

Aghanim

The name **Aghanim** refers to a powerful artifact in Dota 2 renowned for its power to significantly enhance a hero's abilities. It evokes strength and influence, and symbolizes empowerment and strategic advantage.

Logotype

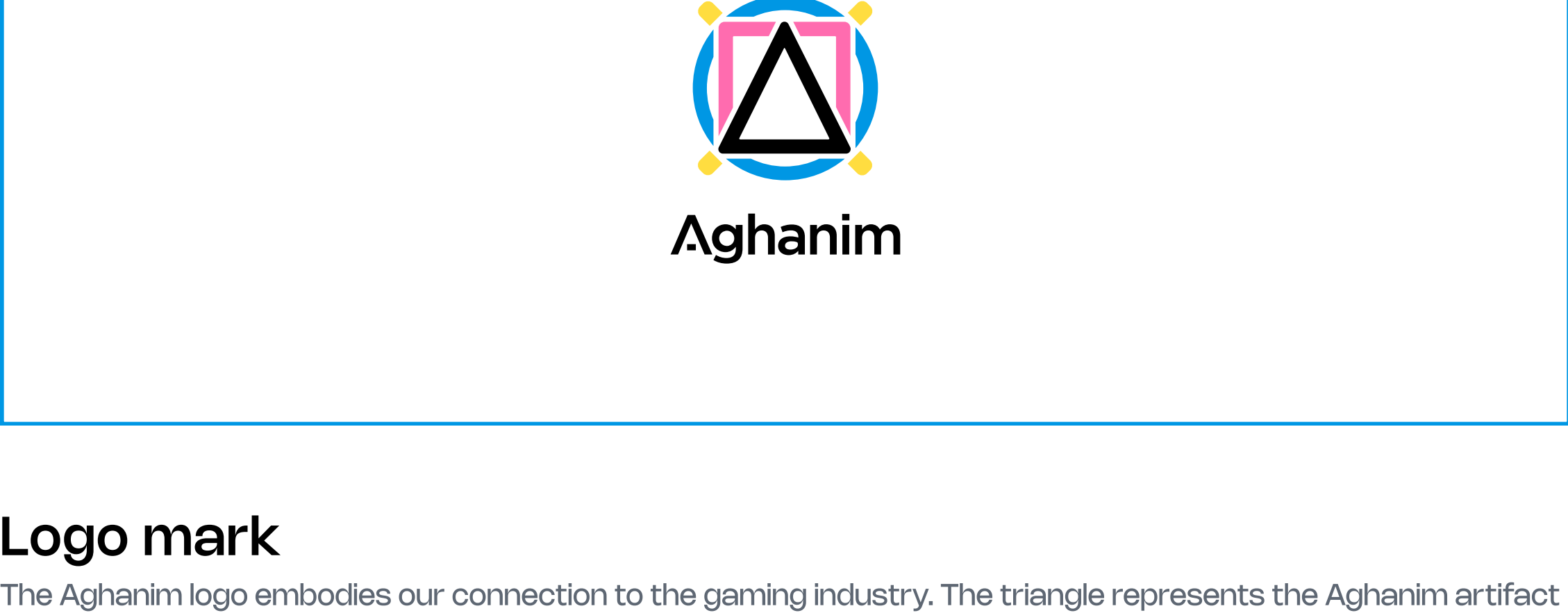
Primary brand lock-up

The primary lock-up consists of the Aghanim logo combined with the Aghanim wordmark as shown.



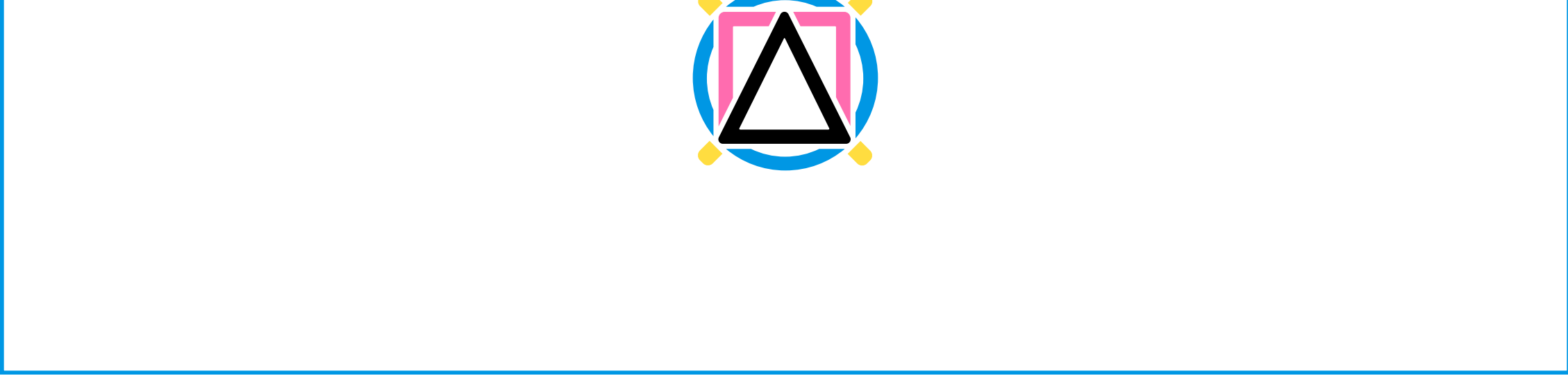
Stacked logo

For the stacked version of the lock-up, the Aghanim logo is placed above and the Aghanim wordmark is centered below as shown.



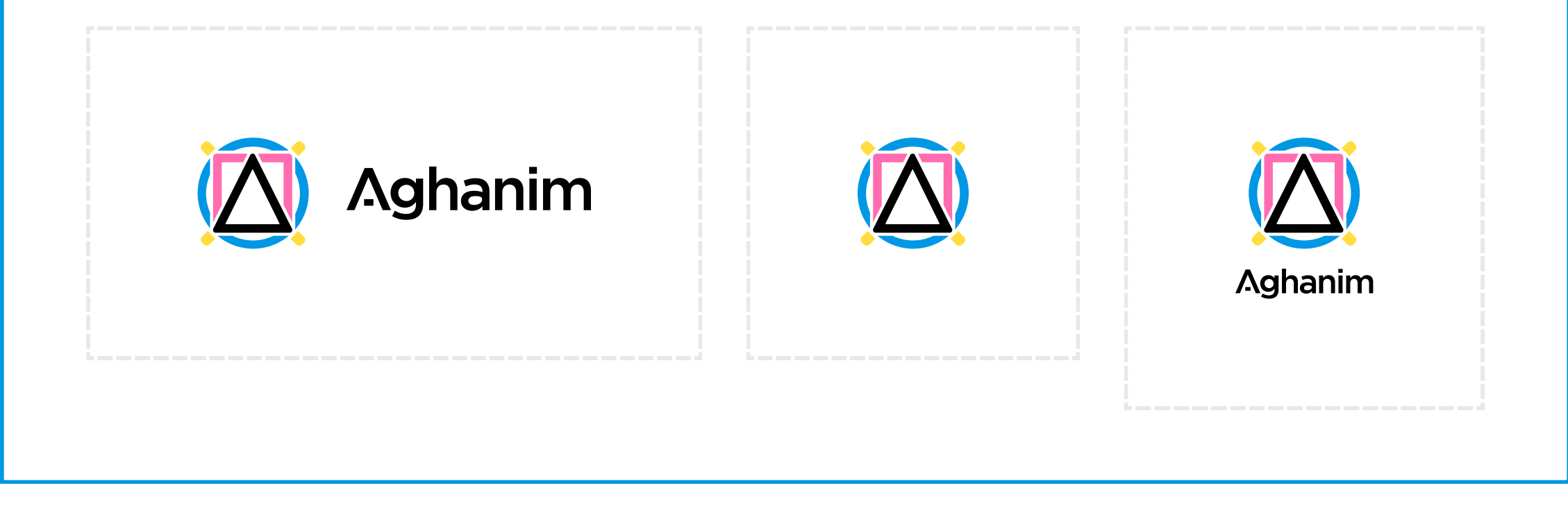
Logo mark

The Aghanim logo embodies our connection to the gaming industry. The triangle represents the Aghanim artifact itself — which grants a multitude of enhancements to a character's abilities — and illustrates the vast protective force we deliver to meet the diverse needs of our partners and their players.



Whitespace

The ideal spacing around the logo should be equal to the size of the square within the Aghanim logo mark.

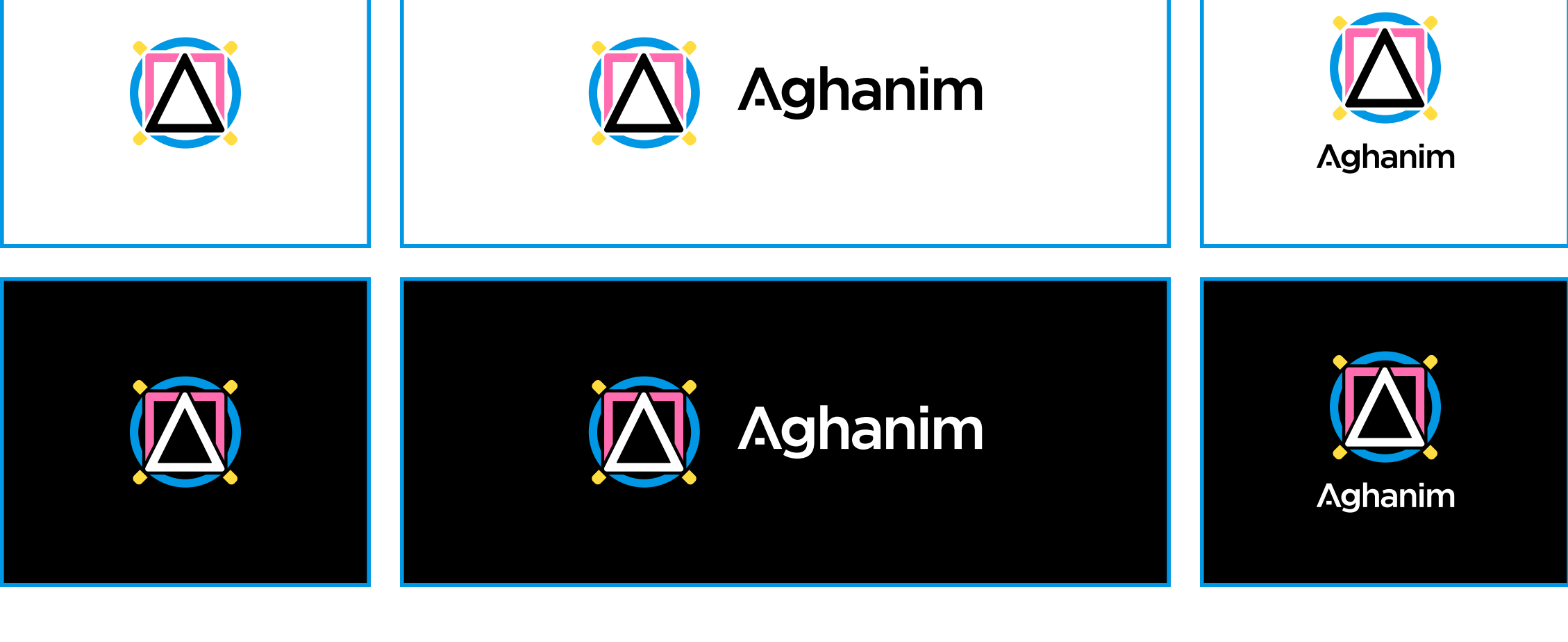


Backgrounds

The Aghanim logo can adapt to maintain clarity and distinction against any background. From the versions below, select the one that creates the best visibility for the placement in question.

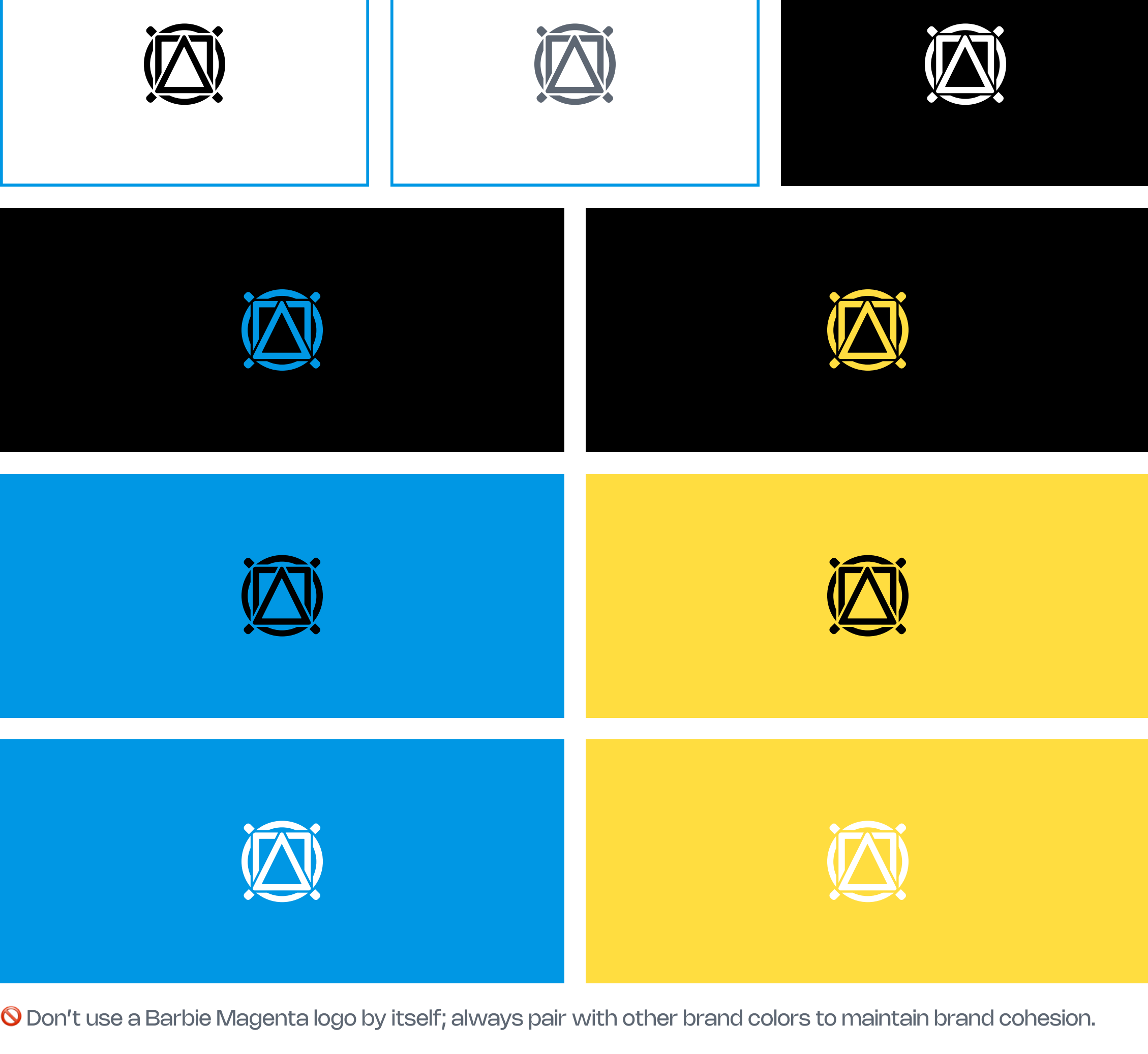
Full-color logo

Our go-to version. Use only with contrasting backgrounds.



Monochromatic logo

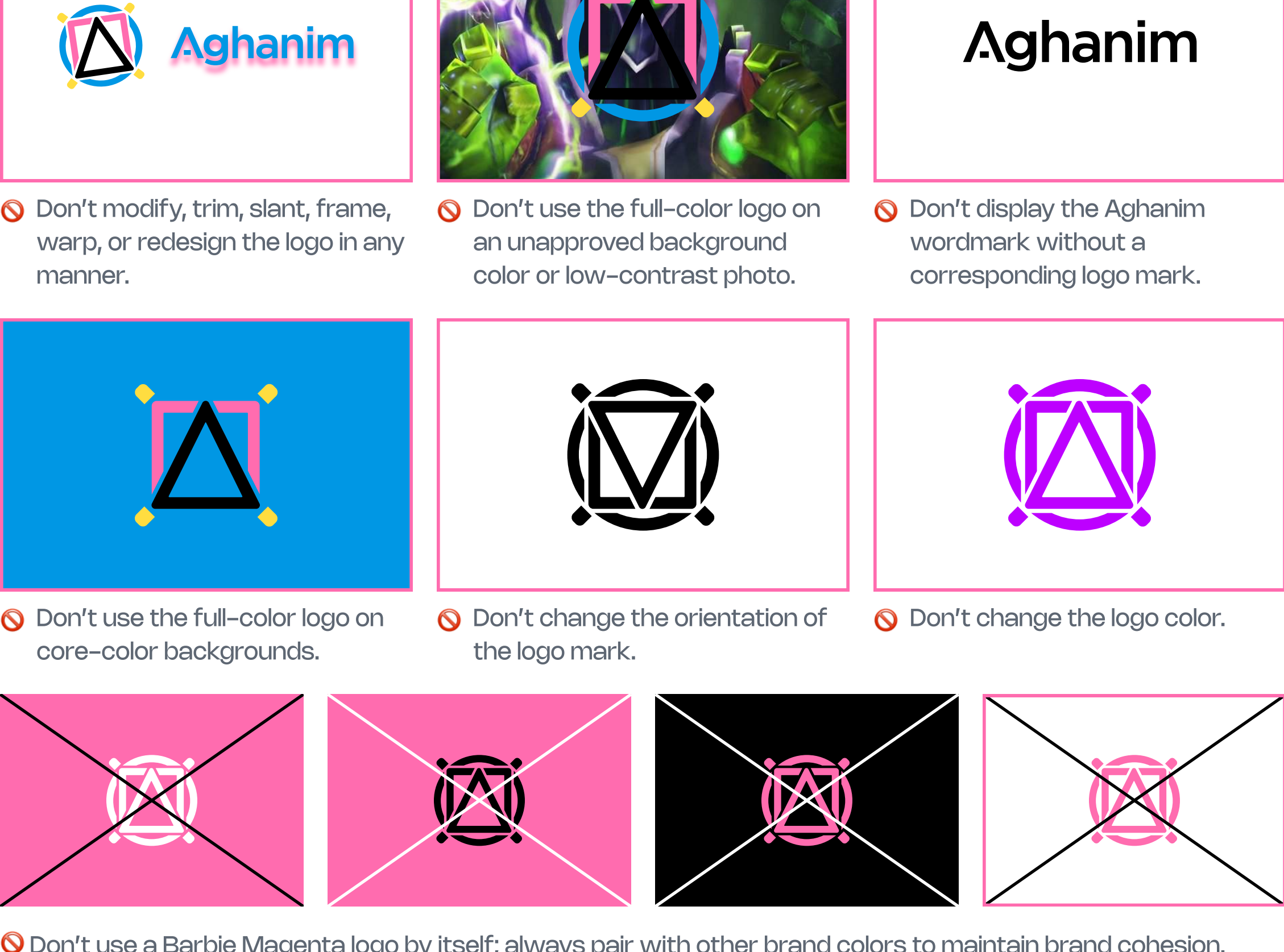
Our go-to version. Use only with the backgrounds shown.



Don't use a Barbie Magenta logo by itself; always pair with other brand colors to maintain brand cohesion.



Don't's



Don't use a Barbie Magenta logo by itself; always pair with other brand colors to maintain brand cohesion.

Colors

Core palette

The brand's primary colors are Cyan, Barbie Pink, and Yellow, plus Black and White for versatility and contrast.

<b>Cyan</b> #0097E4 C:82 M:26 Y:0 K:0	<b>Barbie pink</b> #FF6CAF C:0 M:77 Y:0 K:0	<b>Yellow</b> #FFDD40 C:0 M:11 Y:100 K:0
<b>Black</b> #000 C:80 M:80 Y:60 K:100	<b>White</b> #FFF C:0 M:0 Y:0 K:0	

Typography

Brand font

The signature accent font for the brand is NoheMI, which is used across most marketing materials and branded displays.

NOHEMI

Additional font

The supplementary font is Inter, selected for its readability in user interfaces.

Inter

Illustrations

Characters

These illustrations exude a youthful connectivity with digital culture, representing key attributes of our target demographic. The vibrant colors and animated expressions convey a lively dynamism that touches on themes of gaming and modern youth culture. They are designed to engage and reflect the energetic spirit of our audience.

