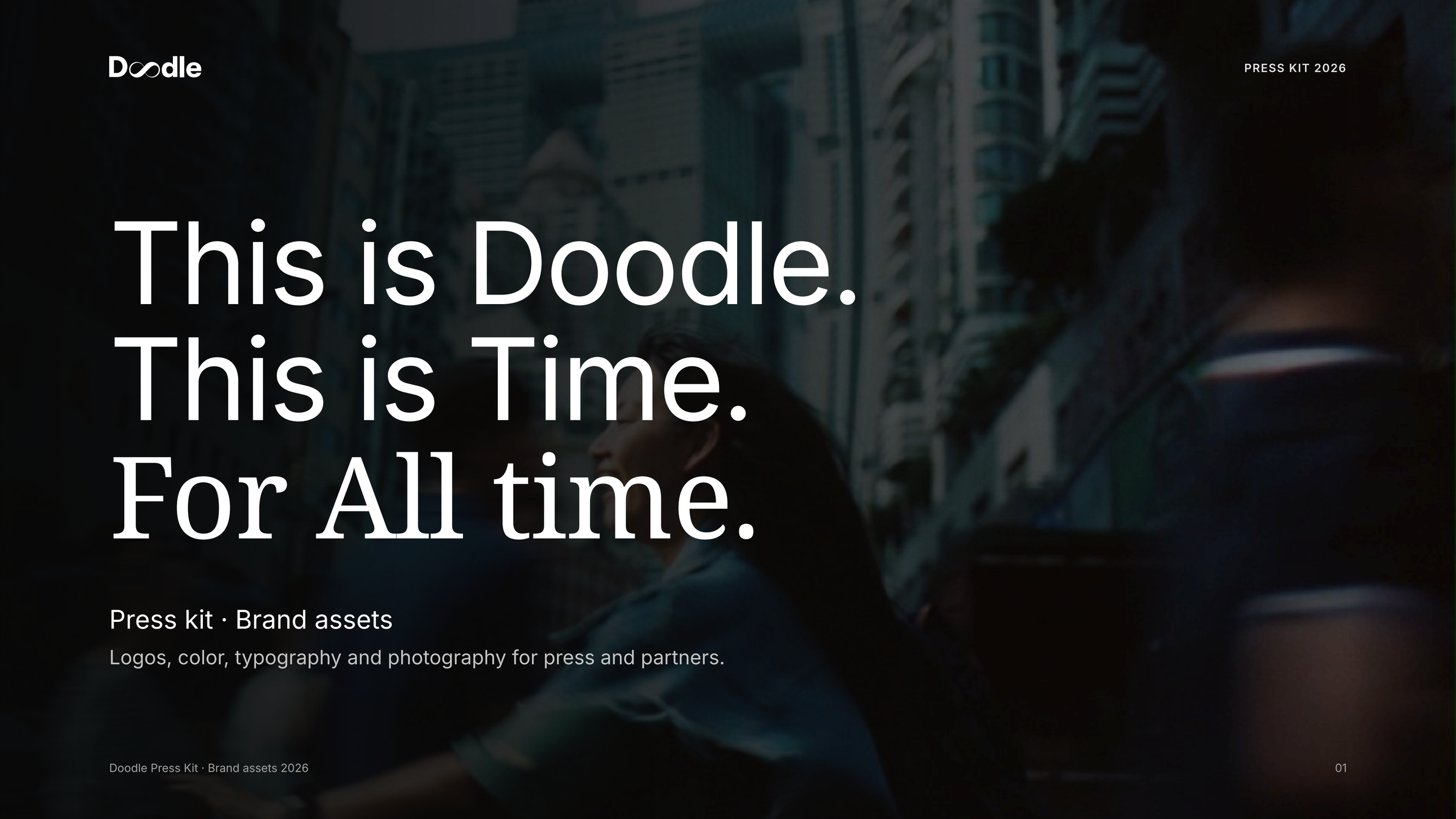


This is Doodle.
This is Time.
For All time.

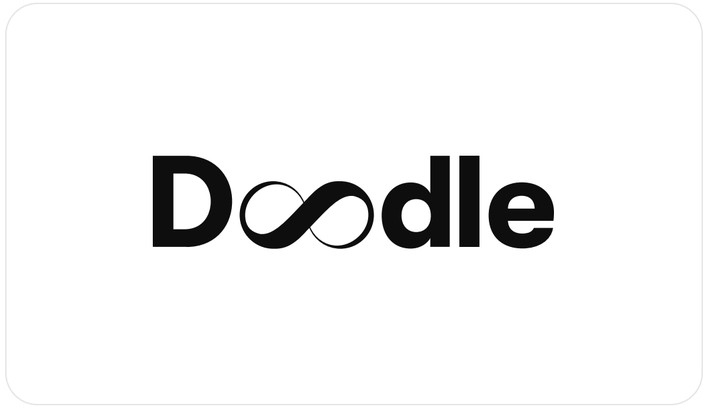
Press kit · Brand assets

Logos, color, typography and photography for press and partners.

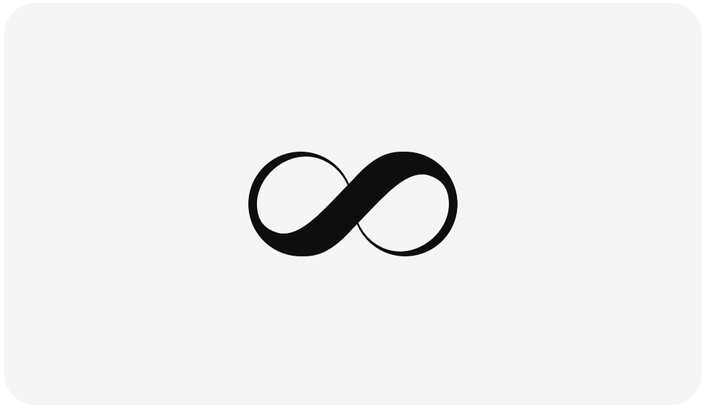
LOGO SYSTEM

Three marks, one path.

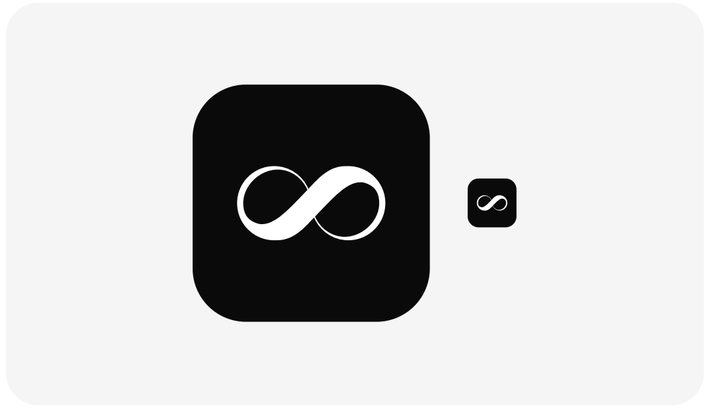
The Worldline is the full signature. The Swoosh is the signet for small spaces where Doodle is already known. The Quantum Point is the app icon: the swoosh on black.



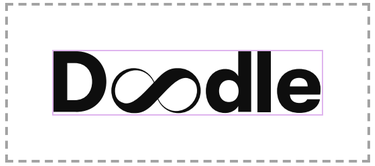
The Worldline · primary logo



The Swoosh · signet



The Quantum Point · app icon and favicon



Clear space: **x** on every side, where x is the height of the D.
Minimum width: 72 px on screen, 20 mm in print.
Below 32 px, use the Quantum Point.

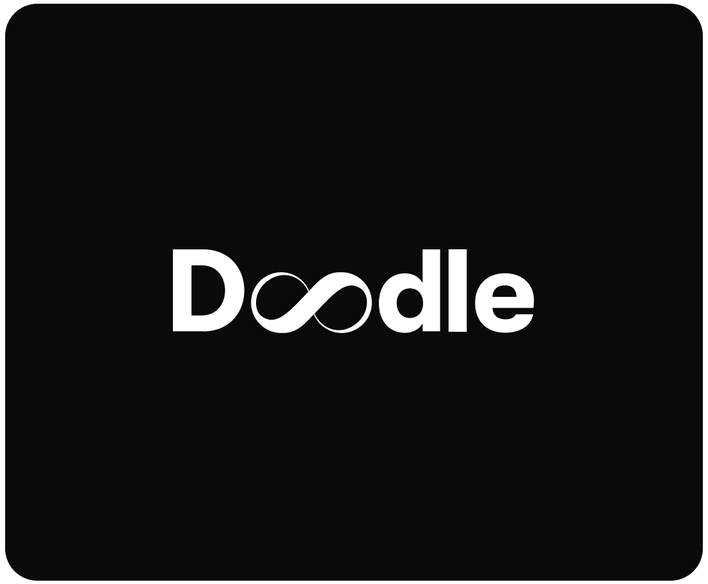
LOGO IN USE

Black on light. White on dark.

Use the files as supplied: black for light backgrounds, white for dark backgrounds. Keep the logo in high contrast and off busy images.

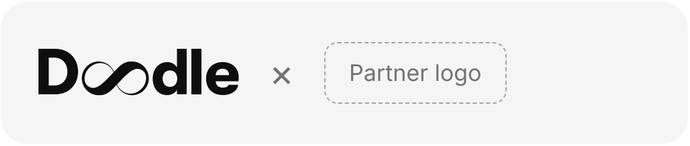


Wordmark · for light backgrounds



Wordmark · for dark backgrounds

CO-BRANDING



Both logos at the same visual size, with a small × between them and clear space on each side. On your channels, your logo leads.

PLEASE DON'T

- Recolor the logo
- Rotate or stretch it
- Add shadows, outlines or other effects
- Place it on busy images

COLOR

Mostly black and white. BASADA is a signal.

Use BASADA sparingly, for small details only: never for backgrounds, buttons or large areas. The neutrals carry everything else.



Black
Eternal Void
#0A0A0A
RGB 10 10 10
CMYK ≈ 0 0 0 96

White
First Light
#FFFFFF
RGB 255 255 255
CMYK ≈ 0 0 0 0

Light grey
Fading Echo
#F5F5F5
RGB 245 245 245
CMYK ≈ 0 0 0 4

Mid grey
Forming Order
#737373
RGB 115 115 115
CMYK ≈ 0 0 0 55

Dark grey
First Matter
#404040
RGB 64 64 64
CMYK ≈ 0 0 0 75

BASADA
signal
#BA5ADA
RGB 186 90 218
CMYK ≈ 15 59 0 15

Lilac
soft accent
#E7A0FF
RGB 231 160 255
CMYK ≈ 9 37 0 0

Lilac subtle
soft accent
#F6E5FF
RGB 246 229 255
CMYK ≈ 4 10 0 0

Black, white and greys follow the light, from the Eternal Void to First Light. BASADA (#BA5ADA) is the Color of Time: a signal, never a surface.

TYPOGRAPHY

Inter for the action.
Noto Serif for the meaning.

Both are free on Google Fonts. Noto Serif is used only for the second half of a headline, at the same size.

Aa

Inter

Regular · Medium · Semi Bold

fonts.google.com/specimen/Inter

Aa

Noto Serif

Regular

fonts.google.com/specimen/Noto+Serif

Your table,
your people.

Inter Medium, then Noto Serif Regular.
Same size, one switch.

IMAGE OF TIME

Imagery captures time as it is felt.

Eight photos from the 2026 brand book: people, lifestyle and motion. Full-resolution files are in the 03_Photography folder. Check the license before sharing outside Doodle.











This is Doodle.
This is Time.
For All time.

Questions or other formats: marketing@doodle.com

Please send drafts to marketing@doodle.com for review before publishing.