

Brand Guidelines

Logo · Colour · Typography · Voice



A concise reference for journalists, promoters and design partners using DJ SPY visual assets.

The DJ SPY Wordmark



Do:

- Use the transparent PNG or SVG on dark backgrounds.
- Preserve minimum clear space equal to the height of the letter S.
- Minimum print width: 20 mm. Minimum screen width: 100 px.

Do not:

- Recolour, stretch, or add drop shadows.
- Enclose the wordmark in additional shapes or borders.
- Use the JPG on a light background — request an inverted version.

// COLOUR SYSTEM

Palette

Brand Ink

#080808

Near-black background. Everything sits on this.



Ivory

#F4F2EE

Body text on dark backgrounds. Long-form editorial ink.



Brand Red

#EF2B2B

Accent. Section eyebrows, statistic values, calls to action.



Line Grey

#2A2A2A

Section dividers and hairlines only. Not for text.

// TYPOGRAPHY

Type System

Display — Bebas Neue (fallback: Anton). Used for section headlines and statistic values. All-caps, tight letter-spacing.

Body — Inter, 300/400/500. Long-form editorial. Never use script or novelty faces.

Monospace / eyebrows — Inter Medium at 11px, 0.32em letter-spacing. Used sparingly as “// SECTION 05” meta labels.

// VOICE

Editorial Voice

Confident, editorial, minimal. Never club-flyer. Prefer newsroom cadence over marketing copy. When a claim can't be verified, use period labels or omit rather than invent.

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