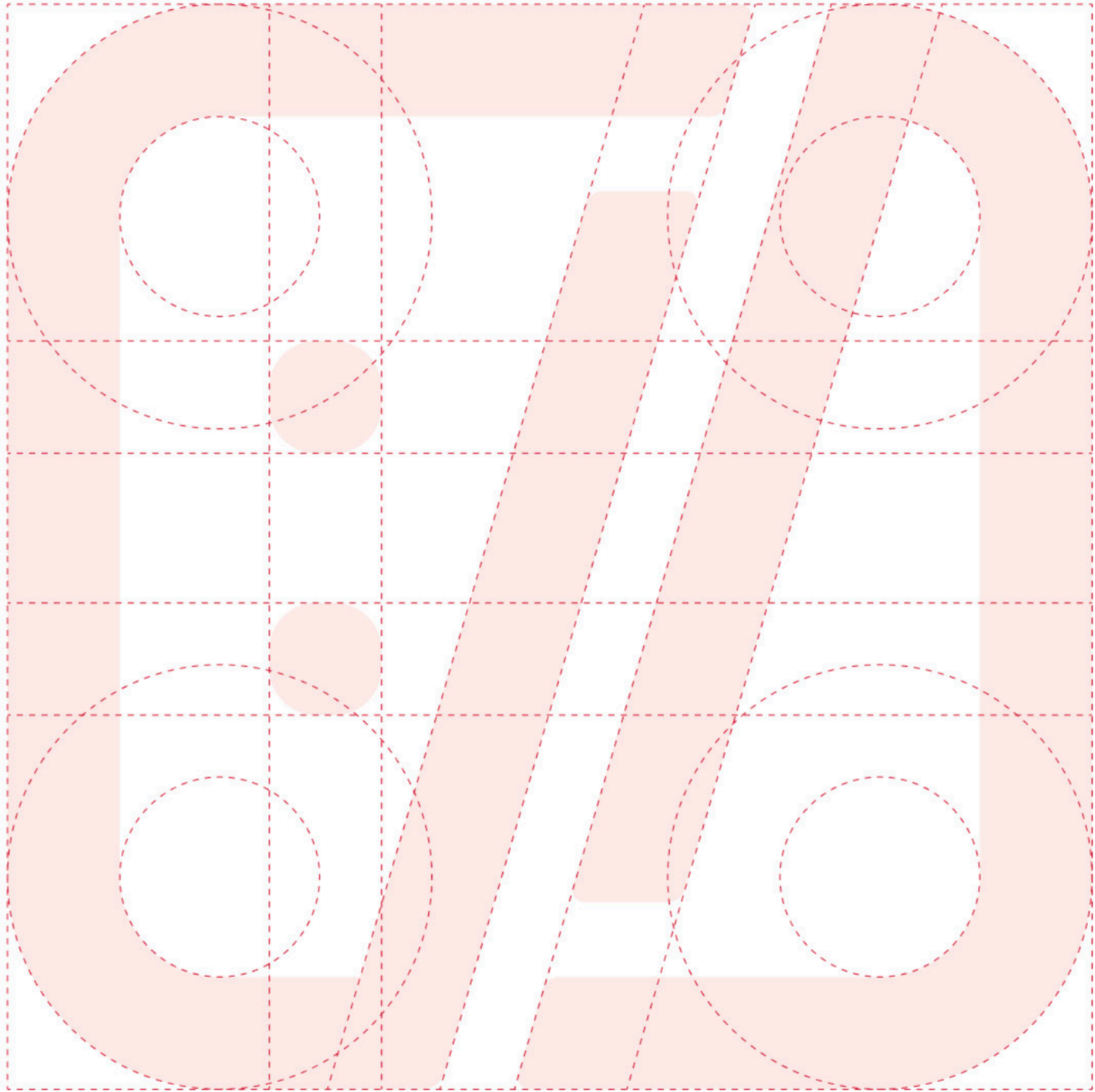


# Brand Guidelines

01	Brand Mark	03
02	Color	09
03	Typography	13
04	Applications	16

# 01 Brand Mark

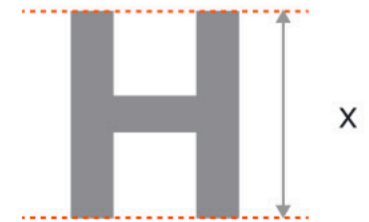




BRAND MARK



FULL LOGO



Clearance spacing uses height size of the letter 'H' as base.

PRINT

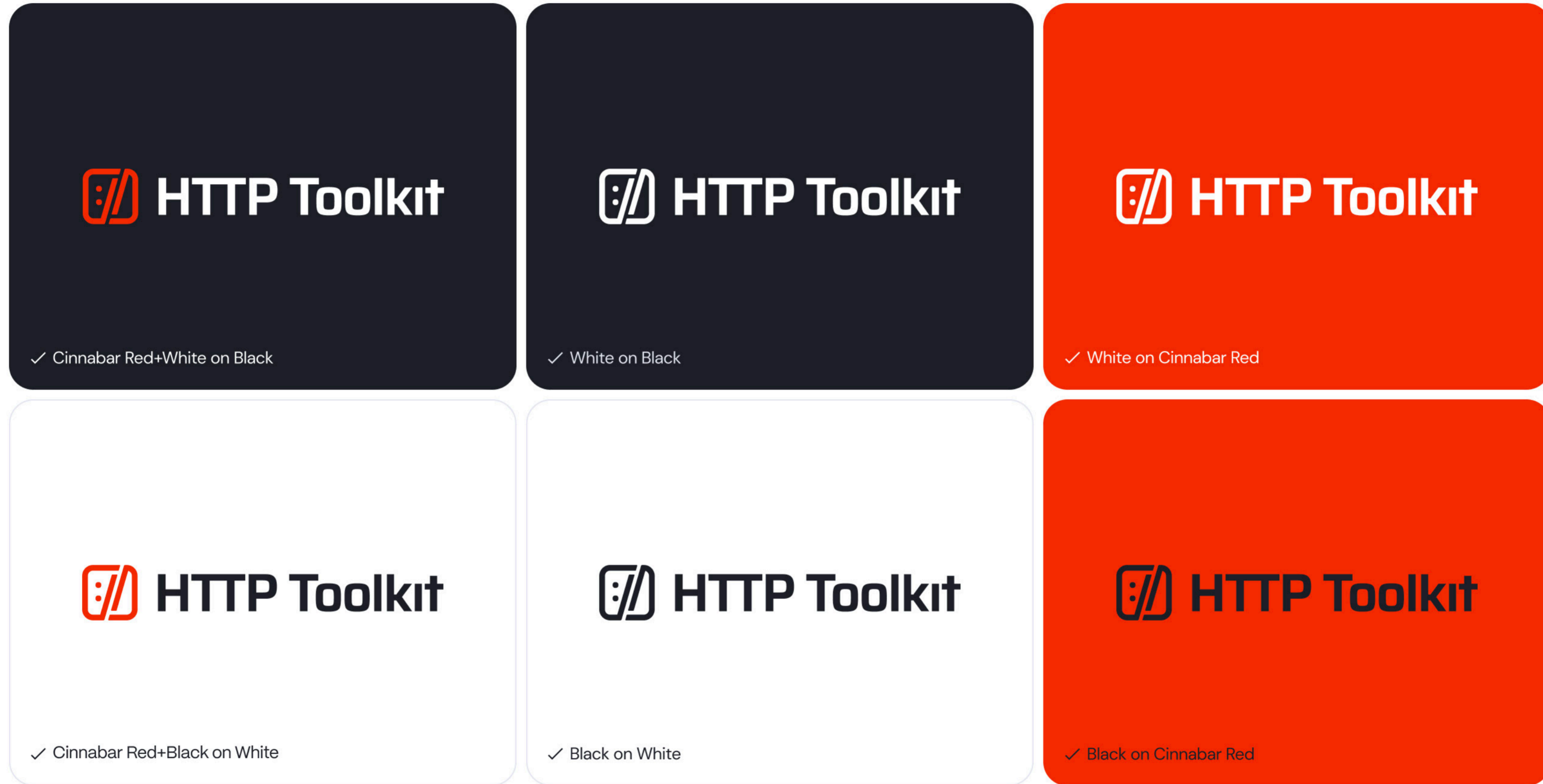


←—————→  
70mm minimum

DIGITAL



←—————→  
170px minimum





× Do not rotate the logo



× Do not outline the logo



× Do not rearrange elements of the logo



× Do not change the relationship of the logo's components



× Do not stretch or distort the logo



× Do not multiply the logo



× Do not use colors not specified for the logo



× Do not lock up text with the logo



02

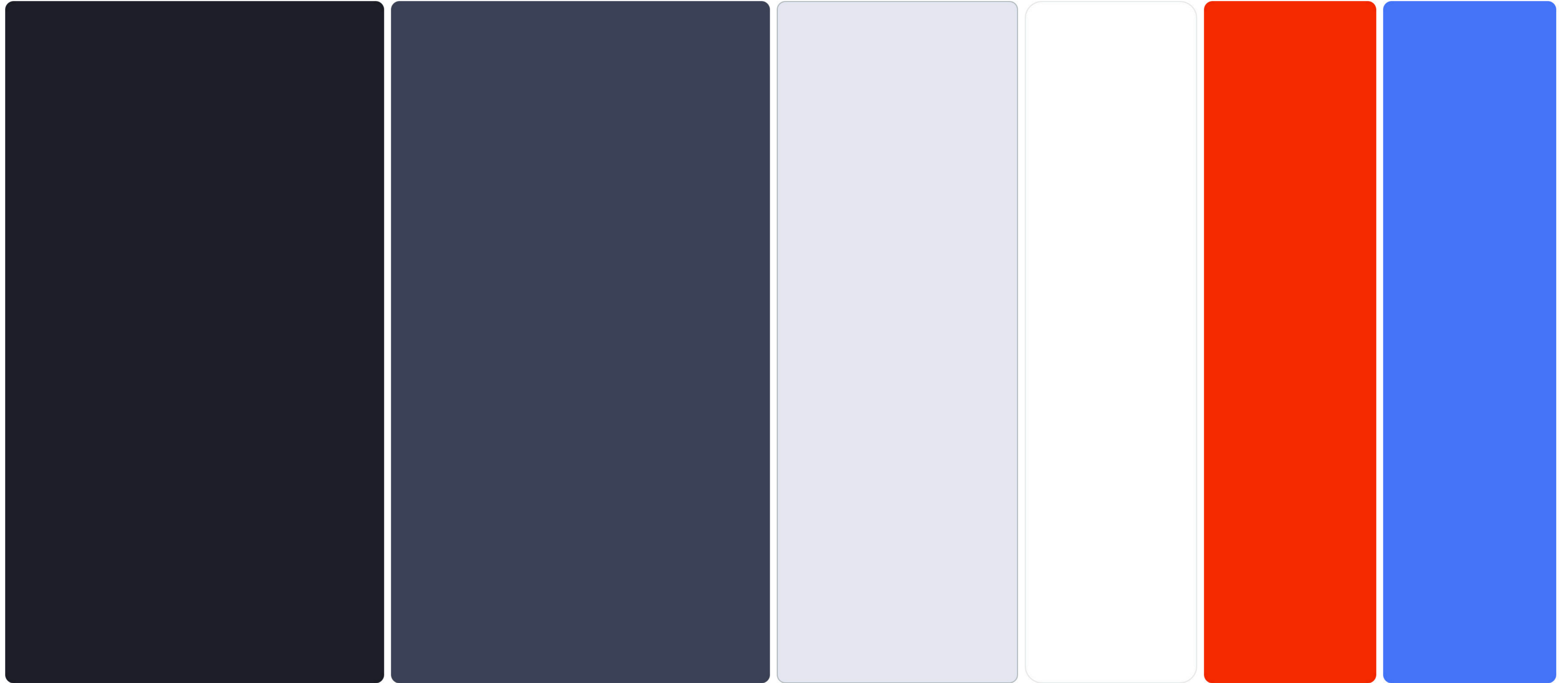
# Colors

Deep Ink	HEX #1E2028	RGB 30, 32, 40	CMYK 84%, 73%, 55%, 73%
Navy Grey	HEX #3F4456	RGB 63, 69, 86	CMYK 77%, 65%, 43%, 39%
Ghost White	HEX #E6E8F2	RGB 230, 232, 242	CMYK 5%, 4%, 0%, 5%
Pure White	HEX #FFFFFF	RGB 255, 255, 255	CMYK 0%, 0%, 0%, 0%
Electric Blue	HEX #5175F2	RGB 81, 117, 242	CMYK 63%, 49%, 0%, 5%
Cinnabar Red	HEX #E1421F	RGB 225, 66, 31	CMYK 0%, 62%, 76%, 12%

In order to achieve a consistent look in branded communications, colors should be weighted towards the primary color palette, with secondary color palette supporting where appropriate.



In order to achieve a consistent look in branded communications, colors should be weighted towards the primary color palette, with secondary color palette supporting where appropriate.



# 03 Typography

Logotype Typeface

# Saira

Aa

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$%^&\*()\_ =+-;?

Primary Typeface

# DM Sans

Aa

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$%^&\*()\_ =+-;?

Saira Medium 16pt AA

---

DM Sans Regular 80pt

---

DM Sans Regular 16pt

---

DM Sans Medium 14pt Aa

---

WITH ONE CLICK

# Intercept & view all your HTTP...

HTTP Toolkit is a beautiful & open-source tool for debugging, testing and building with HTTP(S) on Windows, Linux & Mac.

Download for macOS ↓

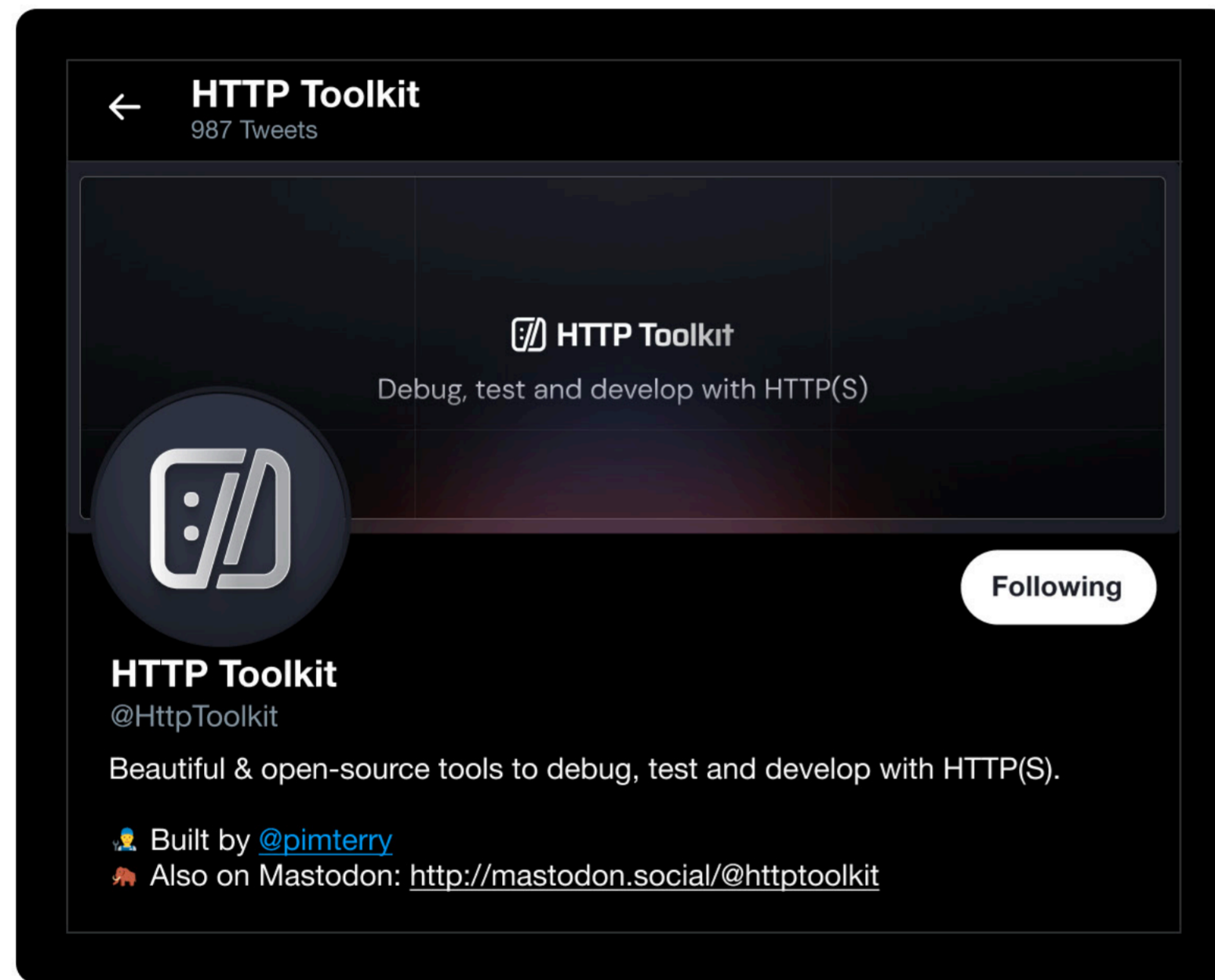
# 04 Applications



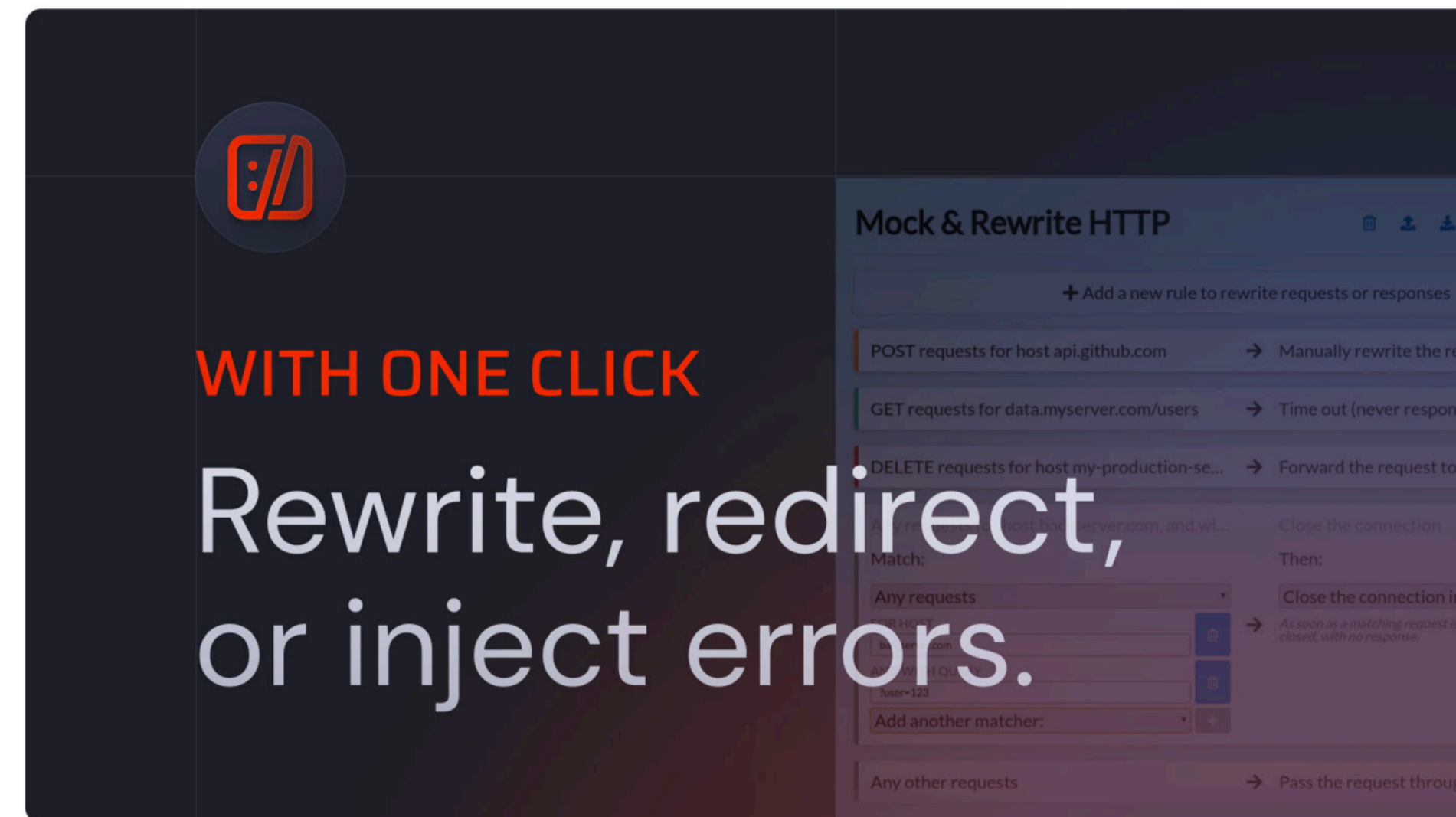


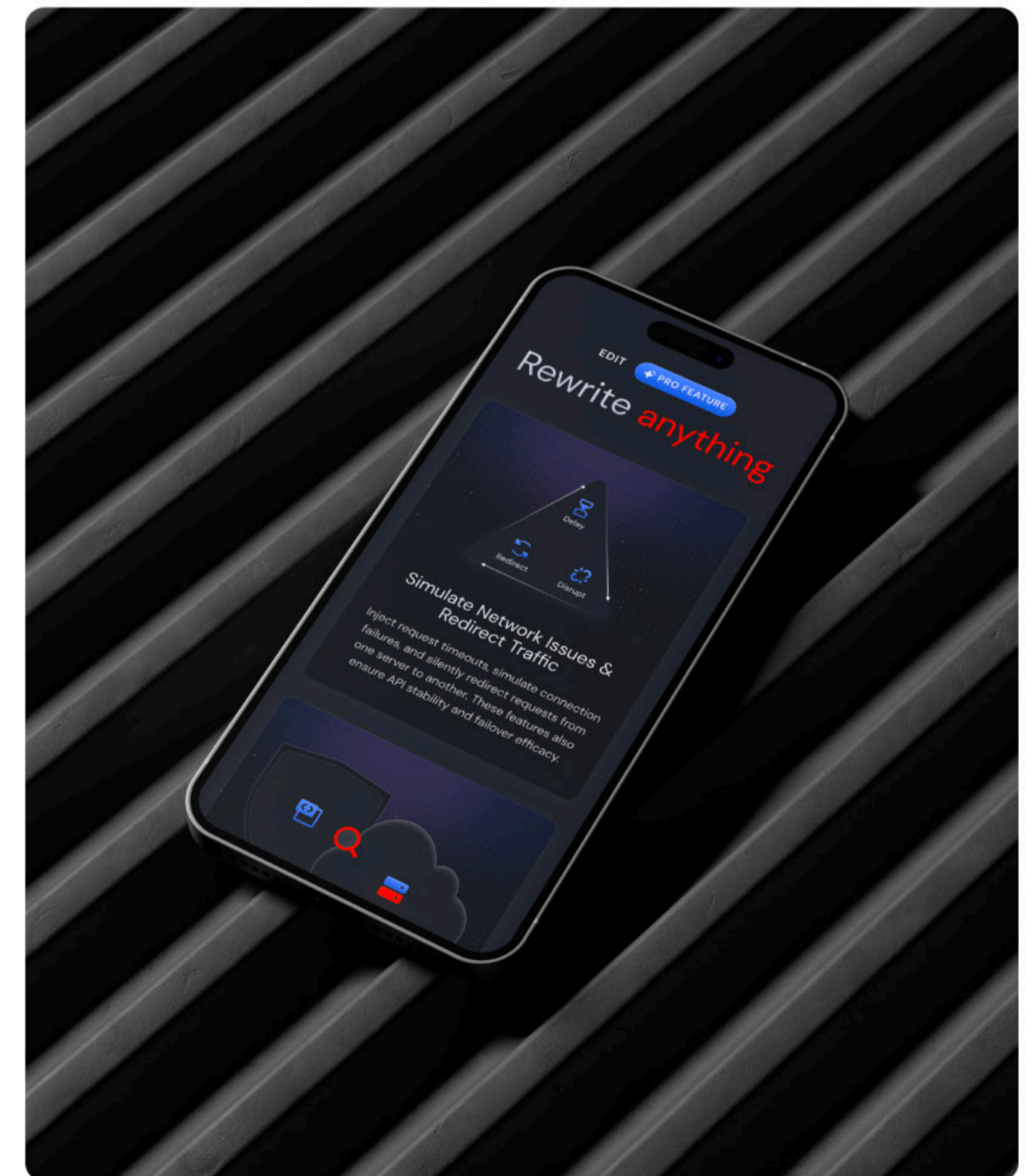
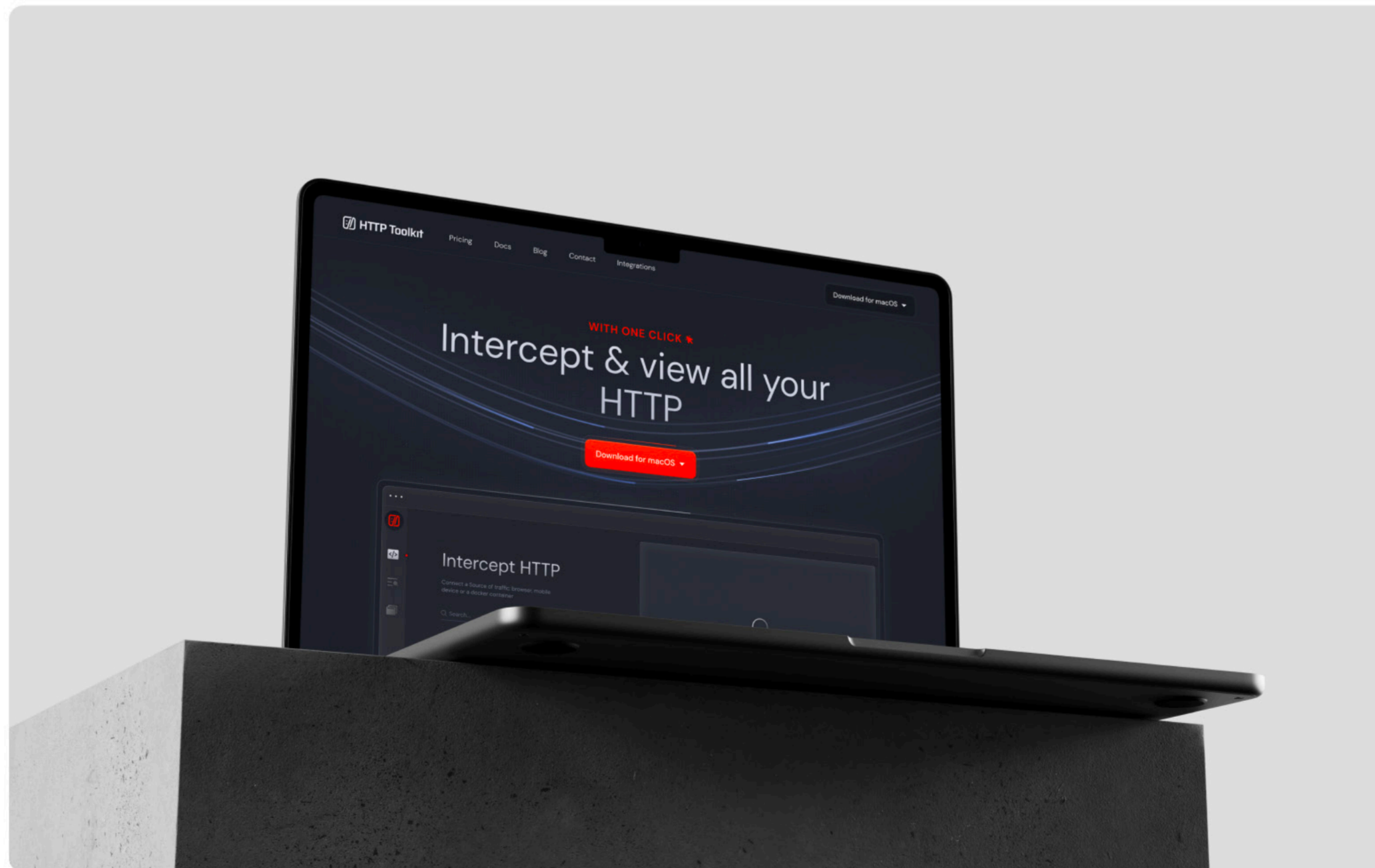
This is an example of how our branding would be best applied to maintain consistency of look and feel on digital and print applications.

AVATAR & COVER



POST







For more information about the brand,  
feel free to contact [hello@httptoolkit.com](mailto:hello@httptoolkit.com)