Brand Guideline

Social Links

https://discord.com/invite/earnscapeapp
https://t.me/earnscapeapp
https://www.facebook.com/Earnscape/
https://x.com/earnscape
https://www.linkedin.com/company/earnscape/
https://www.youtube.com/@Earnscape
https://www.instagram.com/earnscapeapp/?hl=en

Logo Design

Logo Usage

Use the logo with proper spacing. Avoid distortion or color alteration. Preferred usage is on dark backgrounds for maximum contrast. The Earnscape green represents growth, opportunity, and connection

Typeface & Typography

Aa ROBOTO BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Aa ROBOTO REGULAR

abcdefghijklm
nopqrstuvwxyz

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Font Sizes

H1 HEADING	72 px
H2 HEADING	64 px
H3 HEADING	56 px
SUB HEADING	24 px
PARAGRAPH	16 px

Color Palette

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.

The mark and logotype should never appear in colors other than shown here.

Color	Color	Color	Color	Color	Color
Moderate lime green	Very light yellow	Vivid yellow	Very dark desaturated lime green.	White	Dark gray
RGB R 85, G 181, B 85	**RGB** R 255, G 239, B 143	**RGB** R 255, G 221, B 15	**RGB** R 42, G 94, B 49	**RGB** R 255, G 255, B 255	**RGB** R 121, G 121, B 121
CMYK C 53, M 0, Y 53, k 29	**CMYK** C 0, M 6, Y 44, K 0	**CMYK** C 0, M 13, Y 94, K 0	**CMYK** C 55, M 0, Y 48, K 63	**CMYK** C 0, M 0, Y 0, K 0	**CMYK** C 0, M 0, Y 0, K 53
HEX 55B555	**HEX** FFEF8F	**HEX** FFDD0F	**HEX** 2A5E31	**HEX** FFFFFF	**HEX** 797979

Icons

Color Usage

Moderate lime green (#55B555)
Symbolizes growth, progress, and opportunity — the core of Earnscape's mission to empower and reward players.

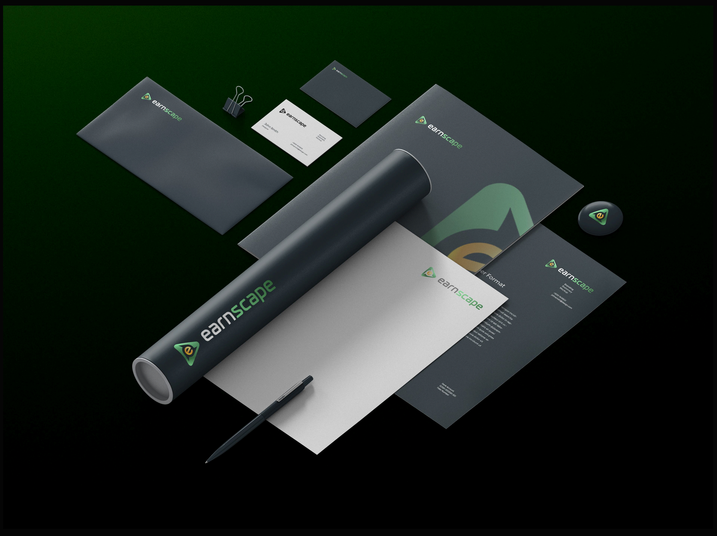
Very light yellow (#FFEF8F)
Adds warmth and approachability, softening the visual tone for a friendly brand feel.

Vivid yellow (#FFDD0F)
Represents energy, creativity, and reward — highlighting key elements and actions.

Very dark desaturated lime green (#2A5E31)
Balances the palette with stability and depth, grounding the brand's modern look.

White (#FFFFFF)
Ensures clarity and contrast, keeping the logo clean and adaptable across all backgrounds.

Brand Mockup



Design Overview

The Earnscape mockup presents a clean, cohesive identity across stationery, apparel, and packaging. The dark background elevates the green tones, while consistent logo placement ensures clarity and balance throughout the design.

Brand Expression

Each element — from the letterhead to the polo shirt — reflects professionalism and energy. The overall look captures Earnscape's values of innovation, growth, and community, making the brand feel both modern and credible.

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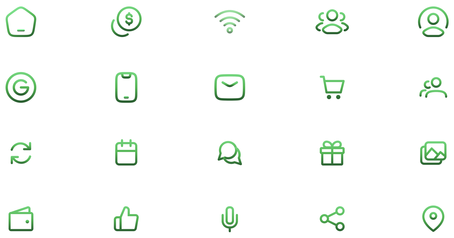

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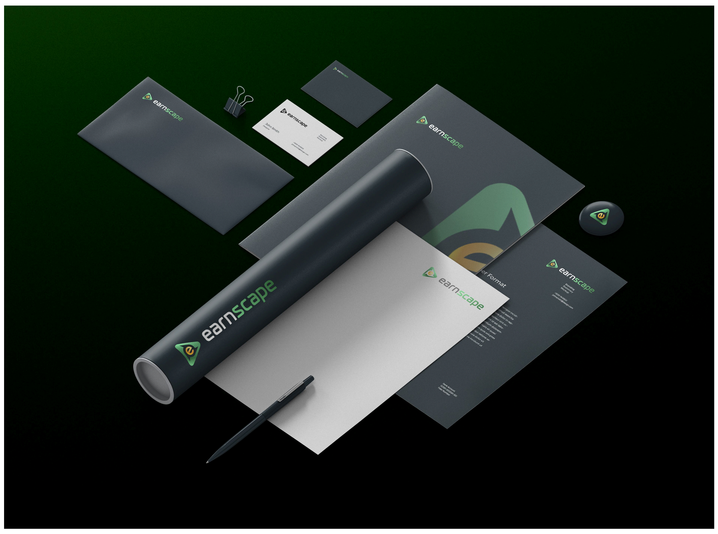

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