DOOGGIES

BRAND GUIDELINES

WHO WE ARE

Dooggies was originally minted on April 6, 2021, making it one of the earliest 10k profile picture NFT projects on the Ethereum blockchain, pre-dating the Bored Ape Yacht Club.

Three French highschoolers created the Dooggies (with love) to be the most meme-able NFT collection ever.

FULL COMMERCIAL RIGHTS

The Company ("Dooggies") holds all intellectual property rights to all the NFTs for and not limited to official Dooggies branding, marketing and merchandising.

Owners of Dooggies NFTs have full commercial rights to the NFTs they own. This means that owners who comply with our terms have an unlimited worldwide license to use copy and display the purchased art that is in their wallets. This license includes the right to create merchandise and derivatives, but it does not include the right to use other intellectual property that belongs to the Dooggies project, such as logos and brand names.

Read the full terms & conditions on our website.

FULL COMMERCIAL RIGHTS

The Company (“Dooggies”)

Intellectual Property Rights

- ✓ (Dooggies NFT in your wallet)
- ✓ DOOGGIES
- ✓ PACK

Dooggies NFT Holder

Commercial Rights

- ✓ (Dooggies NFT in your wallet)
- ✗ DOOGGIES
- ✗ PACK

COLORS

Primary Colors

Use for main color combinations for web & print

#29B6F9
Blue

#FFB70C
Yellow

Secondary Colors

Use for accent colors

#ED53A0
Pink

#16822B
Green

#DB1D1D
Red

Support Neutral Colors

Use digitally for text colors, neutral backgrounds

#000000
Black

#666666
Grey 1

#EEEEEE
Grey 2

#FFFFFF
White

Tints of the primary palette when required for interface elements. Only primary and secondary colors should be used.

25%

50%

75%

100%

25%

50%

75%

100%

TYPOGRAPHY

VCR OSD MONO

PRIMARY FONT
(HEADERS / ALWAYS CAPS)

TEXT IN VCR OSD MONO SHOULD
ALWAYS BE IN ALL CAPS

0123456789ABCDEF
GHIJKLMNOPQRSTUV
WXYZ

TYPOGRAPHY

Satoshi

Secondary Font
(Body)

Satoshi is a modernist sans serif typeface, inspired by Modernism and Industrial-Era graphic and typographic design. It is an excellent choice for use in branding, editorial, and poster design.

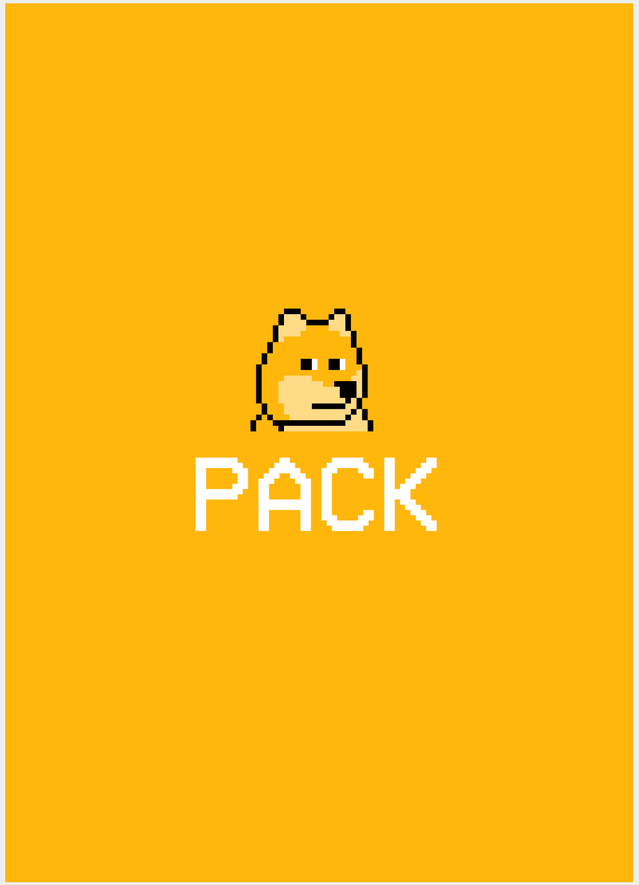
0123456789ABCDEF
GHIJKLMNOPQRSTU
VWXYZ

Light Regular **Medium** **Bold** ***Italic Bold*** **Black**

LOGO

LOGO

LOGO



LOGO

PACK

LOGO

PACK

LOGO

PACK

PACK

PACK

LOGO

LOGO

MERCH

MERCH

MERCH

MERCH

DOOGGIES

”Who controls the memes, controls the universe.”