BURST

Visual Identity Guide

v.1.0
November 2017

Burst: the Decentralized Economy

Burst is a decentralized cryptocurrency project, run by independant developers and community members. It is not just a payment system; it is a revolution in the way we percieve our economy.

Burst is the new digital system that removes the need to trust institutions. It is the birth of a true peer-to-peer economy, backed by smart contracts, tokens and digital assets.

We created this Burst Visual Identity Guide with the goal of reinforcing the Burst brand identity and recognition in a way that is consistent with the ambition and quality of the project.

Values
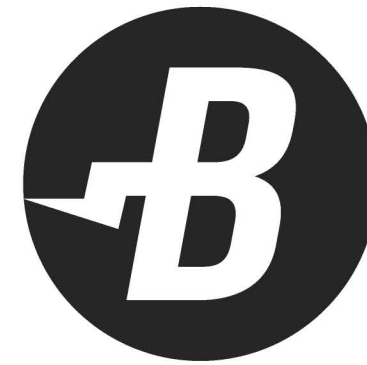
Futurism, efficiency, decentralization.

1.0 Toolkit

These are the main elements that define and enforce the uniqueness of the Burst identity.

Icon	
Logotype	
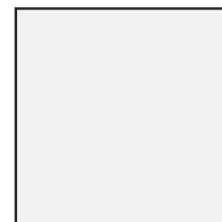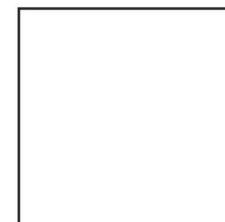
Palette				
#	FFFFFF	F2F2F2	262626	00579D

Typeface	Headline font	Text font
	BEBAS NEUE	Noto Sans

1.1 Logo and icon usage

The Burst logo and the Burst icon are the heart of the Burst identity. They Should be used on a clean background with sufficient spacing.

For a logo height of x, insure there is around 1/2 x clearance on each side. For a icon height of x, insure there is around 1/3 x clearance on each side.

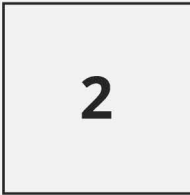1/2 x   1/2 x

1/2 x

x

1/2 x

1/3 x   1/3 x

1/3 x

x

1/3 x

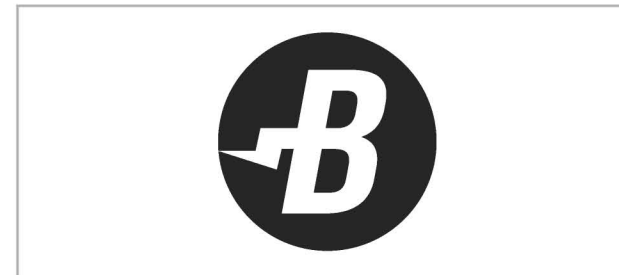## 1.2 Logo and icon color options

There are multiple ways of displaying the Burst logo and the Burst icon.

The classic layout should be prefered. If needed, you can adapt it by using the Burst blue or shades of grey.
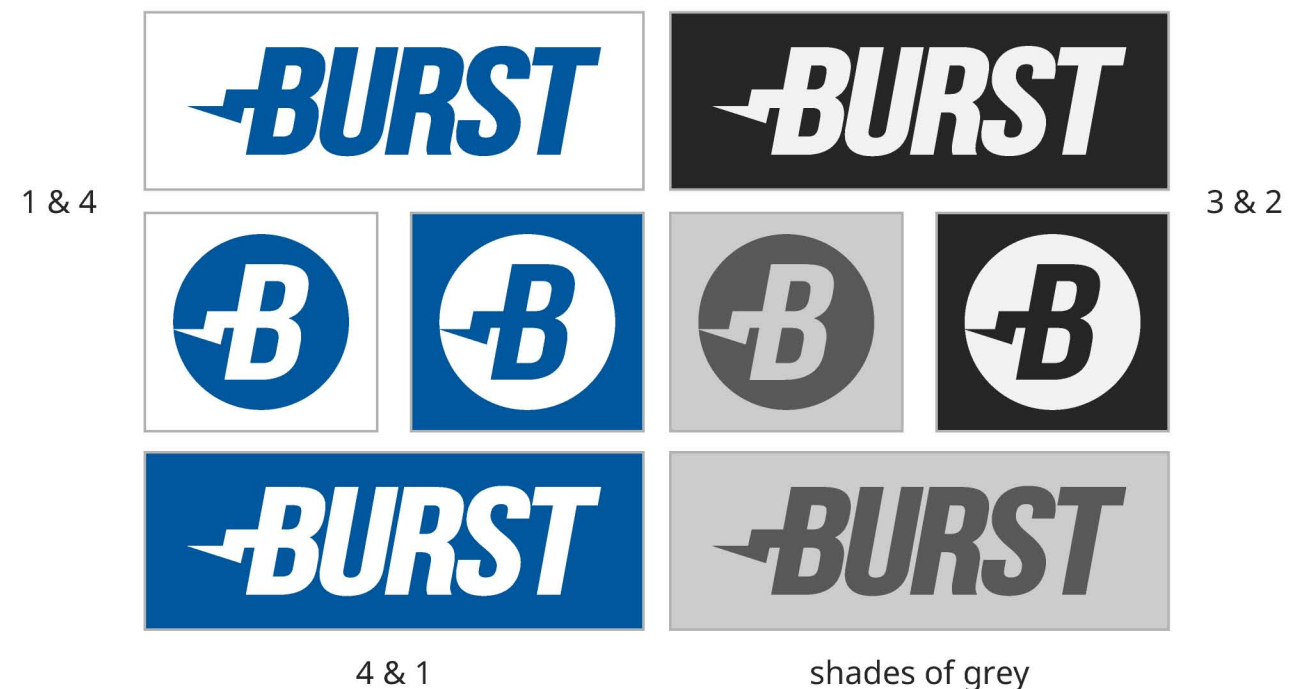
1	2
# FFFFFF	# F2F2F2

3	4
# 262626	# 00579D

Classic

1 & 3

2 & 3

Variations

1 & 4

3 & 2

4 & 1

shades of grey

1.3 Logo and icon incorrect usage

The Burst logo and icon are precious assets. Please avoid modifying them, adding graphical effects, using busy backgrounds or colors that are not in the palette. In general, do not undermine integrity or clarity of the logo and icon.

In order to avoid redundancy of the Burst B, do NOT use the logo and the icon together in the same place.

Incorrect usage

Incorrect usage

1.4 Typeface

We chose to use Google's Noto Sans font for all our texts because we wanted something modern, smart and available in all languages.

We use the Bebas Neue font for our major headlines. It is the font that we chose as the base of the Burst logo.

Noto sans
(regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!%

Noto sans
(bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!%**

Bebas Neue
(regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!%

1.5 Color palette

We wanted the Burst color palette to represent simplicity, reliability and to have a modern feel.

Therefore, we chose to use a majority of white and shades of grey, colors typical of high end products and brands.

Blue is often associated with reliability and trust. We use it to highlight important parts, links or titles.

HEX	FFFFFF
RGB	R255 G255 B255
0% GREY	

HEX	F2F2F2
RGB	R242 G242 B242
5% GREY	

HEX	262626
RGB	R38 G38 B38
85% GREY	

HEX	00579D
RGB	R0 G87 B127
Pantone DS 204-1 C	