

duple

A guide to the Duple visual identity

The marks, colors, type, and files used to represent Duple.



THE DUPLE WORDMARK

duple

Duple's name, always written in lowercase.

Set in Peach, the brand's signature color.

duple.chat

A warm, character-led identity for a more personal kind of conversation.

Name and character

Duple's identity pairs a simple name with its friendly mascot.

THE NAME

duple

Use the lowercase wordmark without stretching or adding effects.

THE APP ICON



The mascot icon used to identify the Duple app.

TYPE STYLE

Nunito ExtraBold

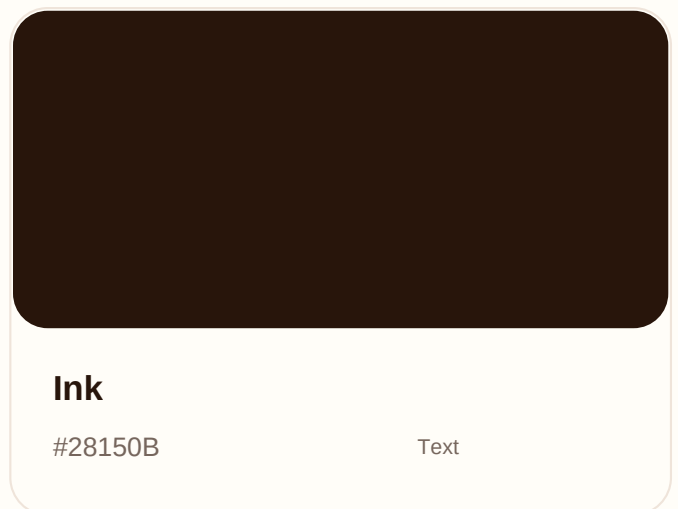
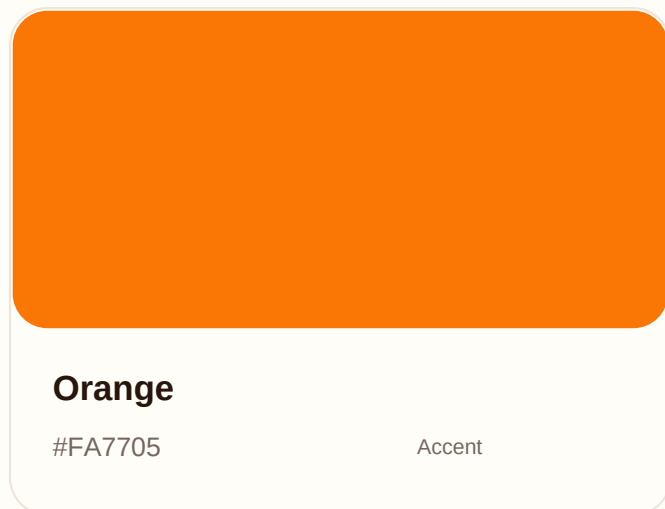
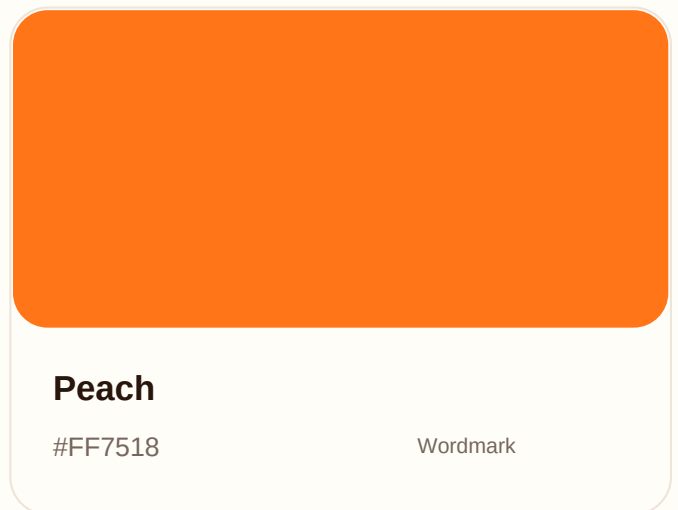
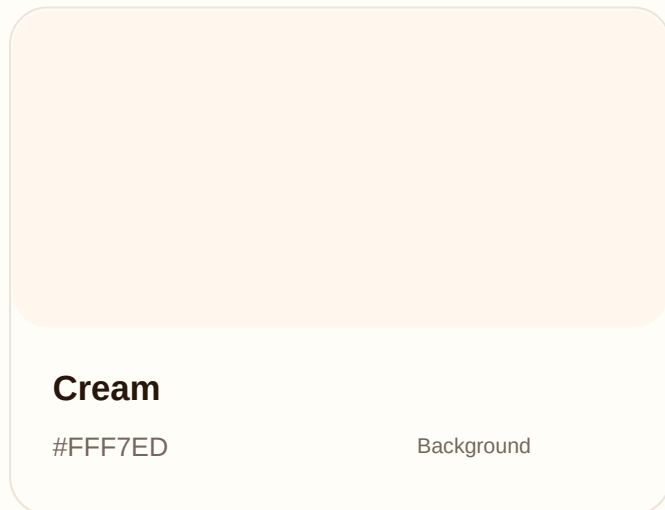
Use the bold, rounded weight for the wordmark and short headings. If Nunito is unavailable, a rounded system font may be used instead.

Keep it consistent

Leave clear space around both marks.
Keep the icon's original colors and shape.

Duple colors

Four colors carry the Duple identity.



A SIMPLE COLOR RULE

Build on Cream, use Ink for text, and let Peach and Orange draw focus.

The original color values are printed beside each swatch.

Two files. Ready to use.

Choose either mark to save it on its own. Each download keeps its original format.

WORDMARK

duple

SVG · vector artwork

[Download SVG](#) ↓

APP ICON



PNG · 1024 × 1024 px

[Download PNG](#) ↓

SAVE BOTH TOGETHER

duple.chat/brand-assets

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