

Casual Depth

Brand Guide

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Created by Arne Dörries in 2024

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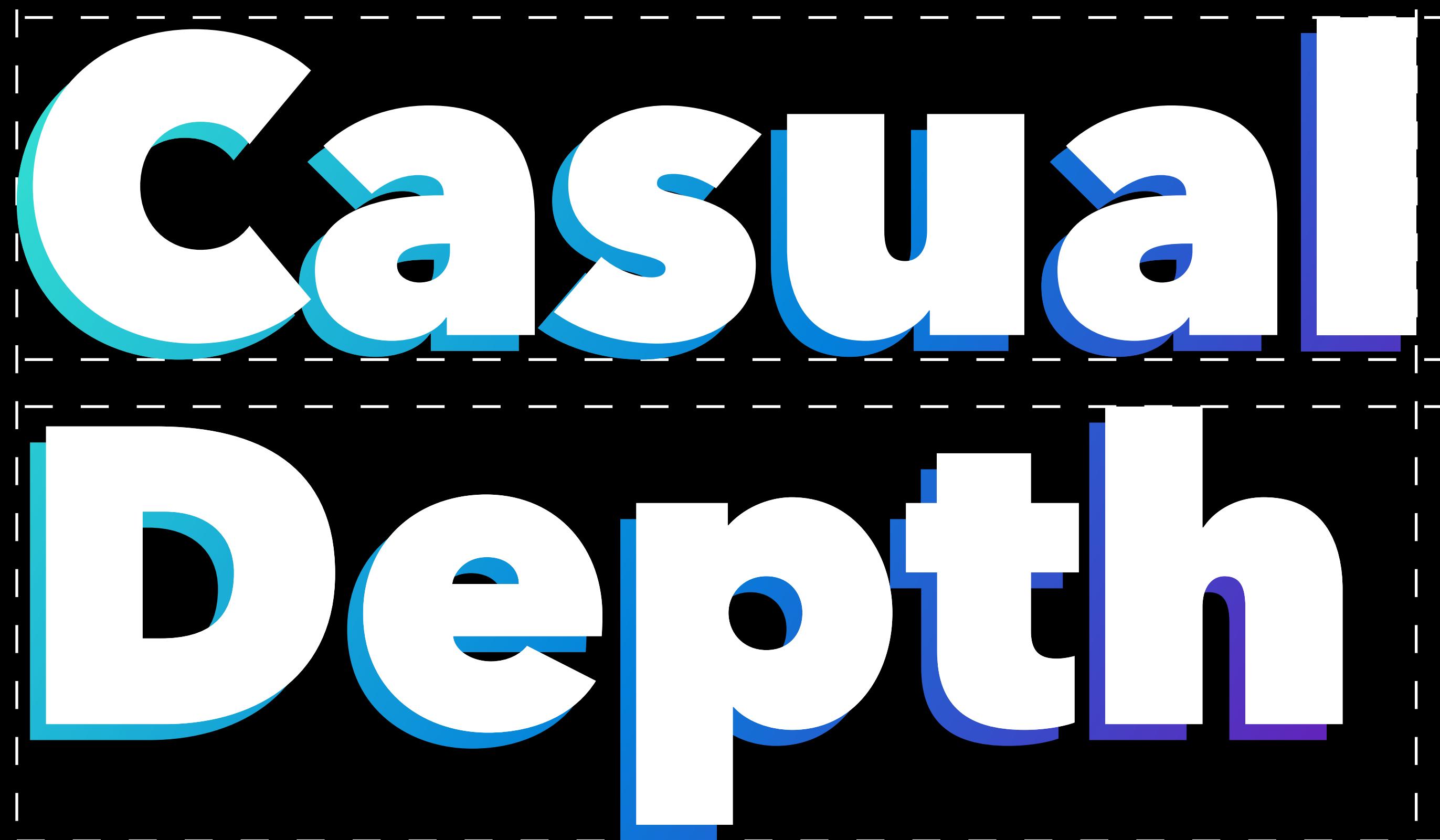
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Logo

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



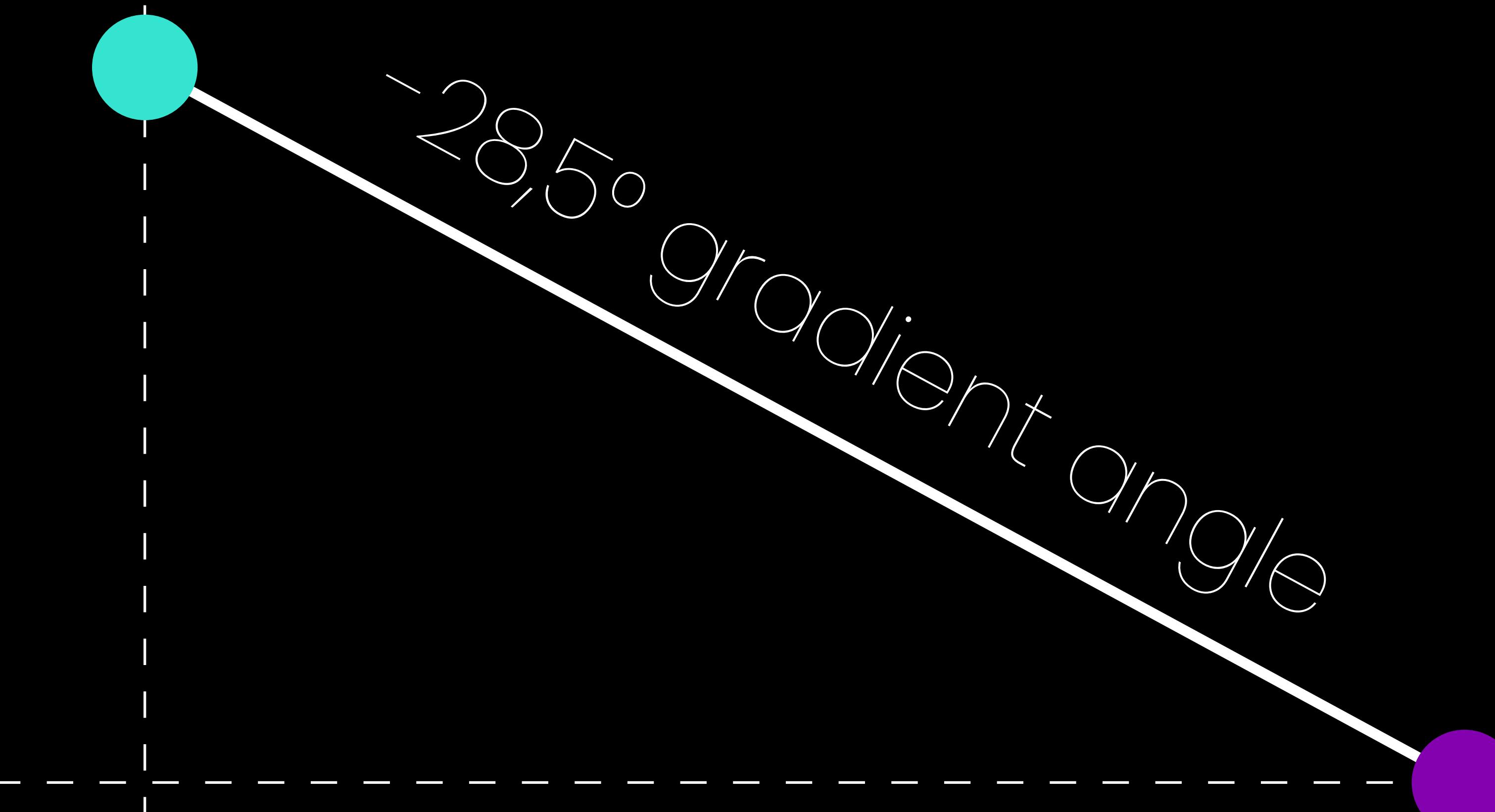
Casual
Depth

japanese
shorai™ sans
heavy 900
font

~35,5° gradient angle

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

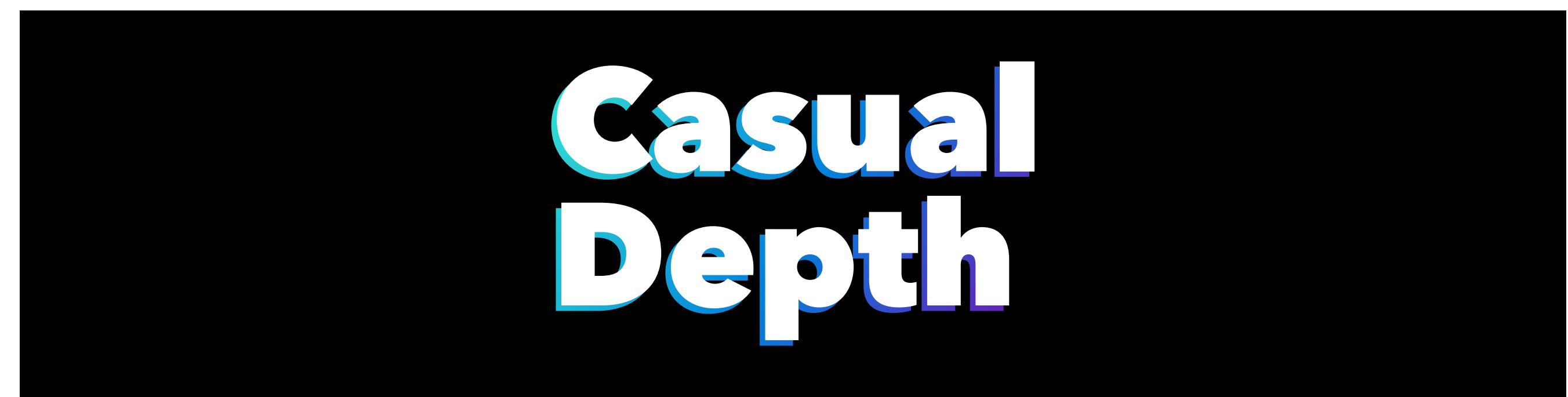
Podcast

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

Poppins Extra Light 200
& Poppins Thin 100

Poppins Regular 400

Poppins Black 900

For Headers

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

For **bold** & *cursive* highlights

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

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

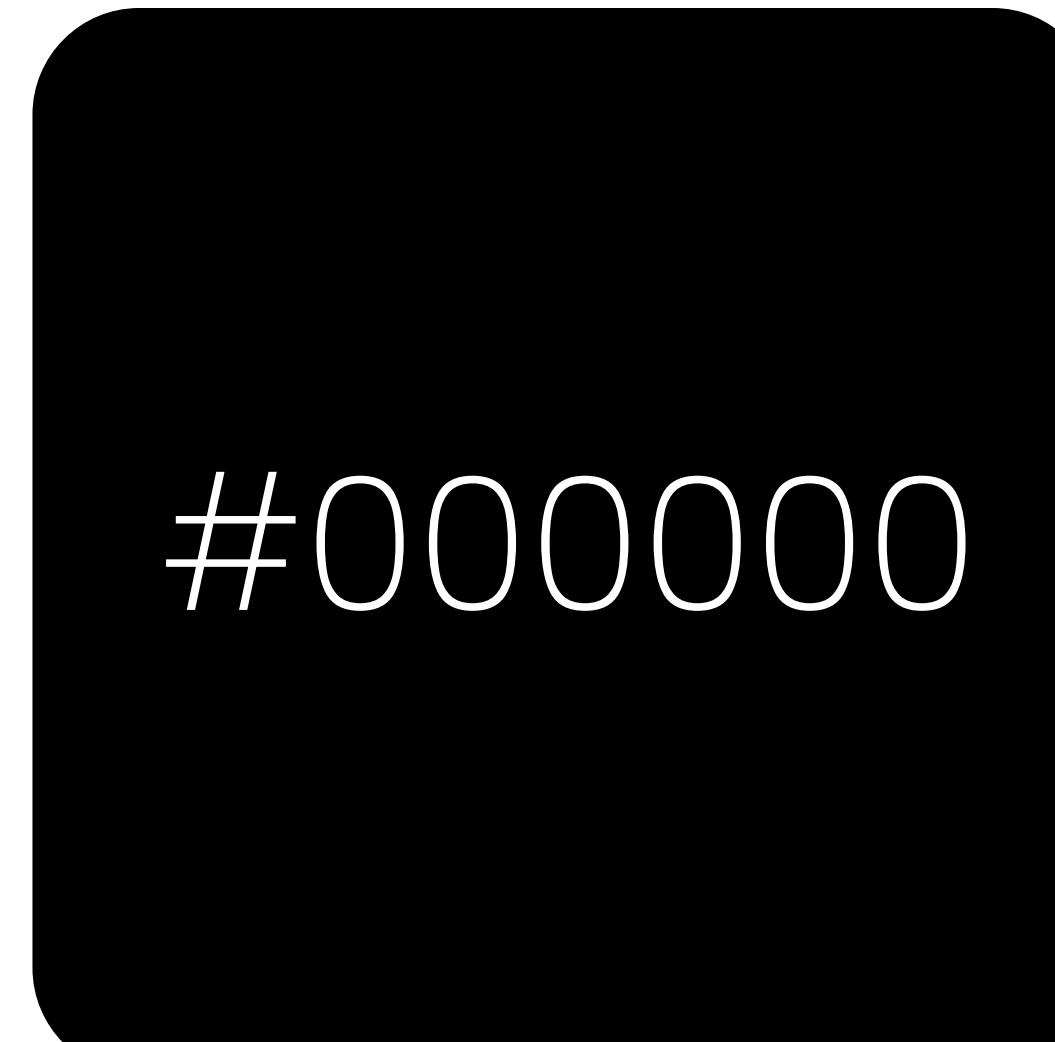
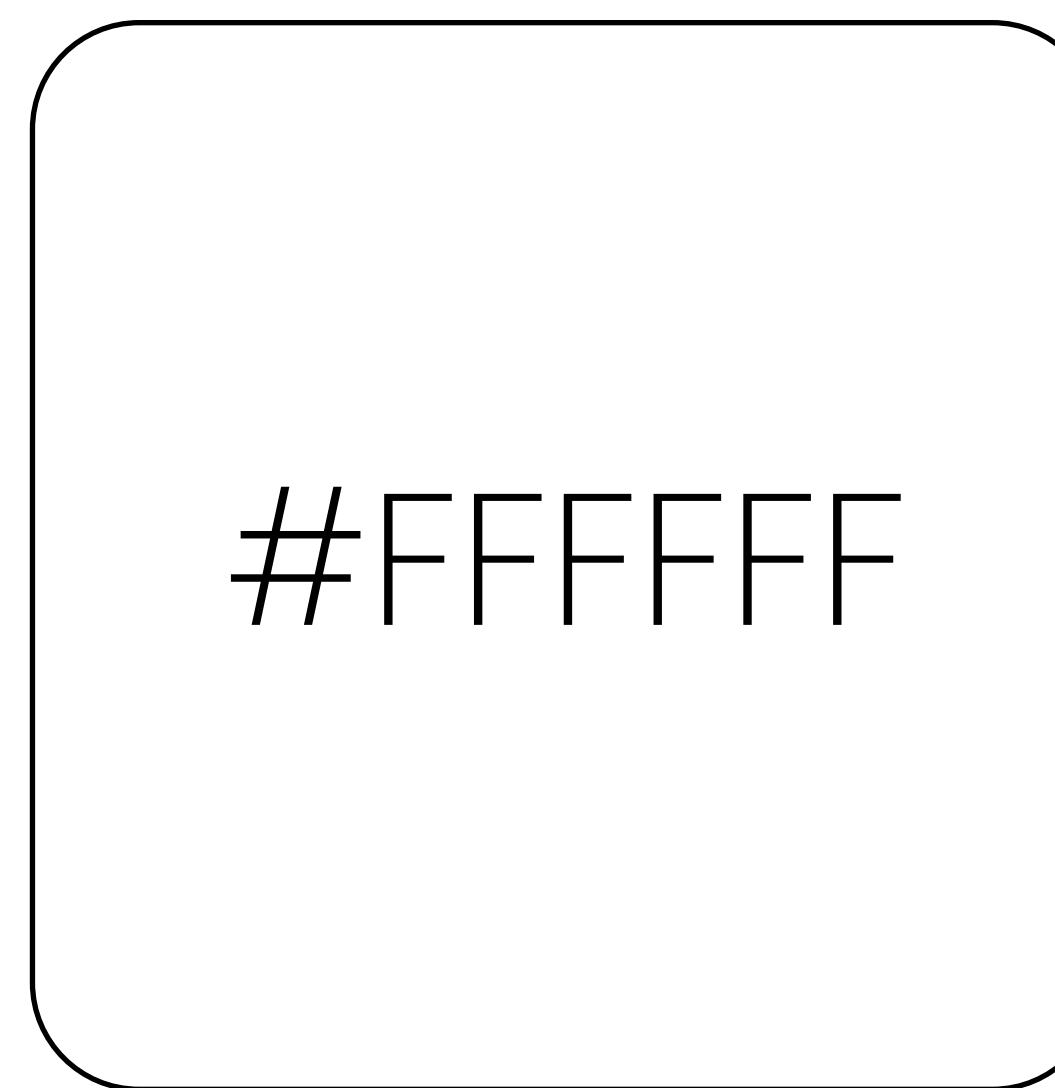
- Text is aligned to the left unless visually useful to deviate
- Line height is 110% for headers & 120% for blocks of text

Brand Colors

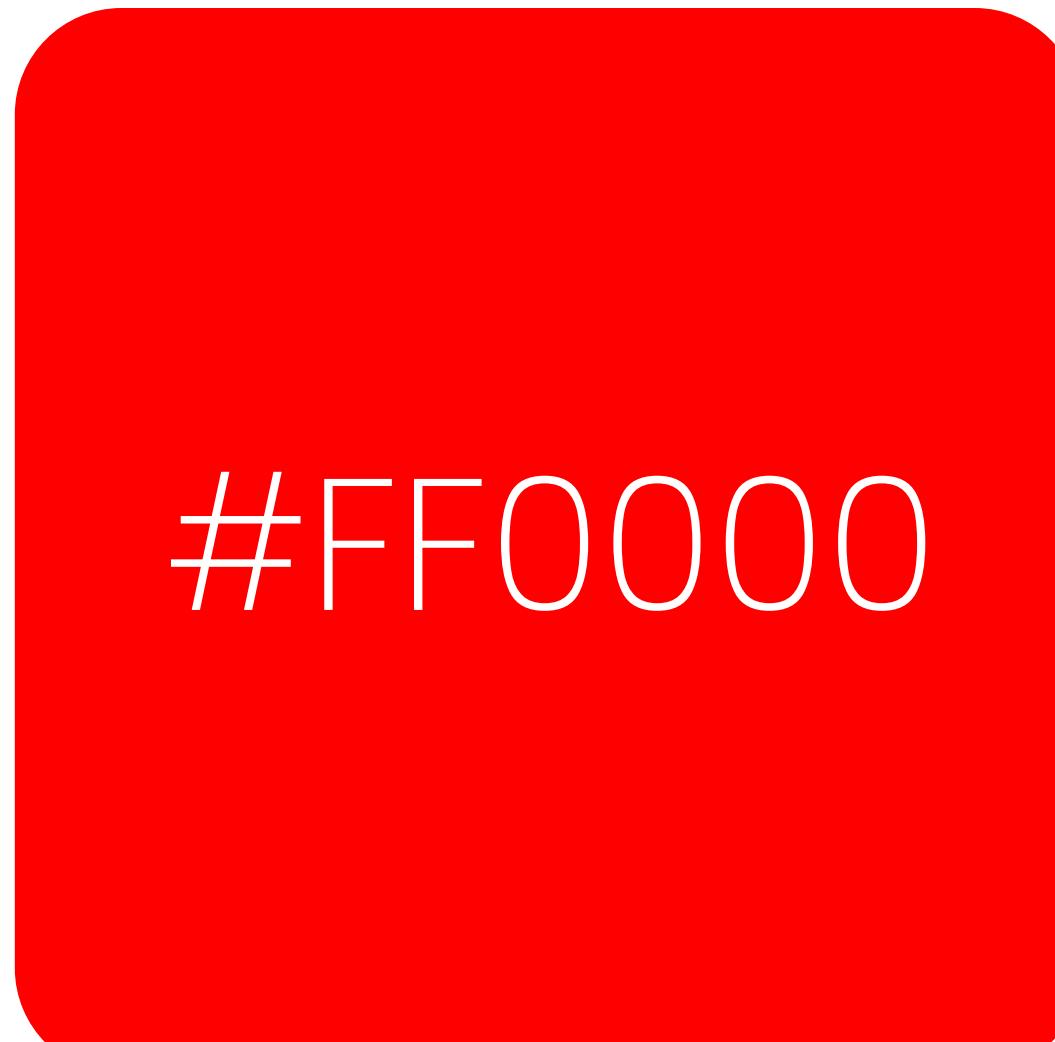
Main Colors*



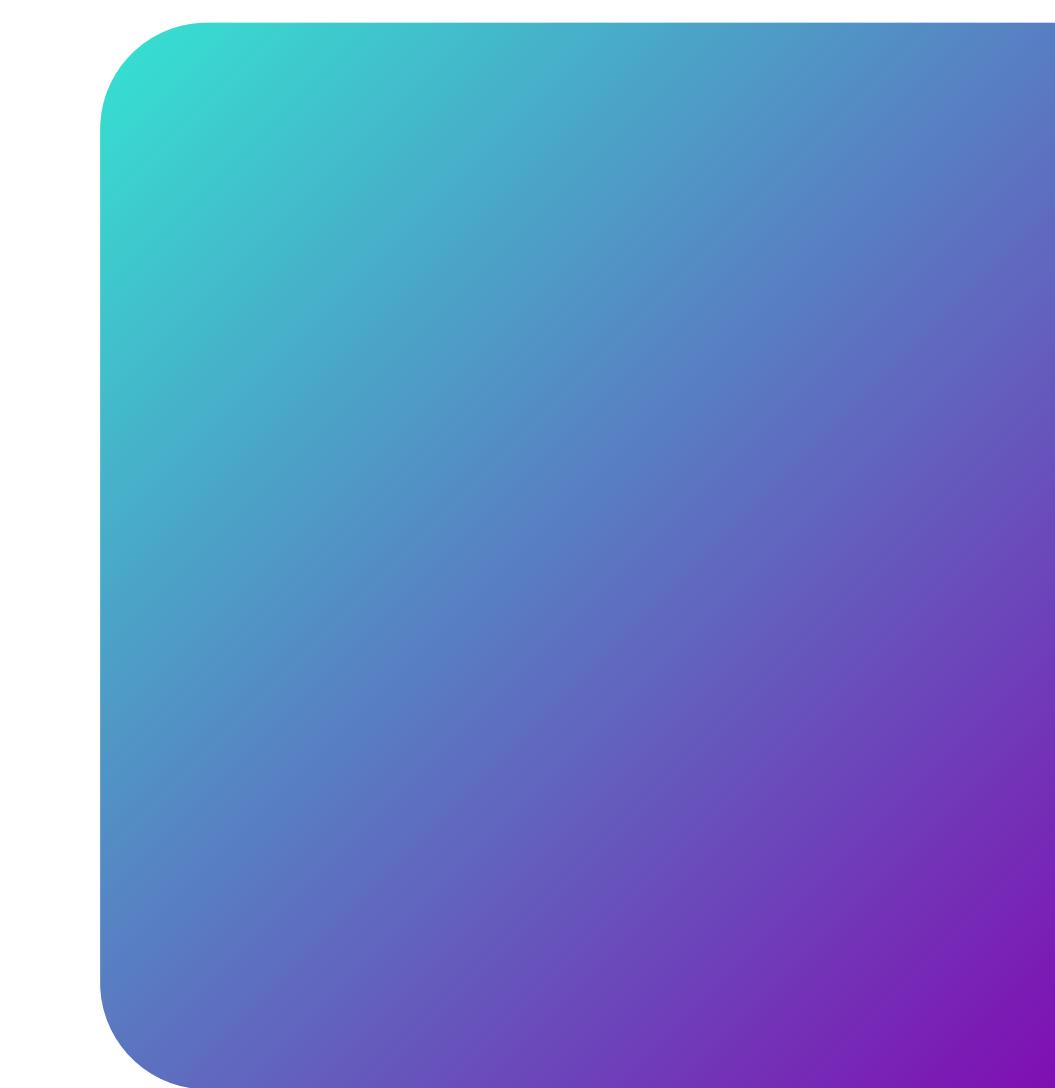
Background Colors



Supporting Colors



Resulting Gradients



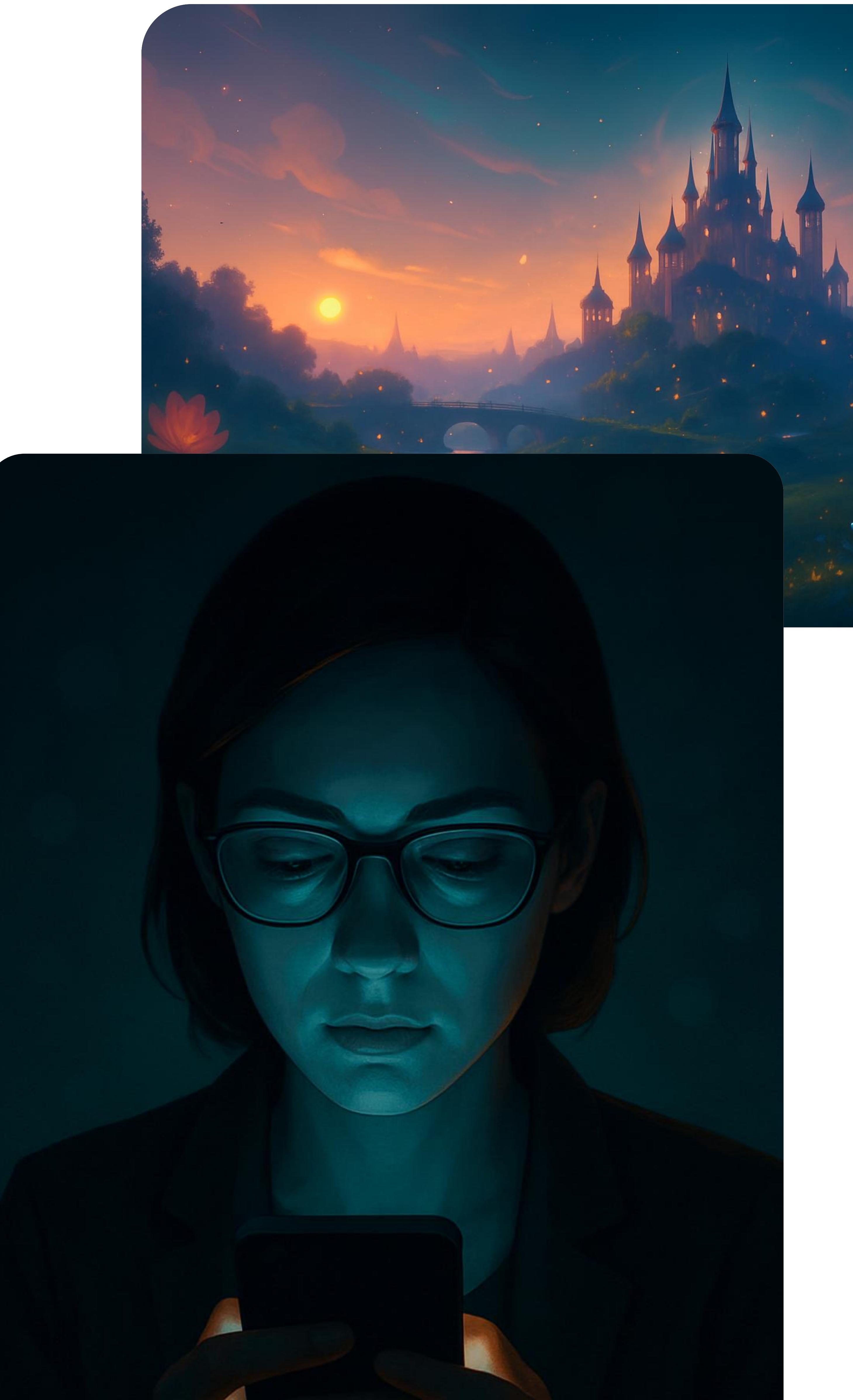
*are only to be used in the form of gradients, never individually

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.

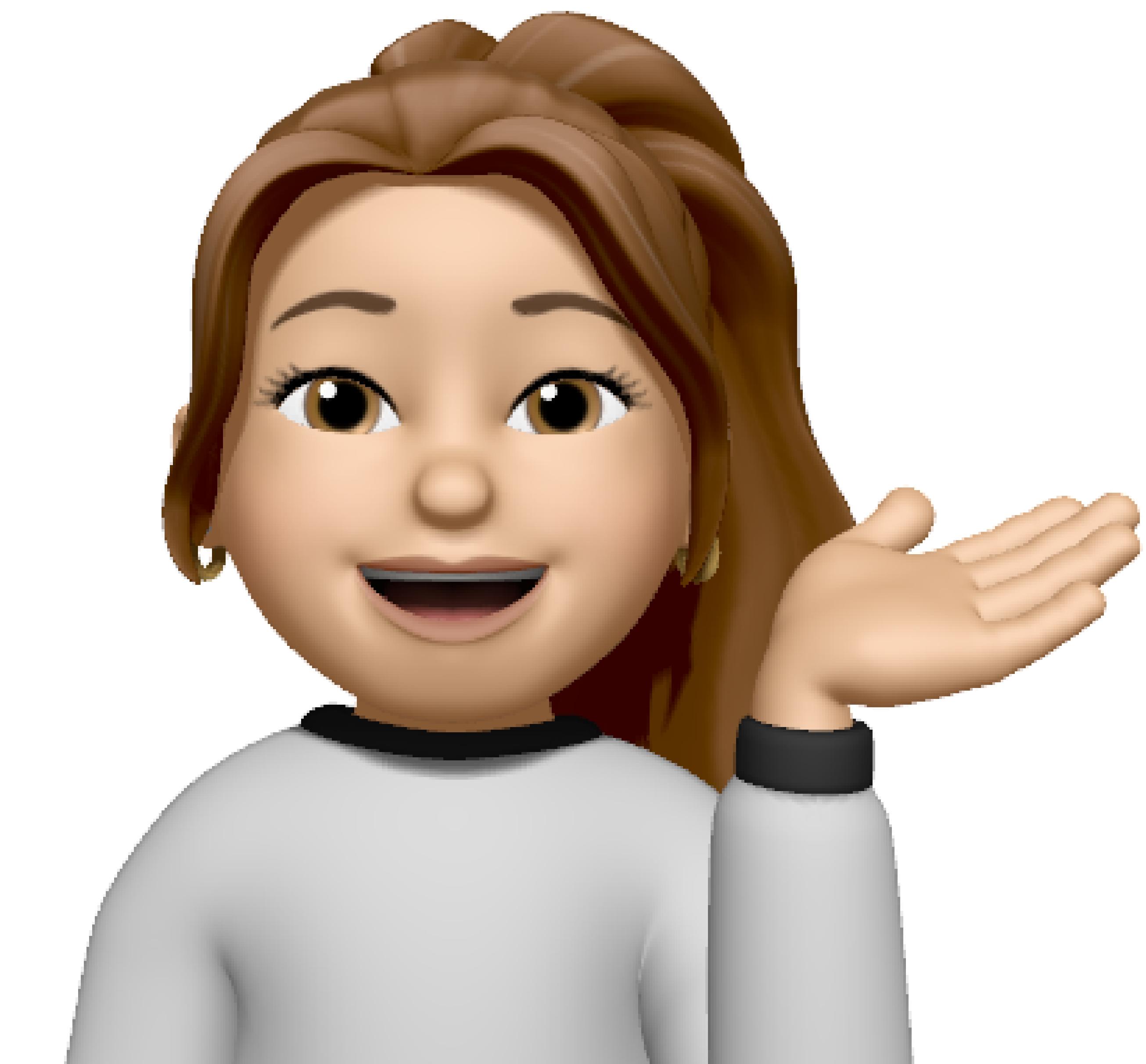


Memojis

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.

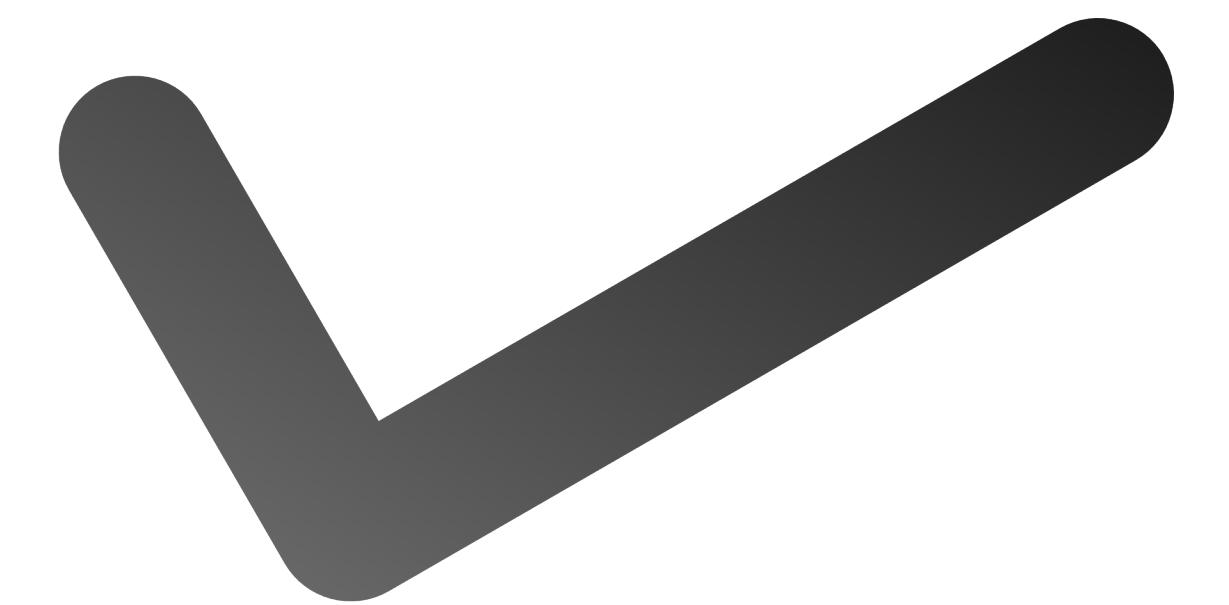
Use opacity fading & layering to better integrate memojis into designs.



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 of corners can be implemented where necessary to highlight or frame text or images.

