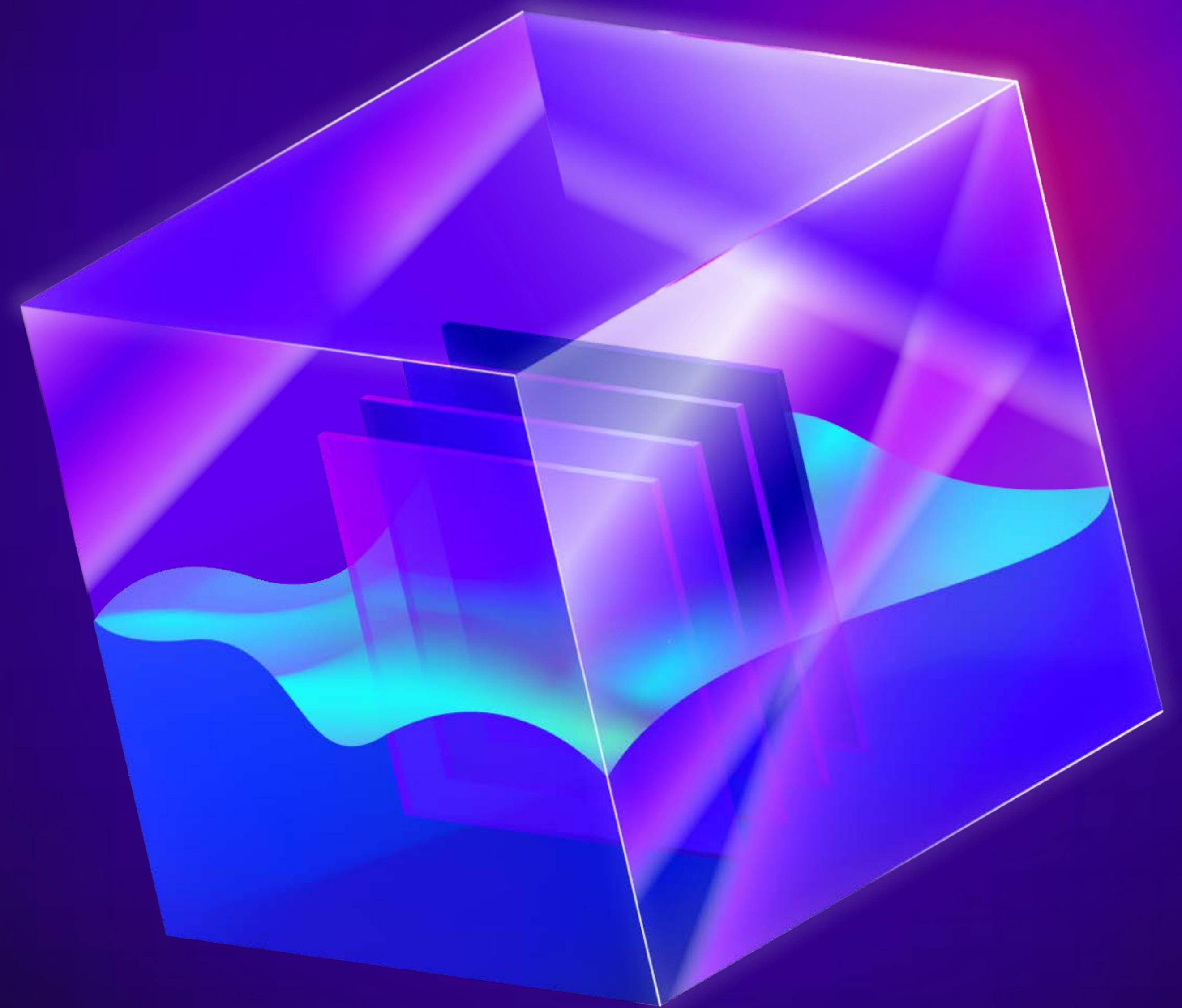


ClayStack Brand Guide

Unlock the true power
of the ClayStack brand.



v2



Welcome to the ClayStack brand book

The ClayStack brand is more than just an idea on paper; it is the embodiment of our company, encompassing all of the experiences and expectations that people associate with us. To protect the integrity of the visual and verbal expression of the ClayStack brand, it is critical to follow the guidelines outlined.

This comprehensive communication system includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for ClayStack's communication materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

03 Logo

11 Typography

16 Colors

22 Graphic Language

27 Photography

Logo

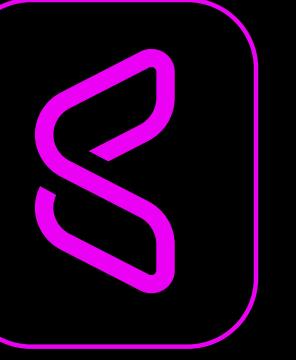
ORIENTATION

CLEAR SPACE

APPLICATIONS

LIMITATIONS





Our Logo

The logo is composed of 2 elements: the monogram and the wordmark.

The monogram conveys ClayStack's ability to unlock value through its unique perspective.

The wordmark uses a sans-serif font, presenting the brand with modernity and confidence.

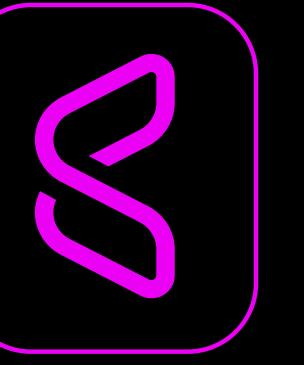
ClayStack's logotype carries the personality and professionalism of the brand while not being over complicated. Make sure to respect our logo by following the rules set out in this document.



|-----|-----|-----|

MONOGRAM

WORDMARK



Horizontal Logo

ClayStack has a variety of orientations to account for specific use cases.

HORIZONTAL FORM

This side-by-side layout works well for larger-width use cases and serves as the main logo lockup.

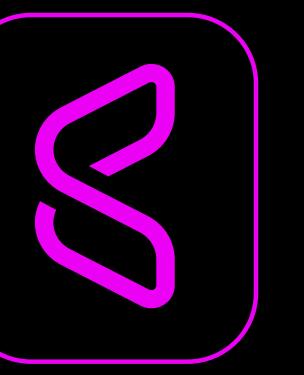
The horizontal version allows for easy use in applications that limit available height of the logo.



ClayStack

|-----| Minimum Logo Width

Digital: 120 px Print: 1.25 in



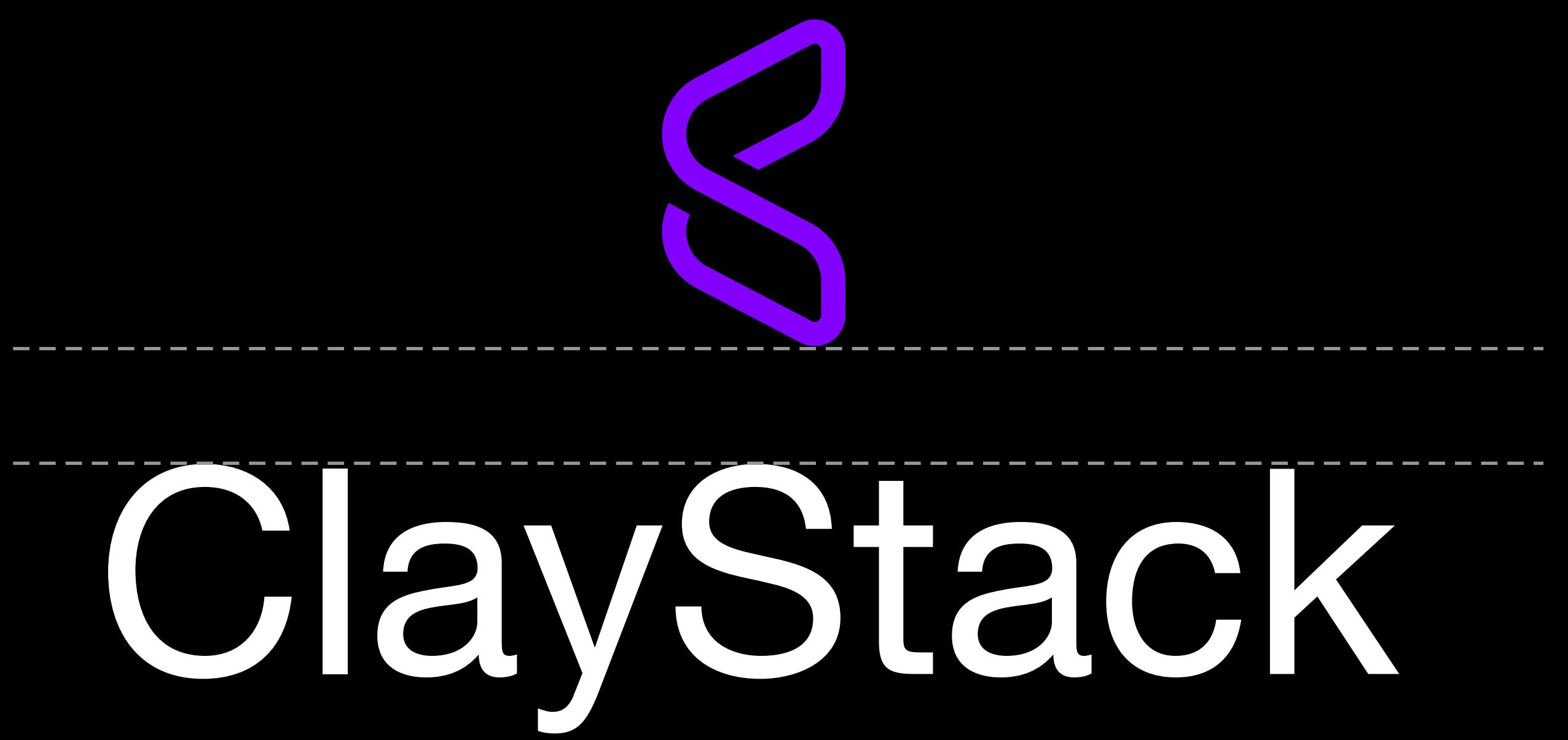
Vertical Logo

ClayStack has a variety of orientations to account for specific use cases.

VERTICAL FORM

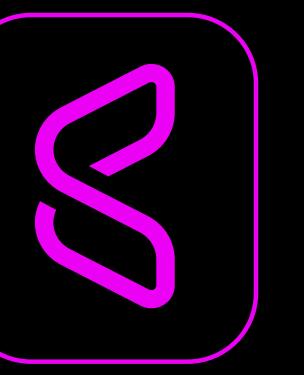
Stacking elements works well for smaller-width use cases and serves as the secondary logo lockup.

The vertical version allows for easy use in applications that limit available width of the logo.



|-----| Minimum Logo Width

Digital: 100 px Print: 1 in

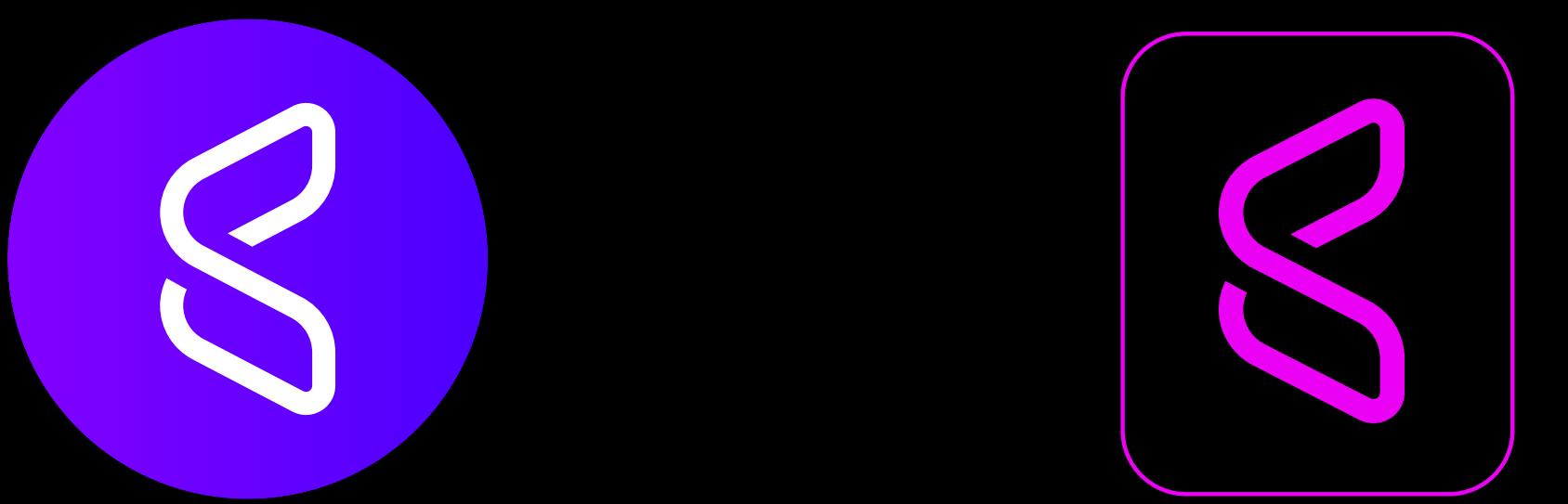


Custom Instances

ClayStack has a variety of orientations to account for specific use cases.

BADGE

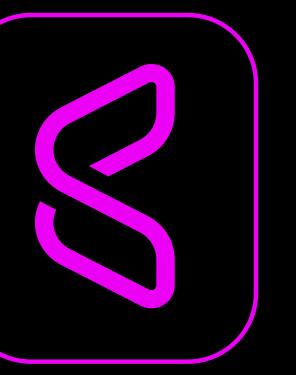
The badge allows for appealing visual interest in specific use applications.



WORDMARK

The custom wordmark logo works well in specific use cases and serves as an alternative to the vertical main logo lockup and the horizontal logo.

ClayStack

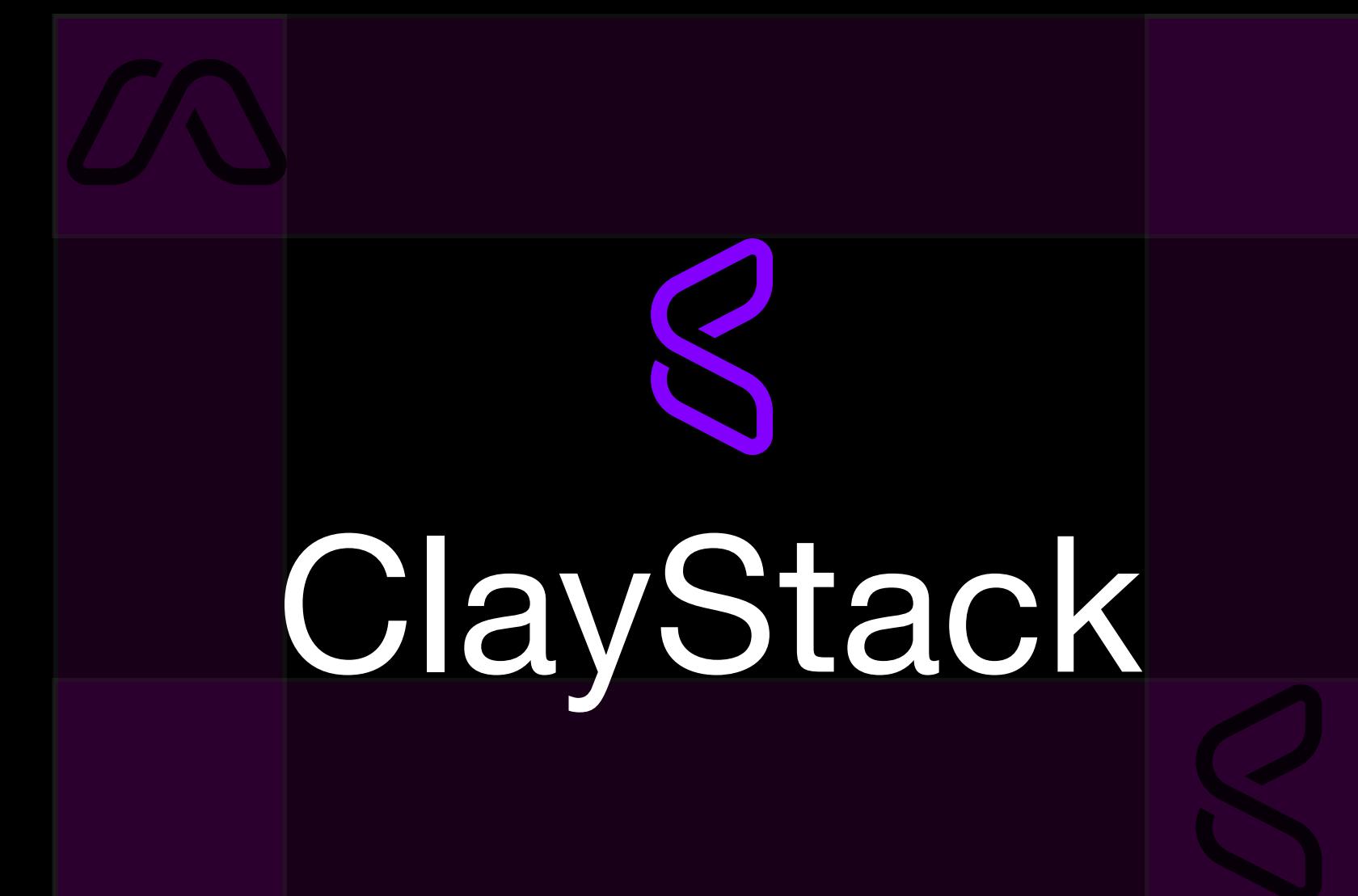


Logo Clear Space - Let ClayStack Breath!

The importance of whitespace around brand elements appearing throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. The following visuals are used to define minimums.

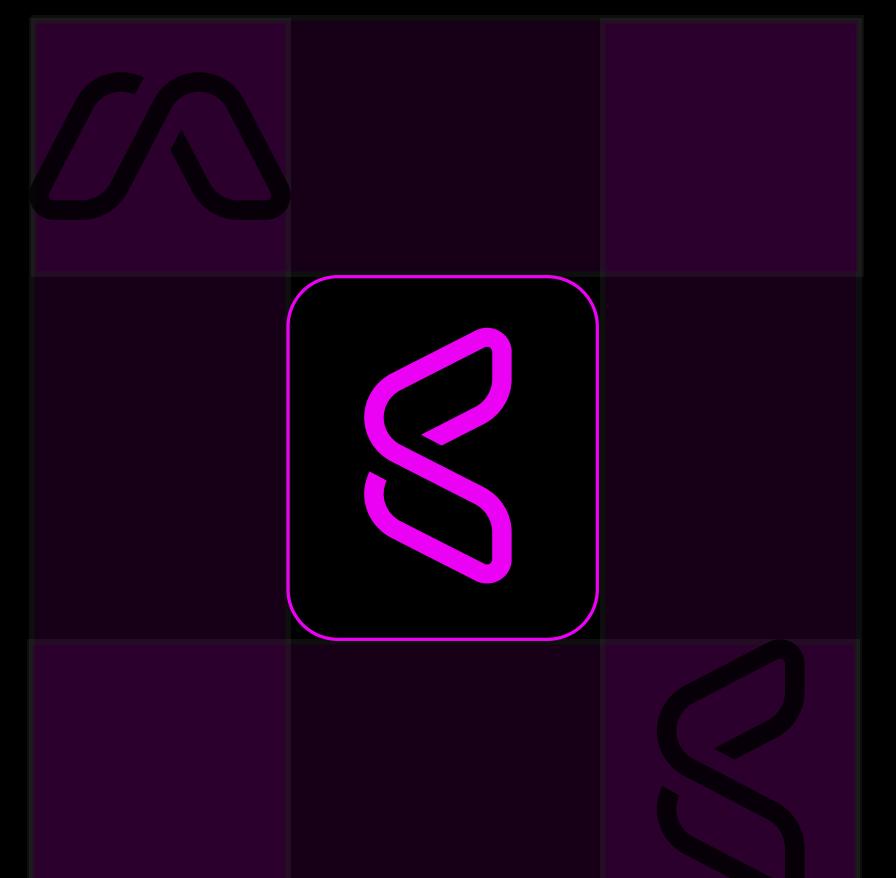
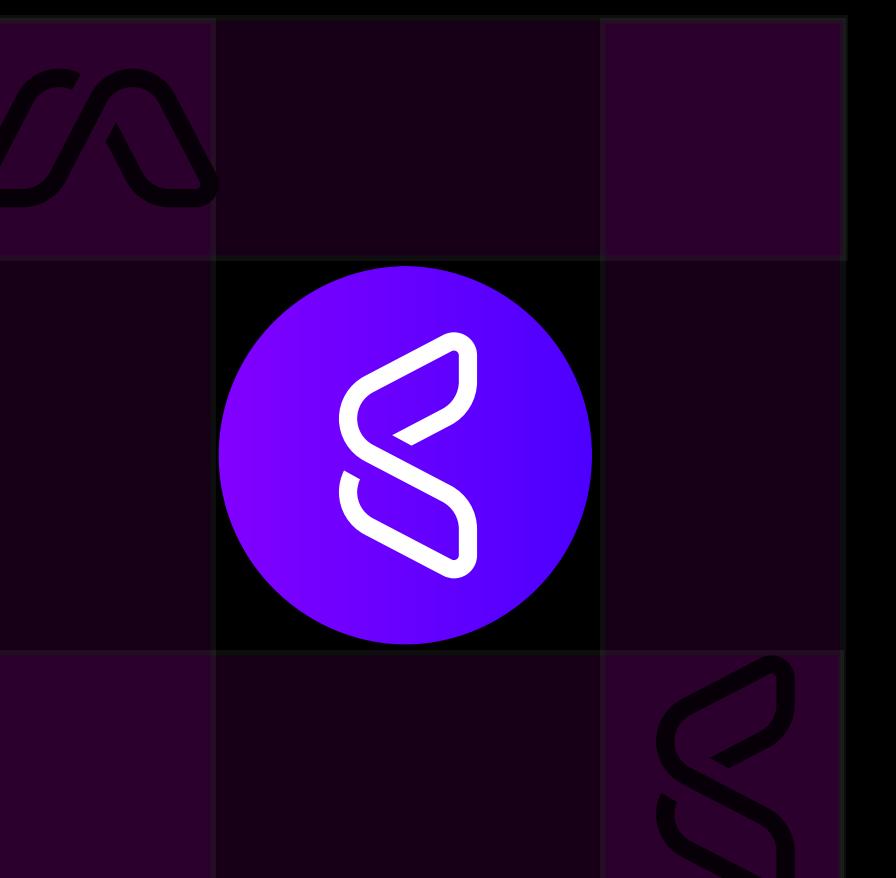
SPACING FOR LOGO

The minimum allowance for the master logo is equal to the height of the mark in the lockup. This holds true regardless of scale.



SPACING FOR MARK

For the mark, the minimum clear space allowance should be equal to the height of the mark itself. Repeat the scale of the mark around it, regardless of the scale per circumstance.





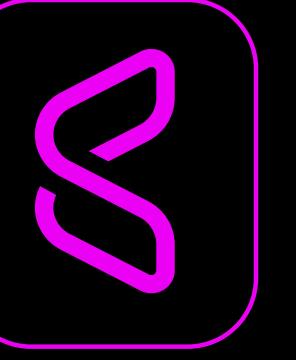
Logo Limitations

When using the ClayStack logo, please keep in mind the following restrictions:

LOGO APPLICATION ON A COLORED BACKGROUND

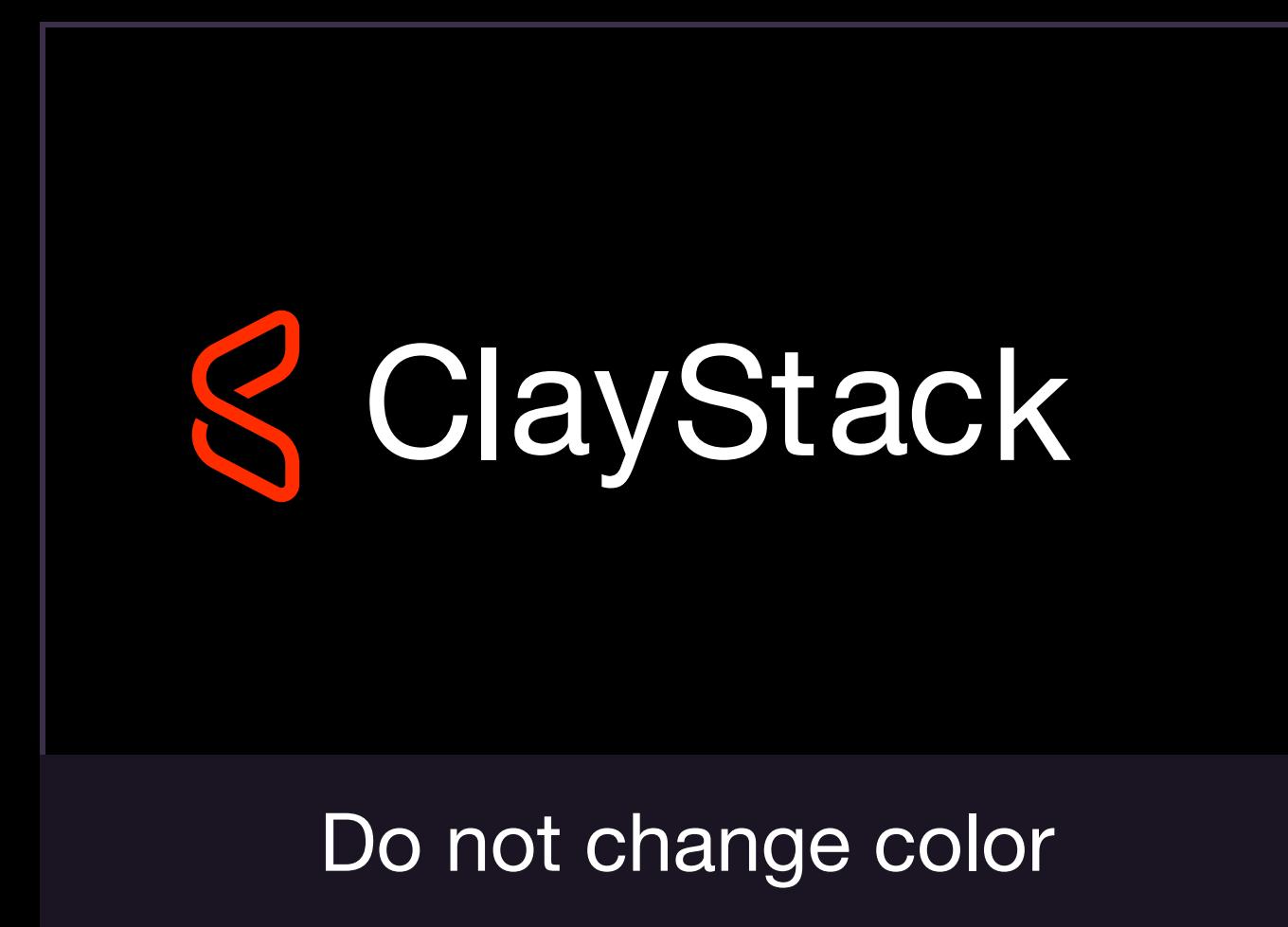
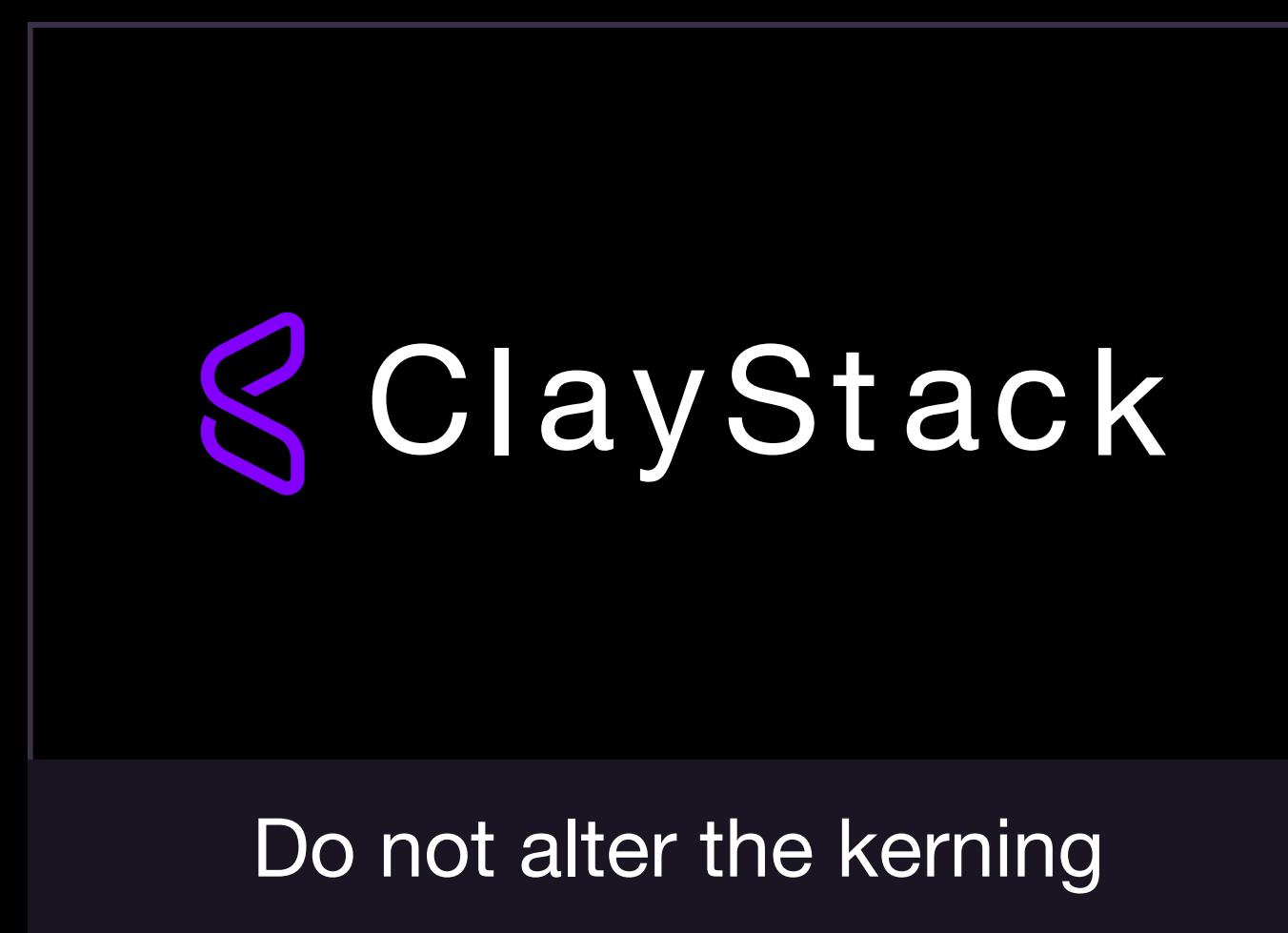
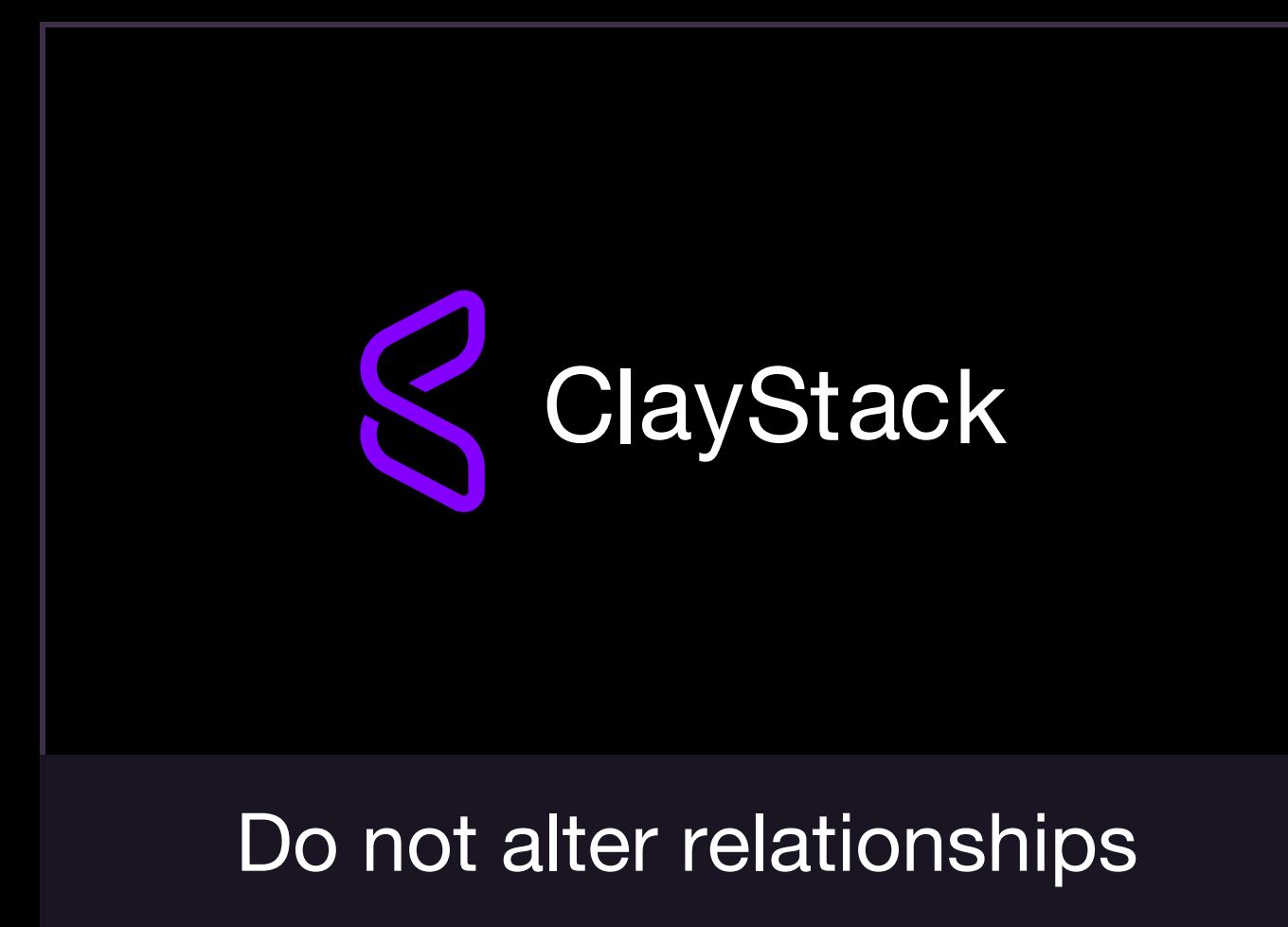
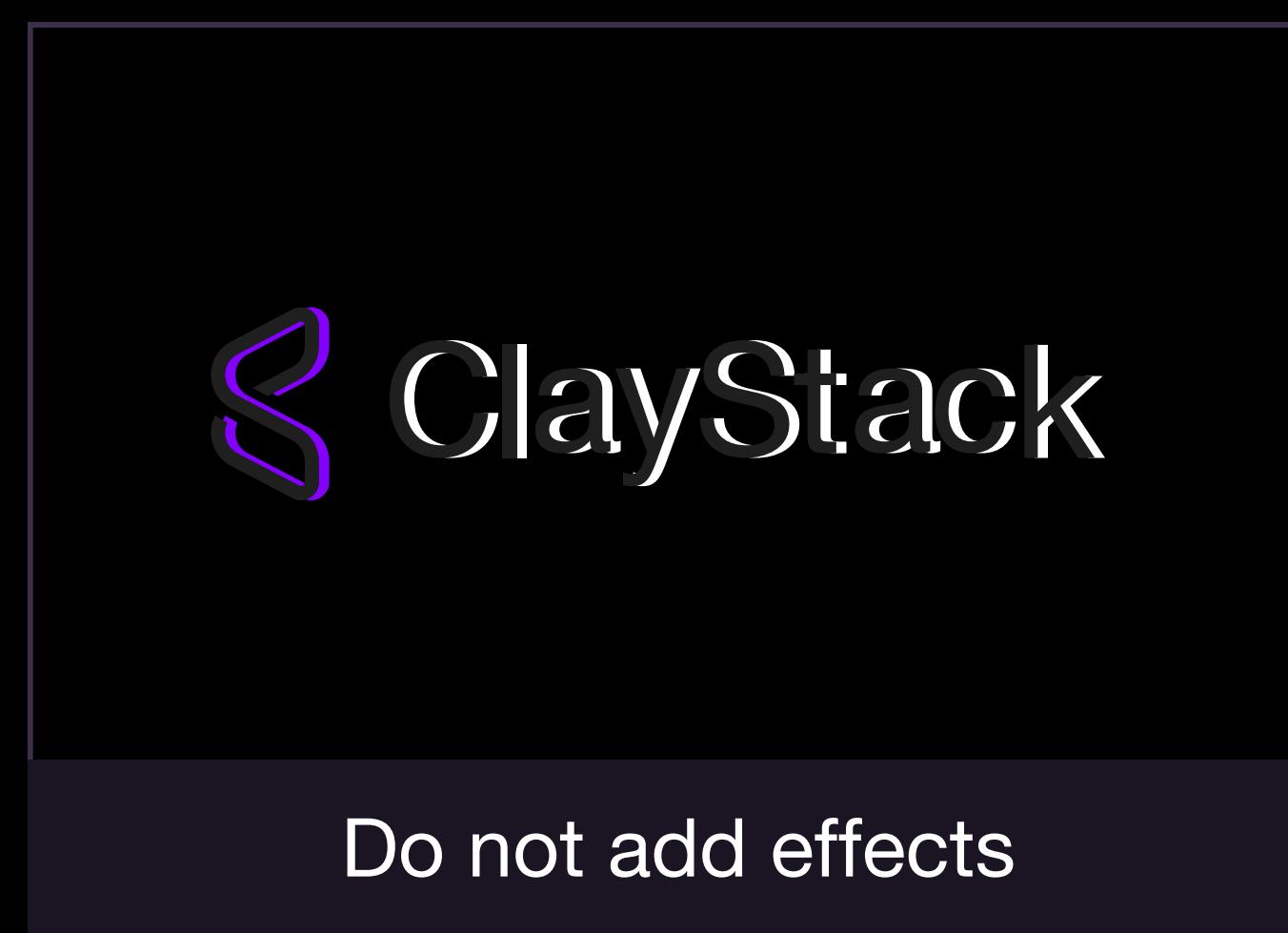
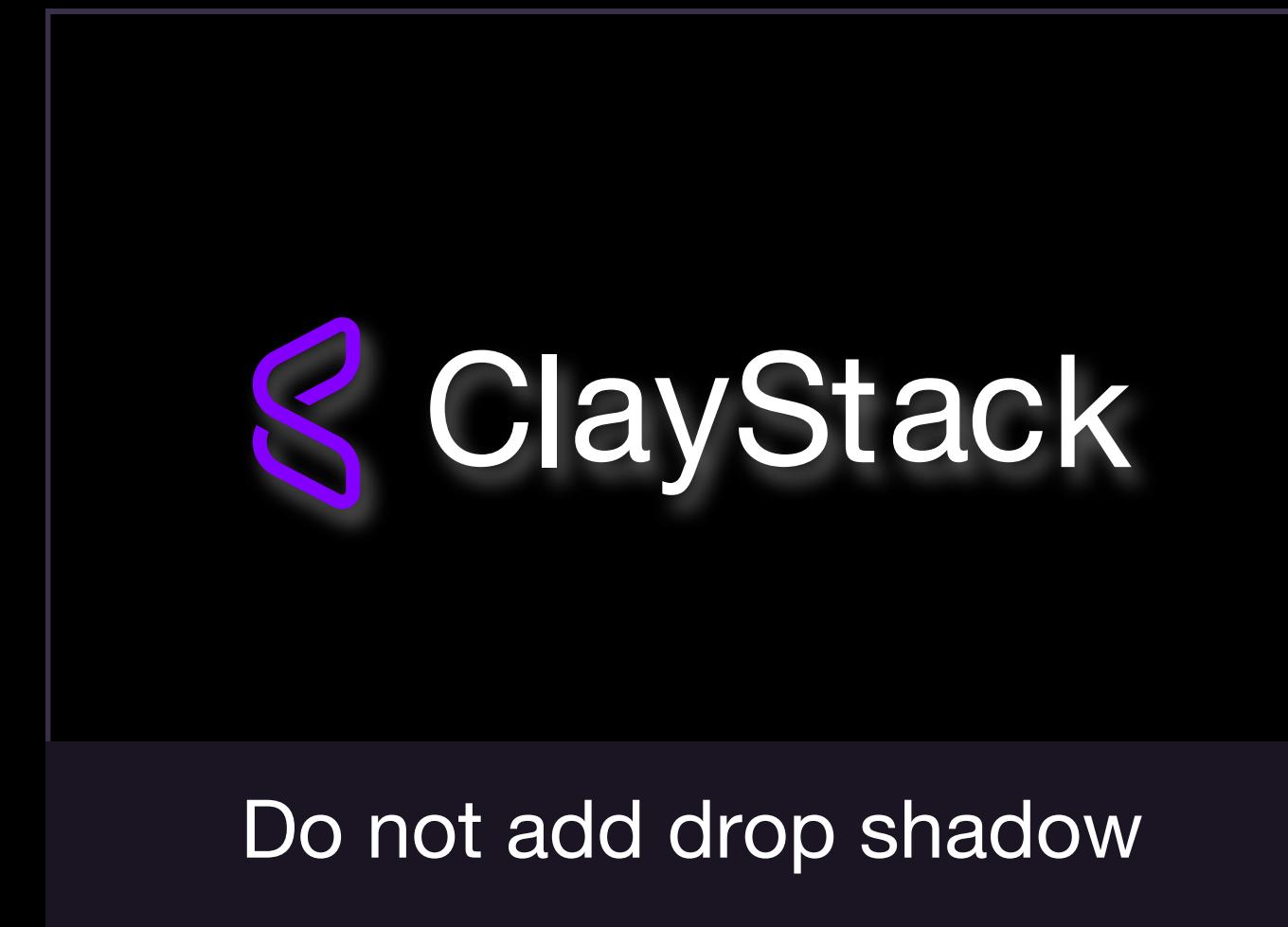
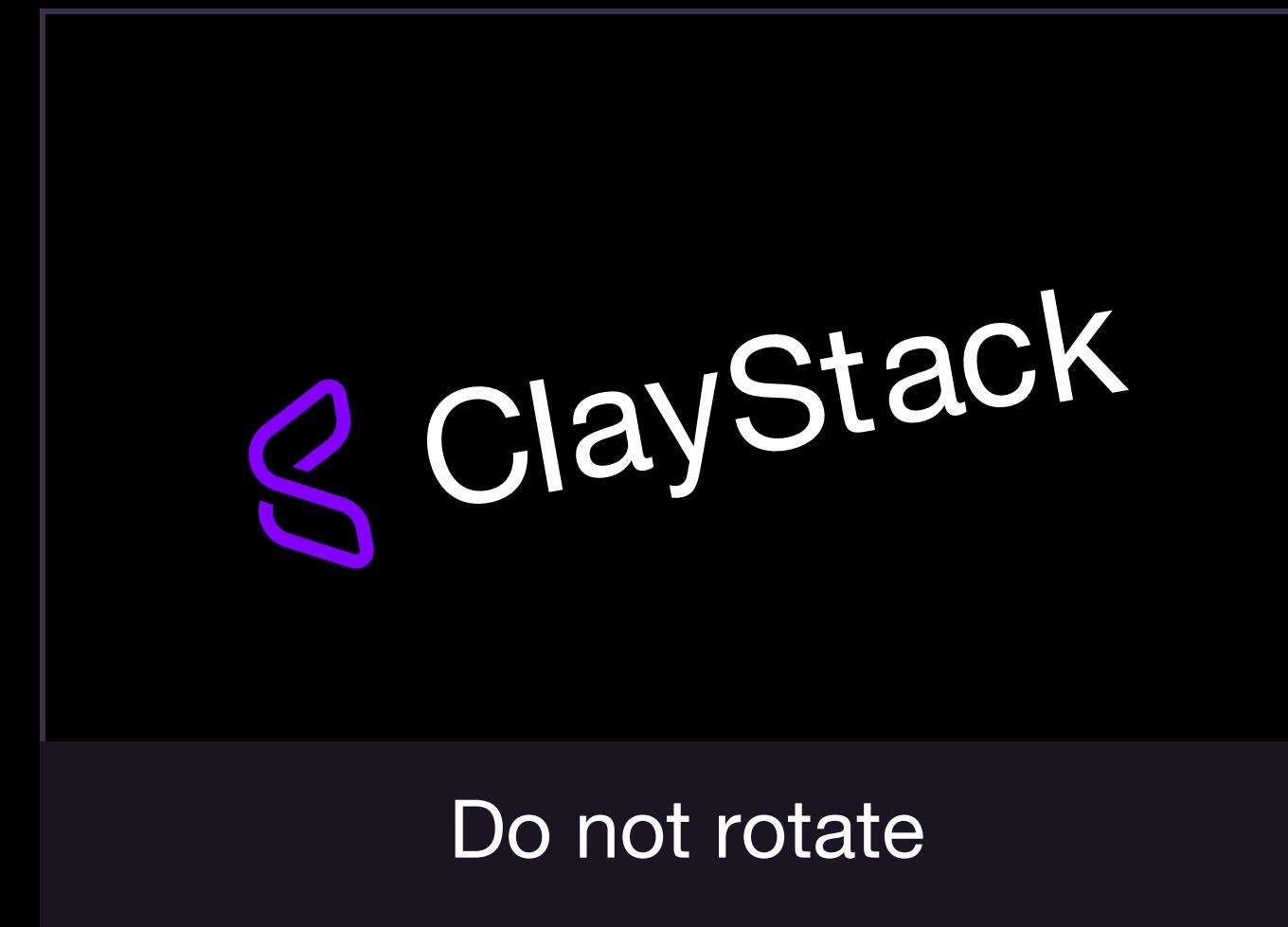
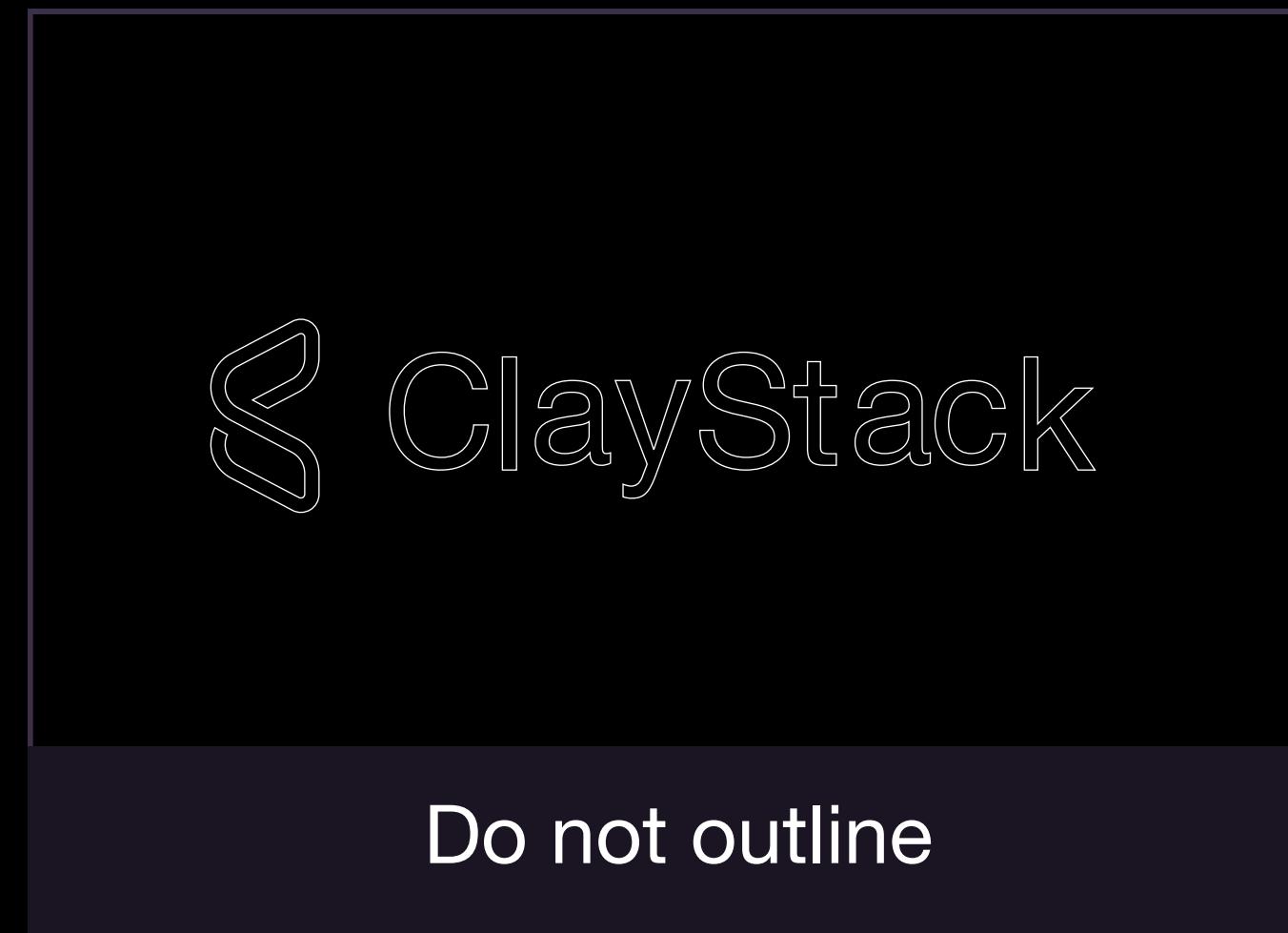
The ClayStack logo should only be placed behind a white, black, pink, or violet. Please do not use the logo against any other colors.





Logo Limitations - Be Nice to ClayStack!

The logo's appearance must remain consistent throughout all communications. This creates brand consistency throughout all logo applications. It must never be redrawn, adjusted or modified in any way. Use the provided artwork for any logo application.



Typography

HIERARCHY

FONT OPTIONS





Typography Hierarchy

What is ClayStack

The Power of Liquidity

ClayStack is a decentralized liquid staking platform that enables you to unlock the liquidity of staked assets across multiple chains. You can stake your assets and use the issued staking derivatives across the DeFi ecosystem.

Farm, lend or borrow against your derivative tokens and multiply your yield.

TVL \$100,000,000

Headline

Helvetica Neue LT Pro - 55 Roman - Regular

87 pt | 0 Space | 87 Lead | 0 Paragraph

Secondary Headline

Helvetica Neue LT Pro - 55 Roman

35 pt | 0 Space | 40 Lead | 0 Paragraph

Body Copy

Helvetica Neue LT Pro - 55 Roman

14 pt | 0 Space | 23 Lead | 20 Paragraph

Secondary Body Copy

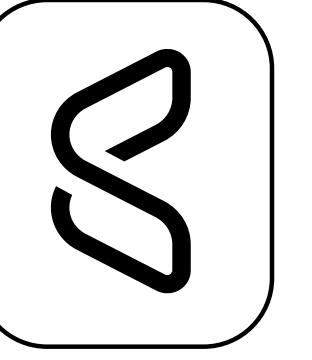
Helvetica Neue LT Pro - 55 Roman

11 pt | 0 Space | 18 Lead | 14 Paragraph

Statistics

Helvetica Neue LT Pro - 55 Roman | Capital Letters

22 pt | 0 Space | 26 Lead | 0 Paragraph



Brand Typography

Headline Font

Helvetica Neue LT Pro - 55 Roman

What is ClayStack

The Power of Liquidity

Aa Bb Cc Dd Ee Ff Gg Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Body Copy Font

Helvetica Neue LT Pro - 55 Roman

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore facilisis.

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh.

Bold

Underline

Aa Bb Cc Dd Ee Ff Gg Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Brand Typography

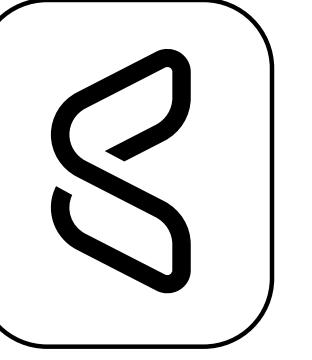
The ClayStack brand system is composed of one font family:

Helvetica Neue LT Pro

This is the primary headline font. It is a simple sans-serif with wide openings which give it a optimistic and confident personality. Use for all ‘display’ purposes (headlines, titles, important copy).

* Contact ClayStack for font.

*If Helvetica Neue isn't accessible, use Almarai.



Alternate Typography

Headline Font

Almarai

What is ClayStack

The Power of Liquidity

Aa Bb Cc Dd Ee Ff Gg Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Body Copy Font

Almarai

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore facilisis.

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh.

Bold

Underline

Aa Bb Cc Dd Ee Ff Gg Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Alternate Typography

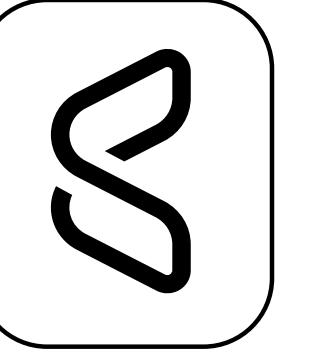
Where the brand typography Helvetica Neue LT Pro is not available, the ClayStack alternate system is composed of one font family:

Almarai

This is the primary headline and body copy font. Use for all ‘display’ purposes (headlines, titles, important copy).

* This is a google font.

*If Almarai isn’t accessible, use the System Default font.



System Default Typography

Headline Font

Arial

What is ClayStack

The Power of Liquidity

Aa Bb Cc Dd Ee Ff Gg Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Body Copy Font

Arial

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore facilisis.

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh.

Bold

Underline

Aa Bb Cc Dd Ee Ff Gg Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

System Default Typography

Where the alternate typography Almarai is not available, use system default font is composed of one font family:

Arial

This is the primary headline and body copy font. Use for all ‘display’ purposes (headlines, titles, important copy).

* It is a standard system default font.



Colors

PALETTE

GRADIENTS & GLOWS

ACCESSIBILITY

LIMITATIONS





Color Palette

ClayStack's color palette consists of three different categories: Primary, Secondary & Base Colors.

PRIMARY COLORS

Pink & Violet

Colors are primarily used for typography, buttons and illustrations.

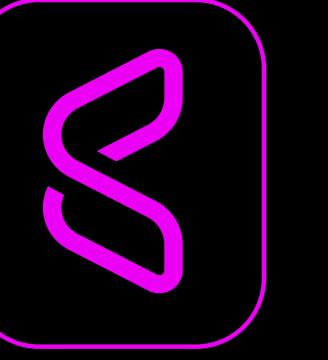
Digital Media:

RGB and HEX#

Print Media:

PMS and CMYK





Color Palette

ClayStack's secondary colors should be used very sparingly. Base colors form the foundation of the color system.

SECONDARY COLORS

Teal & Blue

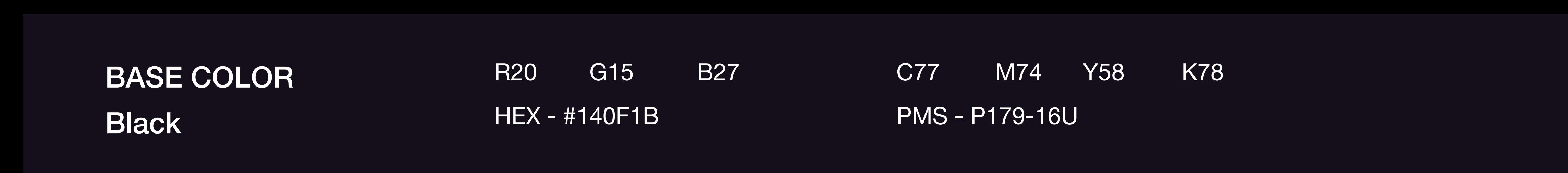
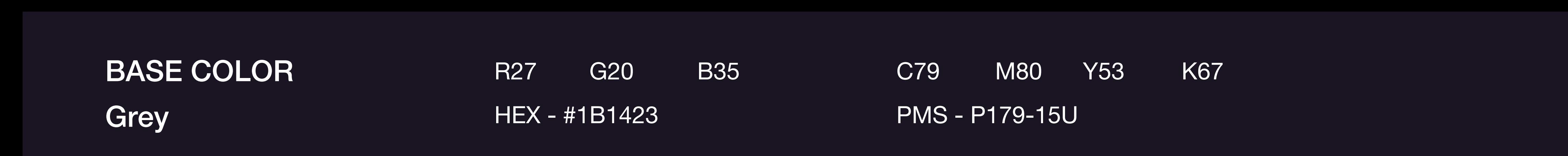
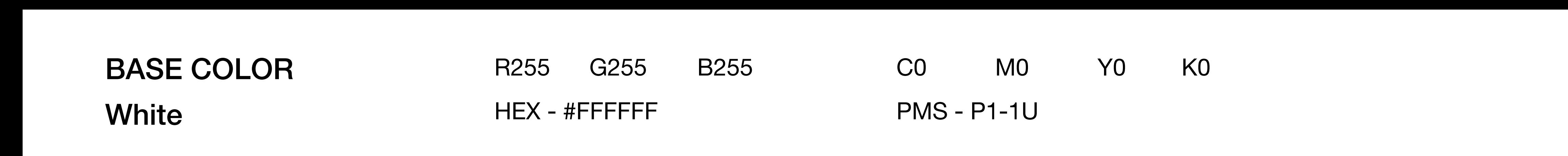
Colors are used for supporting typography. To be used sparingly.



BASE COLORS

Black, White & Grey

Colors are primarily used for typography, as well as background colors, containers, etc.

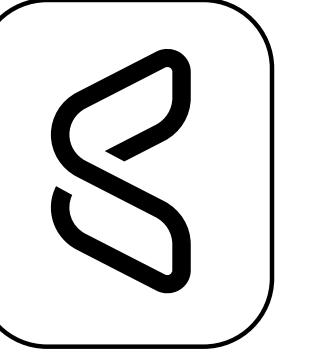


Digital Media:

RGB and HEX#

Print Media:

PMS and CMYK



Extended Color Palette

- Tints and Shades

In addition to the Primary, Secondary & Base Colors at full saturation an array of tints and shades can be used to give the palette more variation.

SPECTRUM RANGE

In addition to colors at full saturation, tints and shades can be used at 70%, 45%, and 20%. Tints can go as low as 10%.

- Shades should be used only on dark theme backgrounds.

- Tints should be used only on white theme backgrounds.

Digital Media:

RGB or Opacity %

Print Media:

CMYK or Screen %

SHADE - DARK PALETTE

70%	70%	70%	70%	70%
R167 G2 B173 C45 M94 Y0 K0	R72 G602 B169 C86 M97 Y0 K0	R24 G41 B175 C96 M90 Y0 K0	R51 G161 B154 C76 M16 Y44 K0	R21 G16 B28 C75 M70 Y63 K83
45%	45%	45%	45%	70%
R104 G0 B107 C69 M100 Y24 K15	R47 G0 B101 C94 M100 Y18 K21	R14 G26 B113 C100 M97 Y23 K18	R29 G102 B98 C87 M41 Y58 K23	NOT APPLICABLE Poor visibility. Use 70%
20%	20%	20%	20%	70%
R46 G0 B47 C74 M91 Y46 K64	R20 G602 B47 C88 M89 Y46 K66	R8 G13 B51 C96 M91 Y46 K61	R12 G47 B45 C87 M58 Y67 K64	NOT APPLICABLE Poor visibility. Use 70%

TINT - LIGHT PALETTE

10%	10%	10%	10%	10%
R254 G231 B254 C1 M11 Y0 K0	R241 G231 B254 C4 M9 Y0 K0	R234 G237 B255 C7 M5 Y0 K0	R238 G253 B252 C5 M0 Y2 K0	R234 G233 B100 C7 M6 Y5 K0
20%	20%	20%	20%	20%
R253 G202 B255 C4 M23 Y0 K0	R224 G201 B255 C12 M21 Y0 K0	R208 G214 B255 C16 M13 Y0 K0	R217 G251 B249 C12 M0 Y4 K0	R206 G206 B206 C18 M14 Y15 K0
45%	45%	45%	45%	45%
R247 G139 B251 C15 M49 Y0 K0	R188 G139 B25 C36 M47 Y0 K0	R155 G166 B249 C37 M31 Y0 K0	R170 G247 B242 C28 M0 Y10 K0	R150 G150 B150 C44 M36 Y36 K1
70%	70%	70%	70%	70%
R242 G74 B248 C26 M73 Y0 K0	R151 G73 B255 C61 M73 Y0 K0	R100 G118 B254 C68 M58 Y0 K0	R126 G239 B232 C41 M0 Y16 K0	R93 G89 B98 C63 M58 Y48 K24

TINT - LIGHT PALETTE

PRIMARY Pink	PRIMARY Violet	SECONDARY Blue	SECONDARY Teal	BASE Grey
R235 G1 B243 C3 M95 Y0 K5	R104 G1 B243 C76 M84 Y0 K0	R35 G60 B249 C84 M73 Y0 K0	R72 G230 B220 C55 M0 Y24 K0	R27 G20 B35 C79 M80 Y53 K67
70%	70%	70%	70%	70%
R167 G2 B173 C45 M94 Y0 K0	R72 G602 B169 C86 M97 Y0 K0	R24 G41 B175 C96 M90 Y0 K0	R51 G161 B154 C76 M16 Y44 K0	R21 G16 B28 C75 M70 Y63 K83
45%	45%	45%	45%	70%
R104 G0 B107 C69 M100 Y24 K15	R47 G0 B101 C94 M100 Y18 K21	R14 G26 B113 C100 M97 Y23 K18	R29 G102 B98 C87 M41 Y58 K23	NOT APPLICABLE Poor visibility. Use 70%
20%	20%	20%	20%	70%
R46 G0 B47 C74 M91 Y46 K64	R20 G602 B47 C88 M89 Y46 K66	R8 G13 B51 C96 M91 Y46 K61	R12 G47 B45 C87 M58 Y67 K64	NOT APPLICABLE Poor visibility. Use 70%



Gradients & Glows

Gradient and glows are used throughout brand design to add visual interest and help create an atmosphere of warmth and energy.

Glow can be used in several different instances including: as a section divider, to highlight a headline, or behind images and custom illustrations.

SECTION DIVIDER

Used to separate areas of content. (Red #FF0000 / Violet #5700FE)



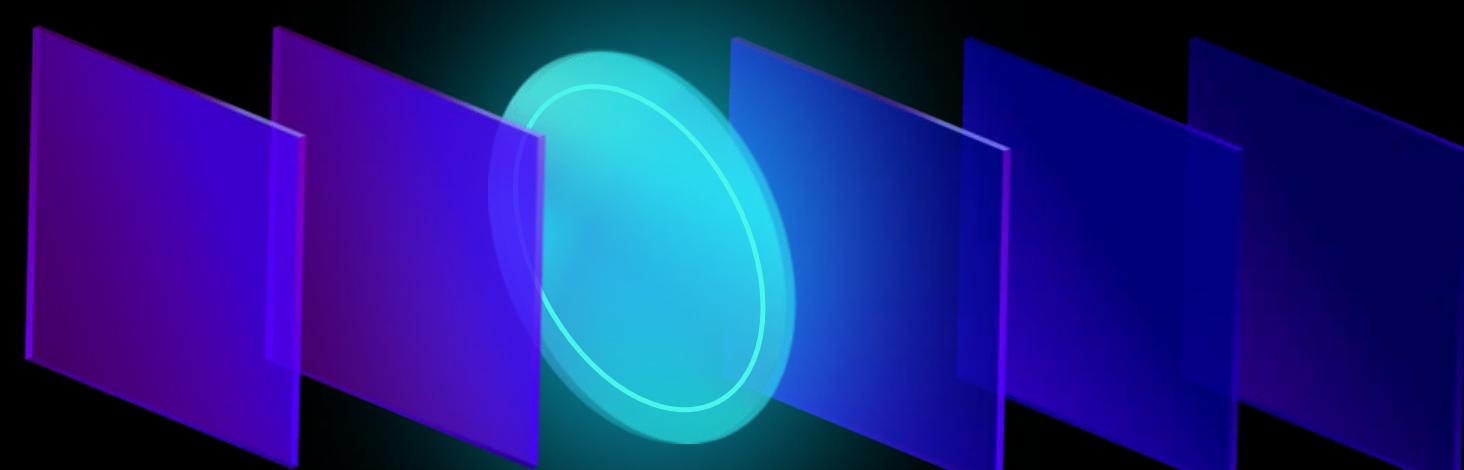
HIGHLIGHT HEADLINE

To be used sparingly and with headline copy. (Red #FF0000 / Violet #5700FE)

News

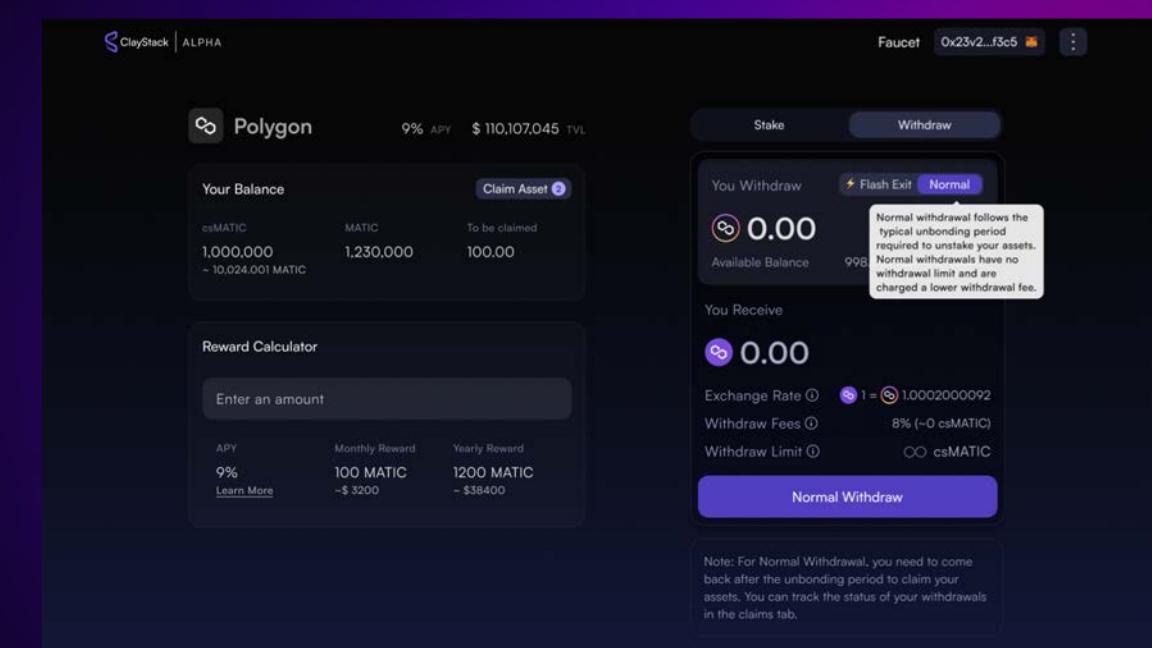
COIN REPRESENTATION

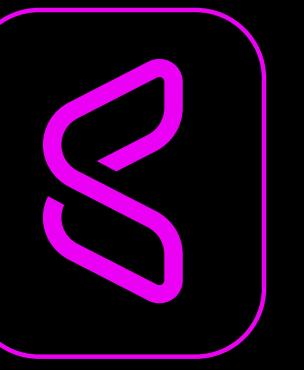
Used to convey glow around a coin.
(Green #0DFF81 / Teal #0DFFE9)



BEHIND IMAGERY

Used to convey glow around an object.
(Red #FF0000 / Violet #5700FE)





Color Accessibility

Color accessibility is a crucial factor when creating efficient designs on any digital medium (website, blog, app...).

Please refer to the color combinations that have 'Good Accessibility' for headlines and body copy to be easily read by users with visual impairments.

Pink / Black

Good Accessibility

Good Accessibility

Violet / White

Good Accessibility

Good Accessibility

Black / White

Good Accessibility

Good Accessibility

Pink / White

Bad Accessibility

Bad Accessibility

Violet / Black

Bad Accessibility

Bad Accessibility

Pink / Violet

Bad Accessibility

Bad Accessibility

Pink / Teal

Bad Accessibility

Bad Accessibility

Violet / Blue

Bad Accessibility

Bad Accessibility

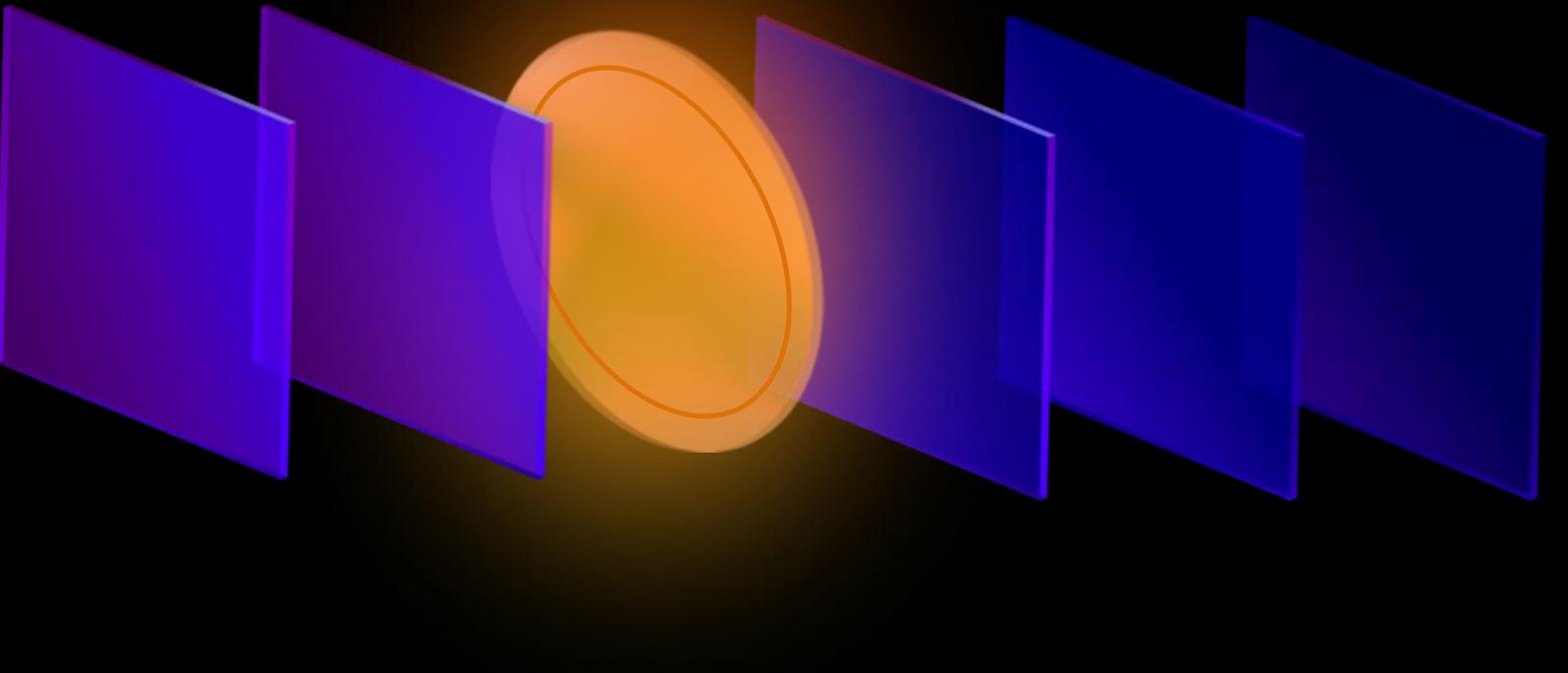


Color Limitations

When using colors in a layout, please keep in mind the following restrictions.

OFF BRAND COLORS

Do not incorporate any off-brand colors in designs or illustrations.



CLASHING COLORS

Do not use colors together that clash, stress the eye and make it difficult to read.



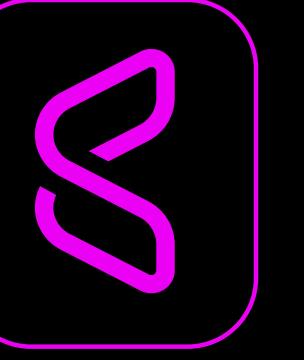
Graphic Language

DESIGN ELEMENTS

LIMITATIONS

ICONOGRAPHY





Design Elements

ClayStack uses two distinct illustration styles when creating/using objects to convey ideas: 3D objects and line representations. Use on black backgrounds only.

3D OBJECTS *Static or Animated*

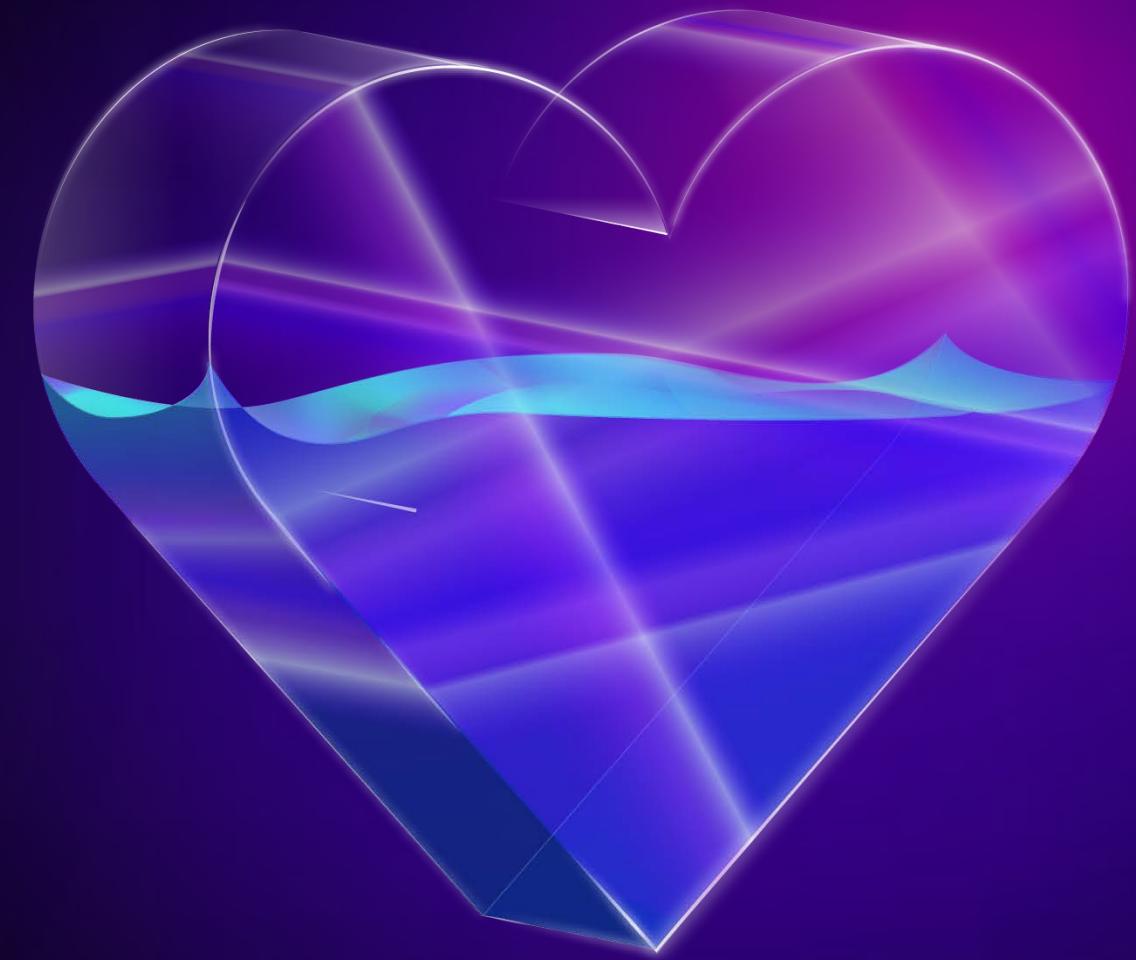
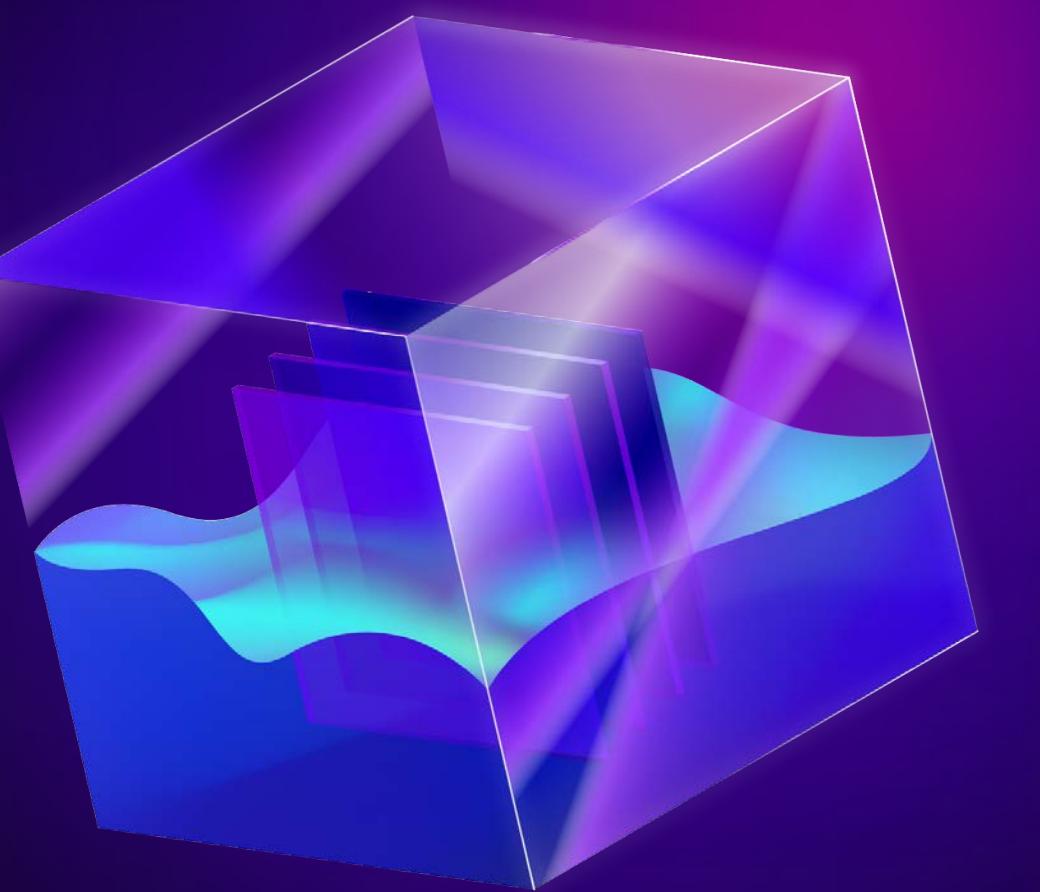
Objects appear to be made of glass. Objects should always appear to have fluid moving around within the object. Lighting should also appear to be reflected on the object.

The background should consist of a radial gradient of Violet #5700FE with a sharp focus of Red #FF0000 concentrated in one section.

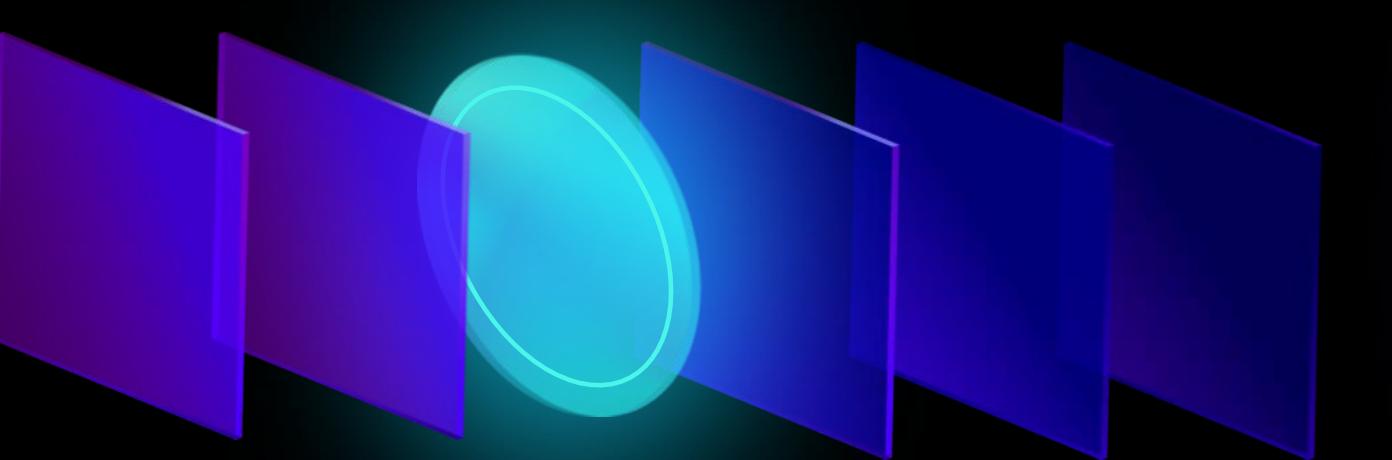
OTHER INSTANCES *Static or Animated*

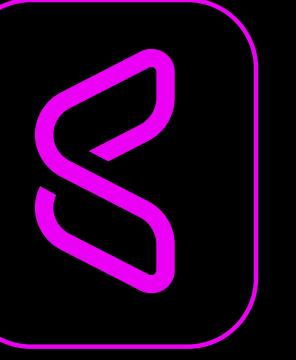
Other 3D objects created should have a glow on them to emphasize object and create atmosphere around it. Objects can use photography when incorporated in a creative way.

Glass Objects with Liquid



Other Instances

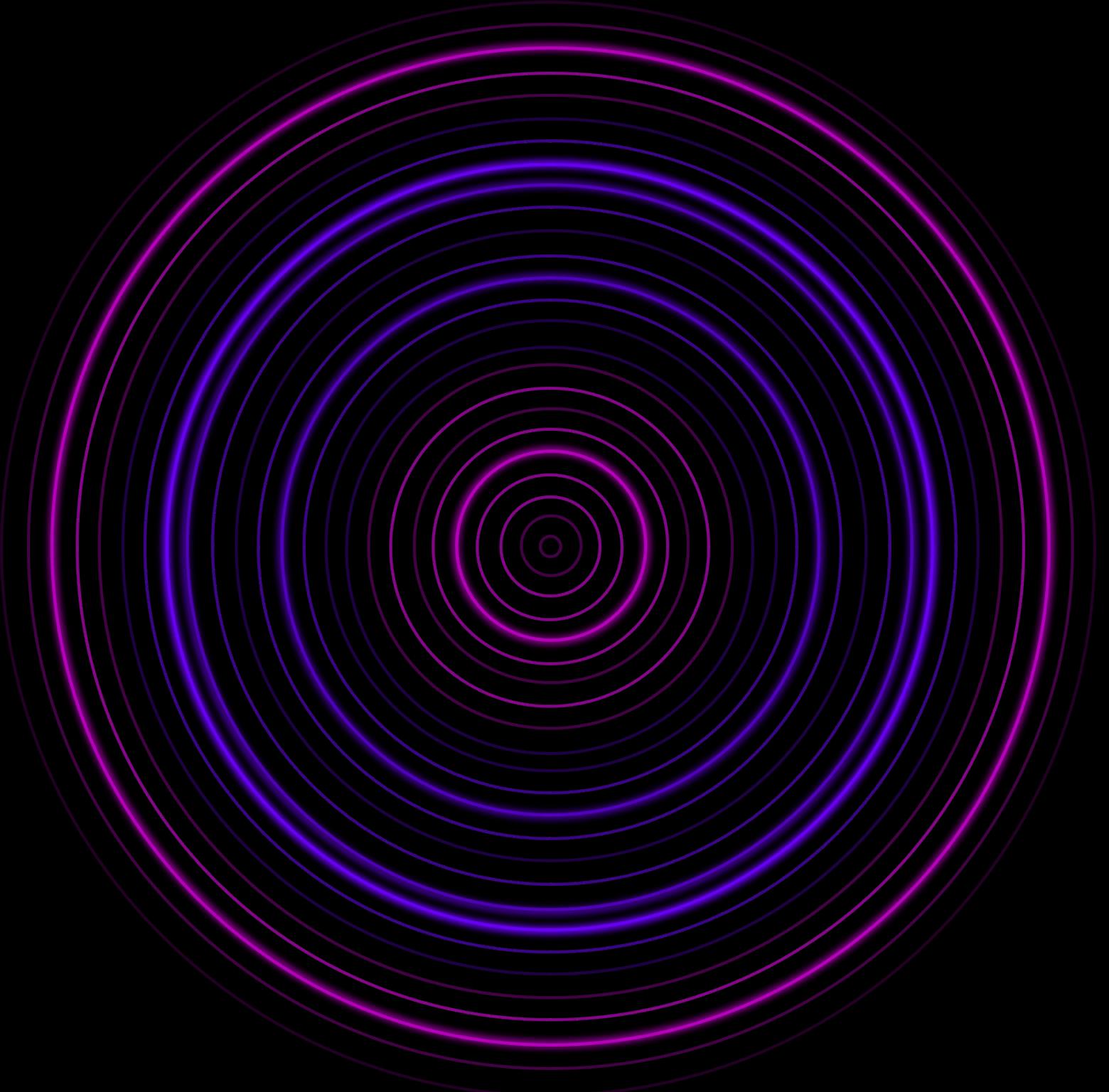




Design Elements

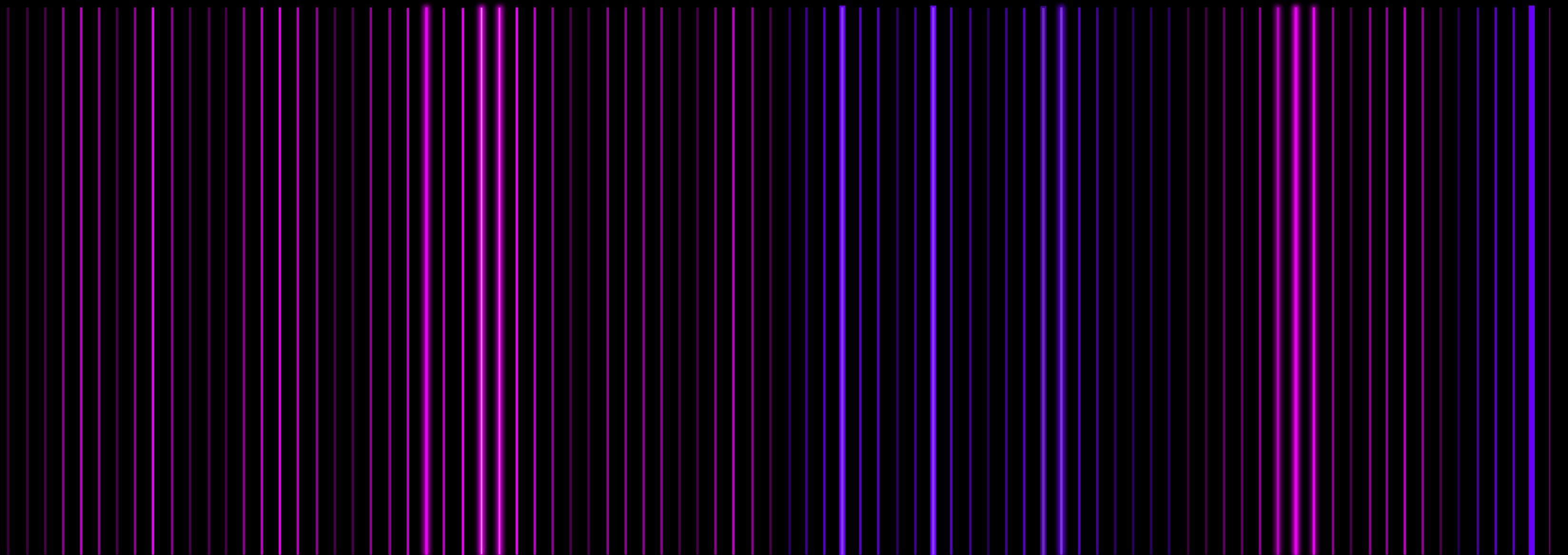
Two styles should be used when creating or using objects to convey ideas:
3D objects and line representations.
Use on black backgrounds only.

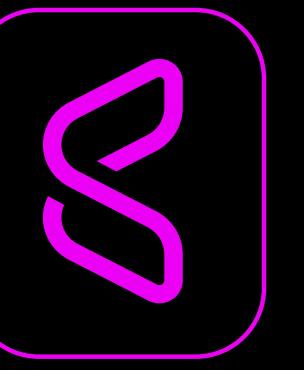
Line Representations * *2pt or smaller*



LINE REPRESENTATIONS *Static or Animated*

When creating or using objects represented with lines use a thin line weight in violet and pink. Lines should convey some sort of repetitive pattern. Using opacity and blur on some lines help to create an illusion of a wave-like effect between the lighter and darker areas.

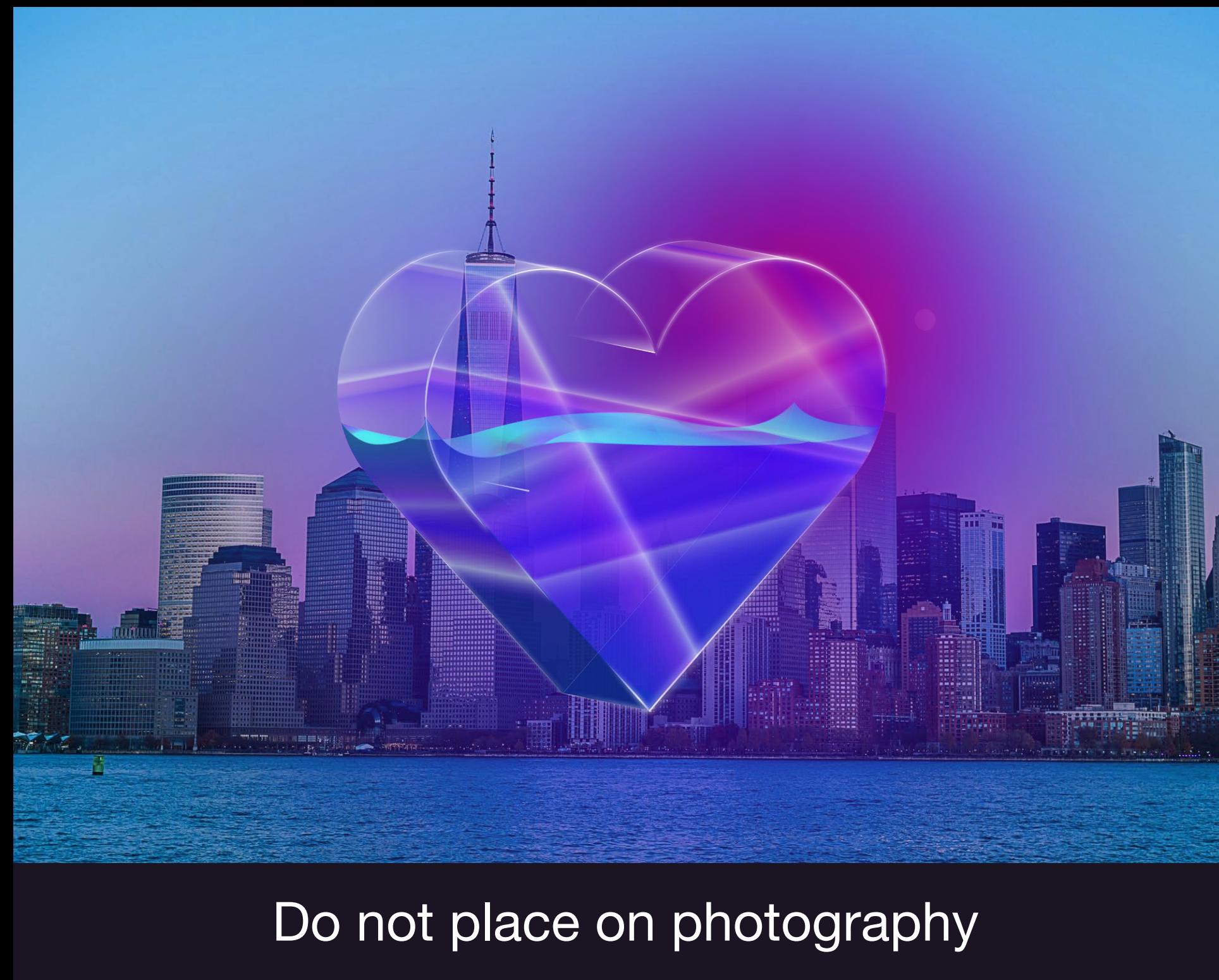
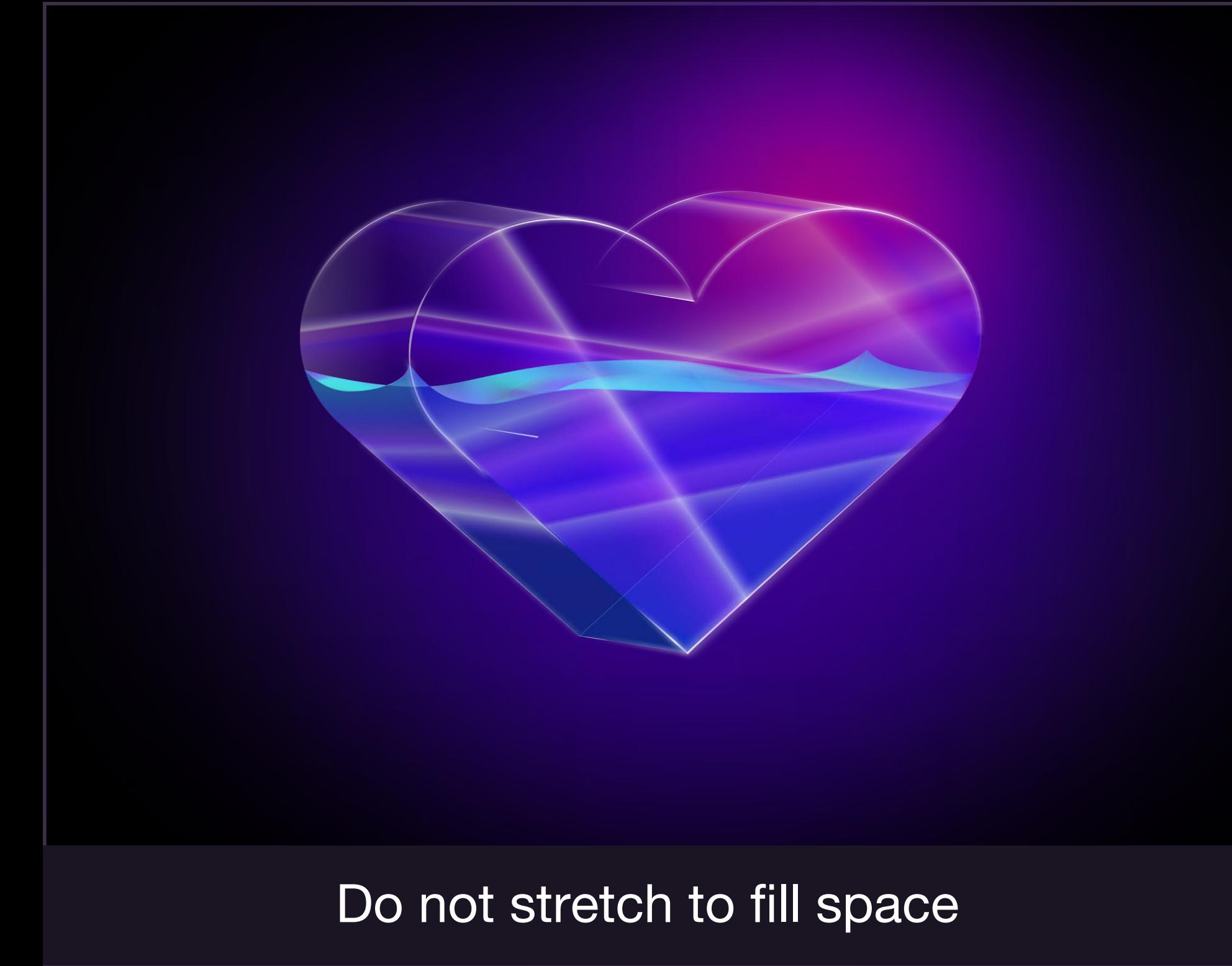


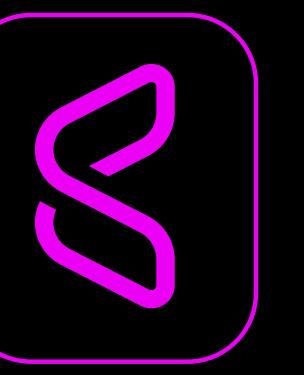


Element Limitations

An element's appearance must remain consistent with the other elements throughout all communications. This creates brand consistency and recognition. Please keep in mind the following restrictions.

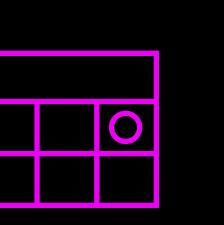
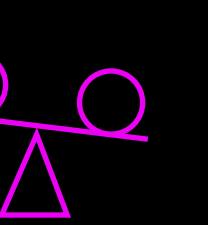
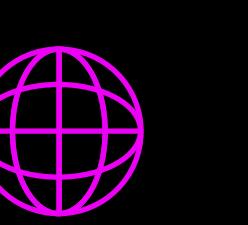
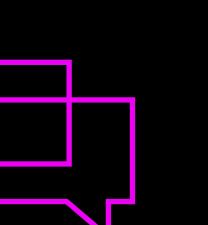
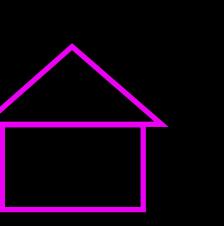
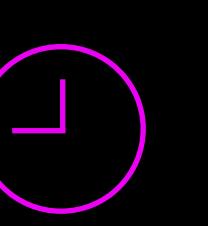
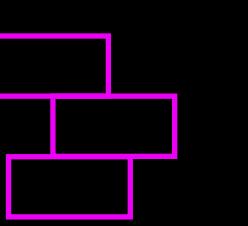
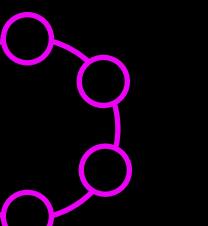
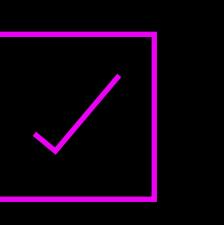
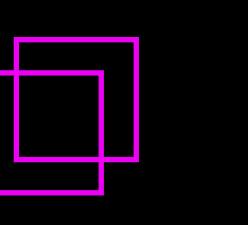
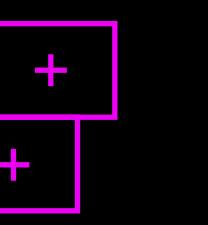
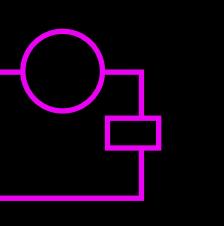
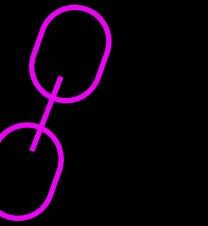
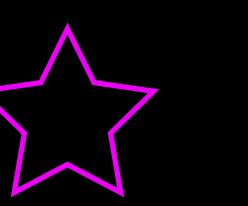
* Use these on black backgrounds only.





Iconography

Our iconography system relies on thin lines and simplicity to create unique and recognizable icons. Pink icons on a dark background contribute to their signature look. When creating new icons, please follow the look and feel of these icons.



Photography

DIRECTION & AESTHETIC

LIMITATIONS





Direction & Aesthetic

The photography used throughout the ClayStack brand should communicate a feeling of vibrance and energy with a tech edge. The photography will follow the brand colors using violets, pinks, blues and teal.

The images should also convey trustworthiness while having a modern and futuristic feel.

The photography direction can be represented in three categories: Abstraction, People & Technology.

The combination of photography from the three categories will create ClayStack's overall brand aesthetic.

ABSTRACTION



PEOPLE



TECHNOLOGY



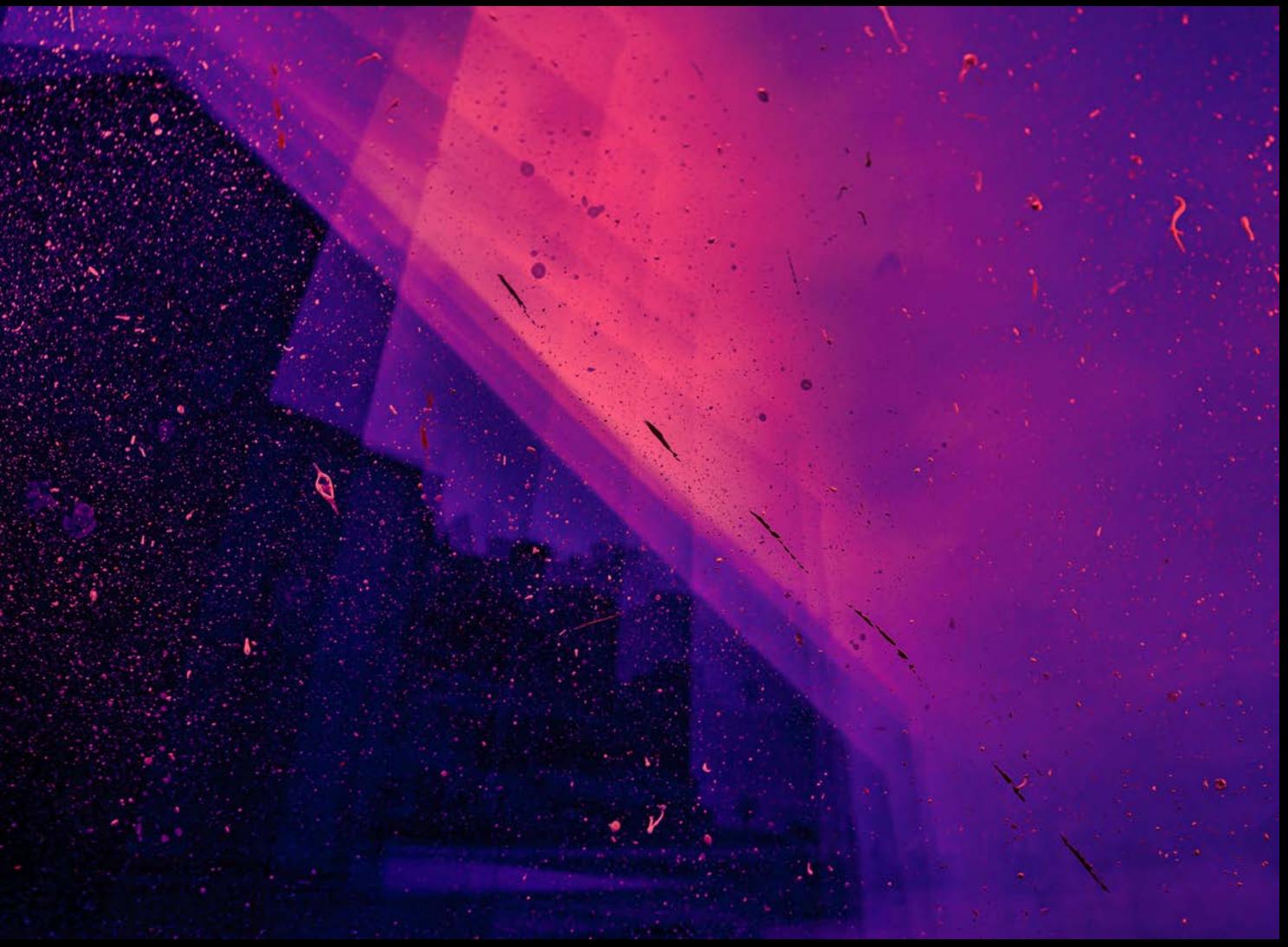
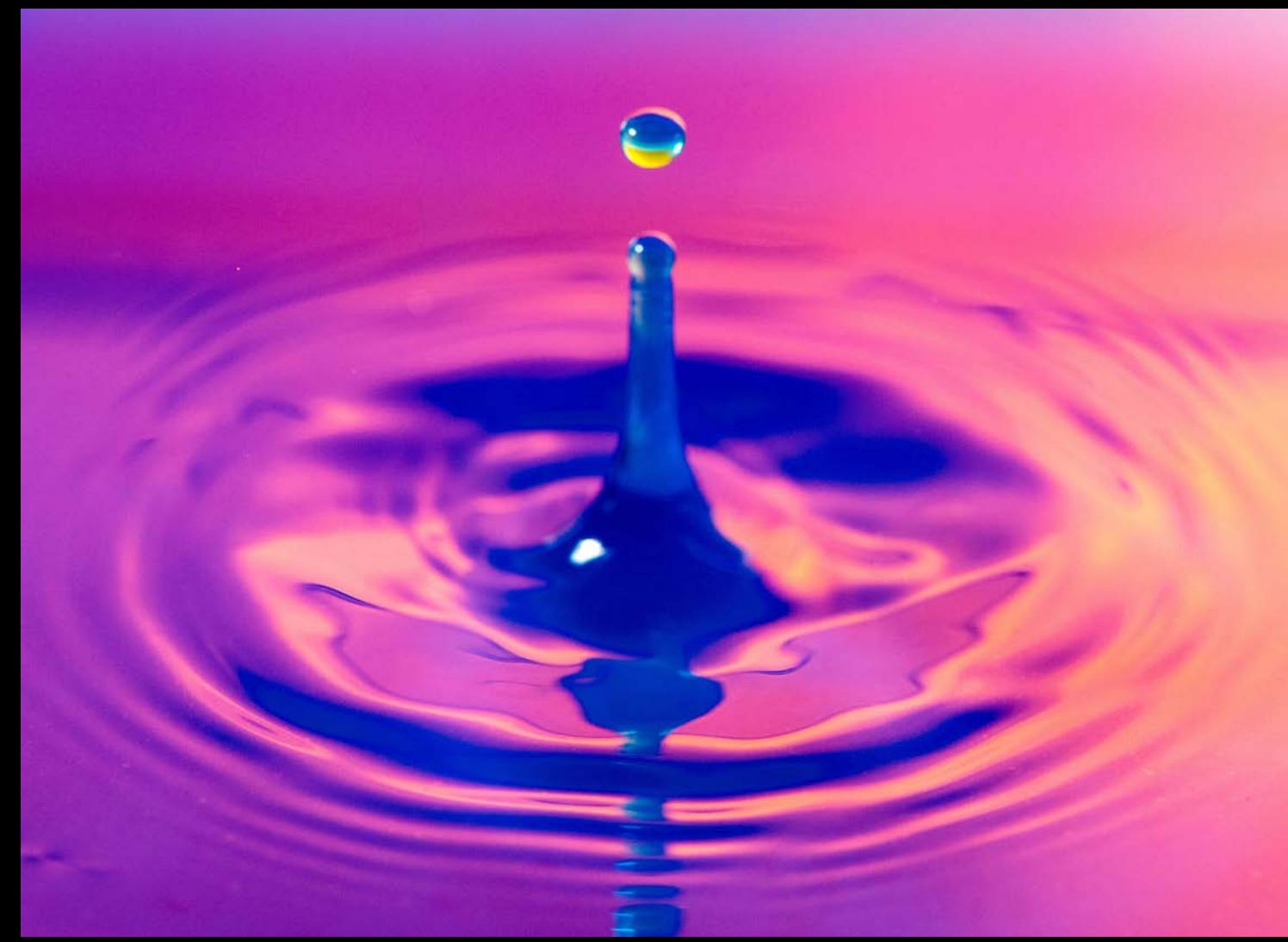
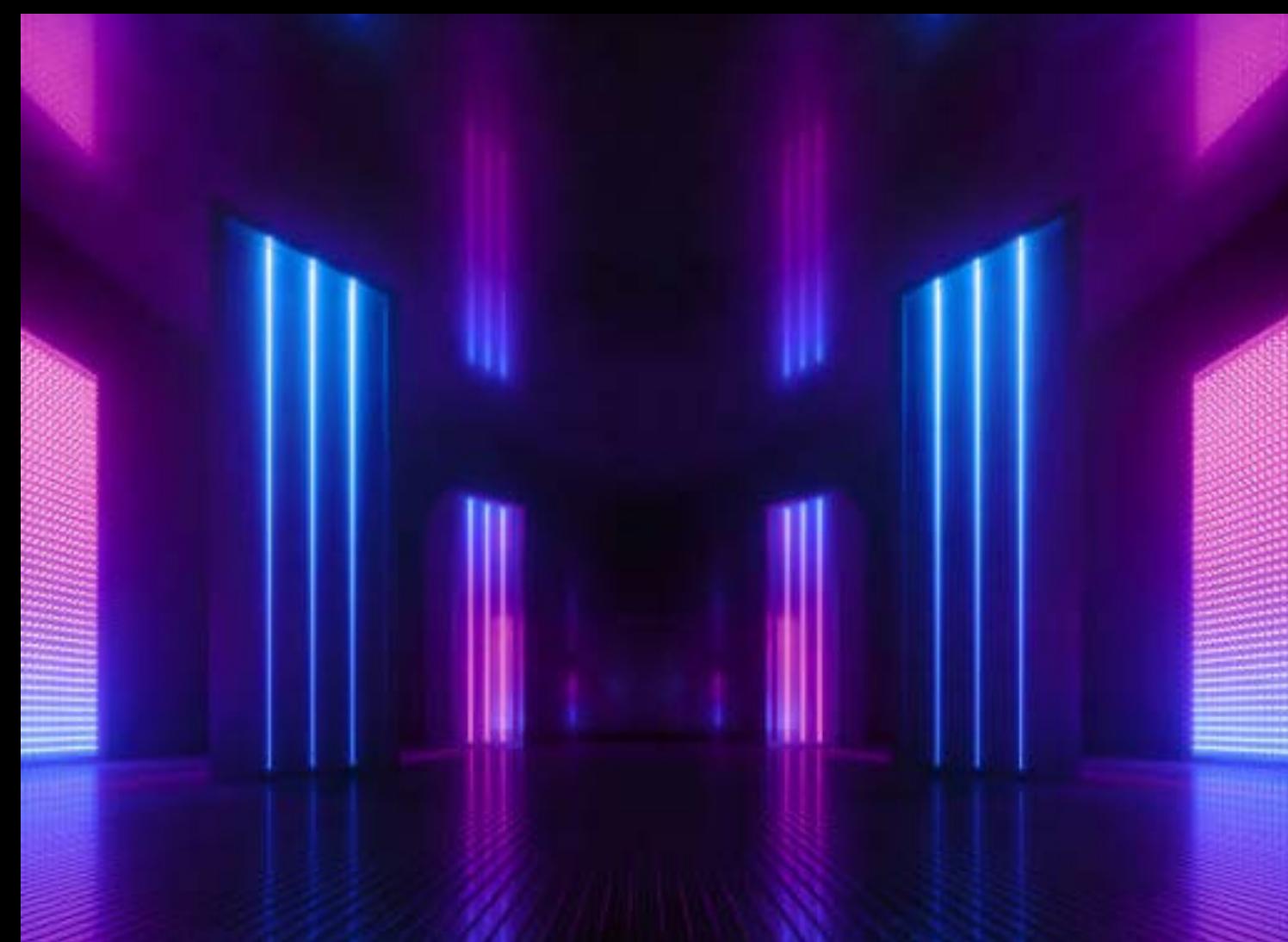


Abstract Photography

PRIMARY STYLE

A imagery will be ClayStack's primary photography style. This style consists of vibrant imagery influenced by the brand colors.

Abstractions can range from a wide variety of visuals including anything which has an overarching theme of technology, futurism, energy and liquidity.





People Photography

SECONDARY STYLE

Imagery which incorporates people is one of ClayStack's secondary photography styles. This style will also consist of vibrant imagery influenced by the brand colors. Images can portray both individuality and/or community. Over-aching themes of technology, futurism, energy are all acceptable. People within the images should be smiling or have an engaging expression. People should never look sad or having discontent because this will reflect negatively on the brand.

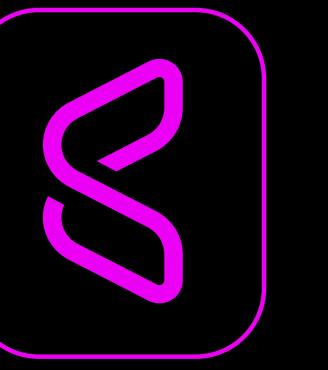


CLAYCLAN & AMBASSADOR PHOTOS

Images which are contributed by the community should be curated to have a consistent feel within that set of images. When using portraits, they should all be framed proportional. Always use high quality images.

CLAYCLAN & AMBASSADOR PHOTOS





Technology Photography

SECONDARY STYLE

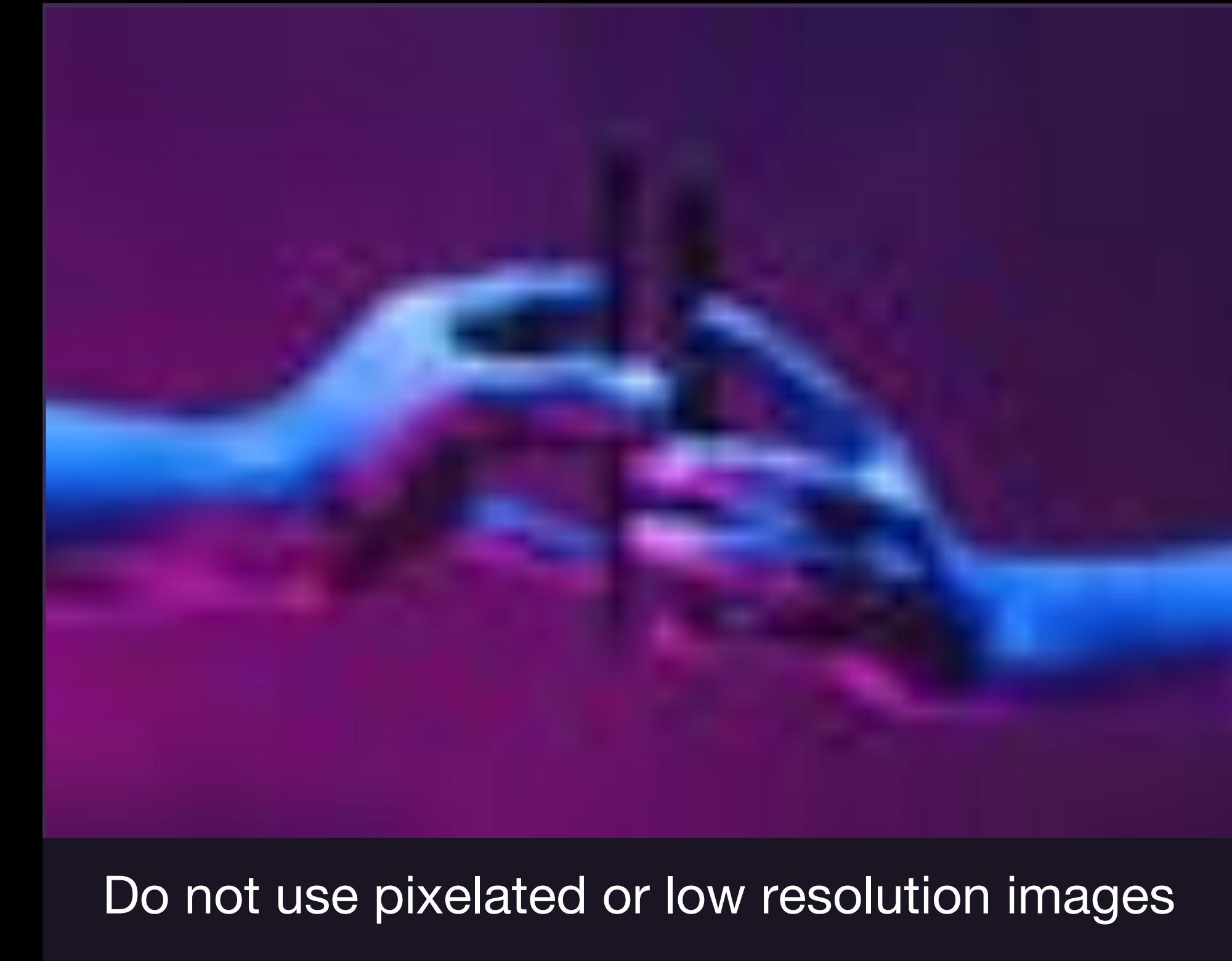
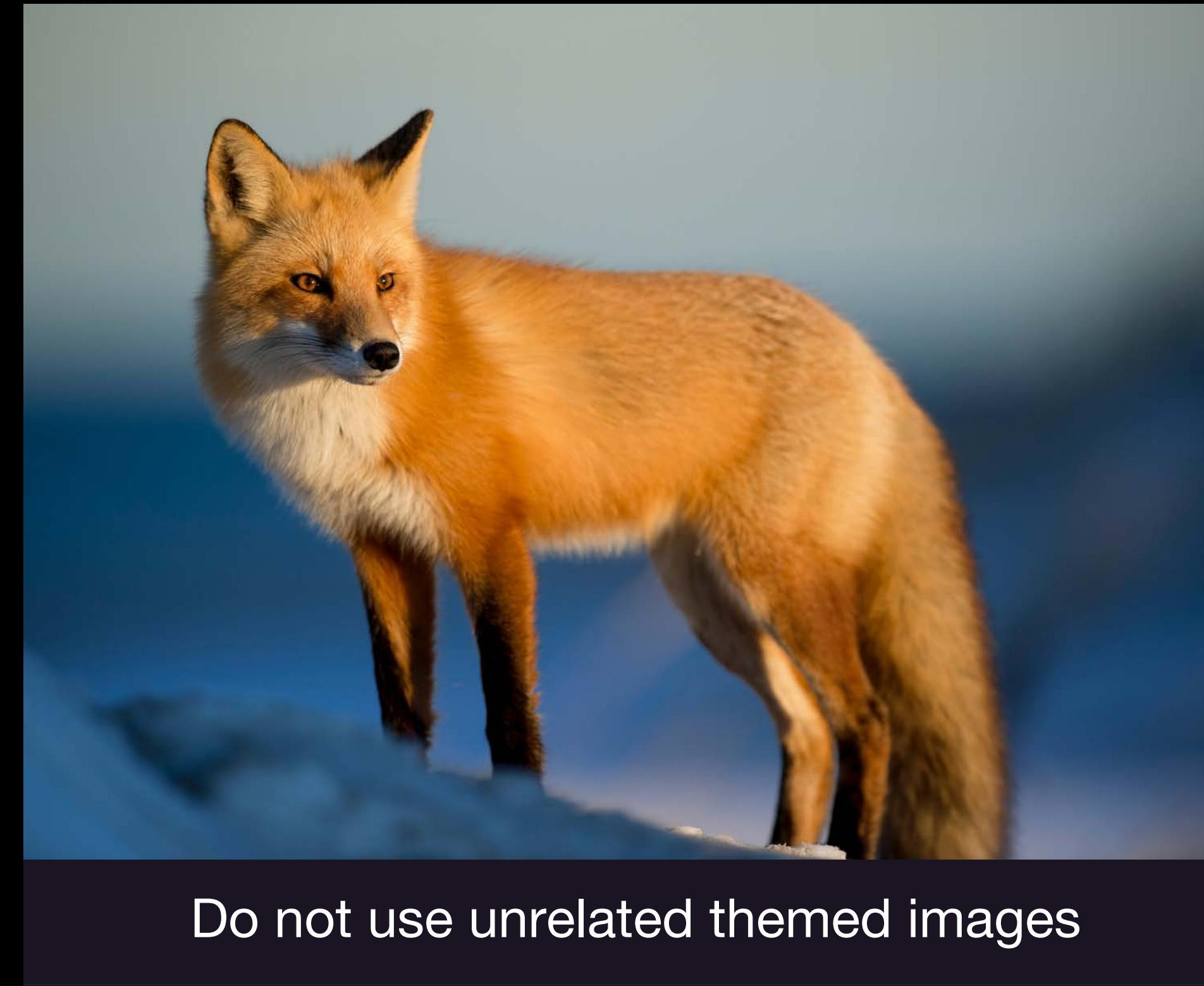
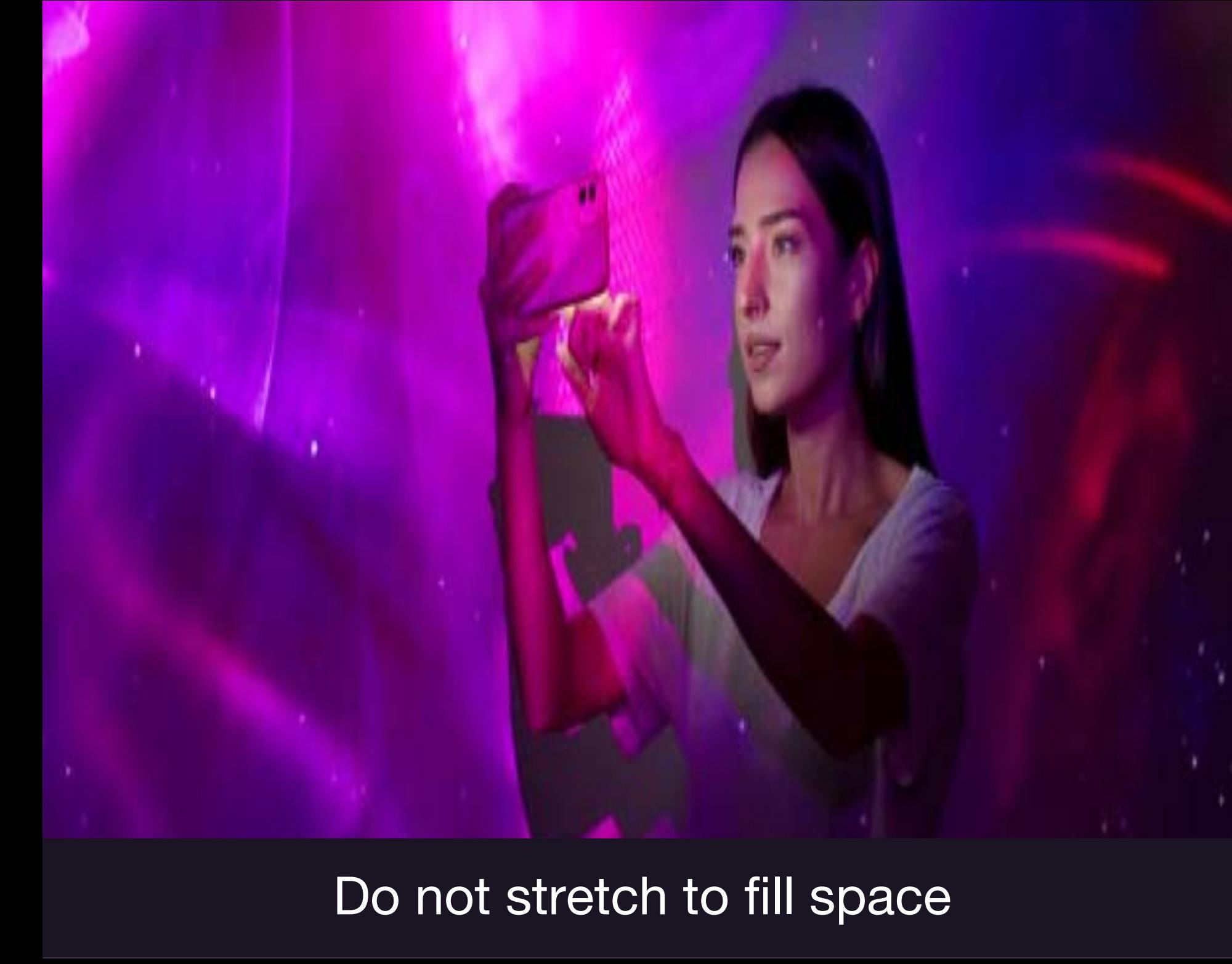
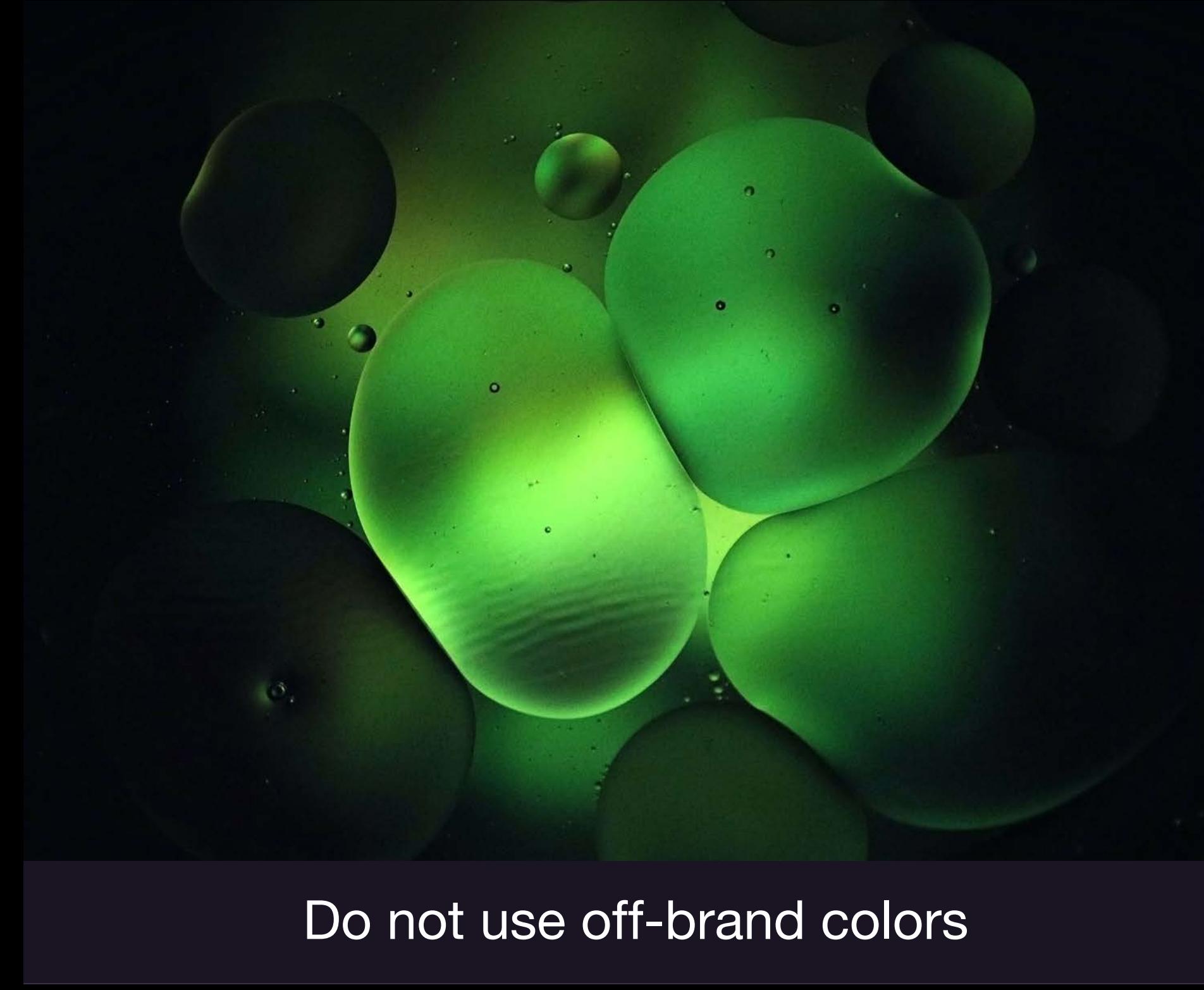
Imagery which incorporates technology is another secondary photography style. This style will also consist of vibrant imagery influenced by the brand colors. An overarching theme of technology will be achieved through representation of devices and current hardware. Bright vibrant lighting should convey positivity and energy.





Photography Limitations

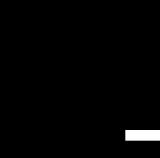
Photography must adhere to the guidelines to be consistent throughout all communications while creating a cohesive brand. Please keep in mind the following restrictions when choosing photography.



Are there any questions?



ClayStack is here to help
answer any brand questions
that you may have.



Please contact our
marketing department:

marketing@clystack.com



v2

ClayStack Brand
Style Guide v2 | July 2022