Brand guidelines · v1.0 · October 2026

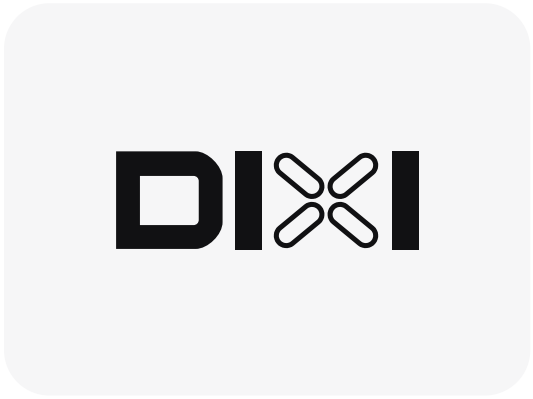
The DIXI brand, in one place.

dixi.agency

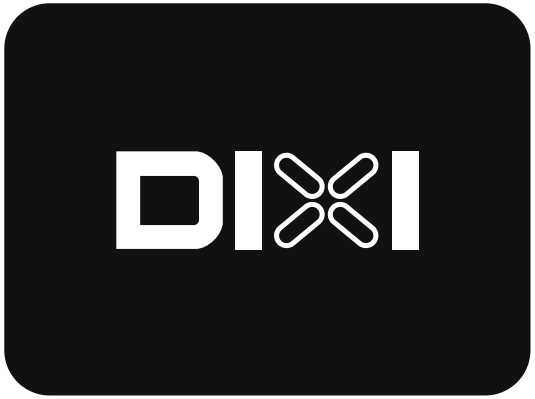
Logo · Colour · Typography · Usage

Wordmark, symbol and app icon

Use the wordmark by default. Use the symbol where space is square or tight, and the app icon for avatars, favicons and app stores. Never redraw the logo: always use the master files.



Wordmark on light



Wordmark on dark



Symbol



App icon

Clear space

Keep free space around the logo equal to the width of the letter I in the wordmark. No text, edges or images inside it.

Minimum size

Wordmark: 64 px wide on screen, 18 mm in print. Symbol: 20 px on screen, 6 mm in print. App icon: 32 px, or use the favicon file.

Colour palette

Ink and white do most of the work. DIXI Blue and Sky are accents: use them for actions, highlights and the brand gradient, not for large text blocks. CMYK values are approximate; confirm with your printer.

DIXI Blue
HEX #4461F0
RGB (68, 97, 240)
C72 M60 Y0 K6
Primary actions, links, gradient end

Sky
HEX #12B2FD
RGB (18, 178, 253)
C93 M30 Y0 K1
Highlights, gradient start

Ink
HEX #111113
RGB (17, 17, 19)
C11 M11 Y0 K93
Text, wordmark on light

White
HEX #FFFFFF
RGB (255, 255, 255)
C0 M0 Y0 K0
Backgrounds, wordmark on dark

Night
HEX #08080A
RGB (8, 8, 10)
C20 M20 Y0 K96
Dark surfaces

Graphite
HEX #62646A
RGB (98, 100, 106)
C8 M6 Y0 K58
Secondary text

Mist
HEX #F6F6F7
RGB (246, 246, 247)
C0 M0 Y0 K3
Cards, soft surfaces

Line
HEX #ECECEE
RGB (236, 236, 238)
C1 M1 Y0 K7
Hairlines, dividers

Brand gradient · 135° · #12B2FD → #4461F0

Aa

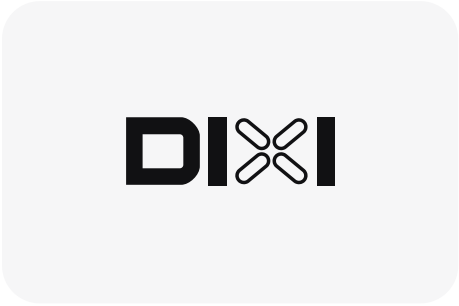
Geist

One family for everything: headings, UI and body. Free and open source (SIL Open Font License).

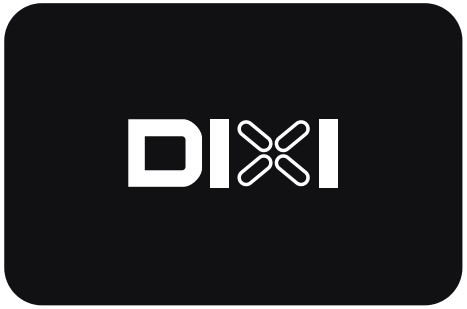
Regular 400 · Medium 500 · Semibold 600 · Bold 700

Display	**Same traffic.**	64 / 1.02 · 600 · −3.5%
Heading 1	**More demos.**	48 / 1.05 · 600 · −3%
Heading 2	**Turn traffic into pipeline.**	34 / 1.1 · 600 · −2%
Body	We design and build websites that book demos and sell products.	17 / 1.6 · 400
Caption	Updated October 2026 · 5 min read	13 / 1.4 · 500

Do and don't



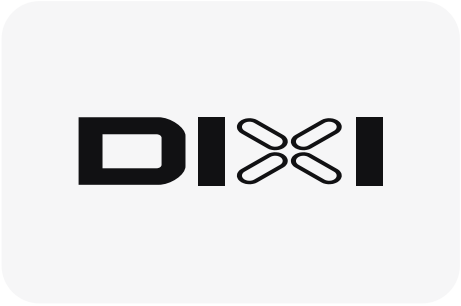
✓ Ink wordmark on light backgrounds



✓ White wordmark on dark or gradient



✓ White on the brand gradient



✕ Don't stretch or squash



✕ Don't rotate



✕ Don't recolour



✕ Don't add shadows or effects



✕ Don't use ink on dark or busy backgrounds