



SLICK DINOS

IRRESISTIBLY SLICK AND POSITIVE

LOGO VARIATIONS



Main

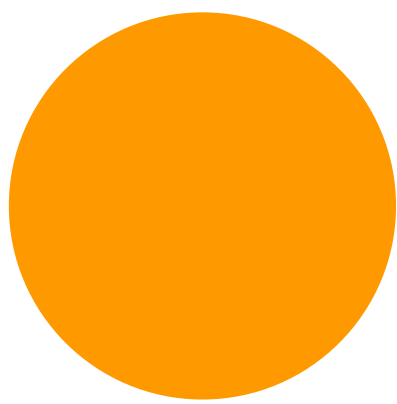


Secondary

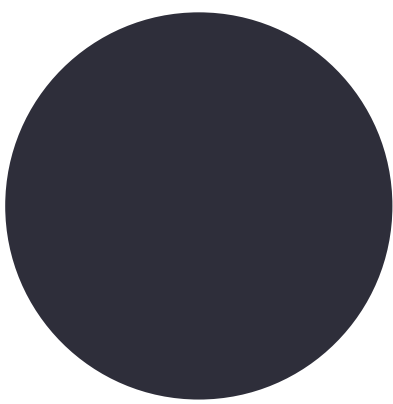


Submark

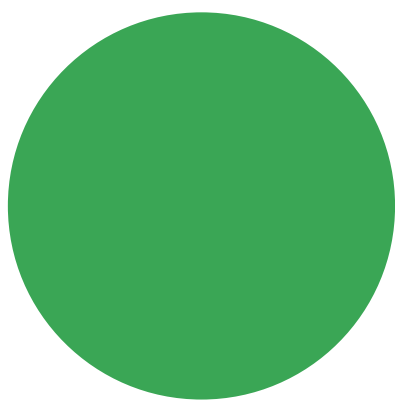
COLOR PALETTE



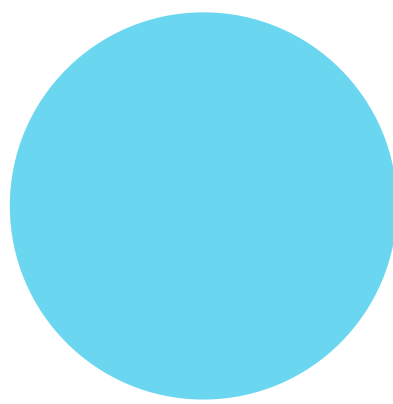
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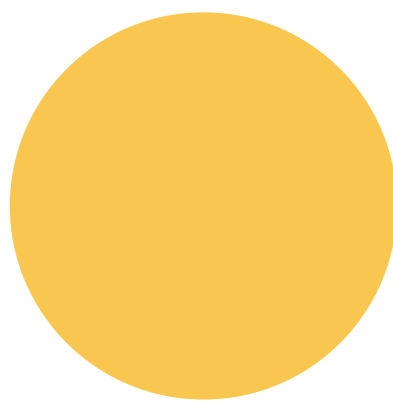
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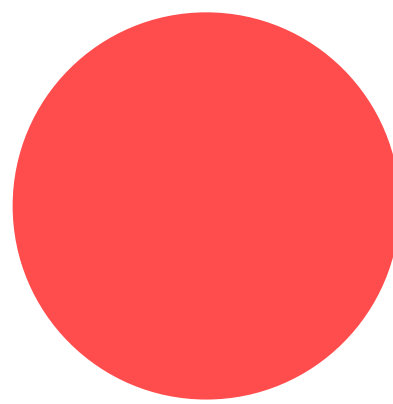
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#6AD6F0



#F9C74F



#FF4D4D

TYPOGRAPHY

ARIAL

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Usage:

Headlines: Arial Bold, ALL CAPS

Body Text: Arial Regular

Arial is clean and compatible with digital interfaces, focus on pixel art.

BRAND VOICE & TONE

Tone: Casual, cool, positive

Voice Characteristics:

- Friendly and stylish, Hard-working, Confident
- Expresses joy, lifestyle, and connection

Example Copy Style:

“Dinos don’t just chill — they vibe. Be extra SLICK, be a Dino.”

VISUAL STYLE

Art Style: Pixel Art, 8-bit aesthetic. **Mood:** Chill, upbeat, stylish, inclusive

