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# BRAND IDENTITY STYLE GUIDELINES

01/06/2025



**ELDRITCH  
FOUNDRY**

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## LOGOMARK

The Eldritch Foundry logo symbolizes the balance between craftsmanship and arcane inspiration, blending iconic imagery with bold, clean shapes. At its core is a blacksmith's hammer, a universal symbol of creation and precision. The hammer is encircled by a golden, arcane ribbon—its organic form suggesting magic intertwined with skill and creativity. The hammer rests within a diamond-shaped frame, representing focus, strength, and the cutting-edge innovation that Eldritch Foundry embodies.

To ensure adaptability and consistency, the Eldritch Foundry logo is available in the following formats:

- **Primary Logo:** The signature combination of gold, steel gray, and black for optimal visual impact. Recommended for primary use on light or neutral backgrounds.
- **Icon Mark:** The hammer and golden tentacle, without the text or diamond frame. Perfect for small-scale applications such as social media avatars, app icons, or branded merchandise.



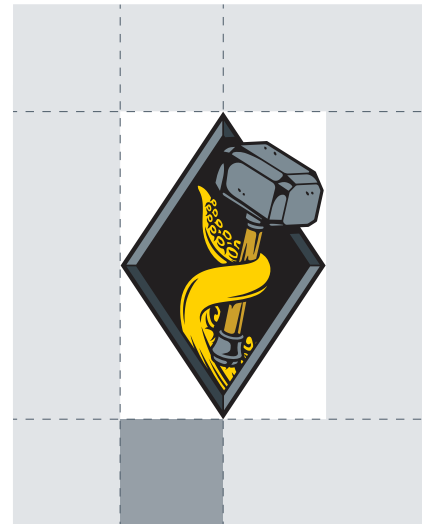
ELDRITCH  
FOUNDRY



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## CLEAR SPACE

To ensure the Eldritch Foundry logo is displayed with clarity and impact, a minimum clear space equivalent to half the horizontal width of the diamond frame must be maintained around all sides of the logo. This space acts as a protective buffer, preventing any text, graphics, or other elements from encroaching on the logo's visual integrity. By adhering to this guideline, the logo remains the focal point and retains its balance and professionalism across all applications.



# LOGO VARIATIONS

To ensure maximum adaptability across different platforms and applications, the Eldritch Foundry logo is available in the following formats:

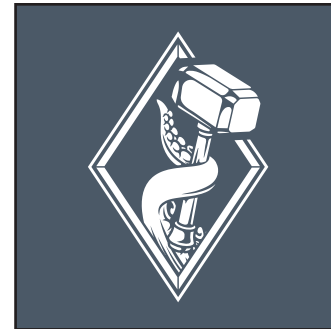
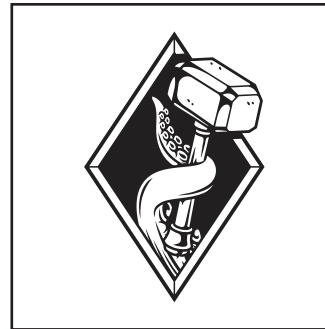
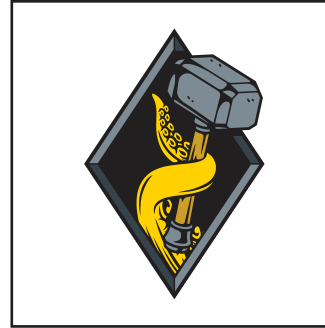
- **Full-Color Logo:** The signature combination of gold, steel gray, and black for optimal visual impact.
  - Recommended for primary use on light or neutral backgrounds.
- **Monochrome Logo:** A single-color version ideal for minimalistic designs or low-contrast environments.
  - Suitable for embossing, engraving, or black-and-white prints.
- **Backgrounds:**
  - Use the full-color logo on light or neutral backgrounds for contrast.
  - Use the monochrome logo on darker or textured backgrounds.
  - Use the full-color logo mark with white outline and white text on dark or textured backgrounds.



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# COLORS

The Eldritch Foundry brand colors reflect the essence of the brand—melding craftsmanship with arcane wonder. The rich gold evokes magic, creativity, and premium quality, while the steel gray represents strength, durability, and precision. Black grounds the palette, adding depth and sophistication. Together, these colors create a bold and timeless identity that is instantly recognizable across all mediums.

## PRIMARY COLORS



**Bright Gold**  
CMYK: 77,61,54,41  
RGB: 54,67,74  
HEX: ffd100



**Jet**  
CMYK: 70, 67, 64, 74  
RGB: 34, 31, 32  
HEX: 221f20



**White**  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: FFFFFFFF

## NEUTRAL COLORS



**Charcoal**  
CMYK: 77, 61, 54, 41  
RGB: 54, 67, 74  
HEX: 36434a



**Slate**  
CMYK: 55, 38, 35, 3  
RGB: 124, 139, 148  
HEX: 7c8b94

## SECONDARY COLORS



**Old Gold**  
CMYK: 21, 36, 100, 1  
RGB: 204, 159, 43  
HEX: cc9f2b



**Glory Red**  
CMYK: 28, 95, 100, 33  
RGB: 135, 32, 6  
HEX: 872006



**Violet**  
CMYK: 81, 95, 35, 29  
RGB: 69, 38, 88  
HEX: 452658



**Moss**  
CMYK: 66, 43, 85, 33  
RGB: 78, 94, 56  
HEX: 4e5e38



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# TYPOGRAPHY

The Eldritch Foundry typography is carefully selected to balance the brand's mystical and modern identity. Caudex Bold is used for headlines, adding a touch of ancient elegance and authority. Urbanist Semi-Bold serves as the typeface for subheadings, offering a clean and contemporary feel that bridges the gap between tradition and innovation. For body copy, Urbanist Regular ensures readability and professionalism, maintaining clarity across all applications. Together, these typefaces create a harmonious and versatile typographic system that supports the brand's voice and vision.

## CAUDEX (BOLD) - HEADLINES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 1 @ # \$ % & \* ( )

## URBANIST (SEMI-BOLD) - SUBHEADLINES

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 1 @ # \$ % & \* ( )

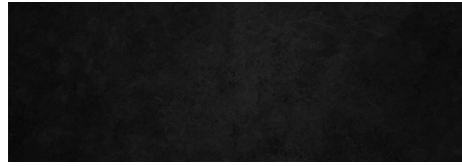
## URBANIST (REGULAR) - BODY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 1 @ # \$ % & \* ( )

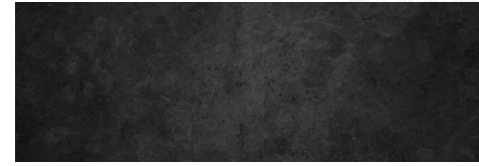
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## BACKGROUNDS

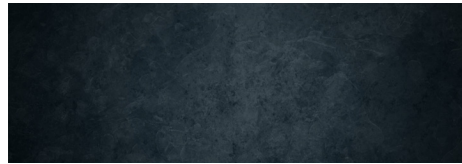
Eldritch Foundry incorporates textured backgrounds to add depth and visual interest, enhancing the brand's mystical and handcrafted aesthetic. These backgrounds are available in a range of colors that align with the brand palette, including rich golds, deep grays, and muted blacks. The subtle texture evokes the feel of aged parchment, forged metal, or arcane energy, creating a dynamic backdrop that complements the logo and typography without overpowering the content. These textures are versatile and can be used across digital and print materials to enrich the brand experience.



**Dark Black**



**Black**



**Charcoal**



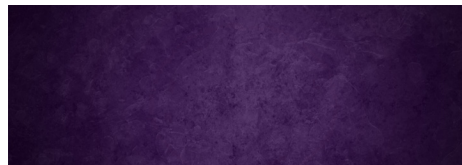
**Slate**



**Gold**



**Glory Red**



**Violet**



**Moss**



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# ELDRITCH TENTACLES

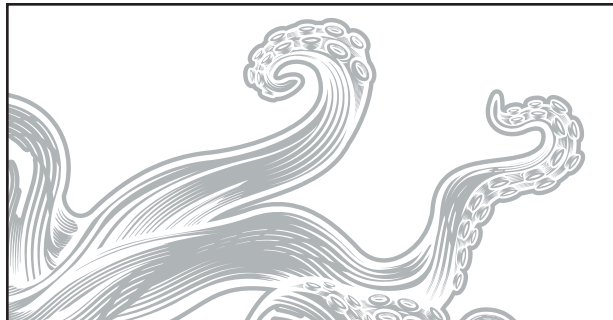
The tentacle graphical accents are a signature design element of the Eldritch Foundry brand, adding a sense of mystique and depth to the visual identity. Positioned subtly in the corners, these textured accents evoke the arcane and otherworldly themes central to the brand. They provide a dynamic yet unobtrusive backdrop, framing content in a way that enhances the overall design while maintaining readability. These accents should be used to complement the brand's textured backgrounds, ensuring a cohesive and immersive aesthetic across all materials.



**Color**  
Use on light backgrounds



**Black**  
Use on light backgrounds



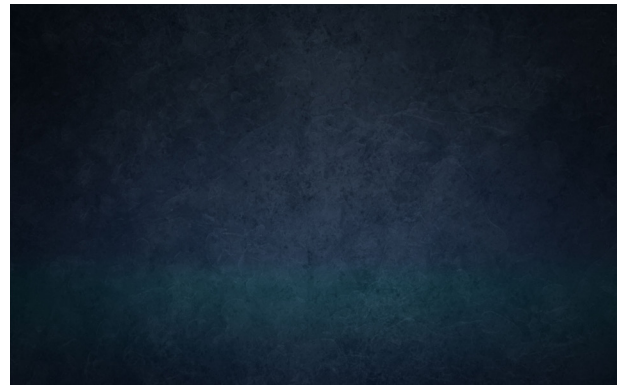
**Charcoal at 40% Opacity**  
Use on dark backgrounds



**White at 40% Opacity**  
Use on single color print dark backgrounds

# ELDRITCH UNLIMITED

The Eldritch Unlimited logo, textured and background play a vital role in showcasing the premium and limitless nature of Eldritch Unlimited. When promoting this service, the logo should be prominently displayed on textured backgrounds that reflect the brand's mystical and crafted aesthetic—such as rich gold, deep gray, or muted black textures. The render of the miniature should show the digital nature to the offering. These elements work together to highlight the unparalleled quality and creativity of Eldritch Unlimited, ensuring the visuals resonate with adventurers, wargamers, and creators alike.



EU Background



Digital Render