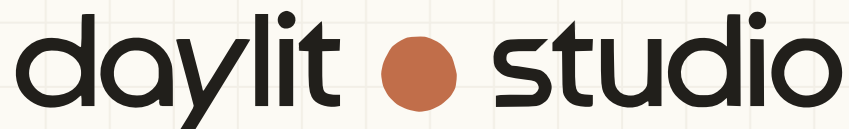


BRAND REFERENCE · FOR DEVELOPERS

The wordmark, built

The Daylit wordmark is one word set in a custom face, with the sun resting in the gap where the dot of the "i" would fall. The sun is the only mark that ever sits inside the word.

The image shows the 'daylit ● studio' wordmark centered on a light gray grid background. The word 'daylit' is in a lowercase, rounded sans-serif font, followed by a solid terracotta-colored circle, and then the word 'studio' in the same font style.**THE SUN IN THE GAP**

The brushed sun sits in the single interior gap of the wordmark, roughly a third of the cap height across. It is terracotta on light grounds, terracotta on dark. Never another color.

MINIMUM SIZE

Never set the wordmark smaller than 90 pixels wide on screen, where the sun and the letterforms still read cleanly. Below that, use the sun mark alone.

CLEAR SPACE

Keep clear space around the wordmark equal to the height of the sun on every side. Nothing crowds it — no text, no rule, no edge closer than that.

WHAT NOT TO DO

Do not recolor the sun, stretch the word, add a second accent, or place the mark on a busy photo without a scrim. One word, one sun, one accent.