

Design Better

Brand Guidelines

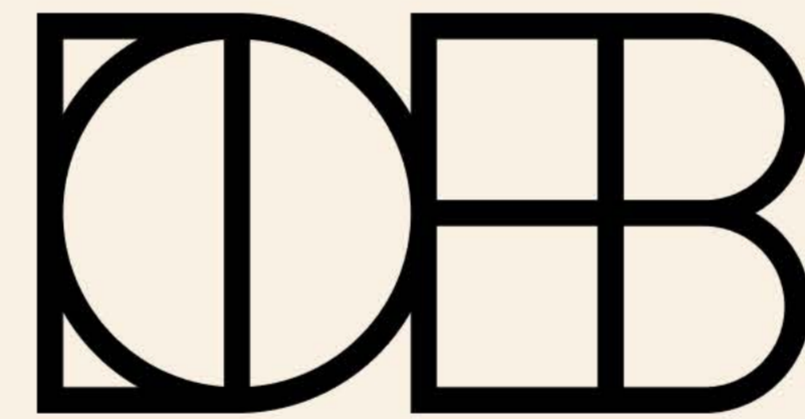
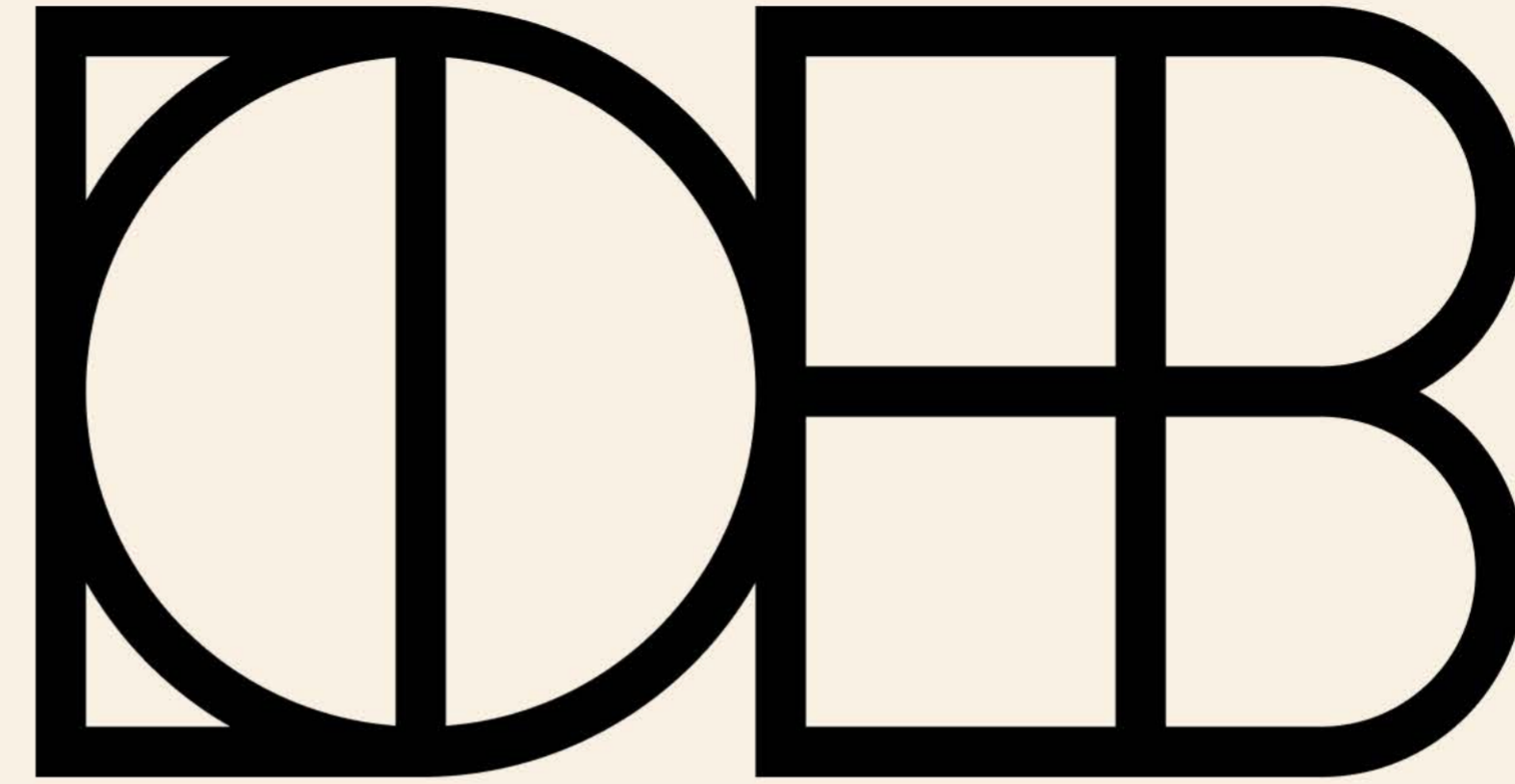
Logo

**Design
Better**

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Icon



Design Better

The show about the intersection of design, technology, and the creative process.

F37 Lineca

30 Styles, 2 Axes

[Logo type displayed in medium]

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789,&#?!

DETAILS

In a spirit of experimentation and creating something totally unique, Lineca introduces a straight, horizontal line into every single letterform.

A concept-driven typeface, that started life with the idea of attempting to strengthen the horizontal reading direction by introducing left-to-right lines into the body of each character.

[See font family](#)

F37 Linca Details

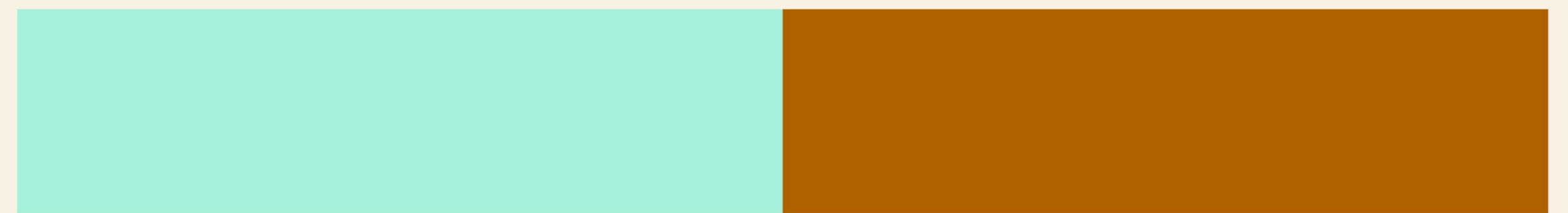
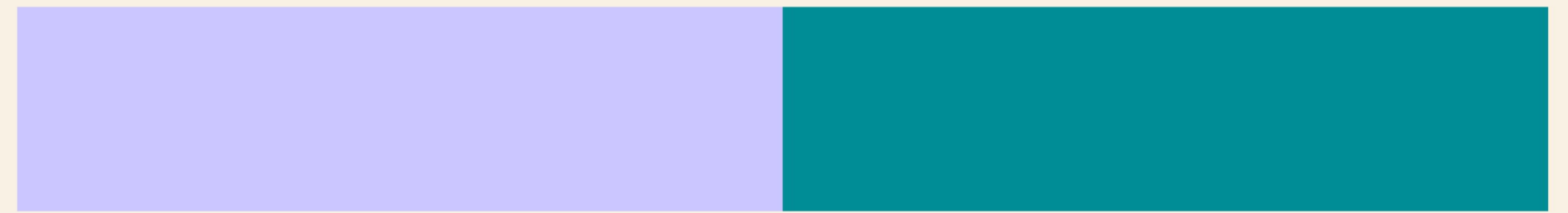
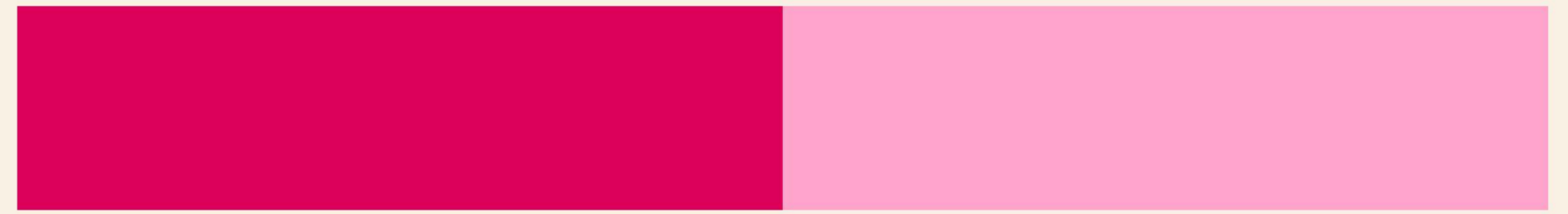
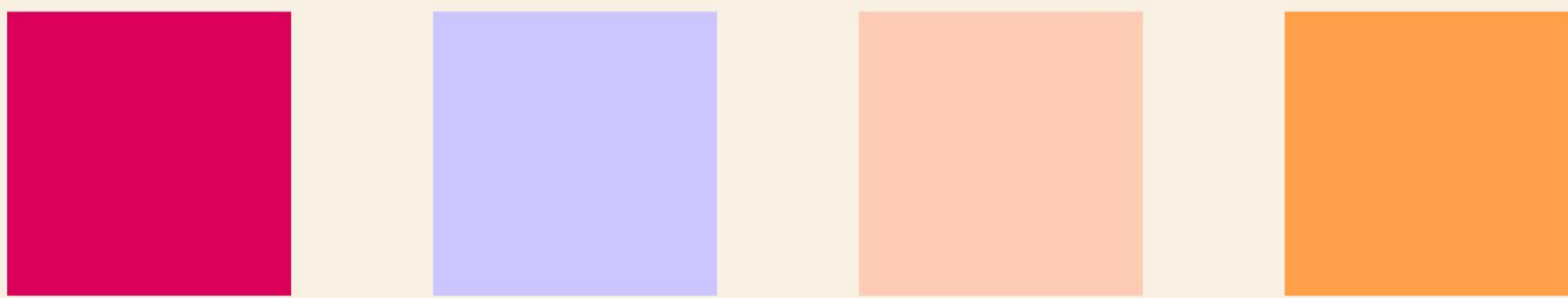
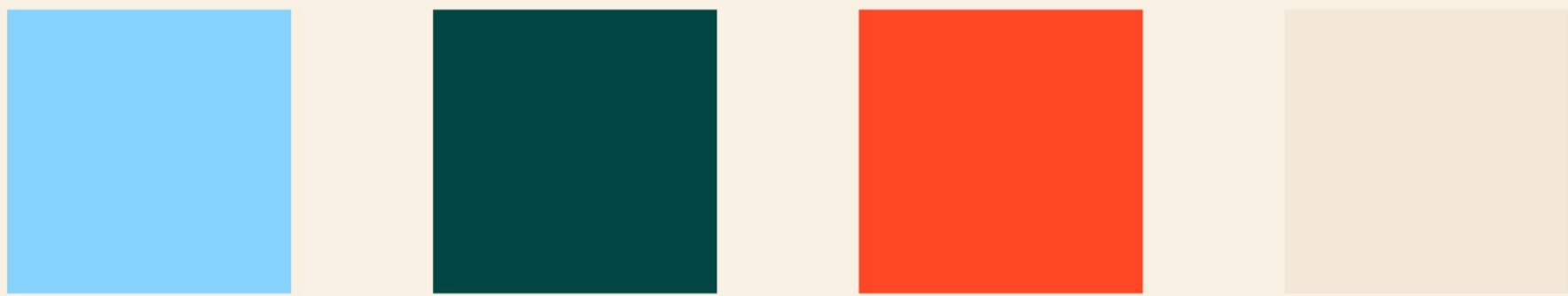
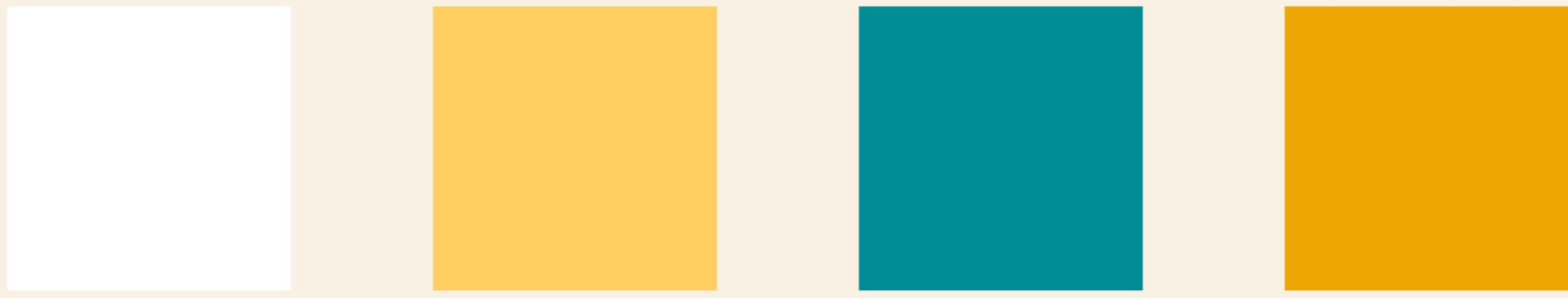


Squared counters



Squared counters

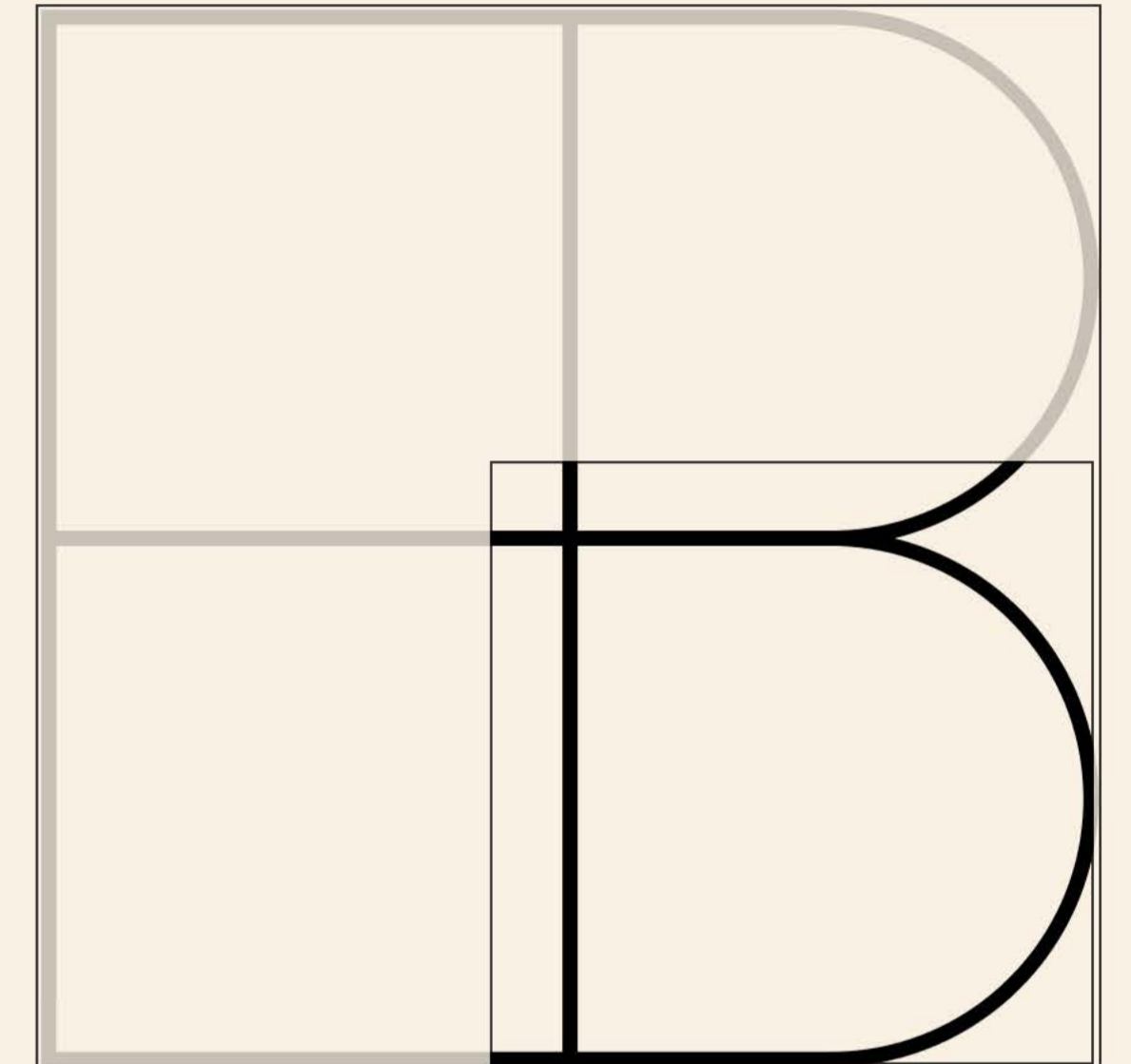
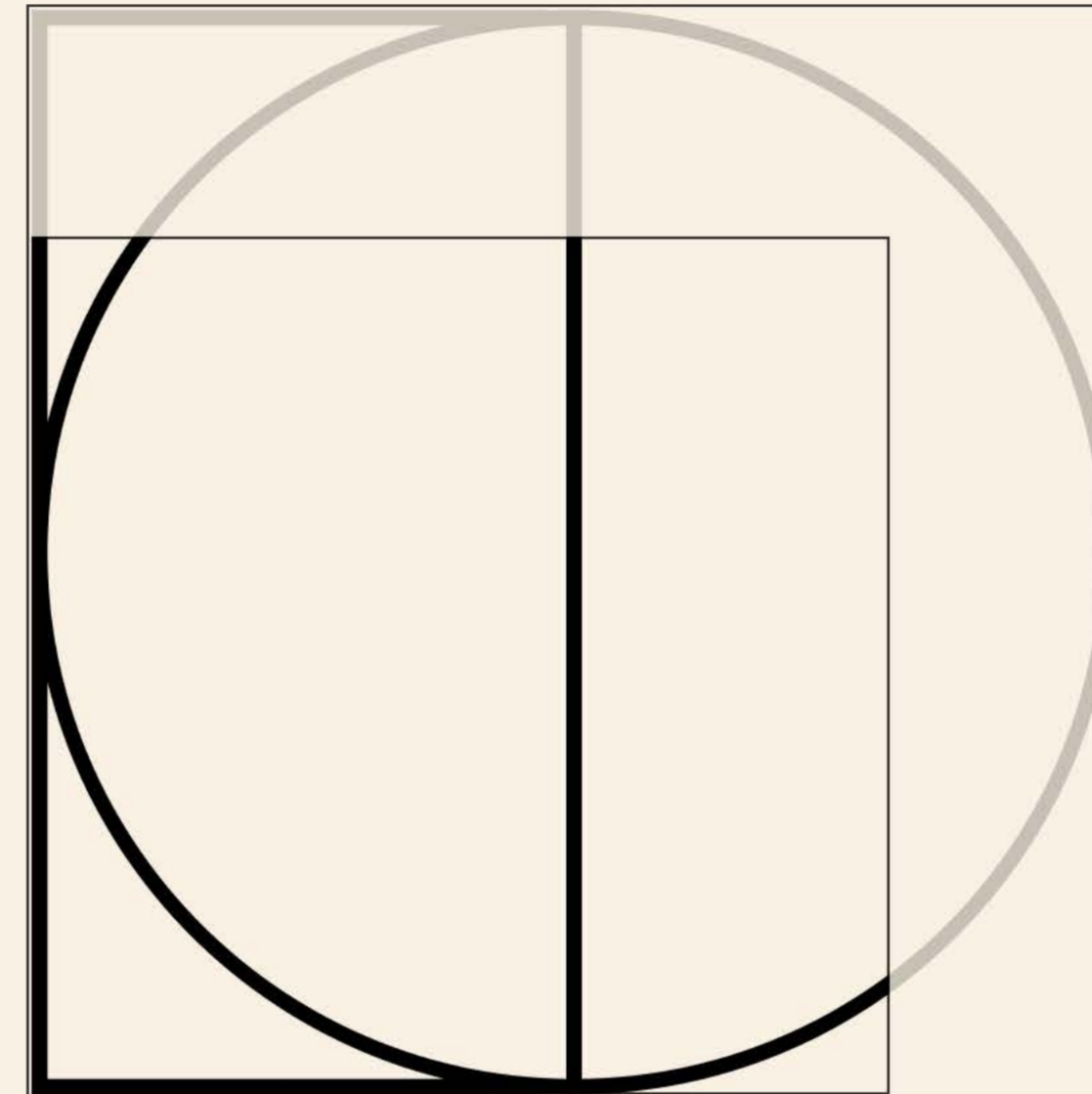
A i g k



Pathways

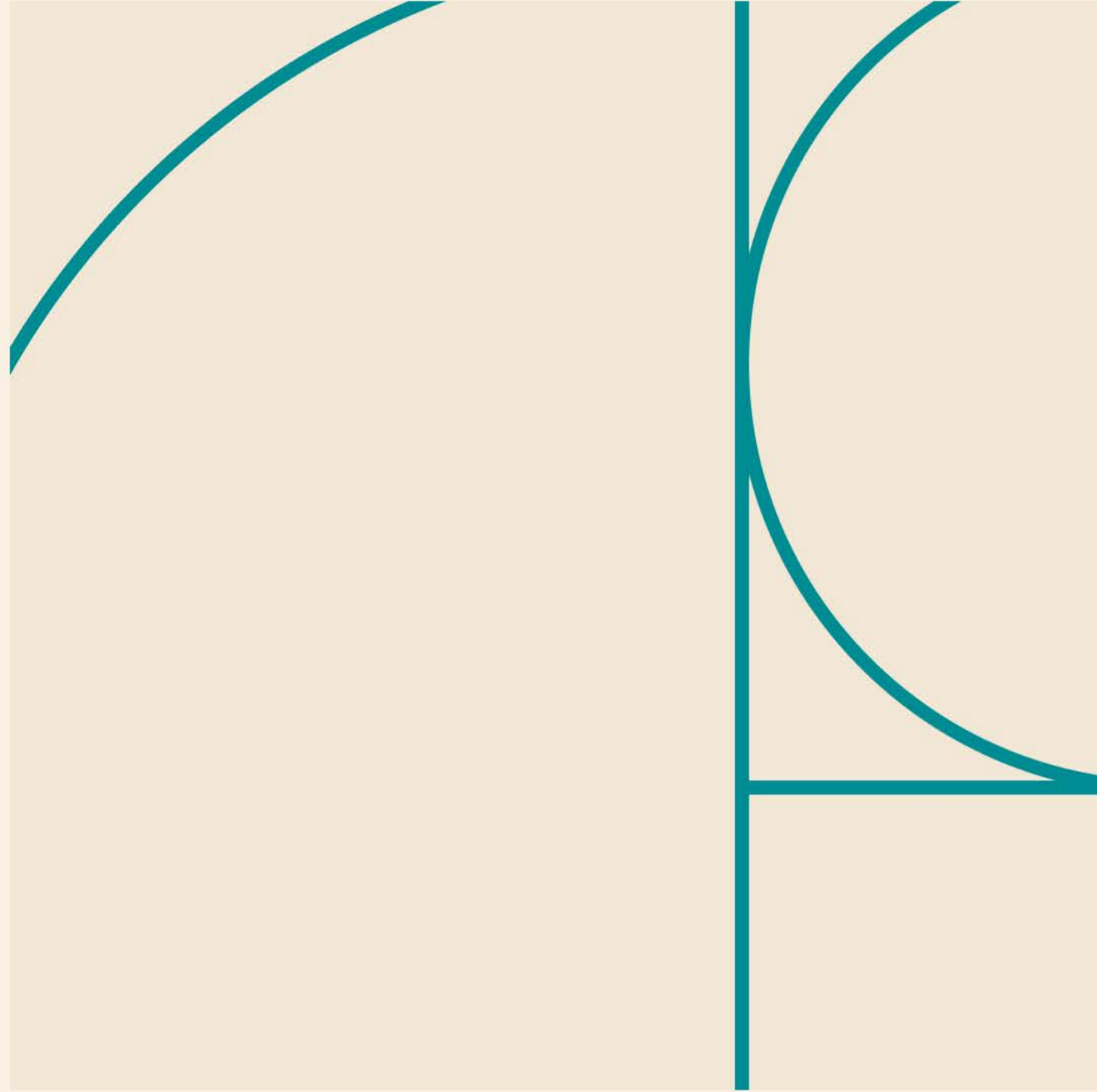
Pathways is the evolution of the original Design Better bespoke alphabet, which was created to symbolize paths of learning. This concept pays homage to the brand's heritage while charting a new visual pathway that explores the interplay of design and technology and where they intersect.

Original bespoke Design Better font

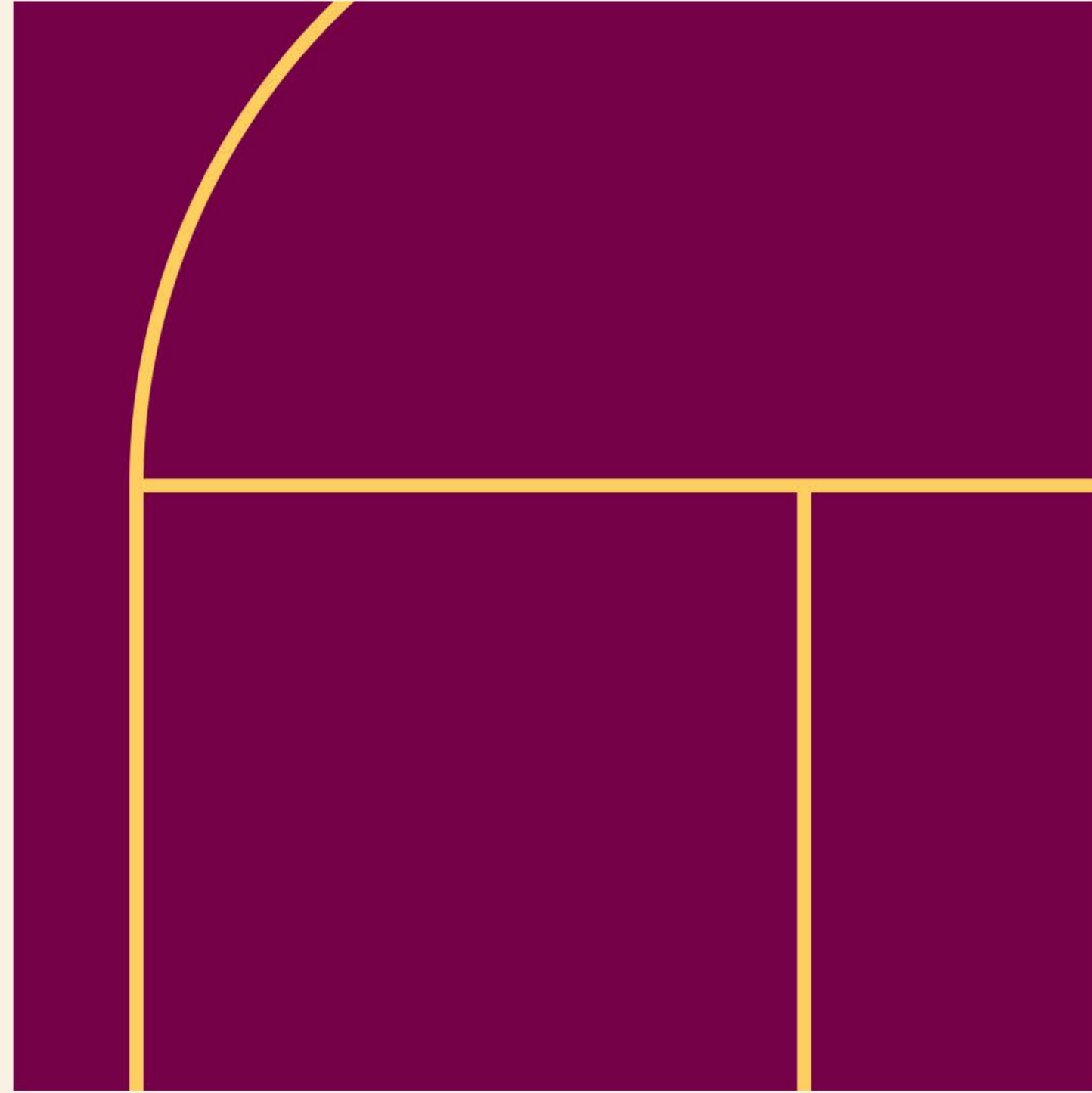


Cropped portions of letters create infinite pathways to be used as texture, backgrounds and containers for information.

Patterns



Single color line



Two color line



Two color fill

Layout



Episode Titles



Guest profile

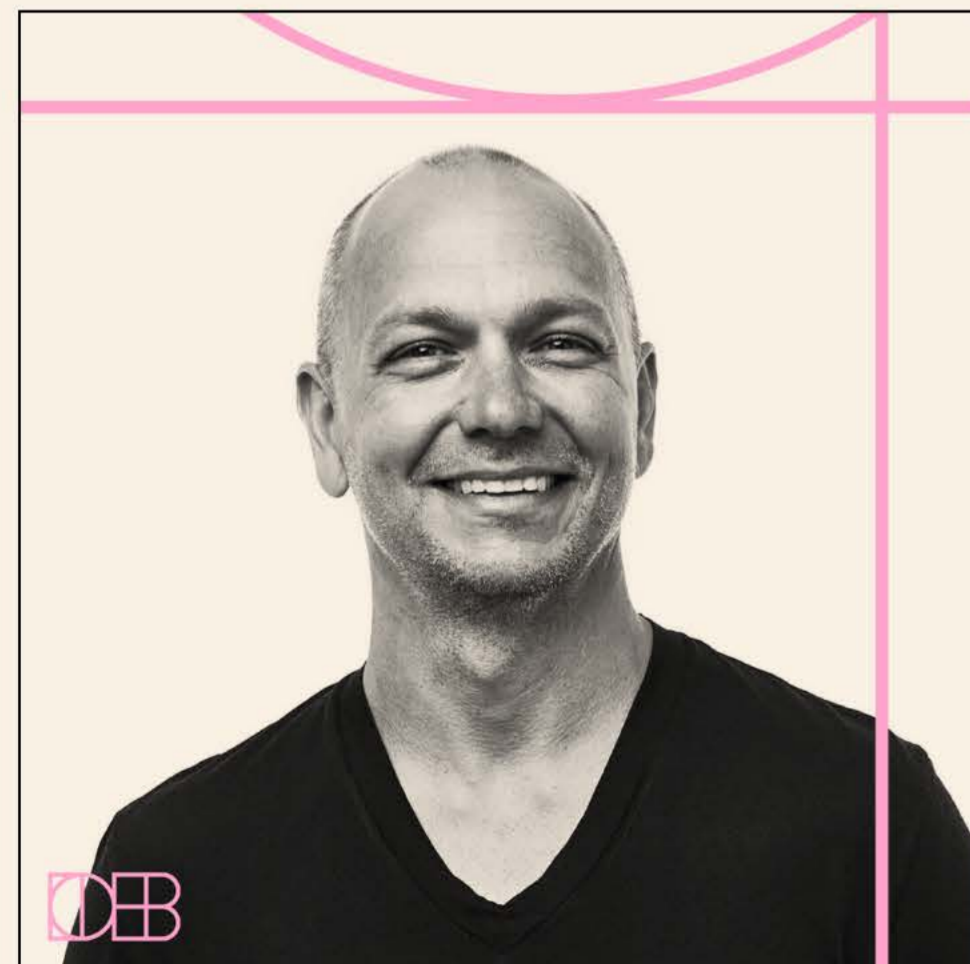


Brand Cover

Cover Art



Cover Art



Cover art can be expressed in two different background color ways depending on the use case and preference.

Pattern design can vary to create infinite unique layouts. The patterns should only be used on the outside edges never across the middle overlapping a face.

Headshots should be cut out or with a very light solid background. The image should be set to the multiply blending mode on top of the selected color background to achieve a consistent look.

Watermark icon should be included in the bottom corner.