

DuckDuckGo Brand Guidelines



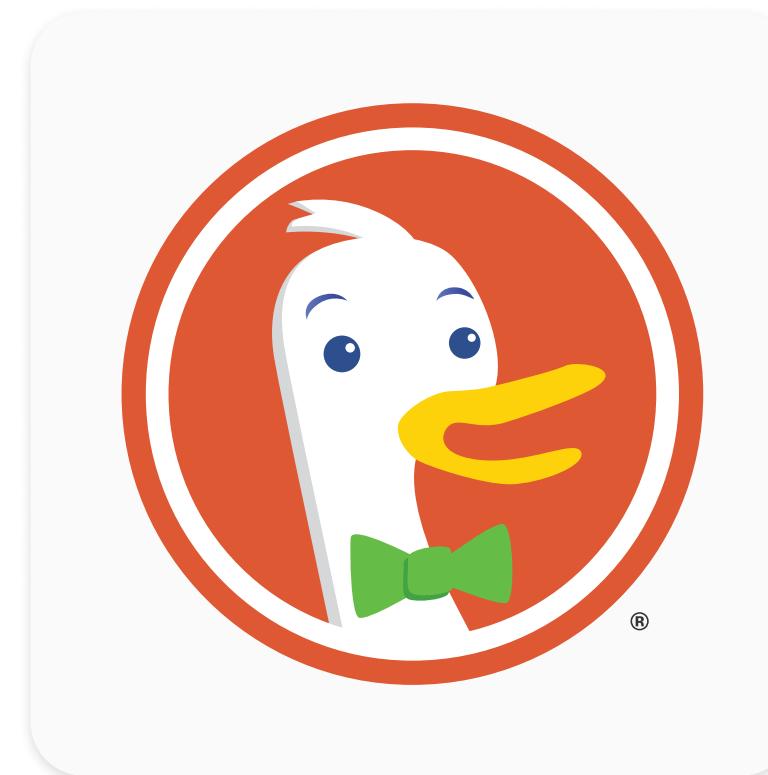
DuckDuckGo

February 22, 2021

Logo Design

The DuckDuckGo logo proudly showcases our avian friend Dax, who sports a dapper bowtie and a fearlessly optimistic expression.

Two versions of the logo are available for use: one for light backgrounds and one for dark. When in doubt, use the default version with the light background.



Light Background
Registered



Dark Background
Registered

Trademark Usage

The registered trademark (®) should be visible when using the logo externally in prominent placements.

If using the DuckDuckGo name and logo together, only one ® is needed.

Do's and Don'ts

Always use the logo on a color or gradient of colors from our palette.



*Don't
rotate*



*Don't skew
proportions*



*Don't alter
composition*



*Don't
partially
cover*



DuckDuckGo

Logo Variations

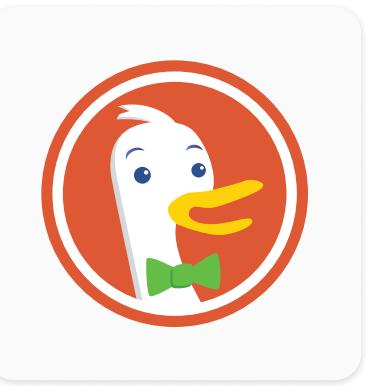
When pairing the DuckDuckGo logo with a wordmark ("lockups"), consider size requirements and space availability.

The registered stacked logo is our default choice and is best for large-scale designs, or scenarios where horizontal space is limited. Use the horizontal orientation at small sizes as it helps retain a legible wordmark.

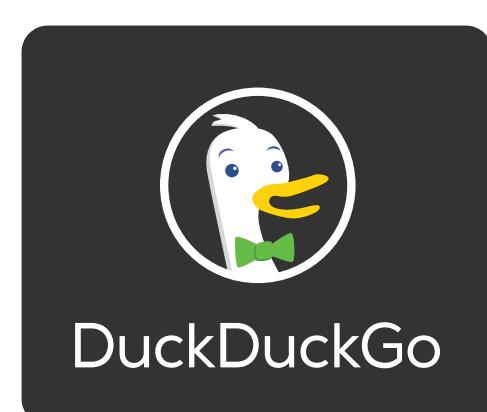
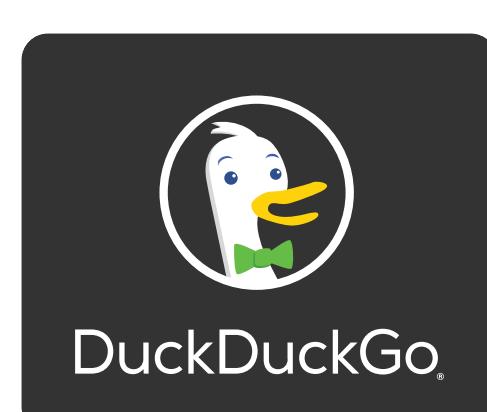
All brand lockups are predefined, finished graphics and should never be re-created with live text.



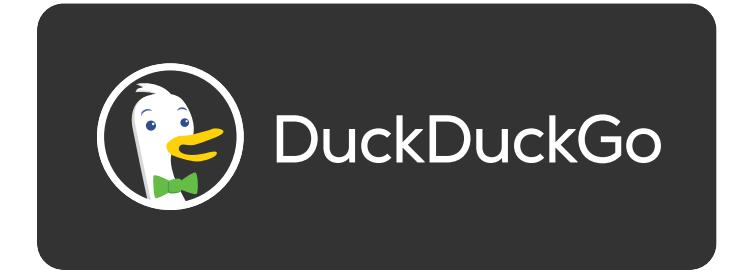
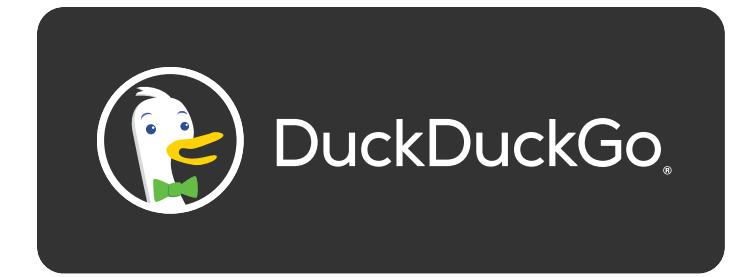
Logo Only



Stacked



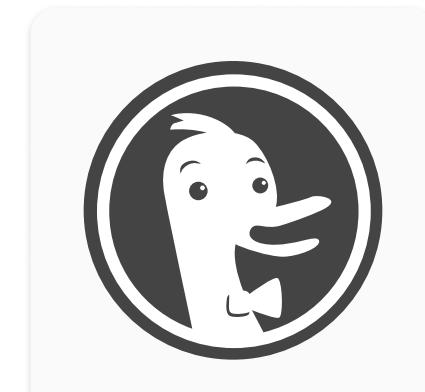
Horizontal



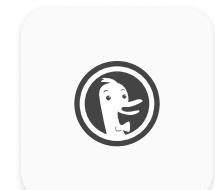
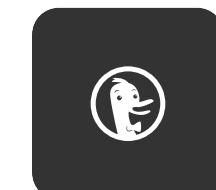
In-Line



1-Color Logo



1-Color Glyph

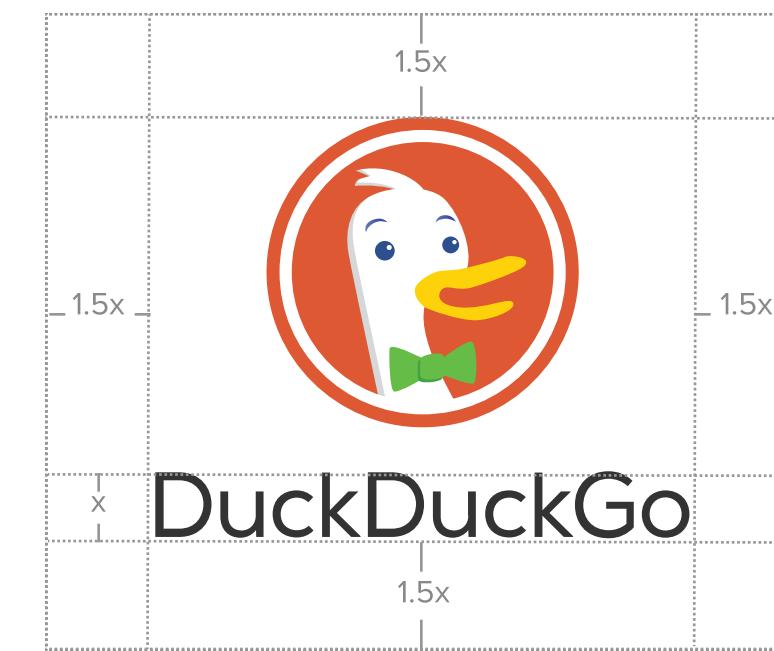


Logo Spacing

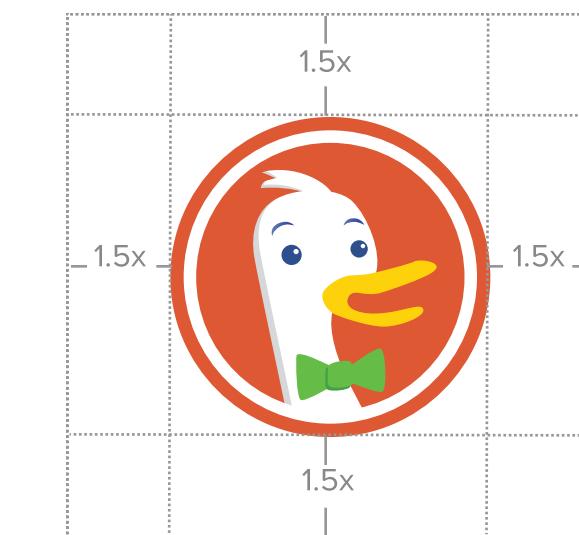
When using the brand logo always make sure sufficient white space is present around it.

The standard minimum space should be 1.5x the height of the wordmark.

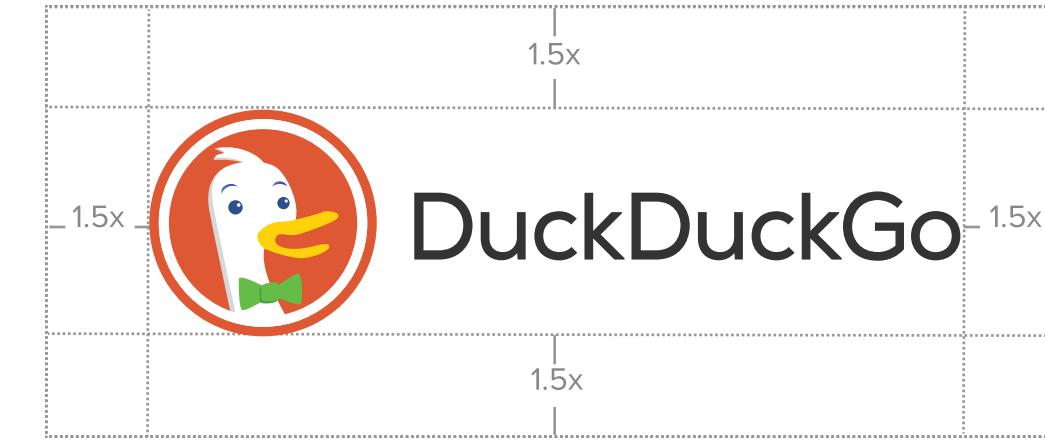
Stacked Orientation - Primary



Dax



Horizontal Orientation - Secondary



Typography

Font Weights

Our official brand typeface is Proxima Nova.

The weights used in our marketing materials are Regular, Bold, and Extra Bold.

Reserve Extra Bold for headlines only.

Proxima Nova Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



DuckDuckGo

Typography

Standard Type Patterns, Print

Our standard typography settings are based on default body copy size, which is set as a baseline of 100%.

Use the listed multiplier to determine proper sizing for other typeface pairings.



DuckDuckGo

Extra Bold, 500%, -2% kerning

Main headline

Extra Bold, 225%, -1.5% kerning

Subheader

Large body - Regular, 133%, 1.33 leading

Bacon ipsum dolor amet
cupim pancetta strip
steak, turducken spare
ribs turkey pork belly
rump landjaeger. Beef
turducken beef ribs
biltong.

Default body - Regular, 100%, 1.33 leading

Bacon ipsum dolor amet cupim
pancetta strip steak, turducken
spare ribs turkey pork belly
rump landjaeger. Beef
turducken beef ribs biltong.

Small body - Regular, 75%, 1.66 leading

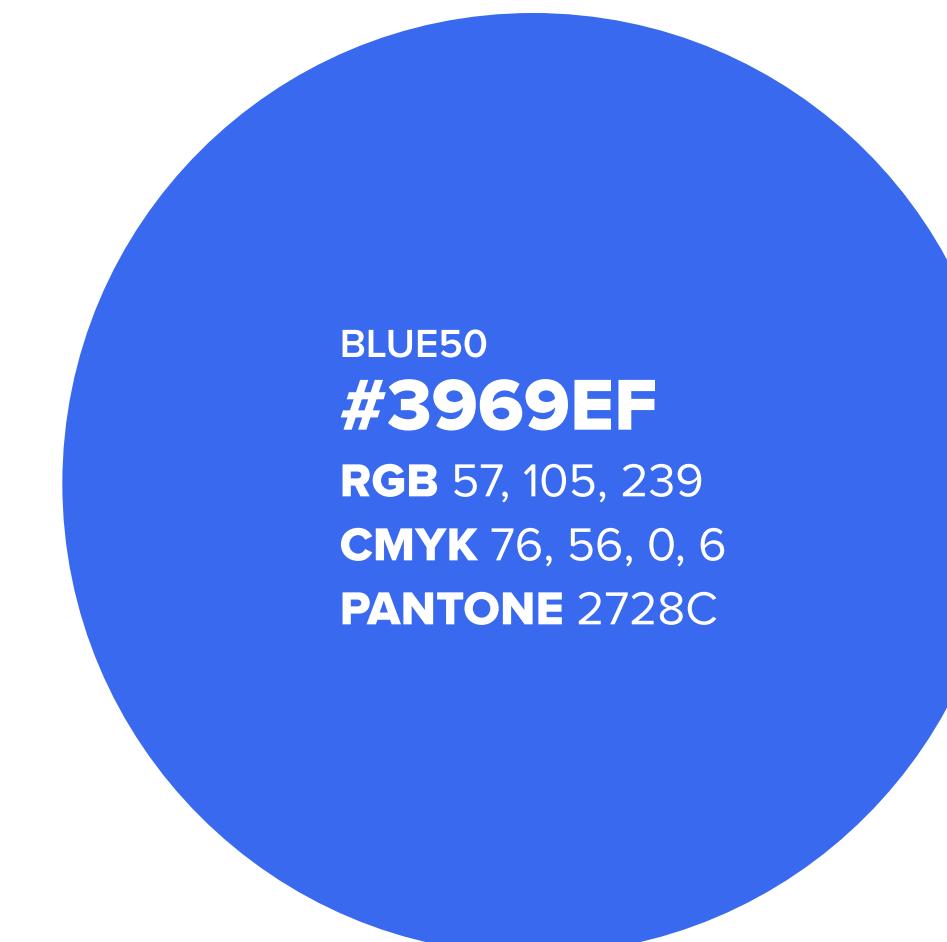
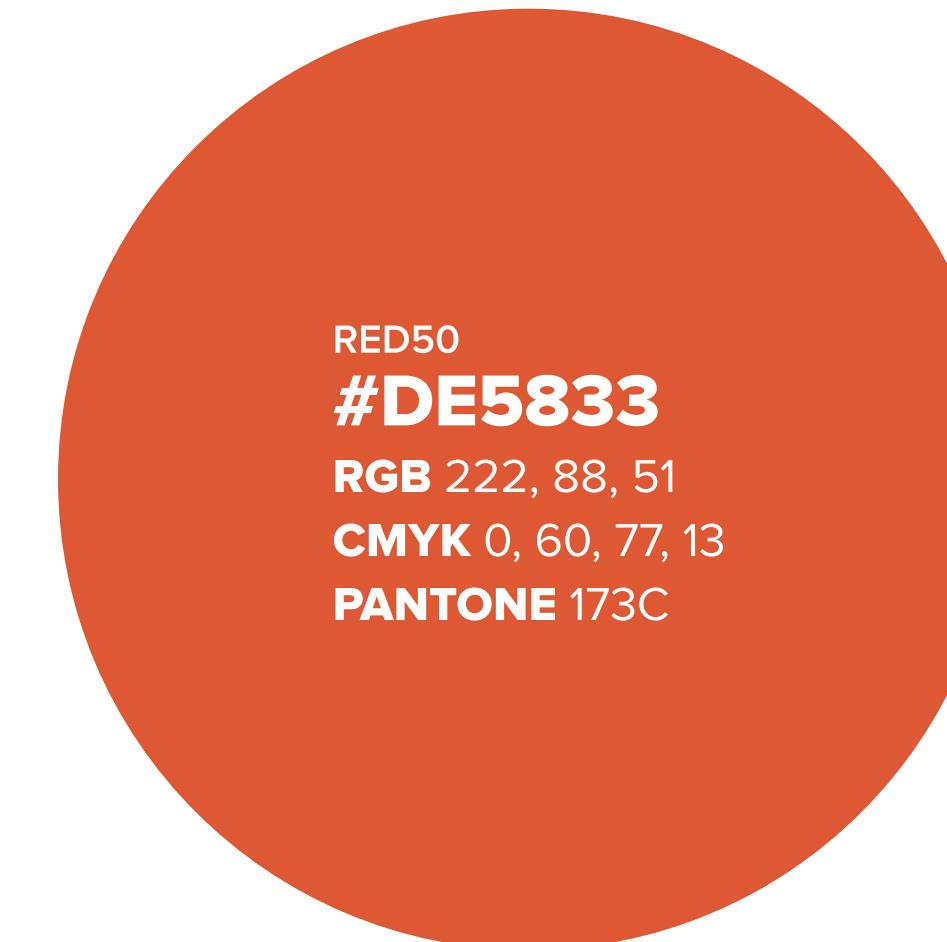
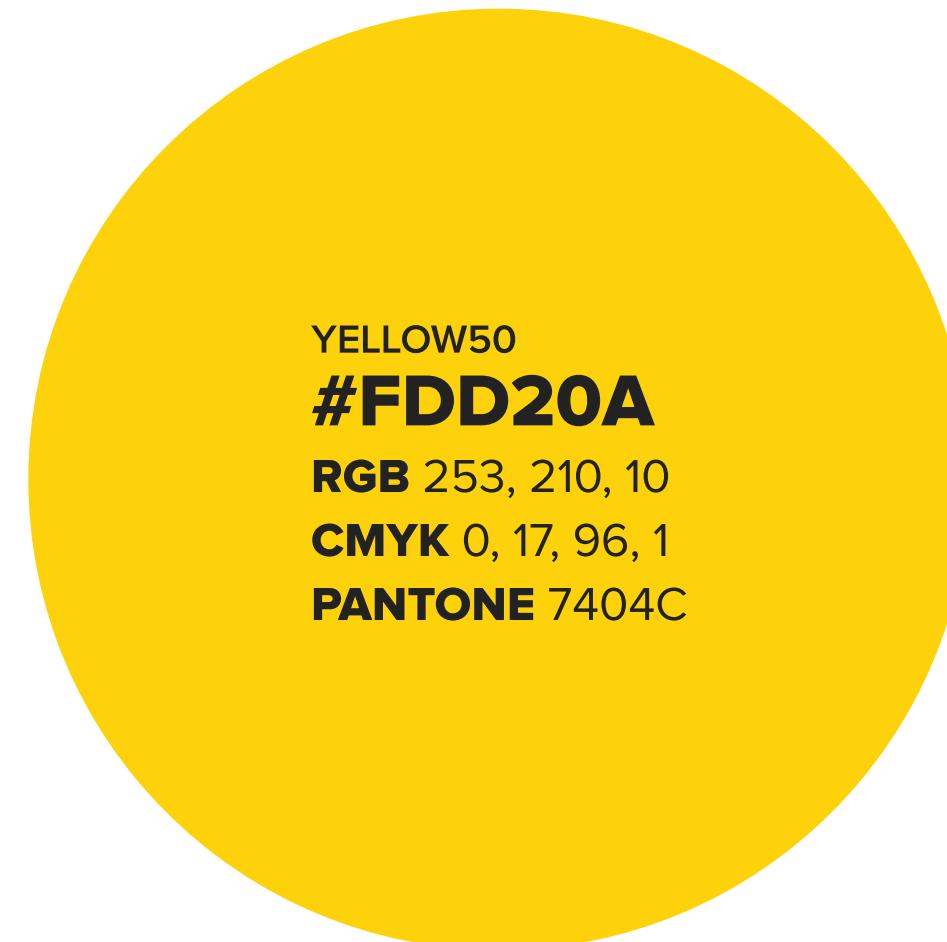
Bacon ipsum dolor amet cupim pancetta
strip steak, turducken spare ribs turkey
pork belly rump landjaeger. Beef
turducken beef ribs biltong.

Color

5 Colors

Our color palette consists of five base colors (labeled with the number 50), from which we derive a set of shades and tints.

Red50 is our dominant brand color, as seen in our logo.



Color

Shades/Tints/Grays

Paired with tints and shades (including grays), our color palette allows for variations in our illustrations, icons, and products.

Red	Yellow	Green	Blue	Violet	Gray
● RED10 #FFD1B3	● YELLOW10 #FFF3BF	● GREEN10 #B8EBAE	● BLUE10 #B3C7FF	● VIOLET10 #CEBDFF	● GRAY05 #FAFAFA
● RED20 #FFBA92	● YELLOW20 #FFEB8F	● GREEN20 #A4E597	● BLUE20 #9CB8FF	● VIOLET20 #BDA8FC	● GRAY15 #F2F2F2
● RED30 #FC9D70	● YELLOW30 #FFE266	● GREEN30 #7DD16D	● BLUE30 #769dff	● VIOLET30 #977DE3	● GRAY25 #E5E5E5
● RED40 #F17C50	● YELLOW40 #FED82E	● GREEN40 #6BBC5A	● BLUE40 #5784FF	● VIOLET40 #6D4CCB	● GRAY35 #DADADA
● RED50* #DE5833	● YELLOW50* #FDD20A	● GREEN50* #5B934D	● BLUE50* #3969EF	● VIOLET50* #5132A9	● GRAY45 #CACACA
● RED60 #B44E33	● YELLOW60 #F5BA08	● GREEN60 #428235	● BLUE60 #3455B3	● VIOLET60 #3B2187	● GRAY55 #ABABAB
● RED70 #964A34	● YELLOW70 #DE9800	● GREEN70 #3F7035	● BLUE70 #304787	● VIOLET70 #311A72	● GRAY65 #999999
● RED80 #794232	● YELLOW80 #945619	● GREEN80 #335B2B	● BLUE80 #26345C	● VIOLET80 #27145E	● GRAY75 #666666
● RED90 #40261F	● YELLOW90 #402E20	● GREEN90 #24401E	● BLUE90 #1D2740	● VIOLET90 #190D40	● GRAY85 #444444
					● GRAY95 #222222

