



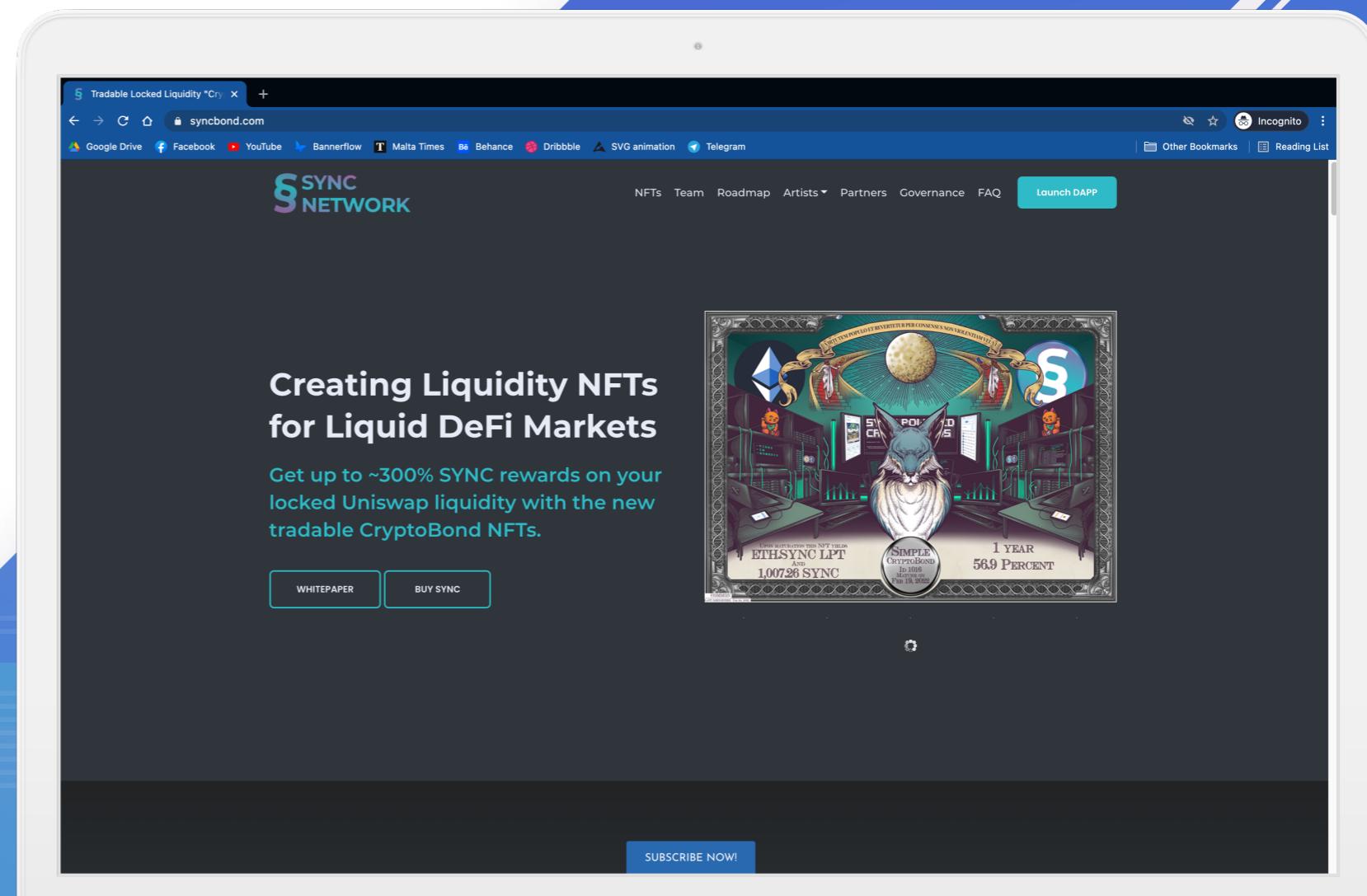
SYNC Network

Brand Style Guides

MISSION

Mission Statement

SYNC Network incentivizes liquidity providers with tradable high reward-generating NFTs called CryptoBonds for locking up their liquidity pool tokens.



Logomark Construction

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



L O G O

Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



L O G O M A R K

W O R D M A R K

L O G O

Mono Color Logo

Sometimes due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



L O G O

Logo on Alternative Backgrounds

Alternative color combinations



SYNC Network



SYNC Network

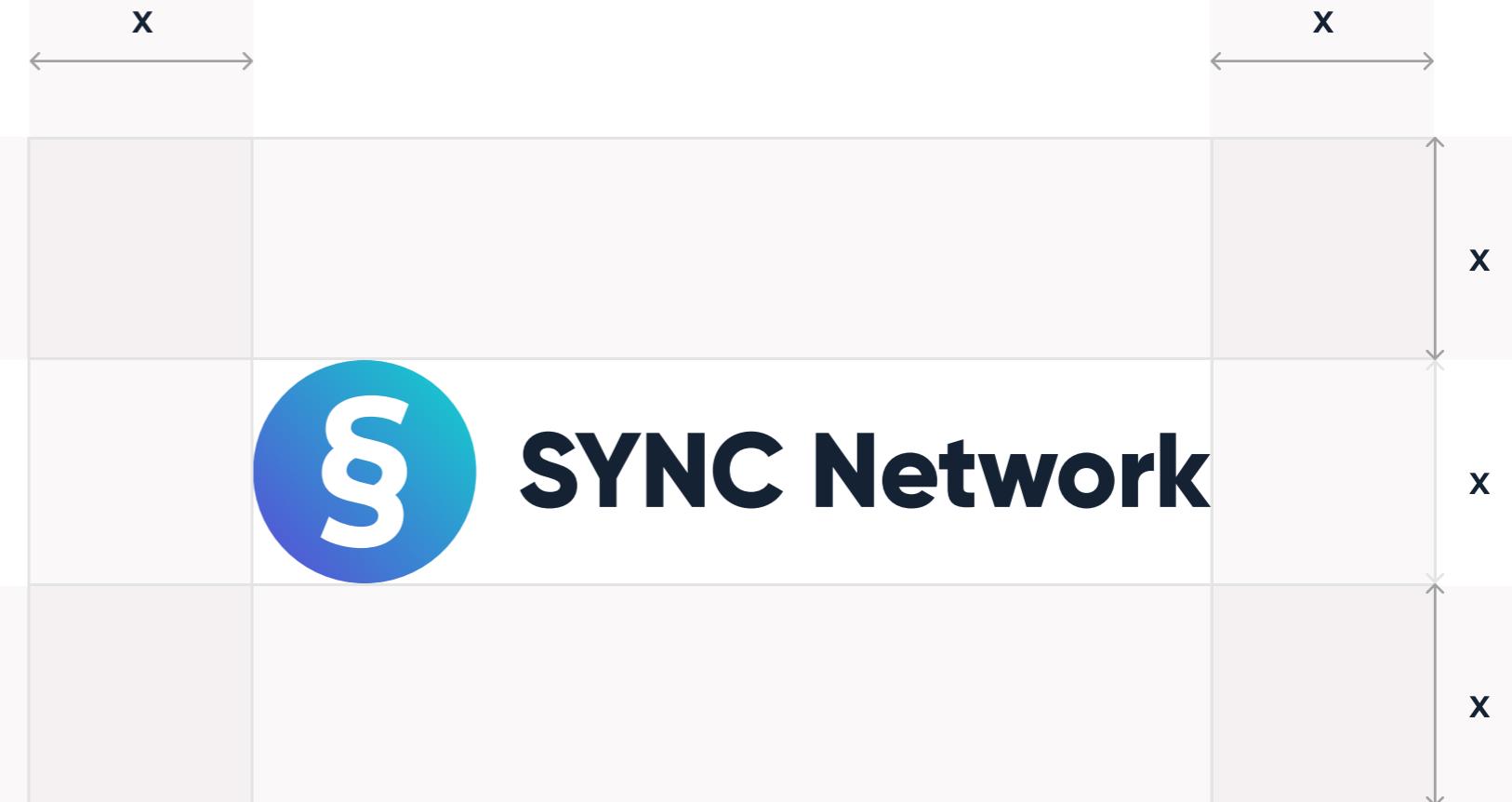


SYNC Network

L O G O

Clearspace

It's important to maintain proper spacing around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.



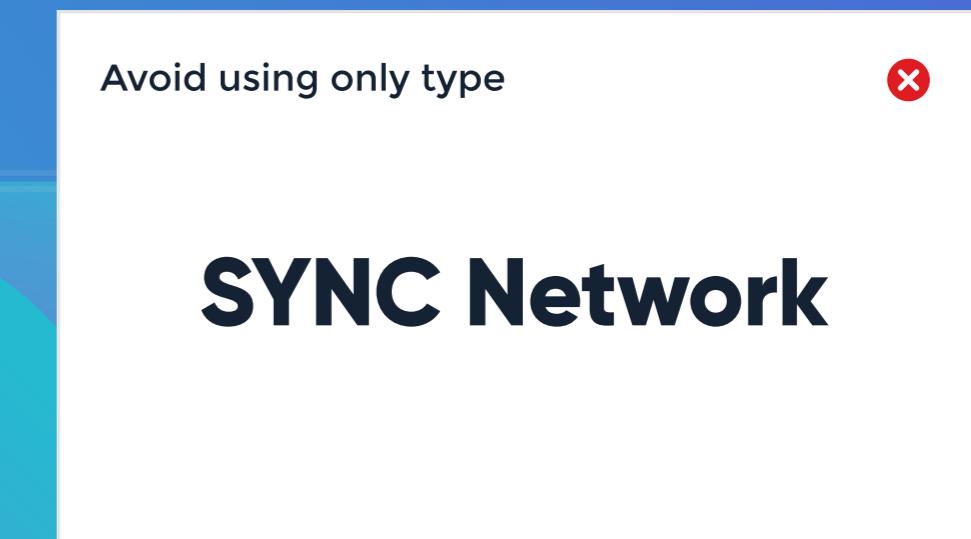
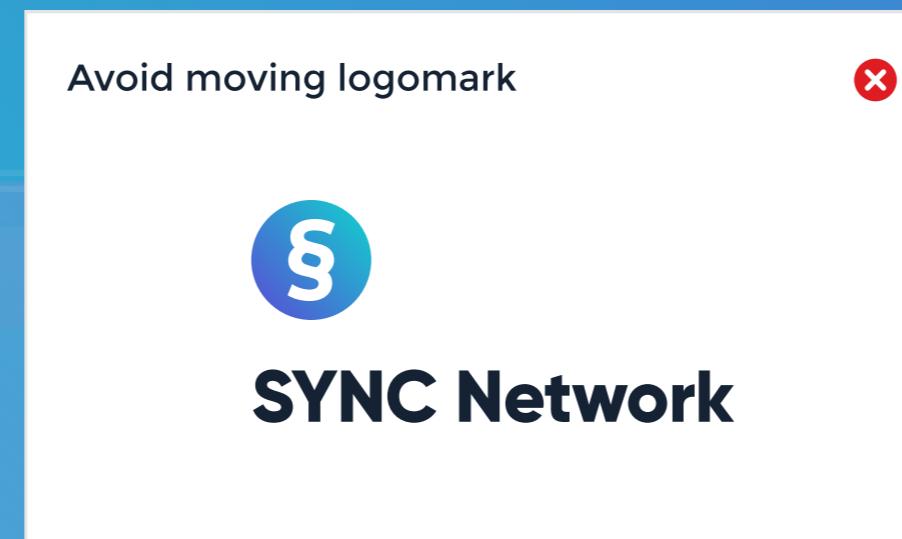
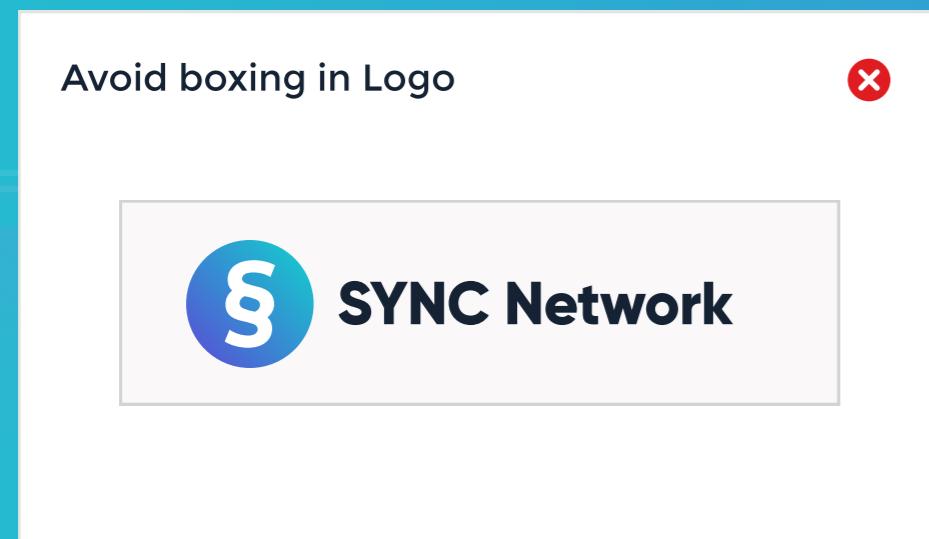
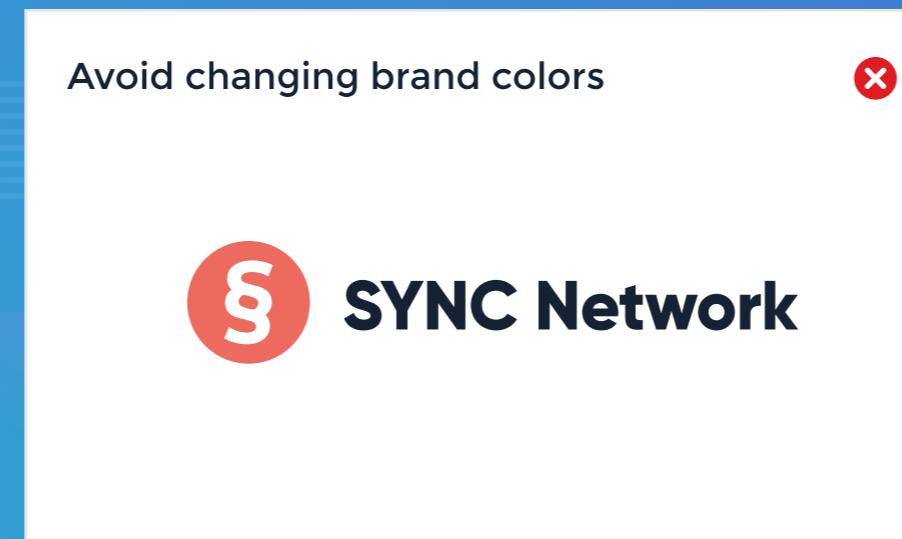
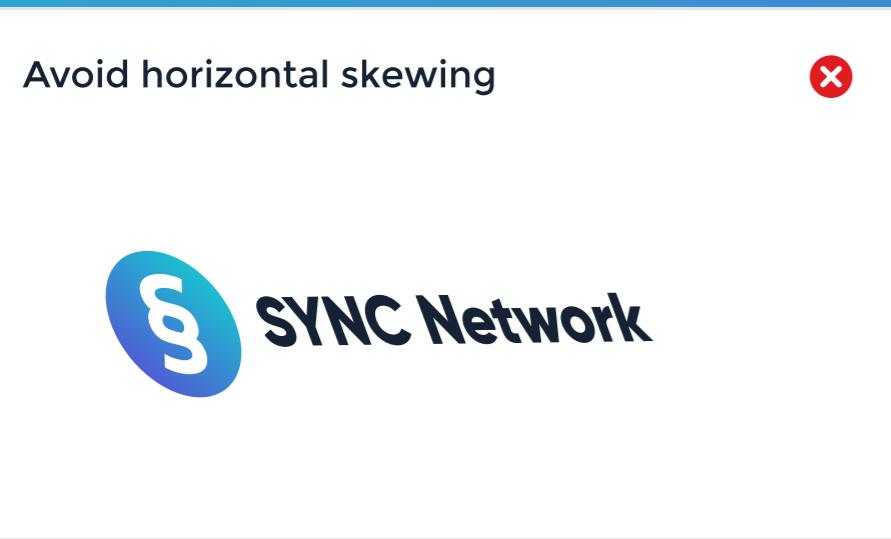
L O G O

Minimum Size

When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve quality of the logo.



L O G O

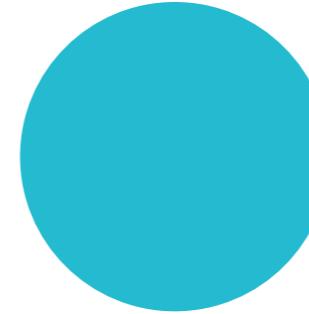
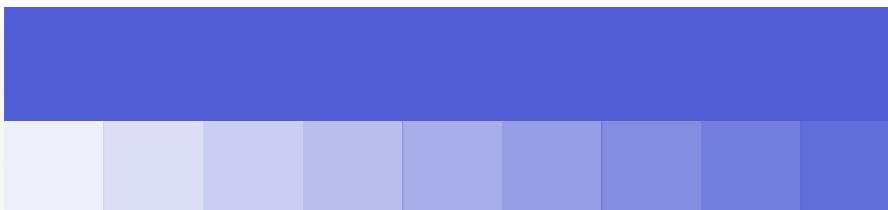
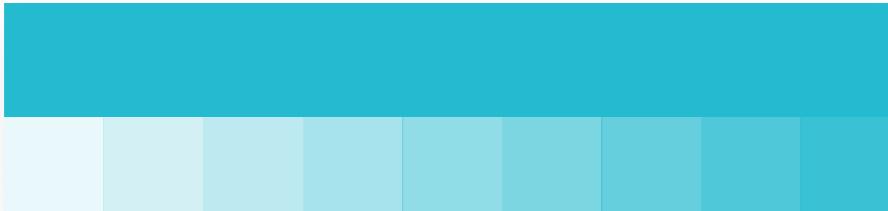


C O L O R S

Linear Colours

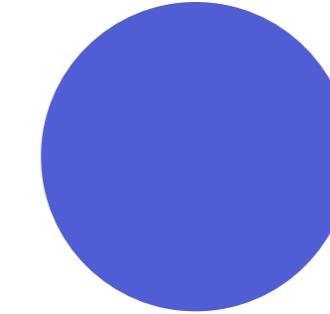
The main color palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

Main Color Shades



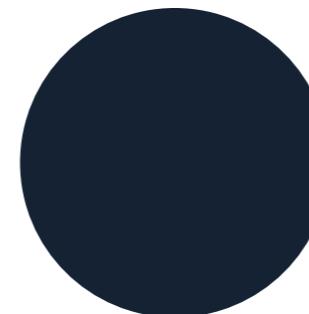
Sync Blue

C: 67% R: 36
M: 8% G: 187
Y: 0% B: 208
K: 18% #24BBDO



Net Purple

C: 52% R: 80
M: 47% G: 93
Y: 0% B: 212
K: 17% #505DD4



OFF Black

C: 12% R: 20
M: 7% G: 34
Y: 0% B: 51
K: 80% #142233



OFF White

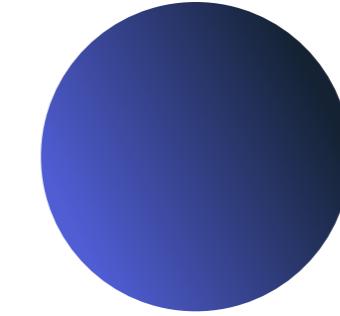
C: 1% R: 250
M: 0% G: 248
Y: 0% B: 249
K: 2% #FAF8F9

Gradient Colours

The main color palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

**Sundown**

C: 67% R: 36
M: 8% G: 187
Y: 0% B: 208
K: 18% #24BBDO

**Midnight**

C: 52% R: 80
M: 47% G: 93
Y: 0% B: 212
K: 17% #505DD4

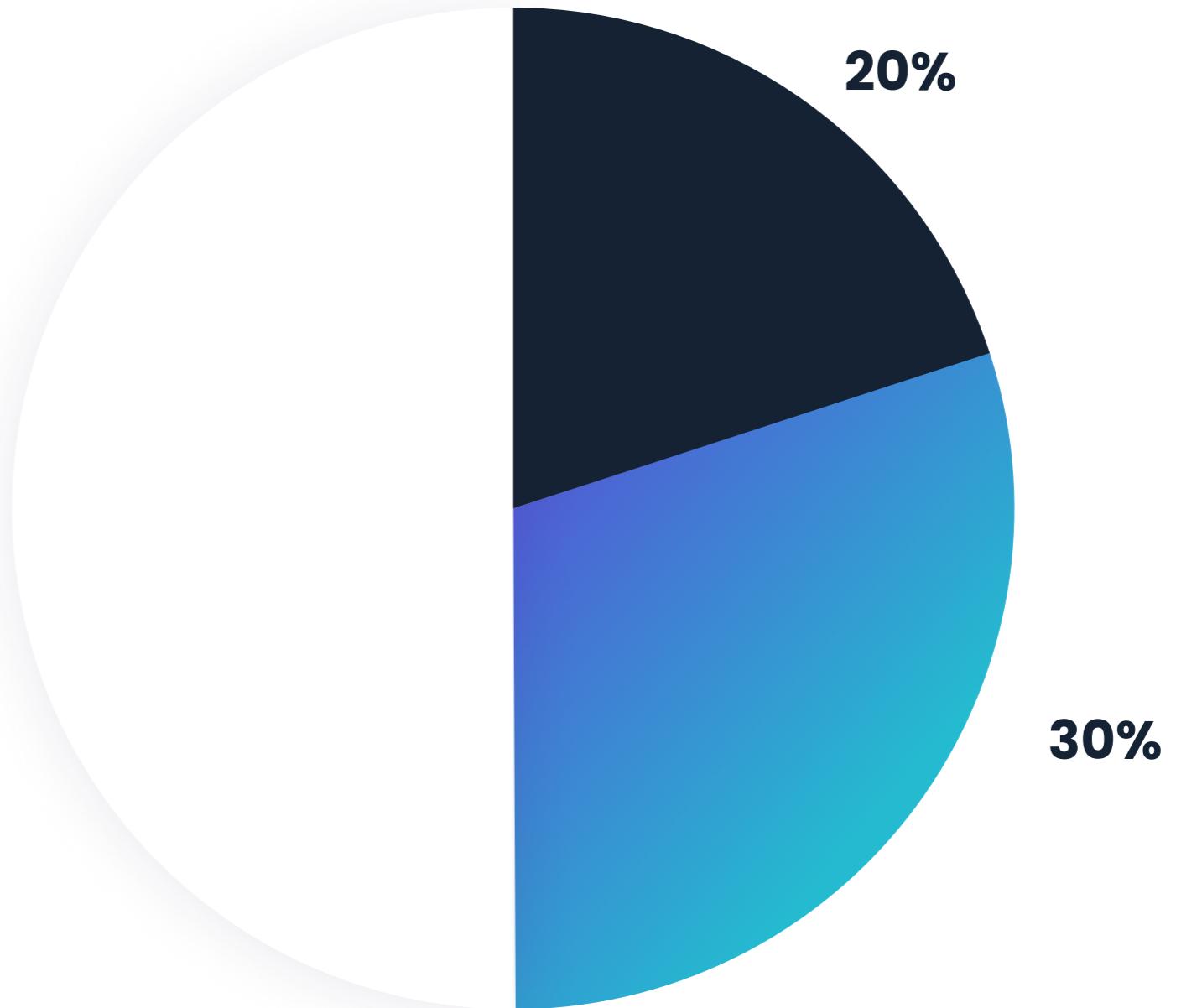
C: 52% R: 80
M: 47% G: 93
Y: 0% B: 212
K: 17% #505DD4

C: 12% R: 20
M: 7% G: 34
Y: 0% B: 51
K: 80% #142233

COLORS

Main Colour Usage

White is the majority choice of colour that will help showcase the NFT artwork whilst also giving a minimal clean look.



Typography

As an web font you should use Poppins for all headlines and Montserrat for body text. Every graphic design artwork should be made using these two fonts.

Headlines

<https://fonts.google.com/specimen/Poppins>

Body Text

<https://fonts.google.com/specimen/Montserrat>

Poppins

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

‘ ’ “ ! ” (%) [#] { @ } / & \ < - + ÷ × = > ® © \$

€ £ ¥ ¢ : ; , . *

Montserrat

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

‘ ? ’ “ ! ” (%) [#] { @ } / & \ < - + ÷ × = > ® ©

\$ € £ ¥ ¢ : ; , . *

This is header H1

Black

54

This is header H2

Bold

32

This is header H3

Bold

24

This is header H4

Medium

21

This is big subtitle

Light

24

Button Text

Bold

16

OVERLINE

SEMI-BOLD

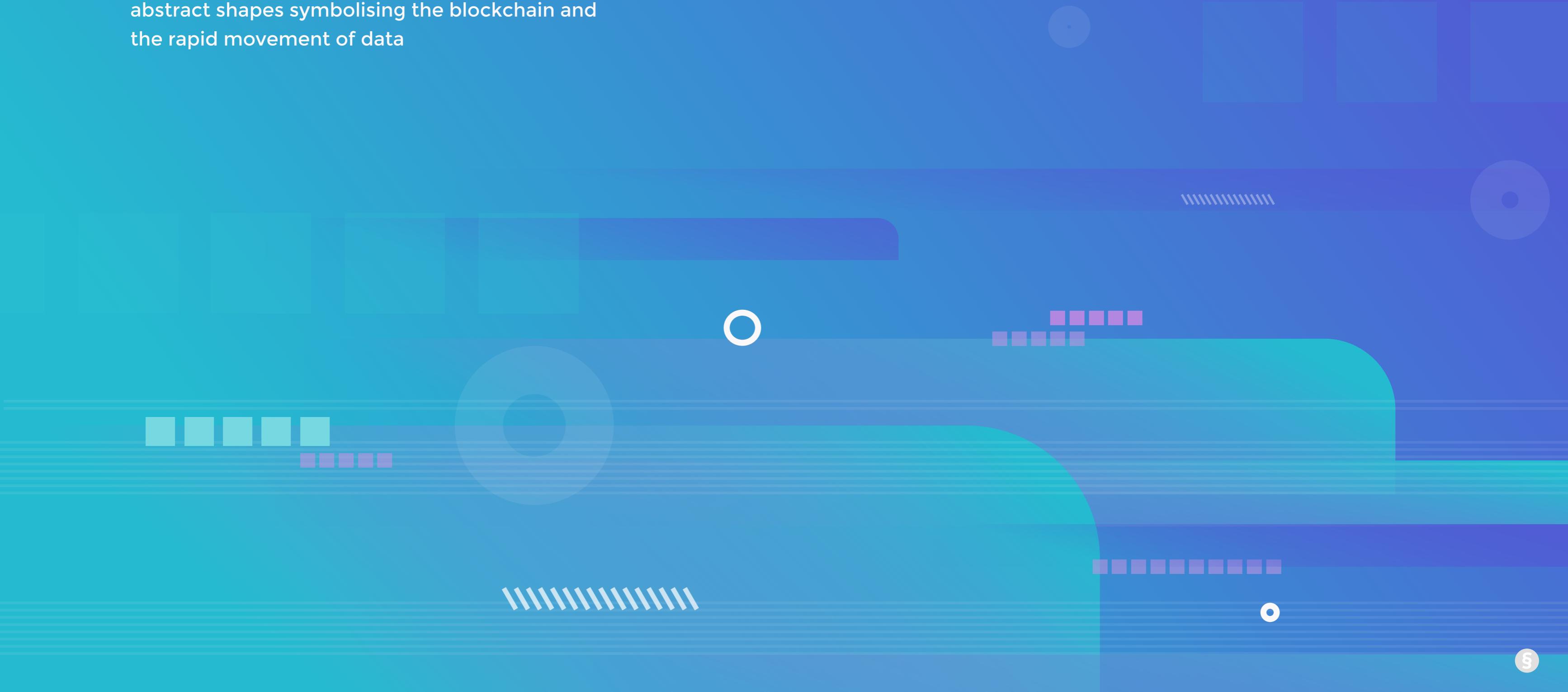
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TYPOGRAPHY - BODY TEXT

Body Big - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Regular	150%	18
Body - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Regular	150%	16
Body Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Bold	150%	16
Body Small - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Regular	150%	14
Body Small Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.	Bold	150%	14

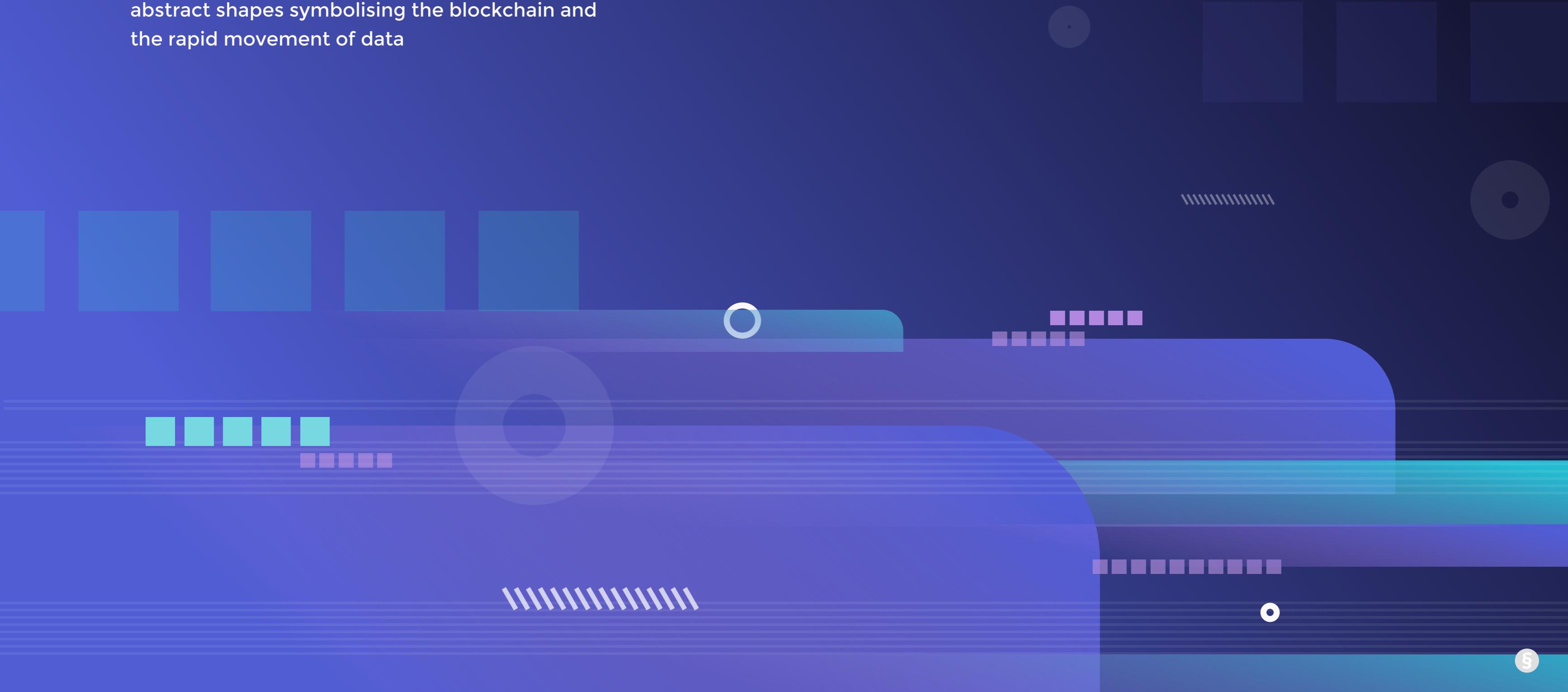
Patternity 01- SUNDOWN

Rather than having a repeating set of generic elements, the pattern is created through a set of abstract shapes symbolising the blockchain and the rapid movement of data



Patternity 01 - MIDNIGHT

Rather than having a repeating set of generic elements, the pattern is created through a set of abstract shapes symbolising the blockchain and the rapid movement of data



Patternity 02 – SYNC CAMO

This Cyberpunk inspired pattern can be used as an overlay, to emphasise another element e.g. NFT artwork.



Social Media

All Social media (SoMe)/ multimedia should be resizes of a master artwork across all channels - this is for consistency and brand retention.

Example 1. Sync camo with bond artwork on top.

Example 2. Sundown pattern utilised with a routed out character from the most current artwork. Point of interest (details/location/date etc.) highlighted.

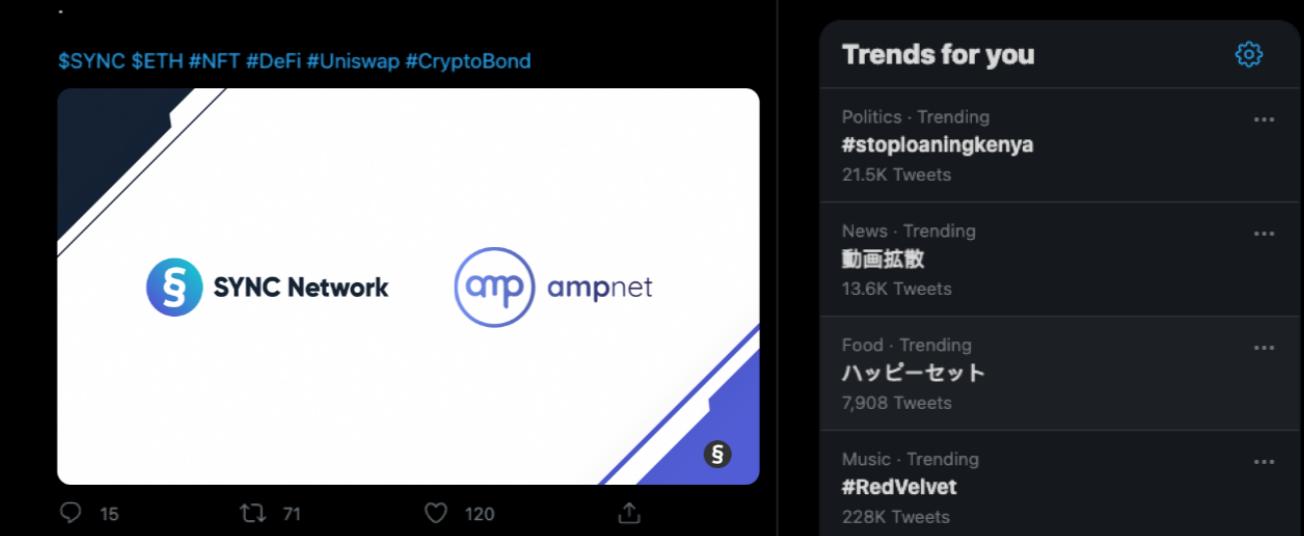
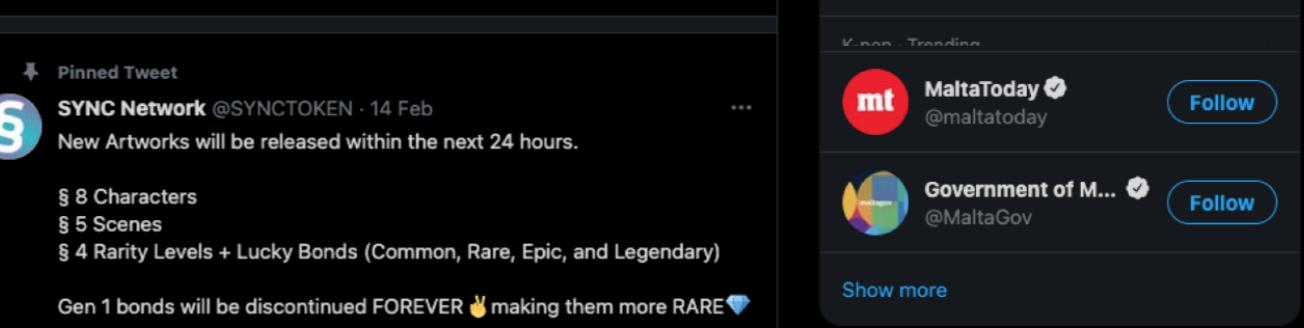
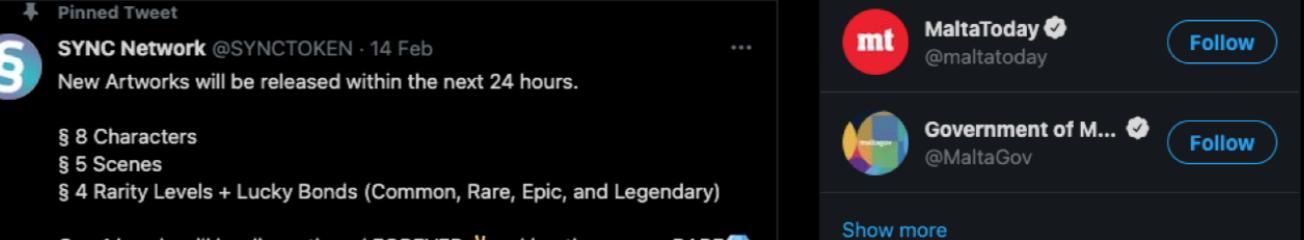
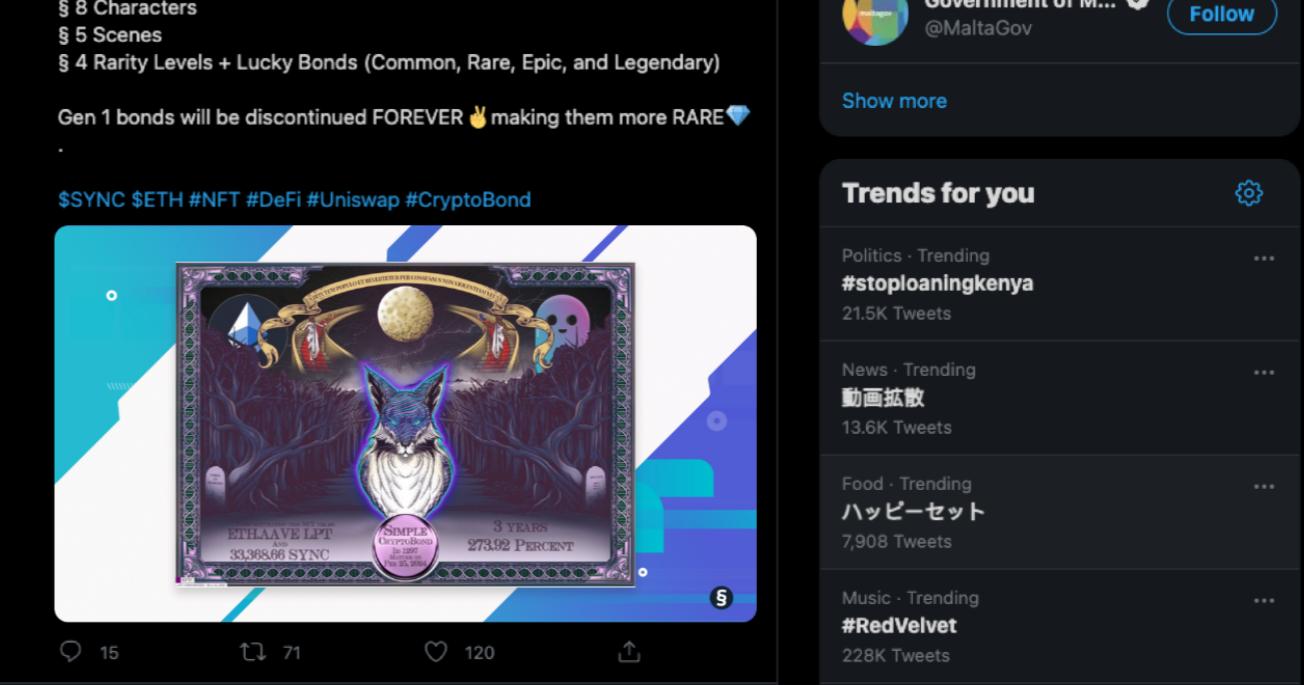
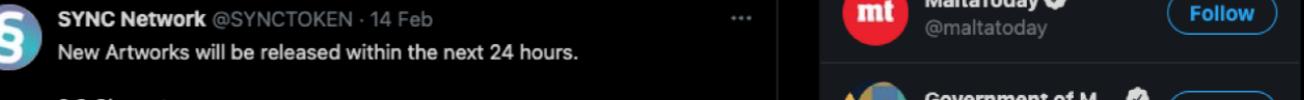
Example 3. Partnership

DO NOT cram posts with text (max 8 words).

DO NOT use text on sync camo pattern

DO NOT update cover art often

DO NOT cram partnerships with unnecessary graphics



S O C I A L M E D I A

