



BRAND GUIDELINES

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LOGO

Structure

The logo is considered a combination mark.
It consists of a wordmark and a symbol.



WORDMARK

SYMBOL



WORDMARK

SYMBOL



WORDMARK

SYMBOL

LOGO

Logo color

There are 4 versions of the Conflux logo: multicolor, grayscale, clear black (#000000) and white (#FFFFFF).

Always choose the version of the logo that is proper for the background to ensure appropriate contrast and legibility, as in the samples right.

COLOR



GRayscale



CLEAR BLACK



WHITE



LOGO

Clear space and minimum size

When you're using the logo with other graphic elements, make sure you give it some space to breathe. The letter "C" is used to provide a free space. The letter "C" is located on the edge of the logo on all sides.

LOGO CLEAR SPACE



LOGO MINIMUM SIZE



FAVICON



LOGO

Lockup

The Conflux logo has 2 versions of lockups: wide and stacked.
The main version is wide.

WIDE LOCKUP



STACKED LOCKUP



LOGO MARK

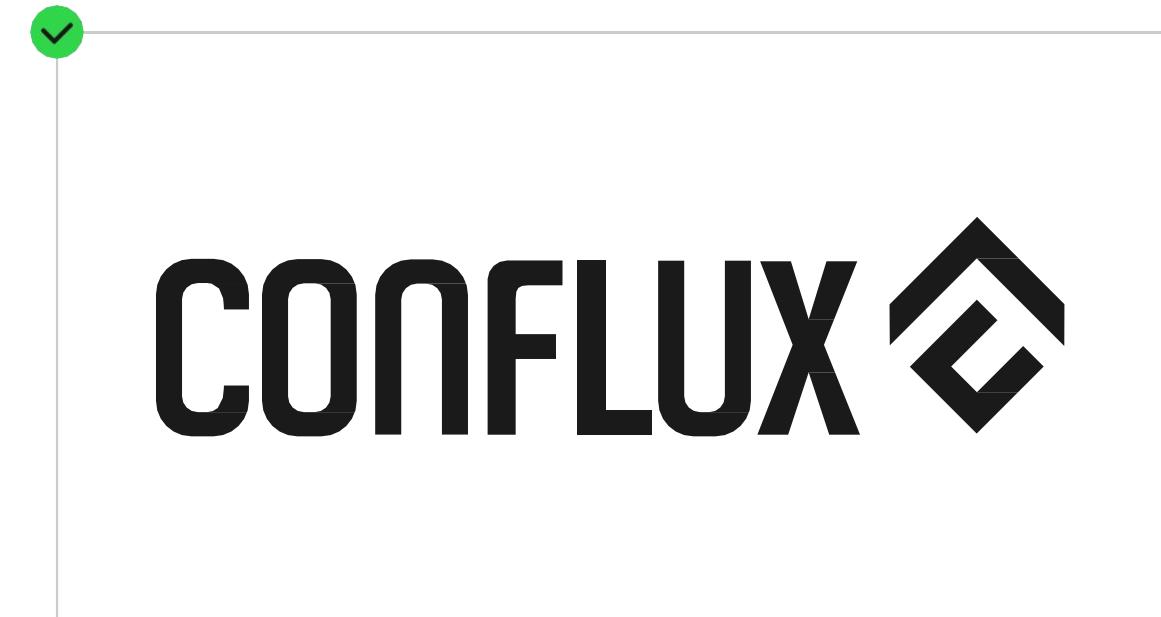


CONFLUX

Logo background

There are three background colors that can be used with the logo: clear white, clear black and brand black. Always use a clear white or brand black background using multicolor logo.

Never show the Confio logo on backgrounds of other color.

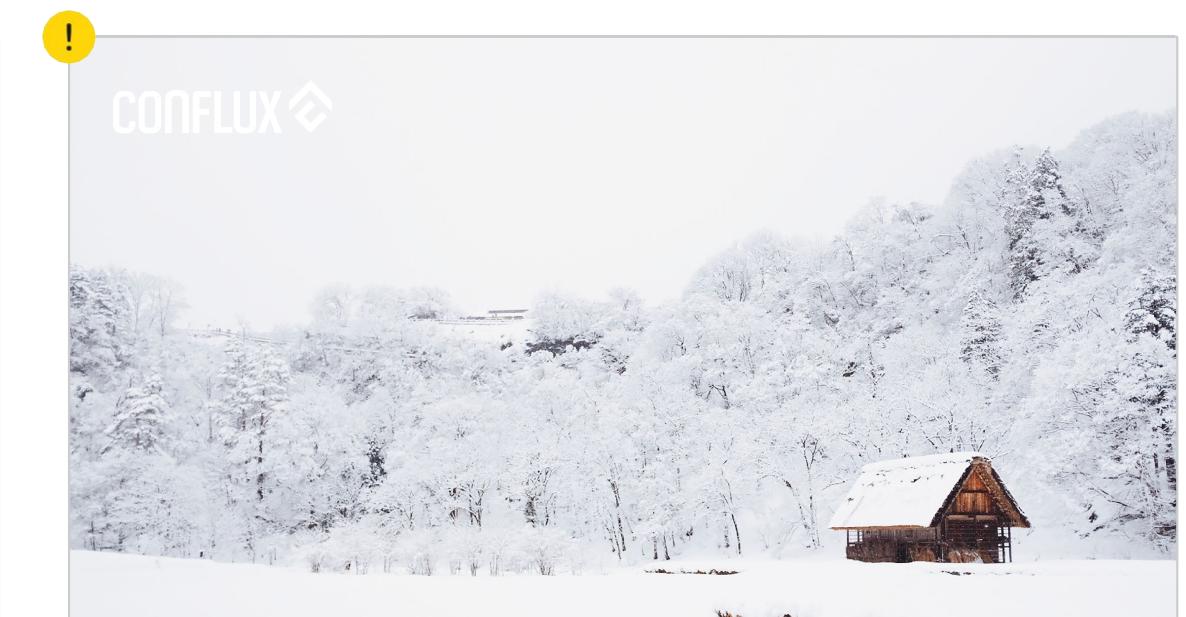
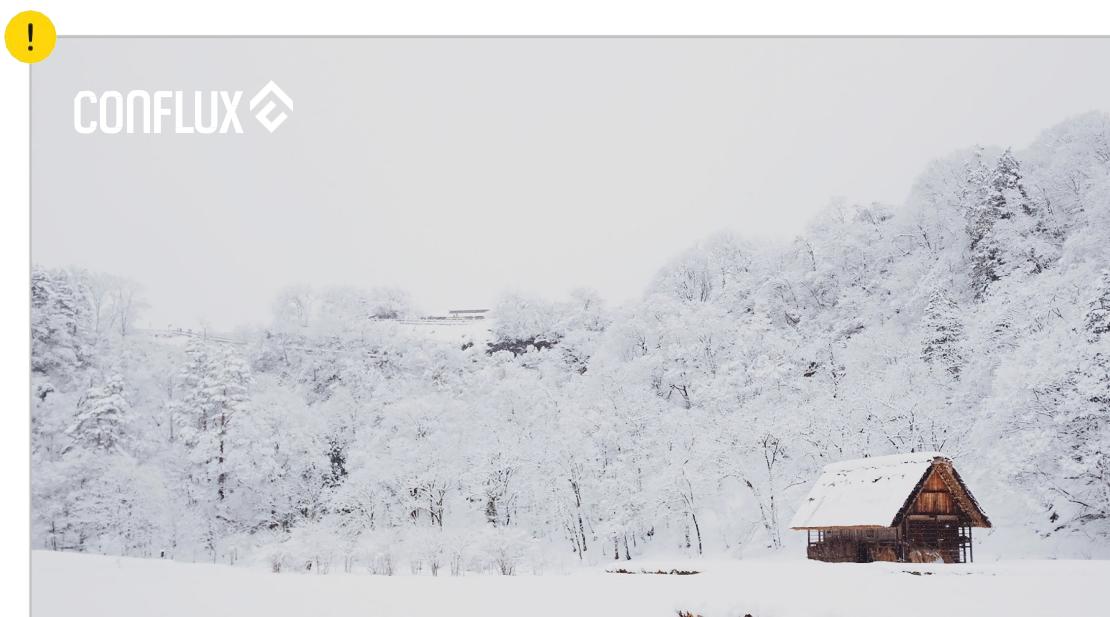
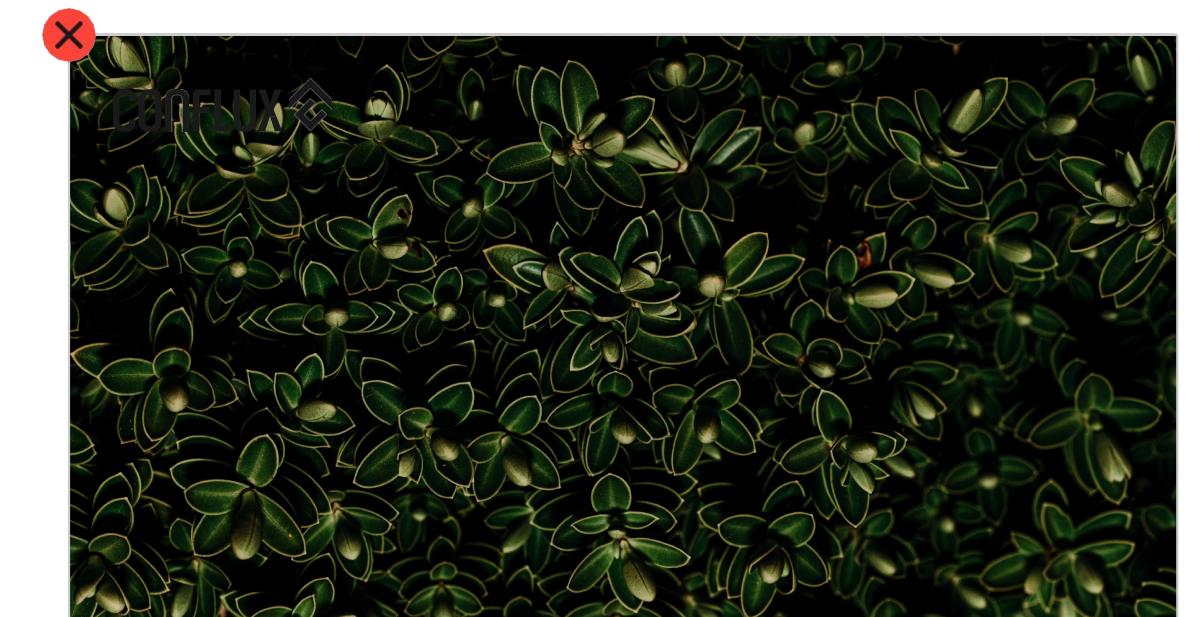
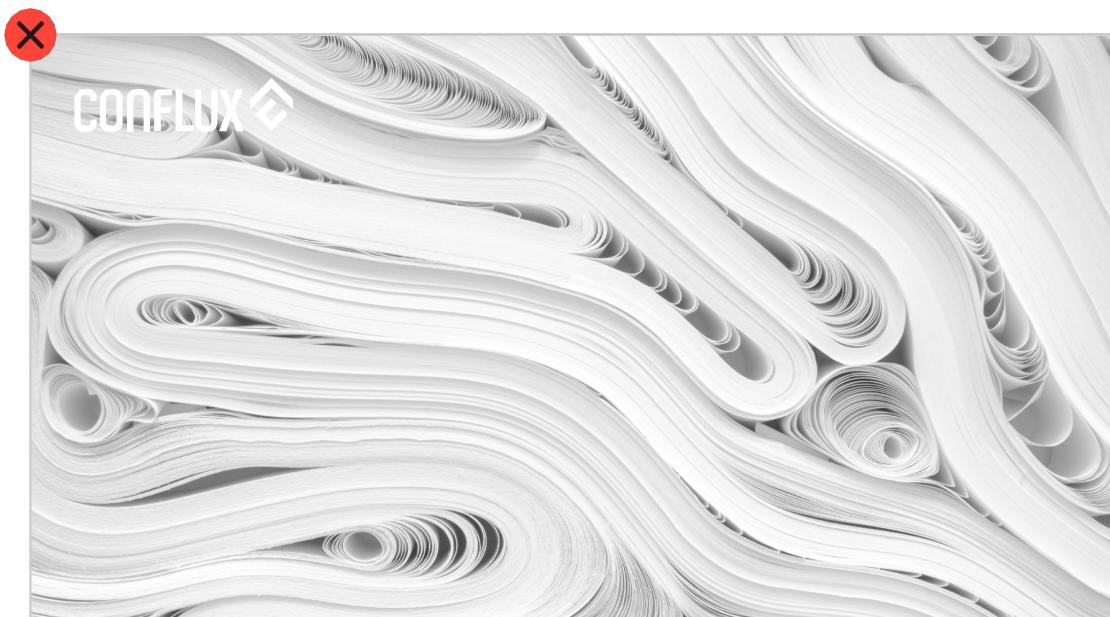
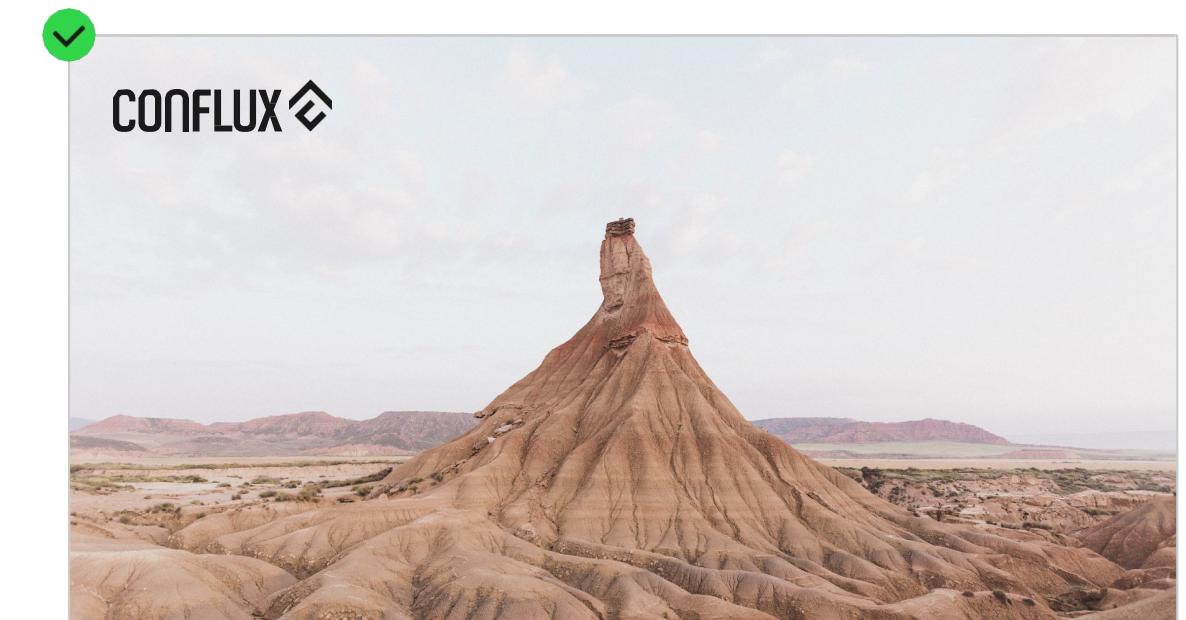
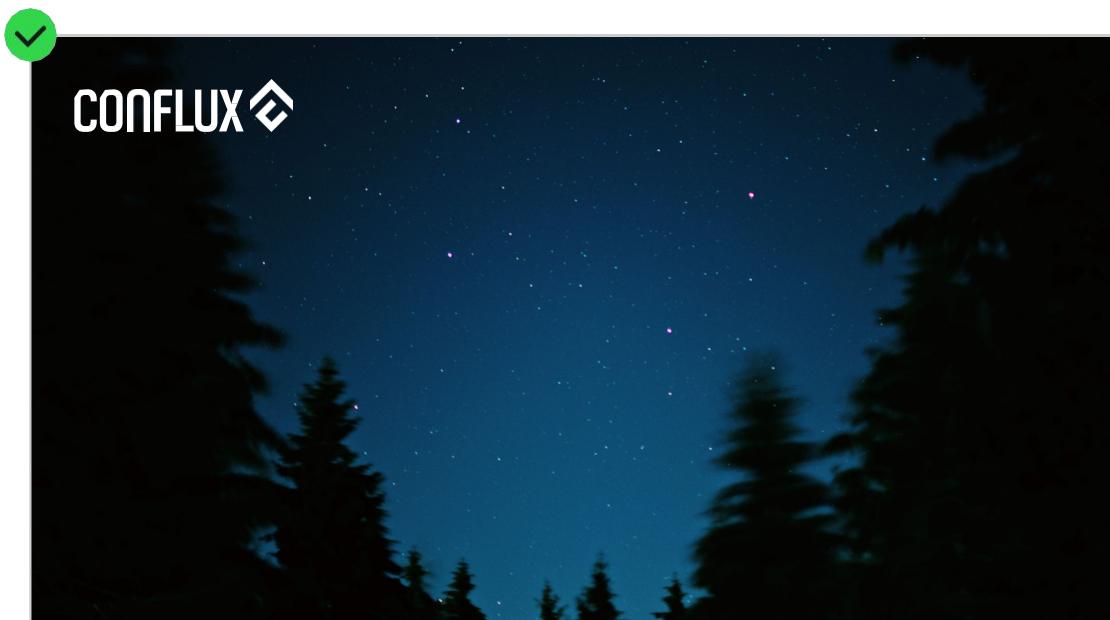


Usage on photography

Always use such color background for black and white logo versions to ensure appropriate contrast and legibility.

The Conflux logo should be carefully placed on a complex background like photography. Always place on clear and simple backgrounds with plenty of contrast for legibility. Avoid placing on busy or complex backgrounds or images to keep the logo as legible as possible.

For images with a light background, we suggest applying a 10-40% black tint to the entire image to maintain legibility of the white logo.

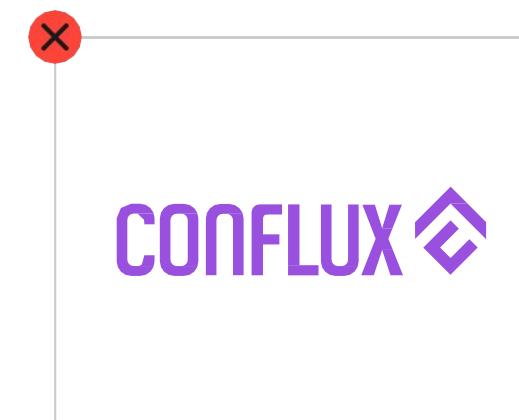


LOGO

Misuse



Do not apply outlines



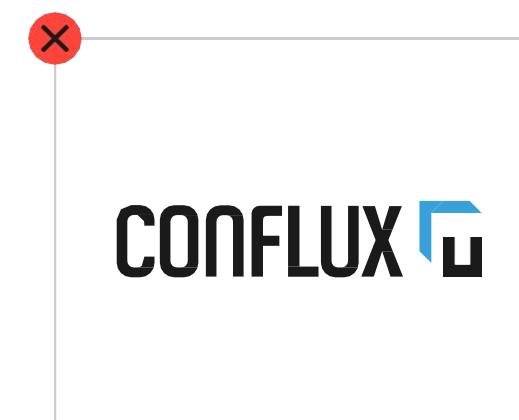
Do not fill with unallowed colors and patterns



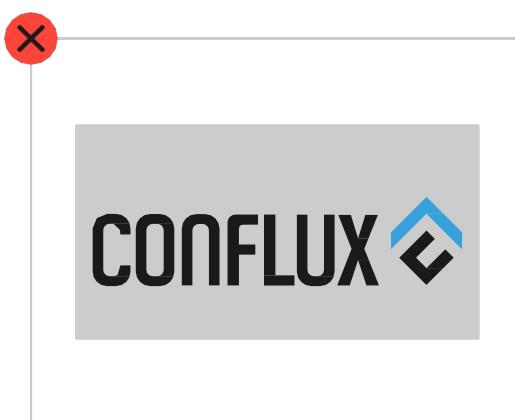
Do not lock up with copy, headlines, or logos



Do not add drop or inner shadows, special effects



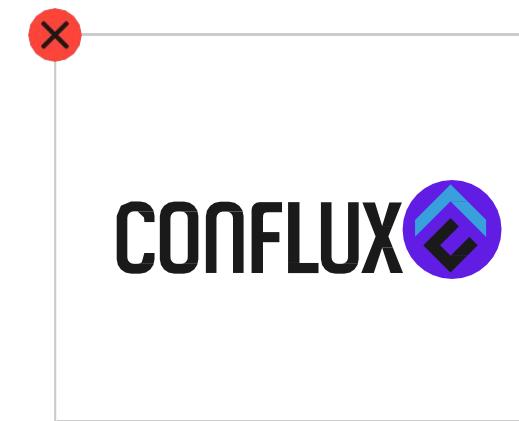
Do not change the symbol



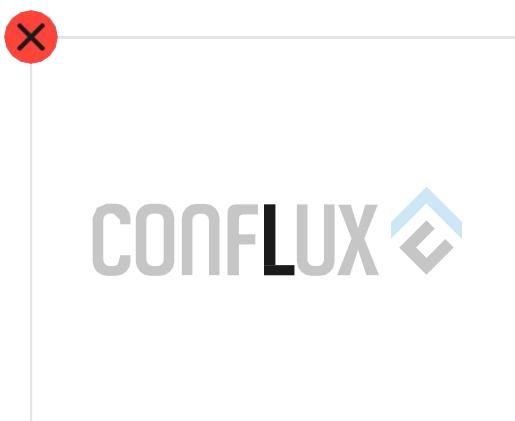
Do not contain in a shape



Do not skew, rotate or stretch



Do not add elements



Do not use as a watermark.
Always use at 100% opacity

COLORS

Brand palette

The primary colors should be used for all Conflux marketing communications. The palette has been designed to preserve the brand's confidence and deep thinking in the Conflux design.

Within the product, brand colors denote primary actions or accent certain experiences.

BRAND BLACK

HEX

4C4C4C

RGB

26 26 26

CMYK

0 0 0 90

BRAND BLUE

HEX

38A1DB

RGB

56 161 19

CMYK

74 26 0 14

COLORS

Additional palette

The additional palette can be used to create icons, illustrations and all other authentic design materials. The additional colors can also be used for creation of the Conflux affiliate brands.

These colors can be leveraged in the product for visual messaging and to represent specified actions.

Additional colors are used sparingly, to emphasize, contrast, or create rhythm in design.

VIOLET	SCAN BLUE	SCAN BLUE 40	SCAN BLUE 30	SCAN BLUE 20	SCAN BLUE 10
HEX 4C4C4C	HEX 1E3DE4	HEX 3550E7	HEX 4B64E9	HEX 6277EC	HEX 788BEF
RGB 76 76 76	RGB 30 61 228	RGB 53 80 231	RGB 75 100 233	RGB 98 119 236	RGB 120 139 239
CMYK 0 0 0 70	CMYK 87 73 0 11	CMYK 77 65 0 9	CMYK 68 57 0 9	CMYK 58 50 0 7	CMYK 50 42 0 6

COLORS

Gray palette

The grays are a robust set of colors that can be used in the product to build components and environments.

Also this palette can be used for patterns and tertiary objects.

BLACK	GRAY 80	GRAY 60	GRAY 40	GRAY 20	WHITE
HEX 4C4C4C	HEX 333333	HEX 666666	HEX 999999	HEX CCCCCC	HEX FFFFFF
RGB 26 26 26	RGB 51 51 51	RGB 102 102 102	RGB 153 153 153	RGB 204 204 204	RGB 255 255 255
CMYK 0 0 0 90	CMYK 0 0 0 80	CMYK 0 0 0 60	CMYK 0 0 0 40	CMYK 0 0 0 20	CMYK 0 0 0 0

Fonts

The Titillium Web font has been chosen for use in headlines and secondary fonts all other copy - body text, taglines, titles etc.

The Titillium Web font has been chosen for English version. The Source Han Sans font has been chosen for Chinese and Korean versions.



Titillium Web

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890('?'!"%"@/\\:;,.*)



Source Han Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890('?'!"%"@/\\:;,.*)

Fonts hierarchy

Headings

In our design, we use the typographic hierarchy in order to emphasize and highlight the necessary information, as well as to make it convenient for the user. We use the bigger size of the font to emphasize on what is more important and smaller size font for less important information. Also, we can use color to increase the user's attention. It is allowed to apply a brand blue color to the text style.

Higher priority

 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Display

Titillium Web SemiBold • Sentence case • 112 px / 136 px

Heading 1

Titillium Web Bold • Sentence case • 64 px / 72 px

Heading 2

Titillium Web Bold • Sentence case • 48 px / 64 px

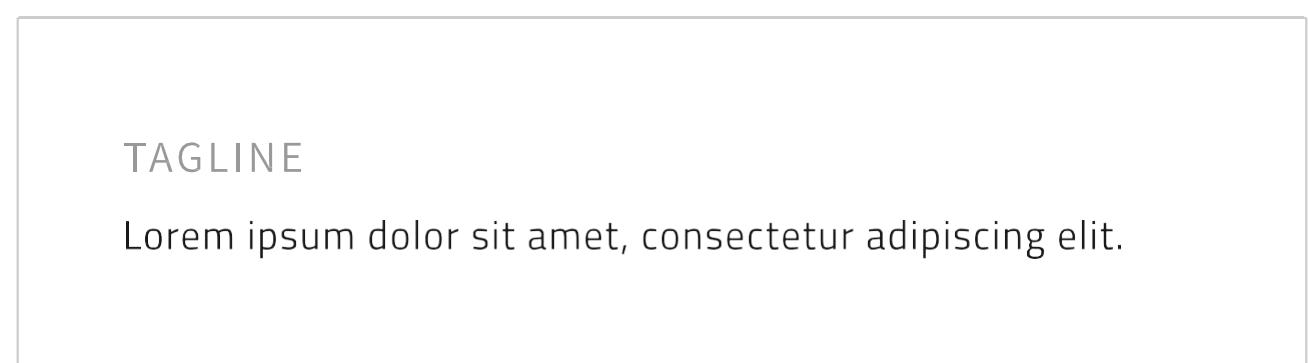
Heading 3

Titillium Web Bold • Sentence case • 36 px / 48 px

Fonts hierarchy

Body and supporting styles

There are various methods in the typographic hierarchy to highlight the necessary information besides the font size and color. We use different font-weight, the titles are bolder than the body text. We can use different cases, for example, we use the upper case in taglines to emphasize on the important text. Also, we use contrast. It is allowed to apply brand gray 40 or gray 60 to differentiate between the main and auxiliary text.



Title 1

Titillium Web SemiBold • Sentence case • 32 px / 48 px

Subtitle 1

Titillium Web Regular • Sentence case • 32 px / 48 px

Title 2

Titillium Web SemiBold • Sentence case • 24 px / 40 px

Subtitle 2

Titillium Web Regular • Sentence case • 24px / 40 px

Body 1

Titillium Web Regular • Sentence case • 18 px / 28 px

Body 2 / Regular

Titillium Web Regular • Sentence case • 16 px / 24 px

Body 2 / SemiBold

Titillium Web SemiBold • Sentence case • 16 px / 24 px

TAGLINE 1

Titillium Web Regular • Upper case • 18 px / 28 px

TAGLINE 2

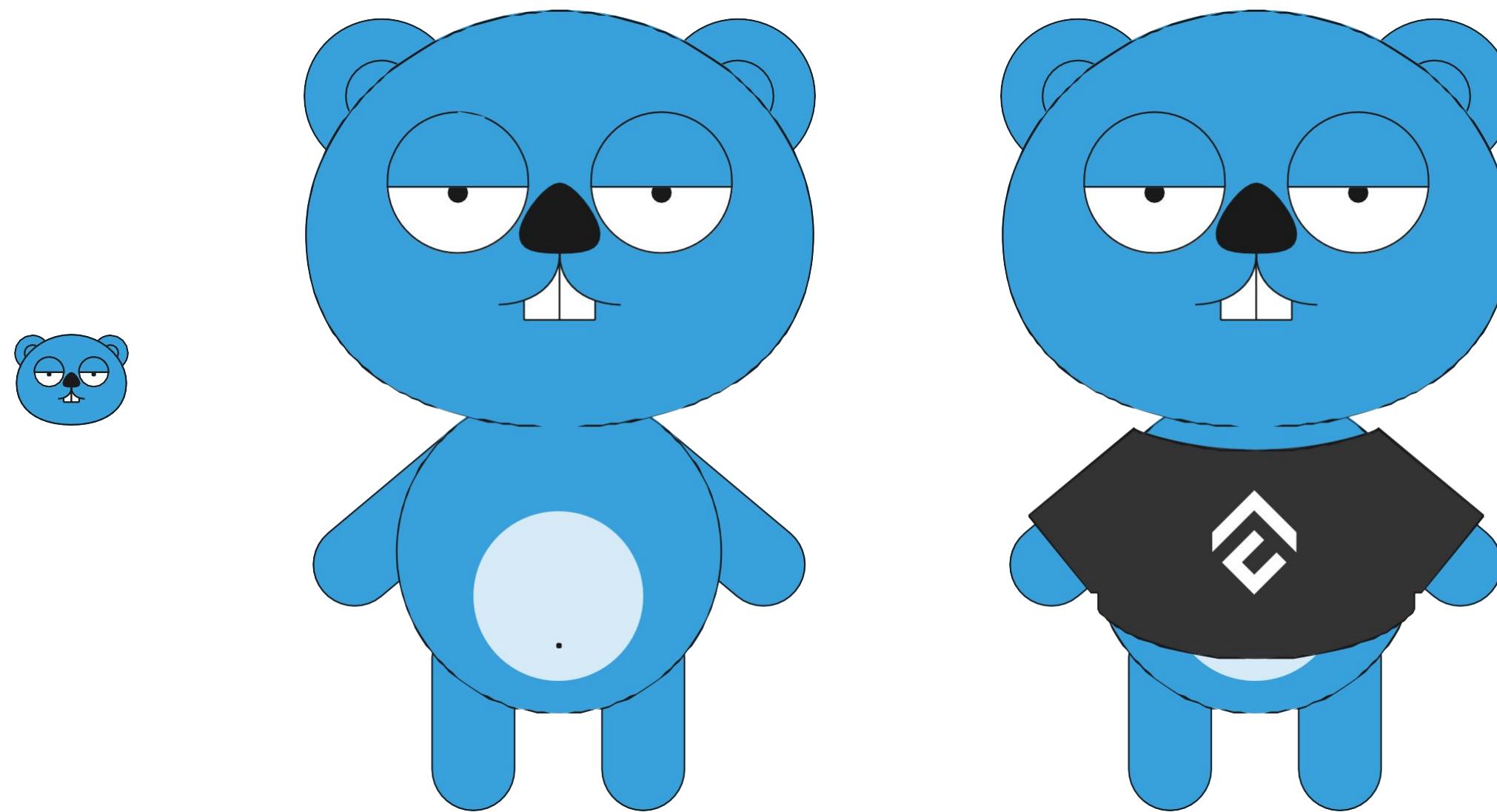
Titillium Web Regular • Upper case • 16 px / 24 px

Caption

Titillium Web Regular • Sentence case • 12 px / 18 px

MARKETING MATERIALS

Mascot



MARKETING MATERIALS

Business card

FORMAT

90 mm x 50 mm or 3,5 in x 2 in

PAPER

Extra Plus pure

Color:

350 g/m²

01 TITLE LOGO

Lockup: Wide

Color: Multicolor

Width: 60 mm

02 TITLE SIDE BACKGROUND

Color: White

03 EMPLOYEE INFORMATION

Font: Source Han Sans Regular

Size: 36 pt

Alignment: Left

Color: Brand Black

04 JOB ROLE

Font: Source Han Sans Light

Size: 12 pt

Alignment: Left

Color: Brand Blue

05 PERSONAL INFORMATION

Font: Source Han Sans Light

Size: 14 pt

Alignment: Left

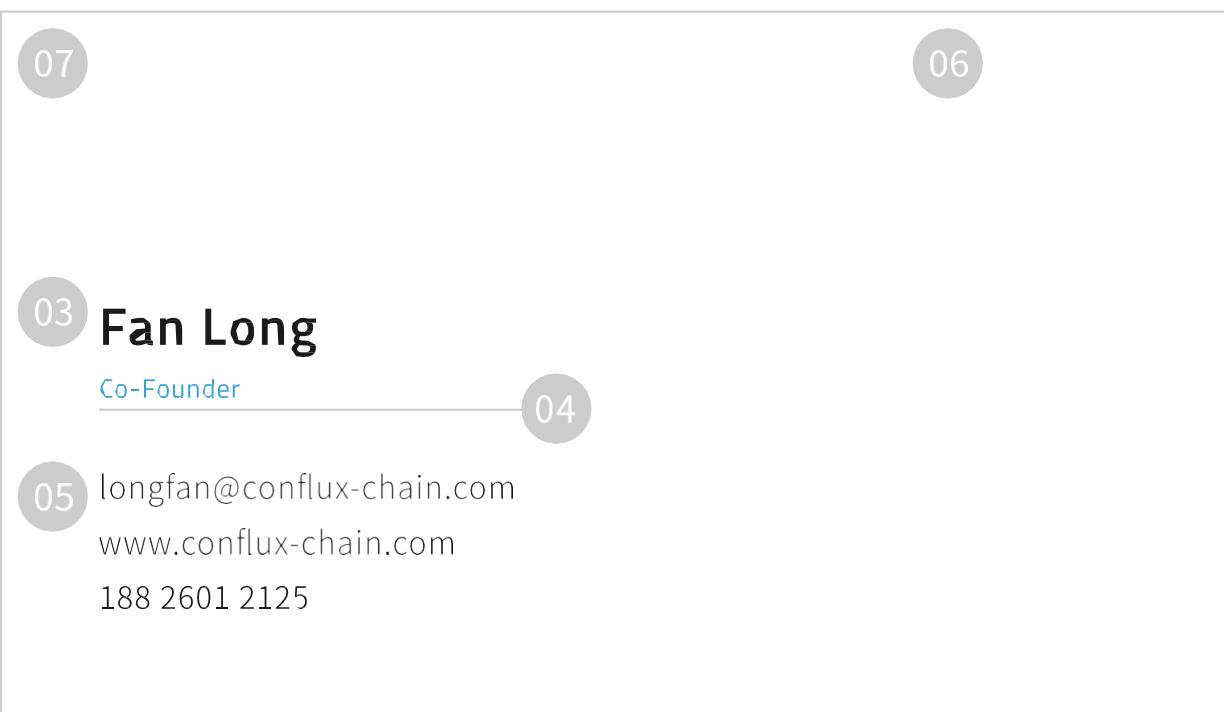
Color: Brand Black

06 PATTERN

Color: Multicolor

07 BACK SIDE BACKGROUND

Color: White



MARKETING MATERIALS

Coffee Mug

CUP SIZE

80 mm x 95 mm (width x height)

MATERIAL

Ceramic

Color: White

TITLE SIDE: LOGO

Lockup: Wide

Color: Multicolor

Width: 60 mm or 2.36 in

BACKGROUND SIDE: ILLUSTRATION

Lockup: Middle

Color: Multicolor

Width: 60 mm or 2.36 in

TITLE SIDE: LOGO



BACKGROUND SIDE: ILLUSTRATION



T-shirt White

T-SHIRT SIZES

Standard T-shirt sizes: S, M, L, XL, etc.

MATERIAL

100 % Cotton

Color: White

PRINT

Lockup: Middle

Color: Multicolor

Size: 256 mm x 256 mm or 10 in x 10 in

Background Color: Transparent



MARKETING MATERIALS

T-shirt Black

T-SHIRT SIZES

Standard T-shirt sizes: S, M, L, XL, etc.

MATERIAL

100 % Cotton

Color: Black

PRINT

Lockup: Middle

Color: Multicolor

Size: 256 mm x 256 mm or 10 in x 10 in

Background Color: Transparent



MARKETING MATERIALS

Tote Bags

TOTE BAGS SIZES

Standard Tote bags 360 x 410 mm or 13,5 in x 16 in (width x height)

MATERIAL

100 % Linen

Color: White

PRINT

Lockup: Middle

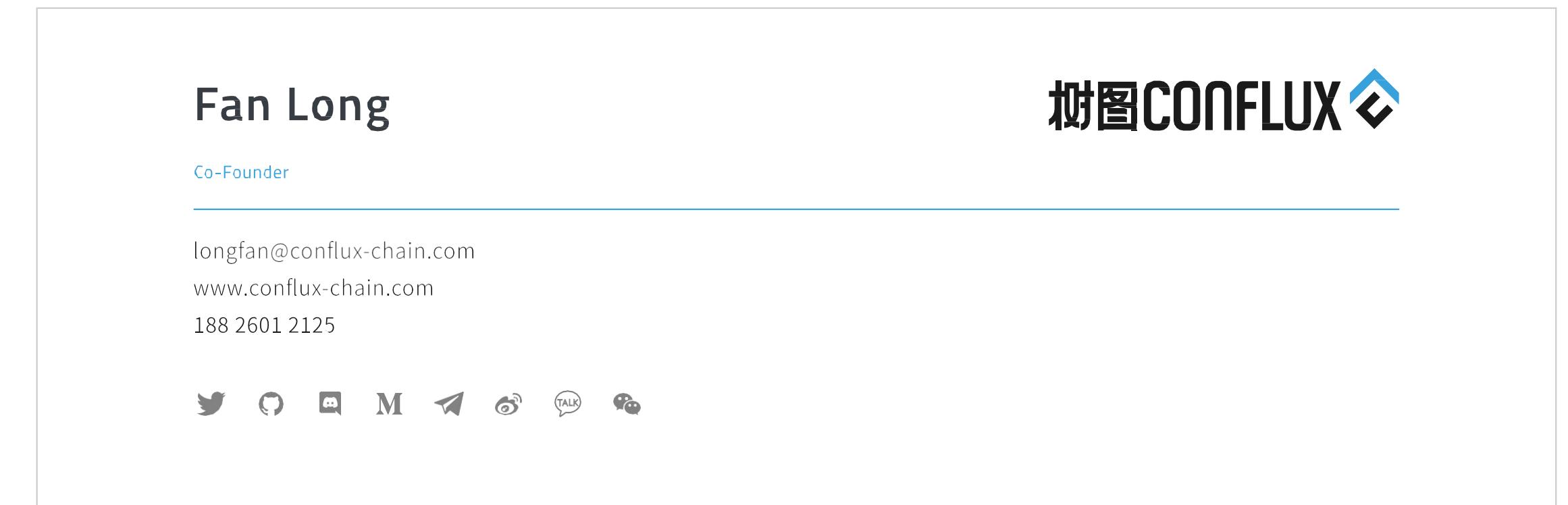
Color: Multicolor

Width: 256 mm or 10 in

Background Color: Transparent



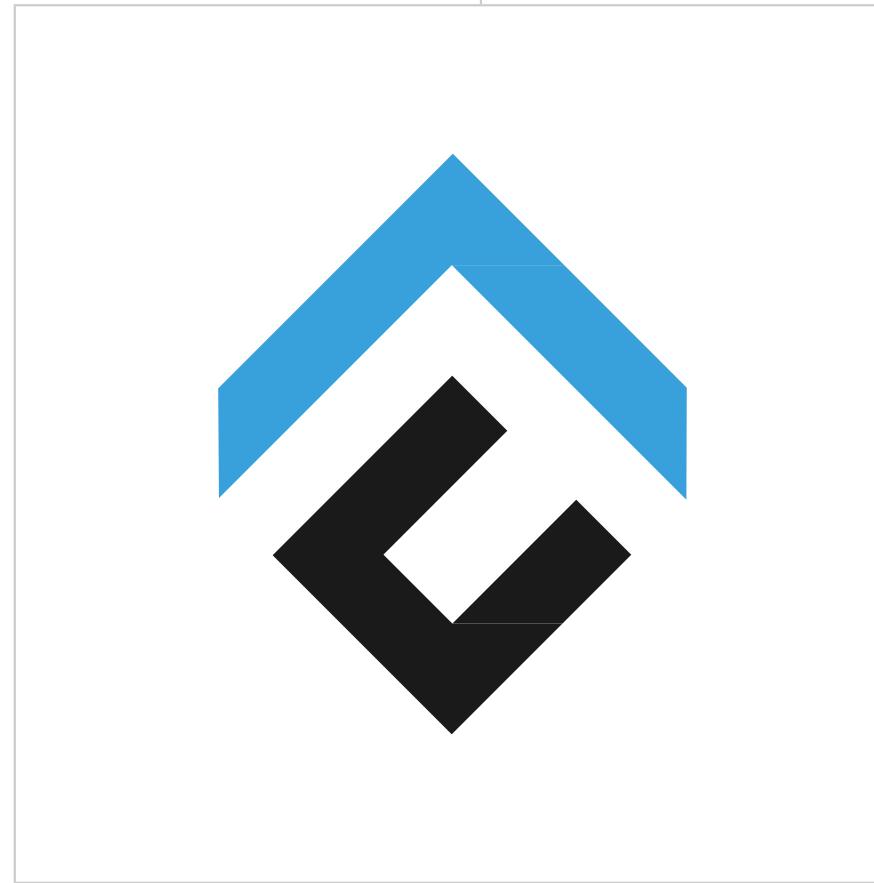
Email Signature



EMAIL SIGNATURE, 1024 X 339 PX

MARKETING MATERIALS

Social Media: Twitter



TWITTER AVATAR, 400 X 400 PX



TWITTER COVER, 1500 X 500 PX

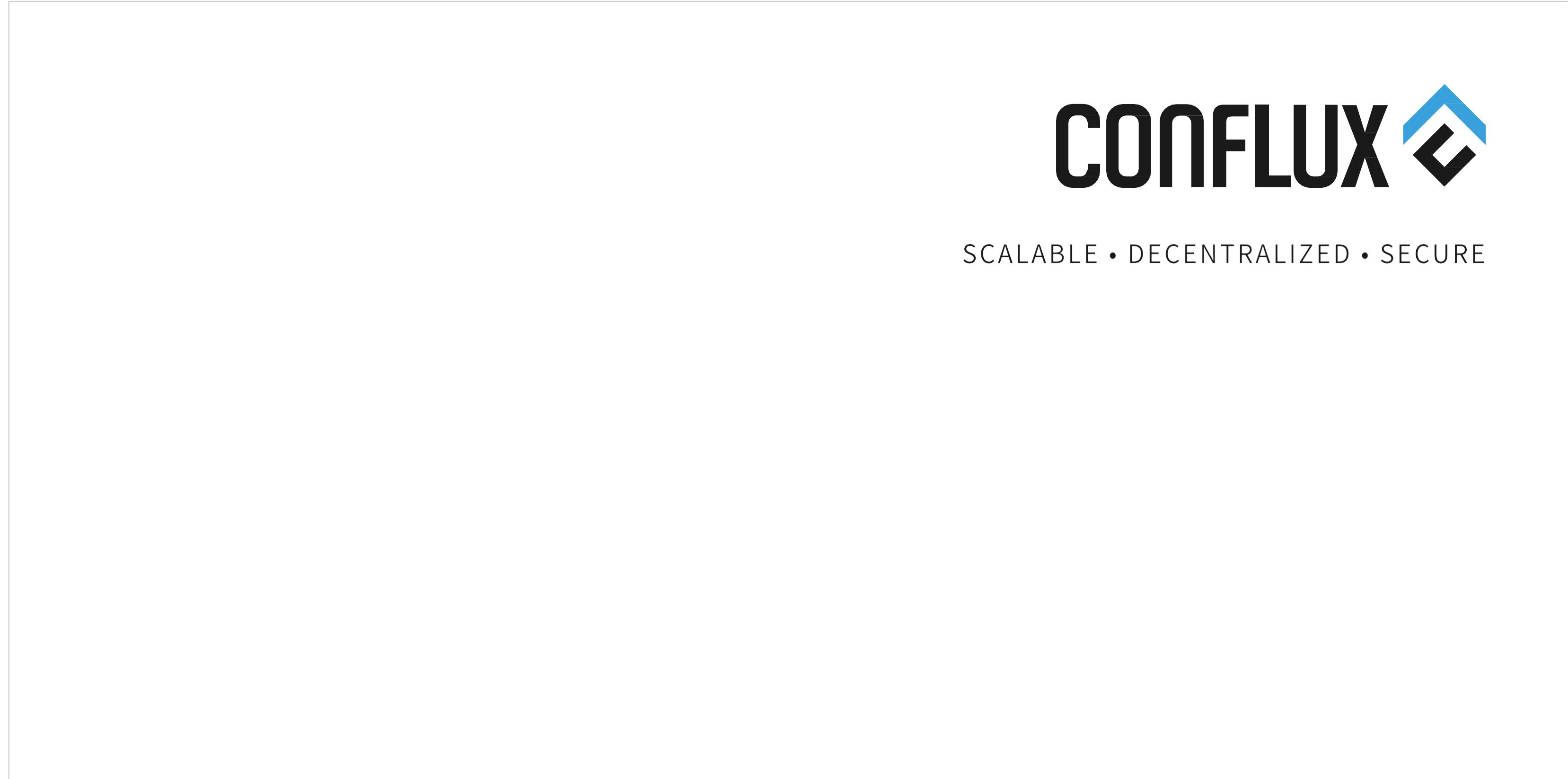


SCALABLE • DECENTRALIZED • SECURE

MARKETING MATERIALS

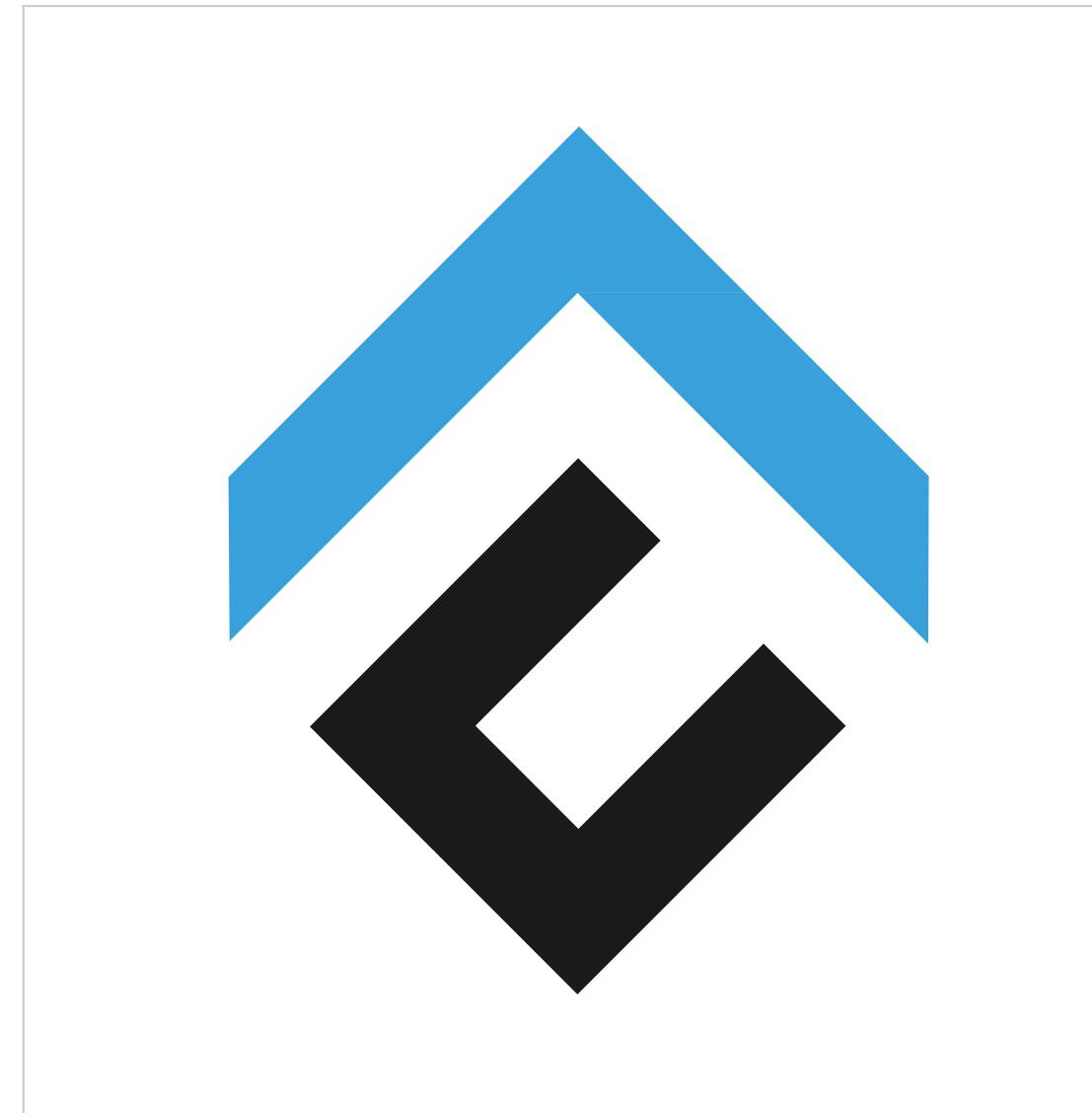
Social Media: Medium

MEDIUM COVER, 1500 X 750 PX

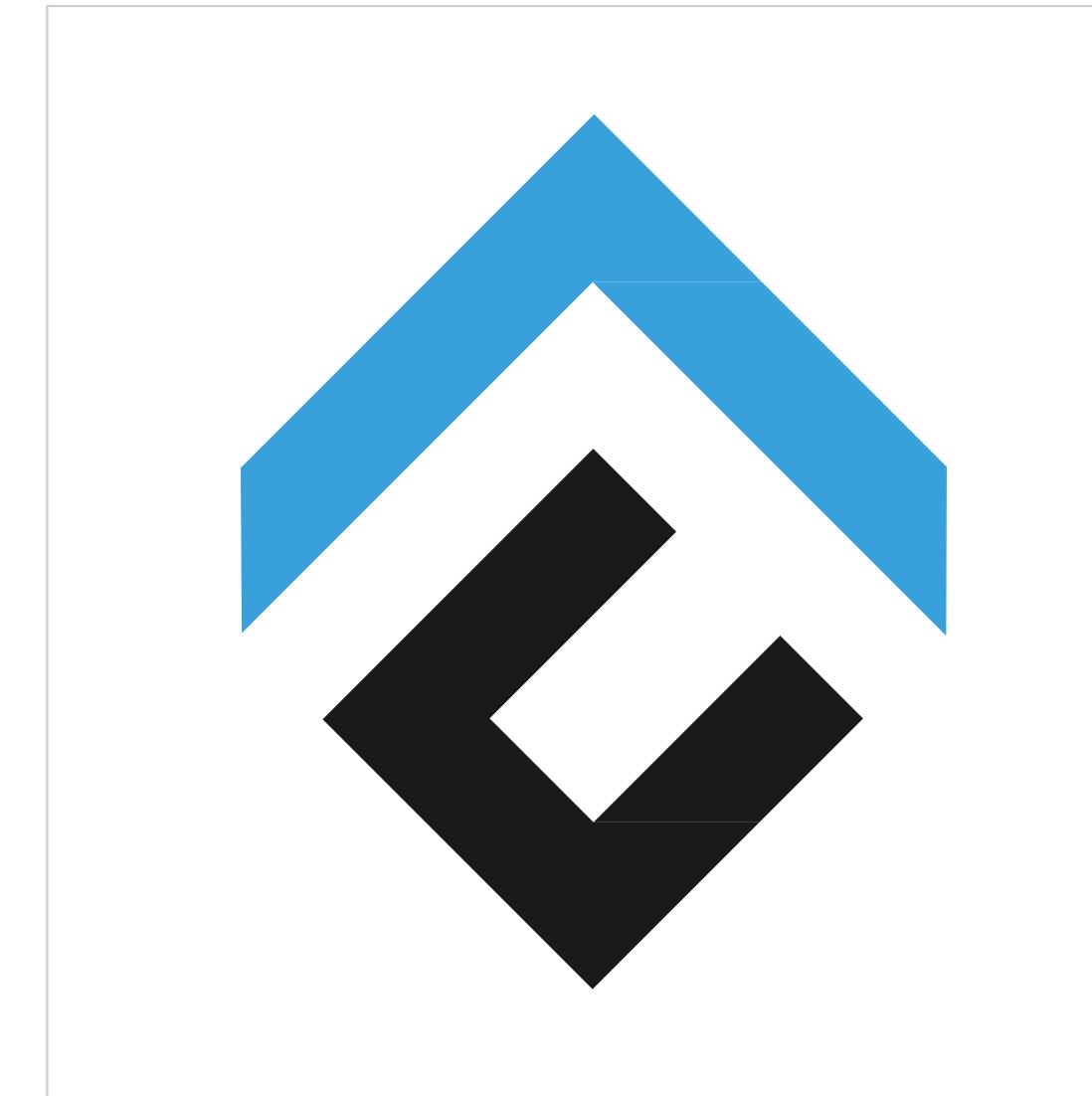


MEDIUM AVATAR,
60 X 60 PX

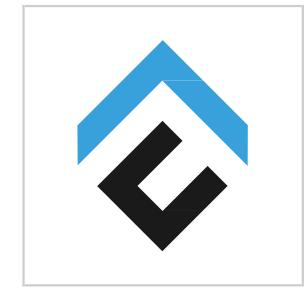
Social Media: Telegram, GitHub, Discord, WeChat



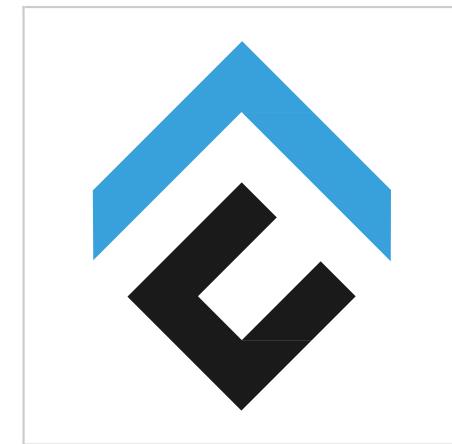
TELEGRAM AVATAR, 512 X 512 PX



GITHUB AVATAR, 500 X 500 PX



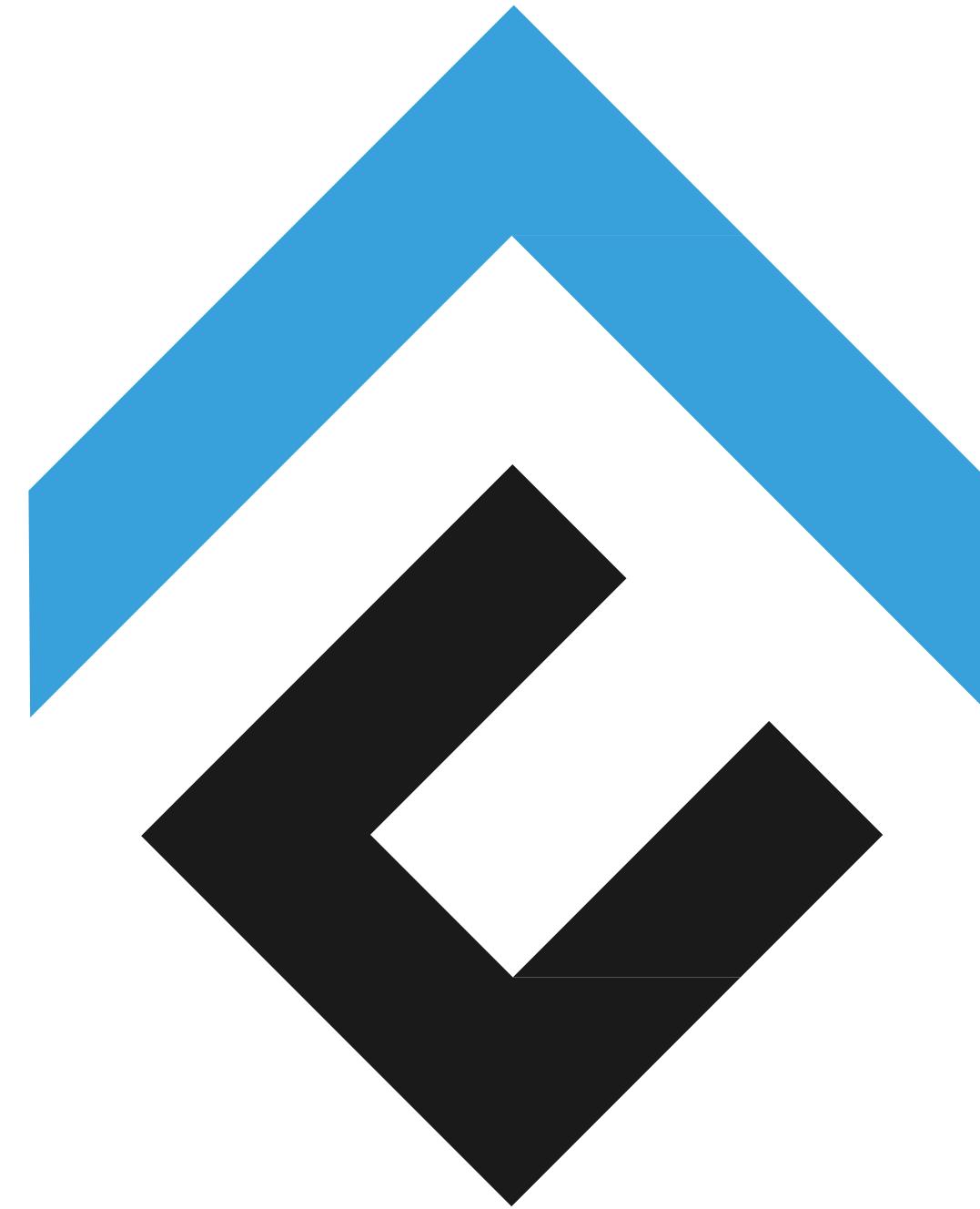
DISCORD AVATAR, 128 X 128 PX



WECHAT AVATAR, 200 X 200 PX

MARKETING MATERIALS

Social Media: YouTube Channel Icon



YOUTUBE CHANNEL ICON, 800 X 800 PX

Social Media: YouTube Cover



YOUTUBE CHANNEL COVER, 2560 X 1440 PX