

# DuckDuckGo Brand Guidelines



February 22, 2021

# Logo Design

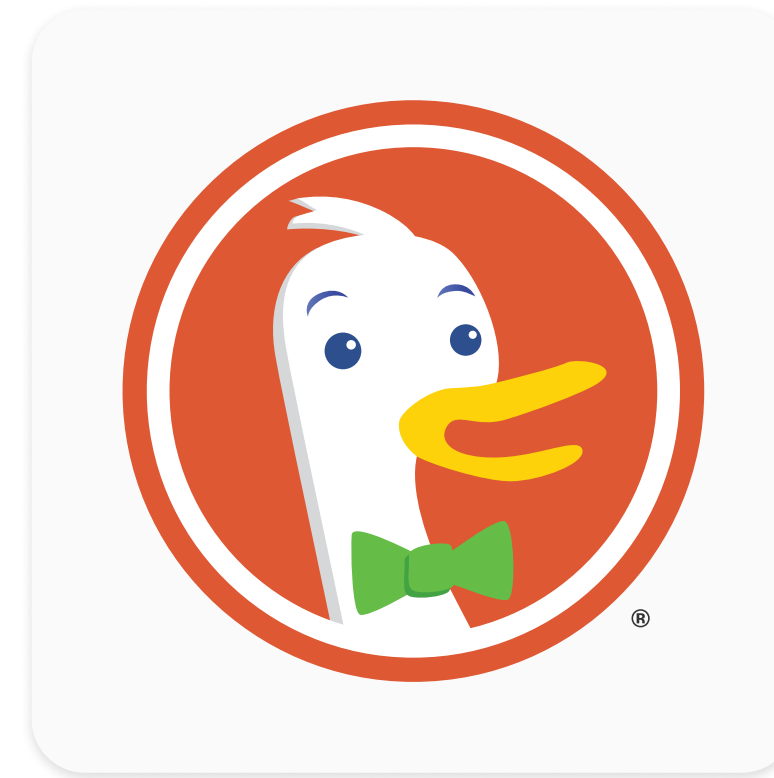
The DuckDuckGo logo proudly showcases our avian friend Dax, who sports a dapper bowtie and a fearlessly optimistic expression.

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.

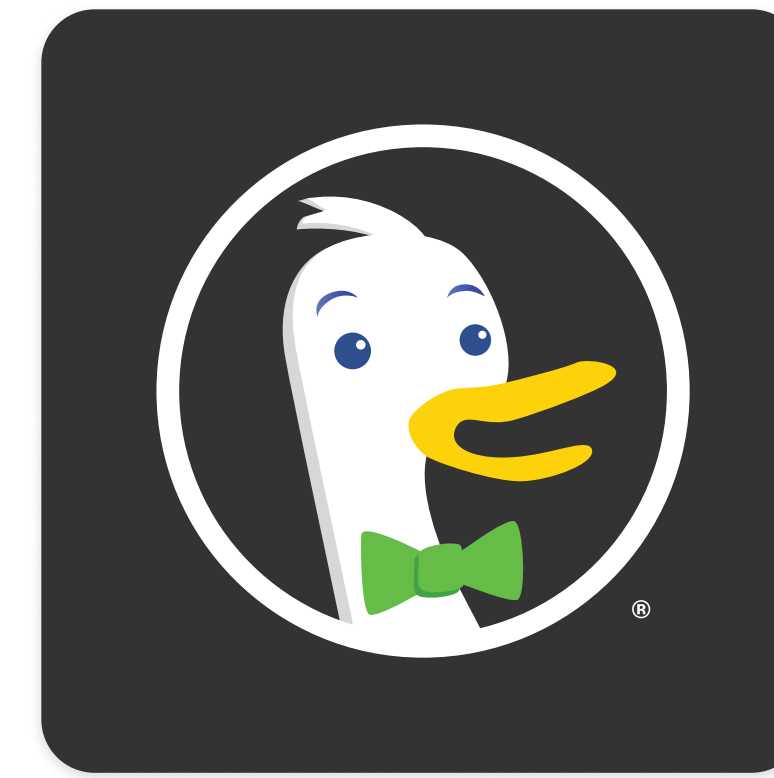
## Trademark Usage

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.



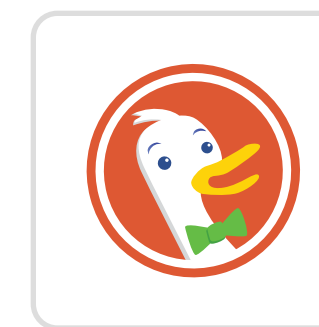
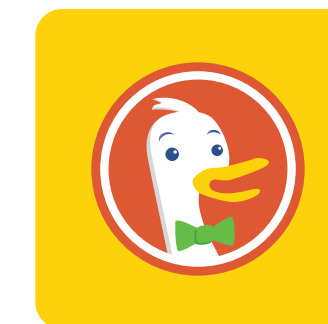
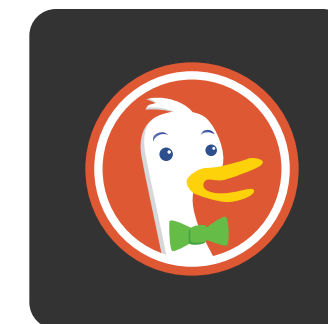
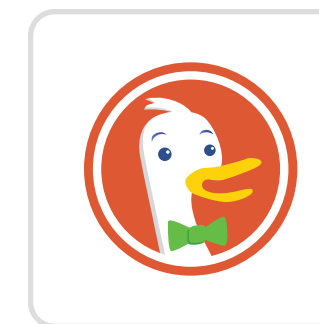
Light Background  
Registered



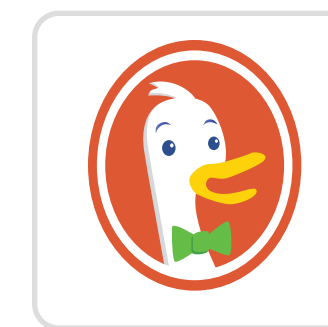
Dark Background  
Registered

## Do's and Don'ts

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



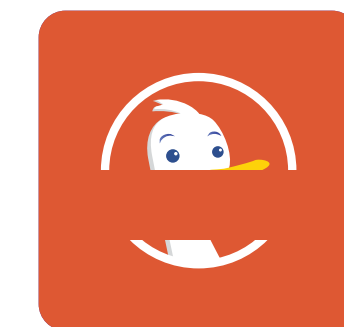
*Don't rotate*



*Don't skew proportions*



*Don't alter composition*



*Don't partially cover*

# Logo Variations

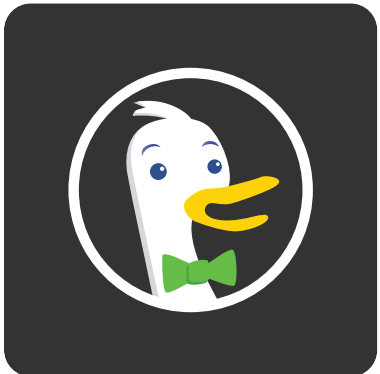
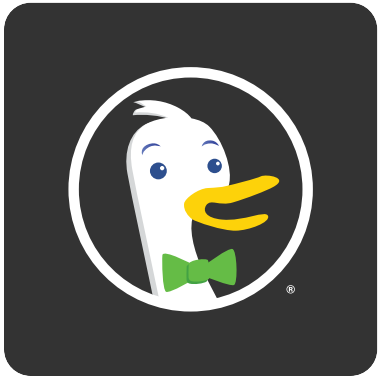
When pairing the DuckDuckGo logo with a wordmark ("lockups"), consider size requirements and space availability.

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.



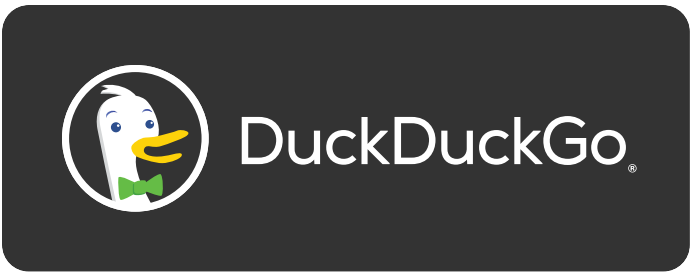
## Logo Only



## Stacked



## Horizontal



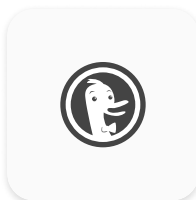
## In-Line



## 1-Color Logo



## 1-Color Glyph

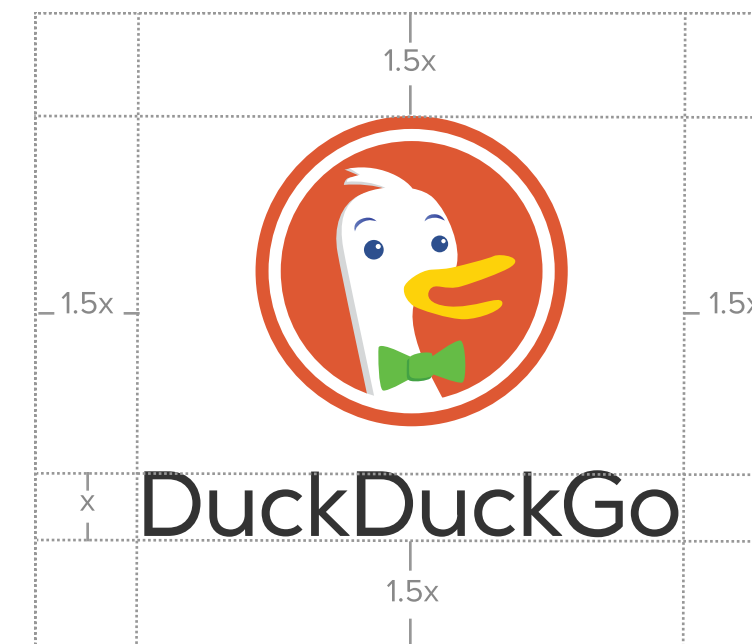


# Logo Spacing

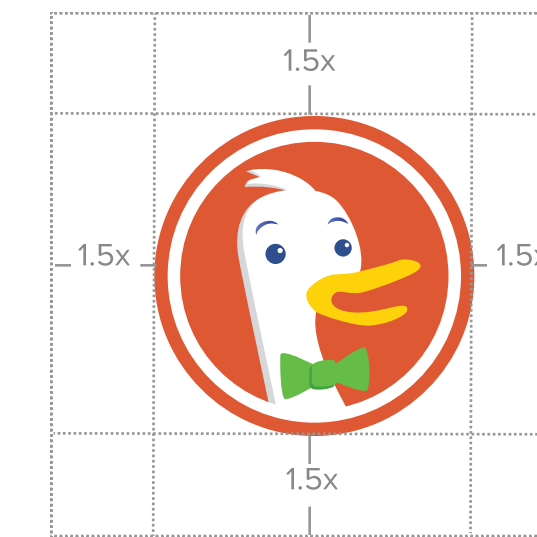
When using the brand logo always make sure sufficient white space is present around it.

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

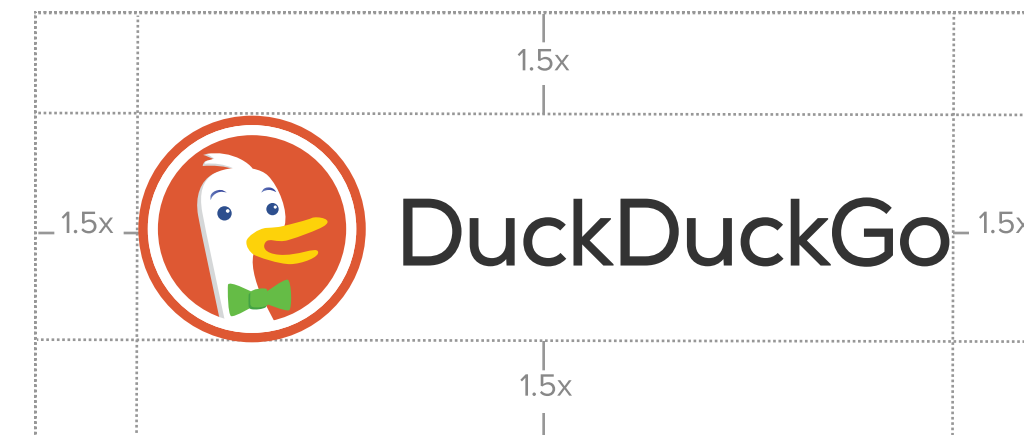
*Stacked Orientation - Primary*



*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**

# 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.



*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.

YELLOW50  
**#FDD20A**  
RGB 253, 210, 10  
CMYK 0, 17, 96, 1  
PANTONE 7404C

RED50  
**#DE5833**  
RGB 222, 88, 51  
CMYK 0, 60, 77, 13  
PANTONE 173C

GREEN50  
**#5B9E4D**  
RGB 91, 158, 77  
CMYK 69, 17, 93, 2  
PANTONE 361C

BLUE50  
**#3969EF**  
RGB 57, 105, 239  
CMYK 76, 56, 0, 6  
PANTONE 2728C

VIOLET50  
**#5132A9**  
RGB 81, 50, 169  
CMYK 52, 70, 0, 34  
PANTONE Violet C



# Color

## Shades/Tints/Grays

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



### Red

- RED10  
#FFD1B3
- RED20  
#FFBA92
- RED30  
#FC9D70
- RED40  
#F17C50
- RED50\*  
#DE5833
- RED60  
#B44E33
- RED70  
#964A34
- RED80  
#794232
- RED90  
#40261F

### Yellow

- YELLOW10  
#FFF3BF
- YELLOW20  
#FFE88F
- YELLOW30  
#FFE266
- YELLOW40  
#FED82E
- YELLOW50\*  
#FDD20A
- YELLOW60  
#F5BA08
- YELLOW70  
#DE9800
- YELLOW80  
#945619
- YELLOW90  
#402E20

### Green

- GREEN10  
#B8EBAE
- GREEN20  
#A4E597
- GREEN30  
#7DD16D
- GREEN40  
#6BBC5A
- GREEN50\*  
#5B934D
- GREEN60  
#428235
- GREEN70  
#3F7035
- GREEN80  
#335B2B
- GREEN90  
#24401E

### Blue

- BLUE10  
#B3C7FF
- BLUE20  
#9CB8FF
- BLUE30  
#769DFF
- BLUE40  
#5784FF
- BLUE50\*  
#3969EF
- BLUE60  
#3455B3
- BLUE70  
#304787
- BLUE80  
#26345C
- BLUE90  
#1D2740

### Violet

- VIOLET10  
#CEBDFF
- VIOLET20  
#BDA8FC
- VIOLET30  
#977DE3
- VIOLET40  
#6D4CCB
- VIOLET50\*  
#5132A9
- VIOLET60  
#3B2187
- VIOLET70  
#311A72
- VIOLET80  
#27145E
- VIOLET90  
#190D40

### Gray

- GRAY05  
#FAFAFA
- GRAY15  
#F2F2F2
- GRAY25  
#E5E5E5
- GRAY35  
#DADADA
- GRAY45  
#CACACA
- GRAY55  
#ABABAB
- GRAY65  
#999999
- GRAY75  
#666666
- GRAY85  
#444444
- GRAY95  
#222222