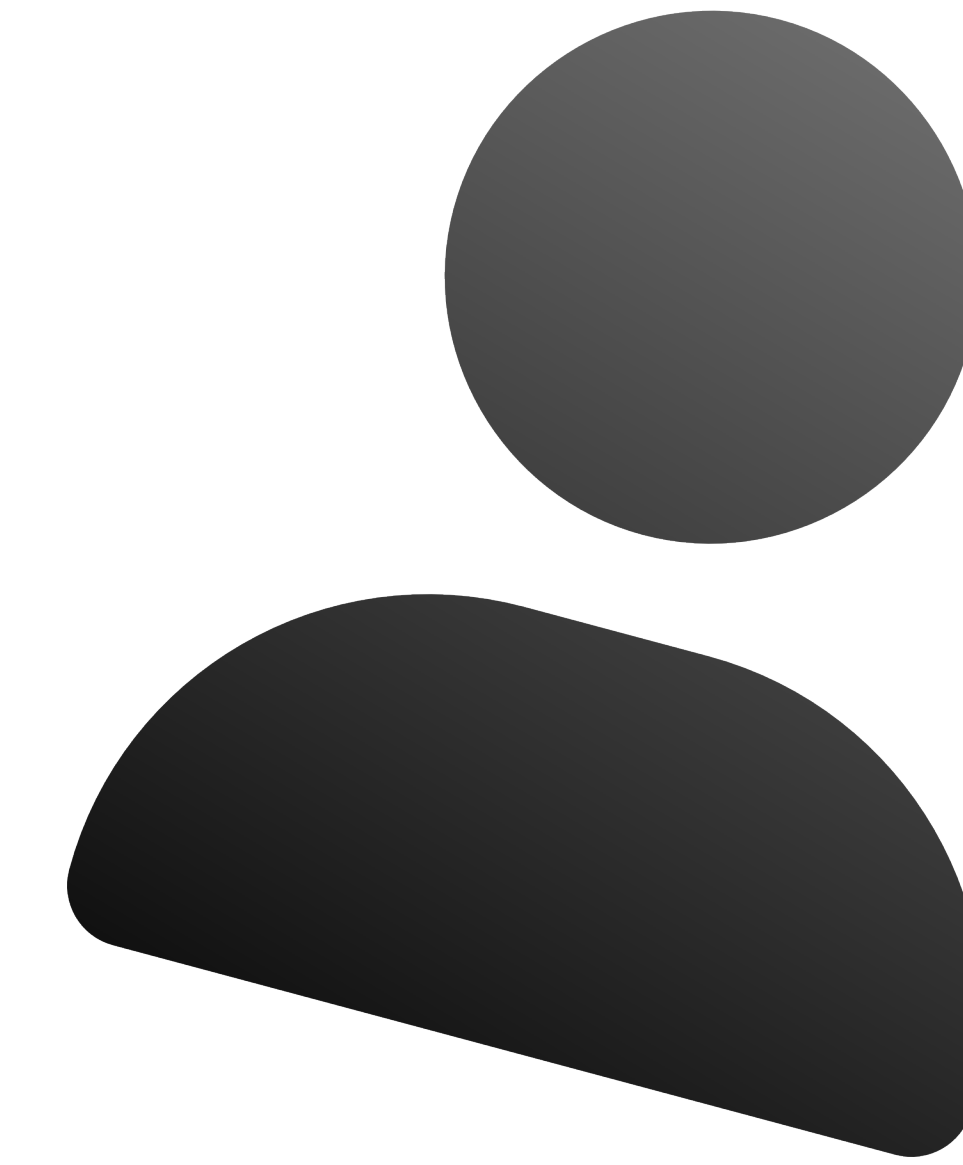
Use opacity fading & layering to better integrate memojis into designs.



Icons

The **usage of icons** should be **kept to a minimum**, but minimalistic 2D icons from *fontawesome.com* or simply downloadable icons of existing brands can be used where necessary.

Use opacity fading to better integrate icons into designs.



Shapes

The **usage of shapes** should be **kept to a minimum** but simple boxes with slightly rounded corners can be implemented where necessary to highlight or frame text or images.

