Brand Guidelines

Drip forge – Visual Identity

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dripforge

Contents

Introduction 01

Introduction

This is the *Drip forge* Brand Identity Style Guide. It tells your who we are, what we stand for, how we talk, and how we look. This document is catered to anyone who is looking to understand the visual design of *Drip forge*, whenever and wherever it shows up in the world.

Who We Are

02

What We Do

We make clothing that celebrates individuality – designed to last, made with care.
Our focus is on quality, versatility, and timeless style, grounded in sustainability and ethical practices. Fashion should be inclusive, accessible, but built with the future in mind. We ensure that our clothing are designed and built to last.

The Mission

At *Drip forge*, we're all about bringing **bold** ideas to life while preserving our Asian roots that shaped us. We exist to fuel creativity and celebrate the Asian culture through striking, story-driven designs.

◆

Our mission is simple: Craft high quality, visually unforgettable works that don't break the bank- and leaves a lasting impression on anyone looking.

Design Approach

Quality. Fashion. Versitility

Our brand identity burns with passion, boldness, and fearless innovations.
The vibrant flame gradient symbolizes our willingness to embrace risk and creativity, while the premium gold accent reflects our unwavering commitment to quality, culture, and fashion.

These bold colours tell a compelling story: We thrive amidst the chaos and daring choices, not fearing to take risks, yet always delivering premium craftsmanship at accessible prices to everyone.

Verbal Identity

03

Tone of Voice

Our voice is straightforward, confident, energetic, and authentic. We speak with purpose – boldly, but never aggressively. Every message should feel clear, warm, and approachable, sparking connection and trust.

We cut through the noise by keeping things simple and direct. No fluff, no jargon. Just honest language that resonates. We're not overly formal, and we're never too casual – we sit right in the middle: professional, but relatable.

Best Practices

Examples

Don't – "Introducing our newest innovation in lifestyle wear"

Do – "Our latest pieces are made to move with you: simple, functional, and ready for everyday life"

Don't – "You guys are gonna love this drop 🔥🔥"

Do – "Our latest drip is versatile and easy to wear!"

Summary

We are not arrogant, we are assured.

We are not trendy, we are timeless.

We are not loud, we are bold.

We are not corporate, we are grounded.

We are not complicated, we are considered.

Visual Identity

04

Wordmark

Our wordmark **dripforge** is clean, bold, and has a modern touch–up of a retro-inspired font. Our wordmark can be used in a longer horizontal form or a more stacked form, depending on the placement needs of the context.

Horizontal Wordmark

Stacked Wordmark

dripforge

drip forge

Wordmark - Usability

We *recommend* using the '**o**' in Dripf**o**rge (unmodified) as a margin for the height and the width, however, you are free to change that as long as the logo has at least 15% of width and 30% for height as margin.

Minimum: 30% margin from original height, 15% from original width
Recommended: Utilize 'o' in dripforge as margin measure

Example for **Minimum**

Example for **Recommended**

107*0.3 = **32**

107

480*0.15 = **72**

480

Misuse of Wordmark

DO NOT change the composition of the wordmark

DO NOT add a stoke to the wordmark

DO NOT rotate the wordmark

DO NOT use any other colours apart from ones listed on page 14 and 15

DO NOT use multiple colours on one wordmark

DO NOT stretch or squash the original watermark

dripforge

Correct Use of Wordmark

dripforge
dripforge

Monochrome colors can be used as long as background is contasted

dripforge

Can add stroke (no overlap) with no fill (must be readable)

dripforge

Can add Dripforge colours – White, Black, Gold, Red

dripforge

Maintaining proper clear space

dripforge

Using correct contrasting background

dripforge
dripforge
dripforge
dripforge
dripforge
dripforge

New Size = Old Size * 1.1618

Utilize golden ratio for changing sizes of the logo

dripforge

Example Usage of Wordmark

Home   Shop   Customize   **About Us**   Cart [2]

dripforge
about us

Here at dripforge we are all ...Sample text sample text sample text sample text sample text sample text sample text sample text sample text sample text sample text sample text sample text sample text sample text sample text sample text sample text sample text

sample text sample text sample text sample text sample text sample text

sample text sample text sample text sample text sample text sample text sample text sample text sample text
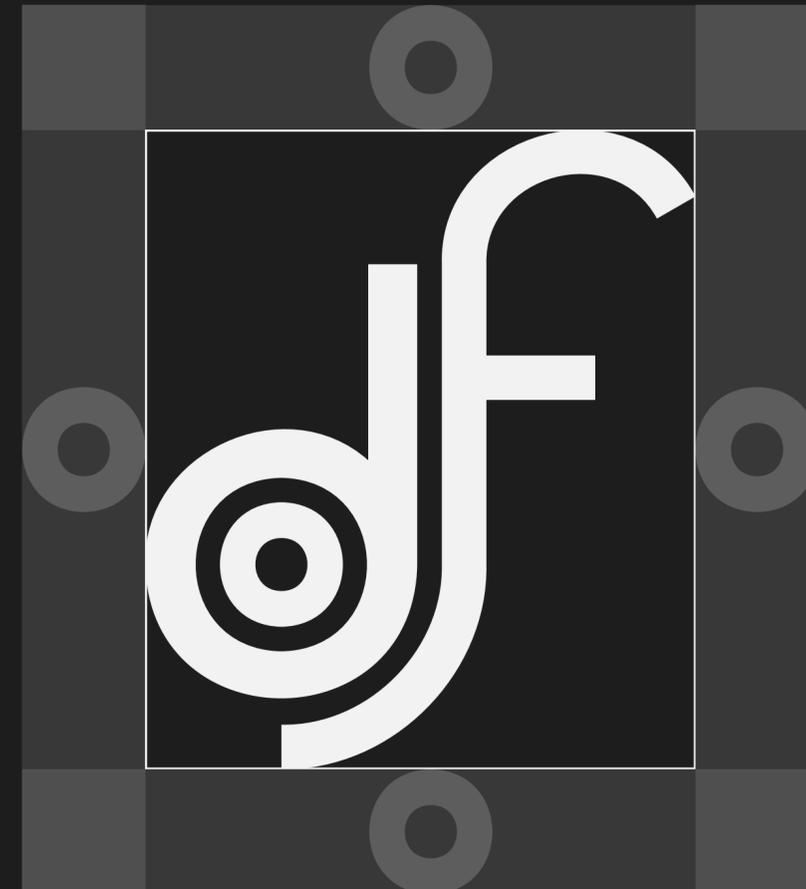
Logo

Our logo visually defines our brand. The lowercase 'df' is inspired by a **retro-style, touched up to a modern logo**. The shape language gives the viewers **warmth of familiarity** and hints of nostalgia (thus the retro-inspired) and the cleanliness of the shape language is to show that we are not about fluff or complications, **we are simple and straightforward** with how we do things.

Logo Usability

Our Recommendation

We recommend utilizing the 'o' inside the d as a rough reference of margin. This is an approximate, however please ensure that no matter what margin is used, the context is clear and the logo is readible.
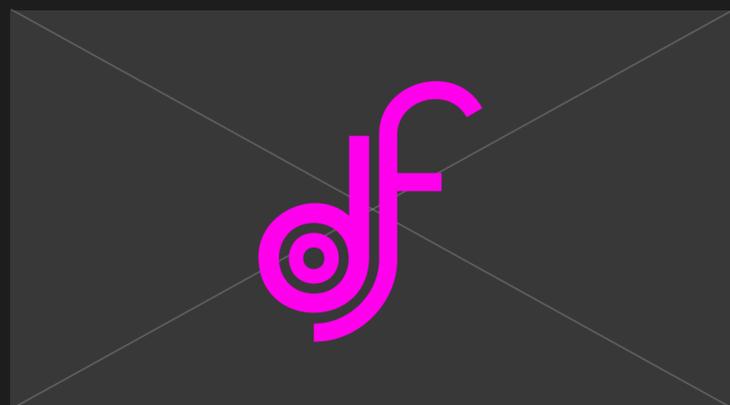
dripforge

Misuse of Logo

DO NOT change the composition of the logo
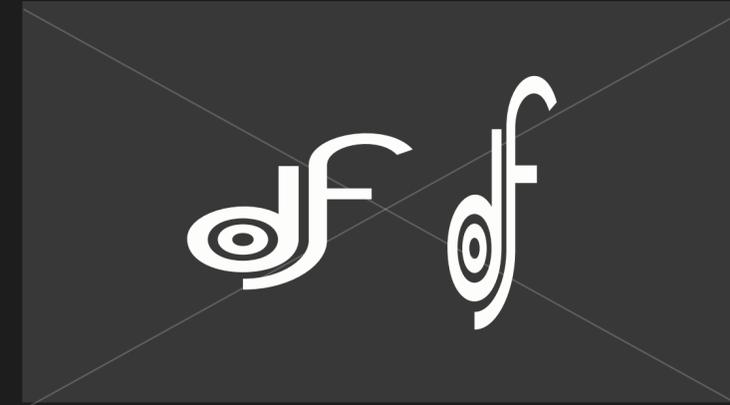
DO NOT add a stoke to the logo

DO NOT rotate the logo

DO NOT use any other colours apart from ones listed on page XX

DO NOT use multiple colours on one logo, even with correct colours

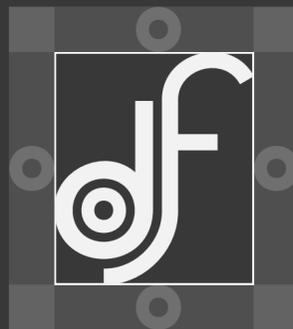**DO NOT** stretch or squash the original logo

Correct Use of Logo

Monochrome colors can be used as long as background is contasted

Can add stroke (no overlap) with no fill (must be readable)

Can add Dripforge colours – White, Black, Gold, Red

Maintaining proper clear space

Using correct contrasting background

New Size = Old Size * 1.1618

Utilize golden ratio for changing sizes of the logo

Example Usage of Logo

FREE SHIPPING FOR ORDERS OVER $60 | USE CODE 'DRIPFORGE' FOR 15% OFF YOUR FIRST ORDER

Home   **Shop**   Customize   About Us   Cart [2]

New Arrivals

DRIP FORGE LIMITED EDITION SIGNED BUCKET HAT
$24.99

SAMPLE TEXT SAMPLE TETX
$24.99

SAMPLE TEXT SAMPLE TETX
$24.99

SAMPLE TEXT SAMPLE TETX
$24.99

Colour Selections

Premium Gold
Hex – #efc76b
RGB – 39, 199, 107
CMYK – 0, 17, 55, 6

Red
Hex – #bf2b28
RGB – 191, 43, 40
CMYK – 0, 77, 79, 25

Ice White
Hex – #fcf4e3
RGB – 252, 244, 227
CMYK – 0, 3, 10, 1

Ice White
Hex – #1e1e1e
RGB – 30, 30, 30
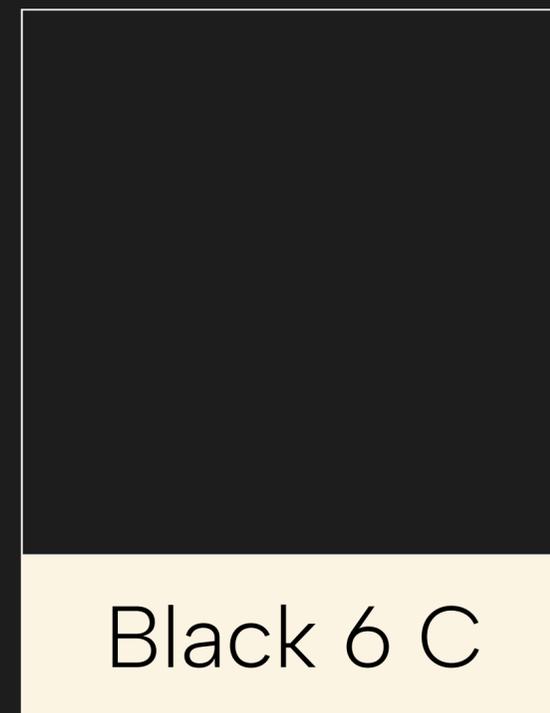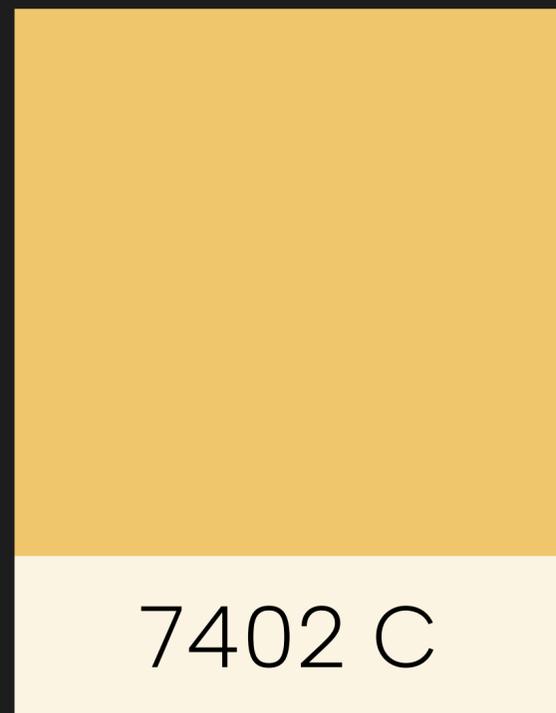CMYK – 0, 0, 0, 82

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Colour Combinations

The below colour combinations are chosen for clarity, readability and uses the primary and secondary colours of the brand. For cases where only the logo or the wordmark is used, ensure that the chosen colour is well contrasted with the texture and colour of the background.

#FCF4E3
#1E1E1E

#FCF4E3
#BF2B28

#1E1E1E
#EFC76B

24

Pantone

Below are the matched Pantone colours.

7402 C	7621 C	Black 6 C

Margin Box

Margins & Padding

This space can be used for anything, but the red part should be reserved as margin

400px

400px / 25 = 16px

350px

350px / 25 = 14px
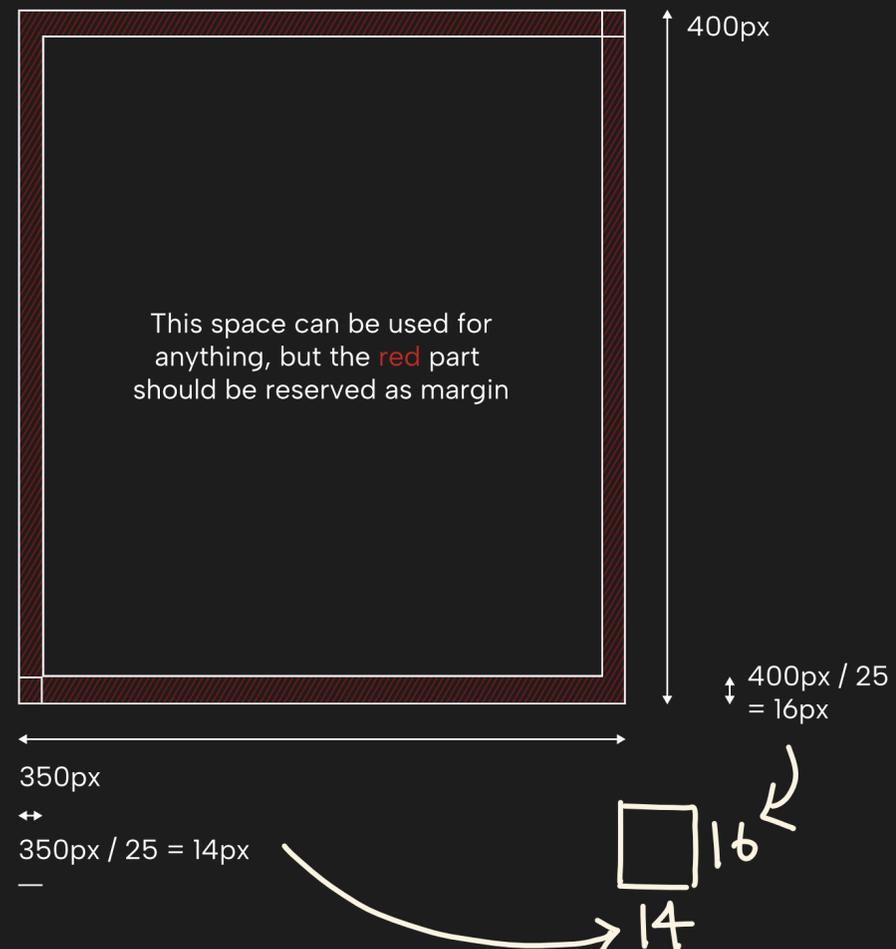
Utilize this for every document, web page, design document, advertisement, etc. The 25% margin box ensures that all the elements within the document are well placed and readable and not squished nor too spread apart.

Typography

05

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Headers

Base Font Size: 16px (1rem)

Font Name
Bernhard Tango

H1	*Heading 1*	11.089rem	Hero Text
H2	*Heading 2*	6.854rem	Page Titles
H3	*Heading 3*	4.236rem	Section Titles

Use Previous Heading x 1.1618 for Scaling up
Use Heading / 1.1618 for Scaling Down

Body

Base Font Size: 16px (1rem)

Font Name
Albert Sans

Small	Light / ExtraLight	0.618rem
Body	Light	1rem
Large	**Semi-Bold**	**1.1618rem**
Larger	**Bold**	**2.618rem**

Other weights that may be used (depending on context)
Black

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Spacing

Bernhard Tango

Line-Spacing: 175% (1.75x)

Heading 1

A Quick Brown Fox

Line-Spacing: 110% (1.1x)

Heading 2

A Quick Brown Fox

Line-Spacing: 70% (0.7x)

Heading 3

A Quick Brown Fox

Letter Spacing: 0%

Spacing

Albert Sans

Line–Spacing: 150% (1.5x)

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.

Letter Spacing: 0%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Paragraph Spacing: 1.1618rem

Do's & Don'ts

Headings (Bernhard Tango)

✅ Pair with minimal surrounding clutter for best impact
❌ Avoid having more than 1 hero-text per page
❌ Avoid having very long page titles, especially stacking more than 1 line
❌ Don't use for UI labels (too decorative)
❌ Don't write in all caps

Body Text (Albert Sans)

✅ Use for paragraphs, buttons, UI labels, form fields, footnotes.
✅ Maintain 1.5 line spacing (150%) and 0% letter spacing at all times.
✅ Consistency is key
❌ Don't mix more than 2 font weights in one section
❌ Don't use small body text unless it's for footnotes or for small-text specific
❌ Don't over-justify. Keep text left-aligned or center-aligned for legibility
❌ Don't use body text in long centered paragraphs

General Rules

✅ Stick to the golden ratio for scaling (x1.1618, /1.1618)
✅ Use rem for all units (not px)
✅ Be consistent across all pages and document pages
❌ Don't override font families arbitrarily in components
❌ Don't skip defined text styles

If you need a new size/weight, please make sure to add it to this document as well.

Typography Right & Wrong

About Us

This card utilizes all the correct typography rules displayed in the slides below this!

This is a sample text. Our body text is called Albert Sans, which is a very clean and modern looking typeface.

Here's how our bullet points should look like
- First bullet point
- Second bullet point
- Third bullet point

Utilizing the previous slides, you can make this look clean and readable to all eyes.

About Us

The About Us text on top is too tight, and this text's spacing is too loose.

This text can be hard to read when there are too many words because it's using too much line spacing. Stick to 1.5x

Here's how our bullet points **shouldn't** look like

- This is **using too many different weights**

- Stick to a maximum of **two weights** per paragraph.

- This bullet point has an orphan word which should be avoided.

Avoid Stacked Headers

Tight spacing making this text too uncomfortable to read. Make sure to follow the guidelines and make it 150% (1.5x)

Use correct font size for body. Ideally body font size should be 16 base line.

Design Applications

06

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Dripforge

An endless cultural fusion
Made with care. Built to be used forever.