



July 2021

Brand Guidelines

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LOGO

Structure

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



LOGO

Logo color

There are 3 versions of the Conflux logo: 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.

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

24 px CONFLUX

FAVICON

16 px

LOGO

Lockup

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

The main version is wide.

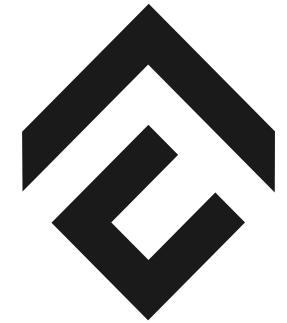
WIDE LOCKUP



STACKED LOCKUP



LOGO MARK

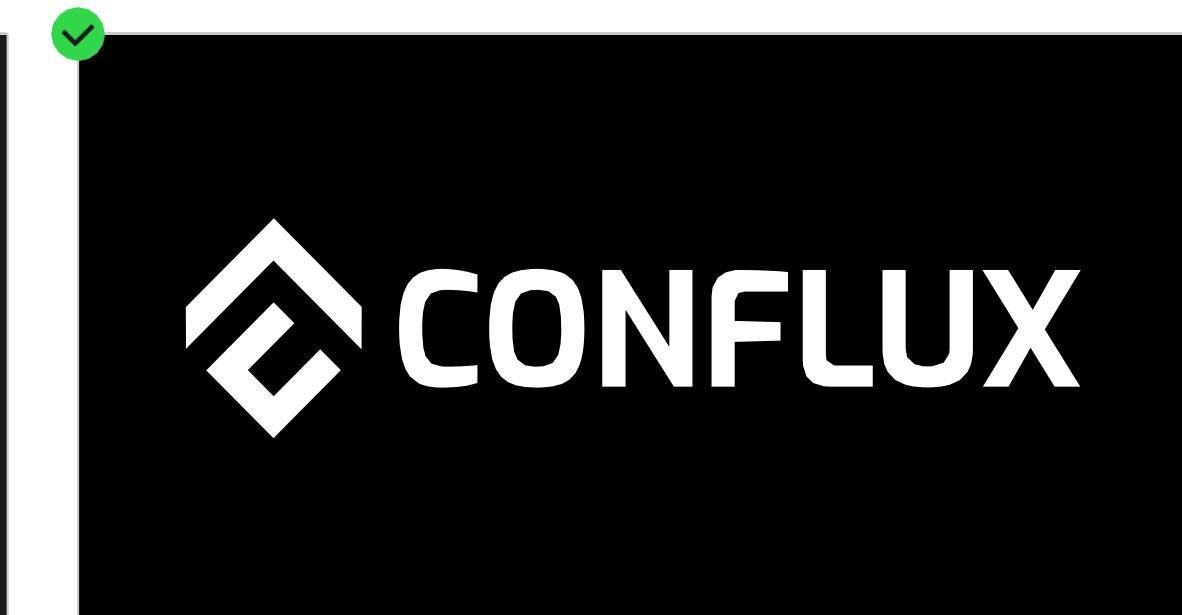


LOGO

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 Conflux logo on backgrounds of other color.



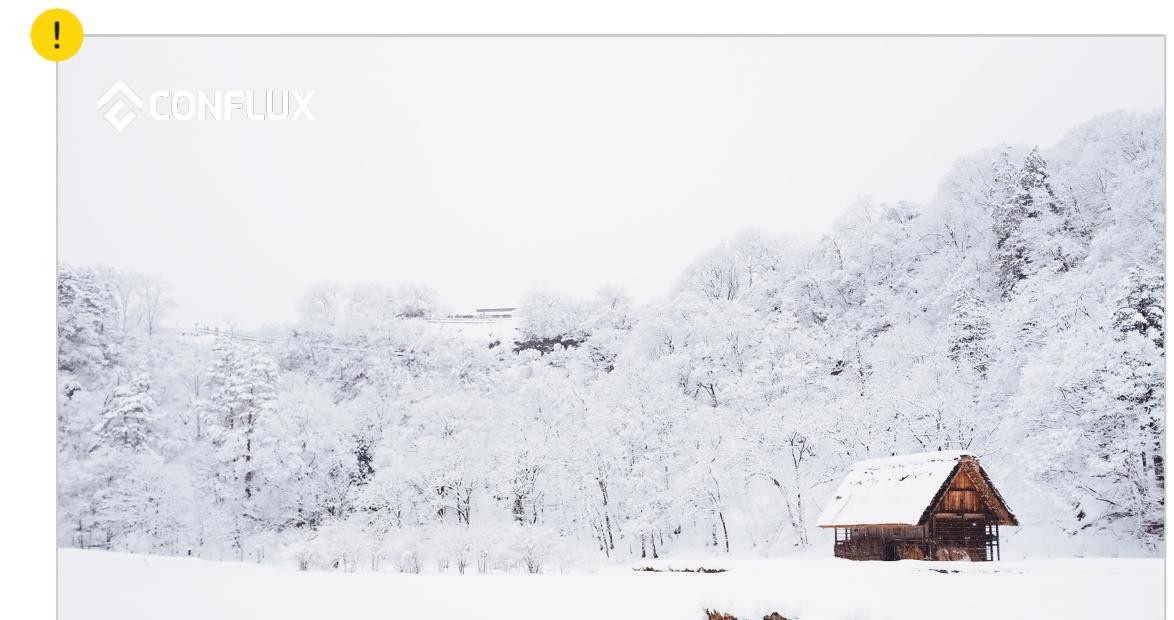
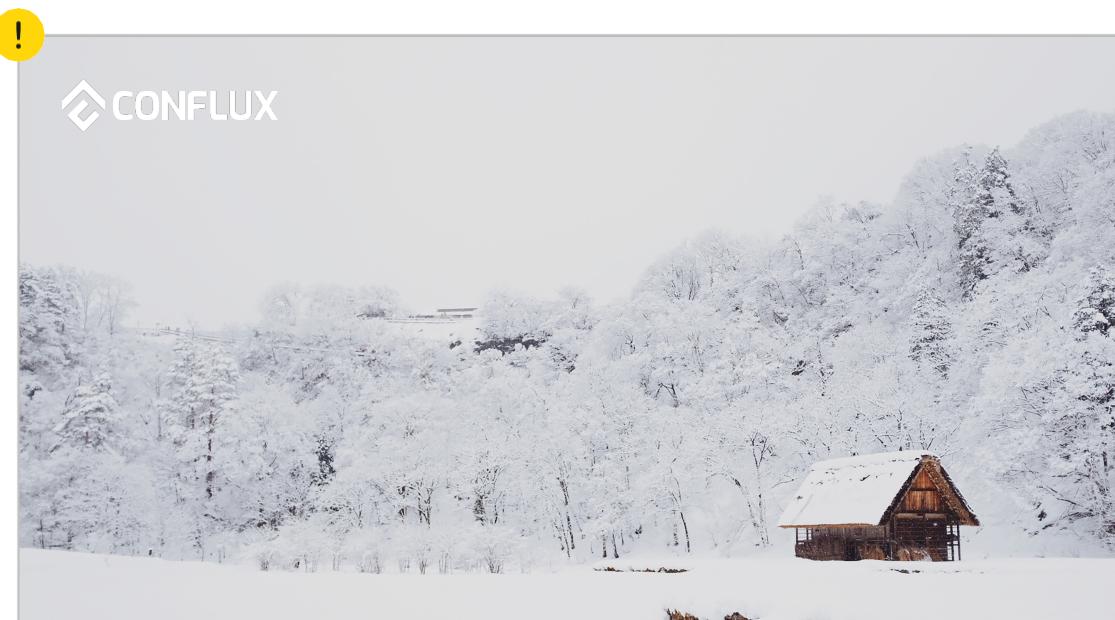
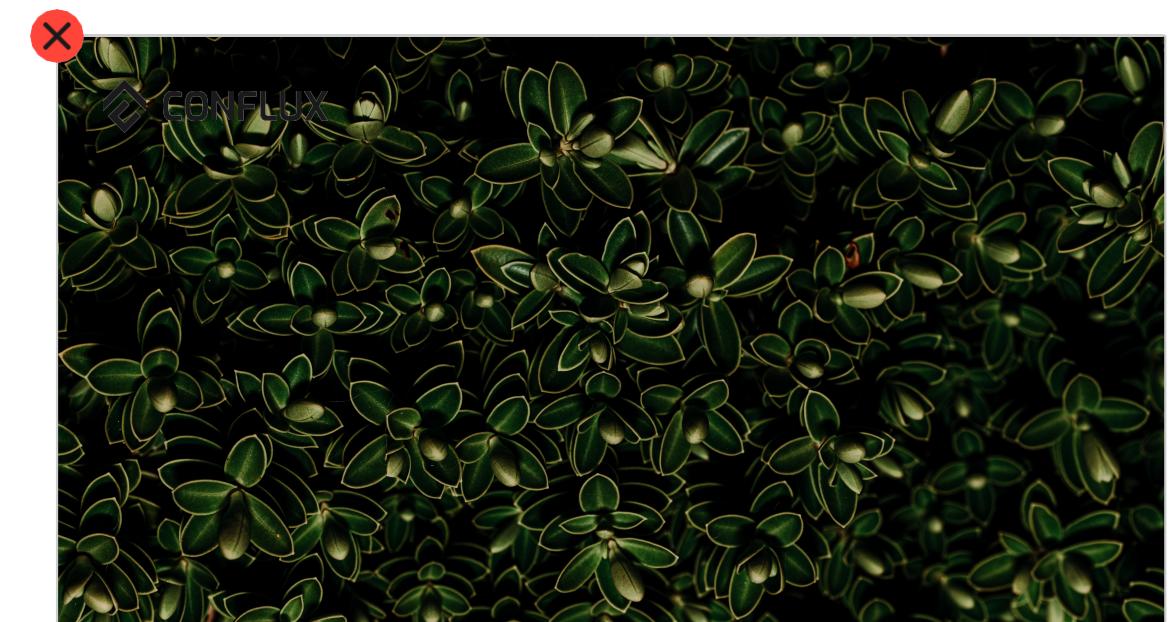
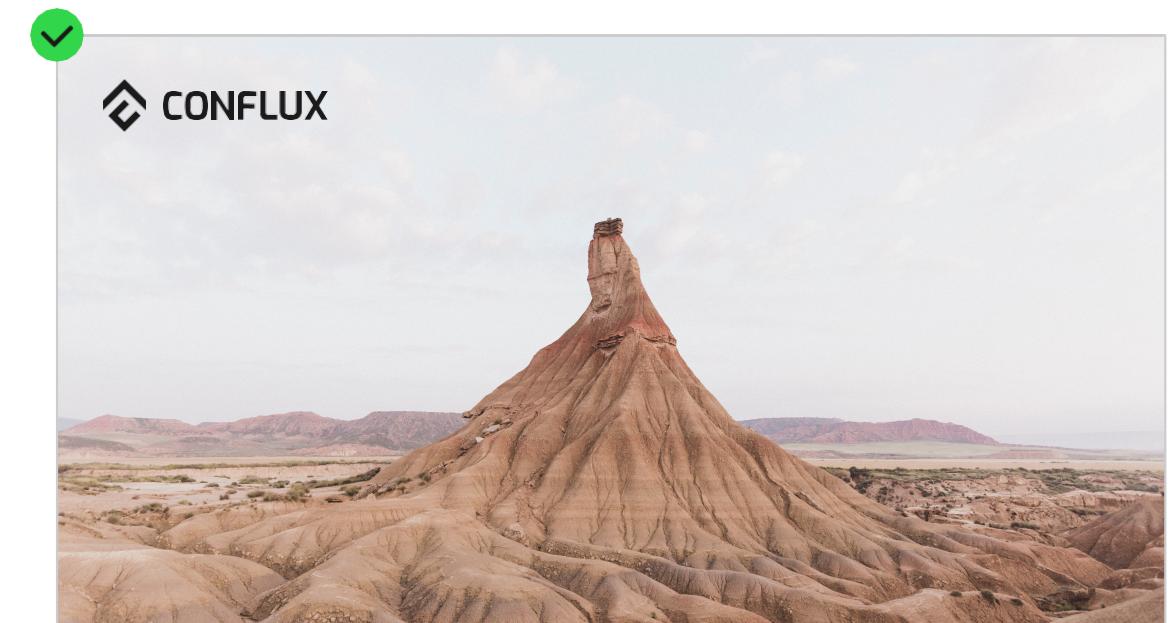
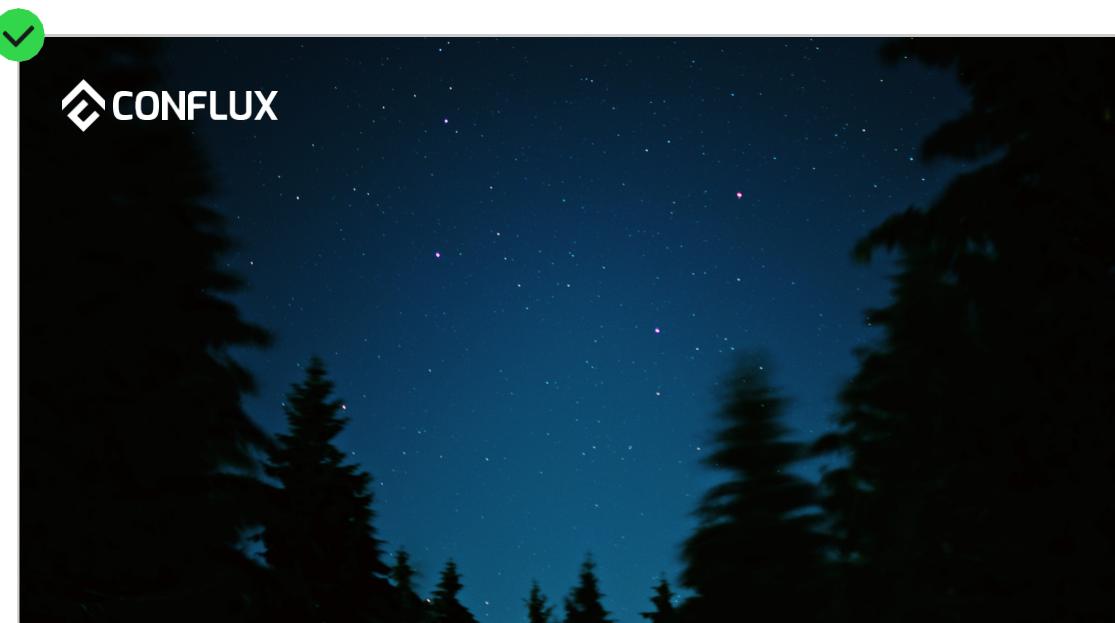
LOGO

Usage on photography

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

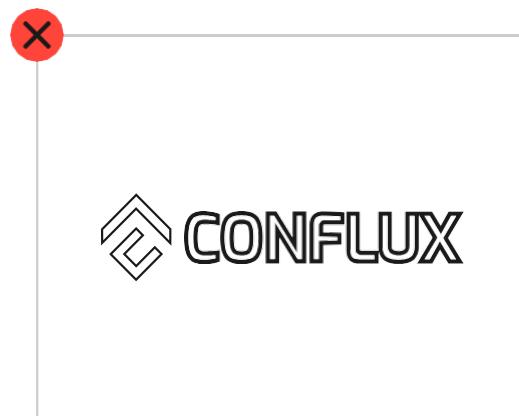
The Conflux logo should be carefully placed on a complex background like photography. Always place on clear and simple backgrounds with plenty of contrast for legibility. Avoid placing on busy or complex backgrounds or images to keep the logo as legible as possible.

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.

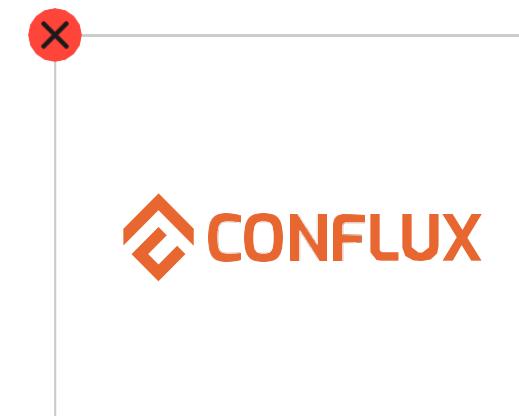


LOGO

Misuse



Do not apply outlines



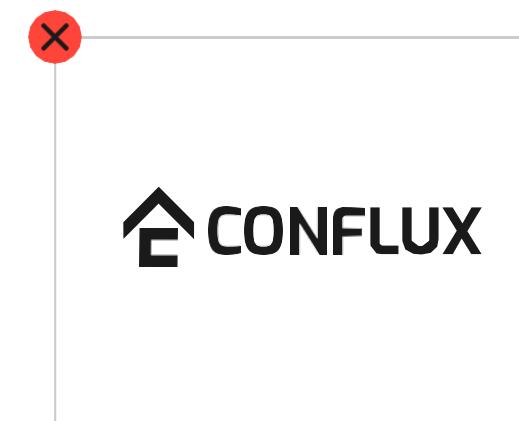
Do not fill with unallowed colors and patterns



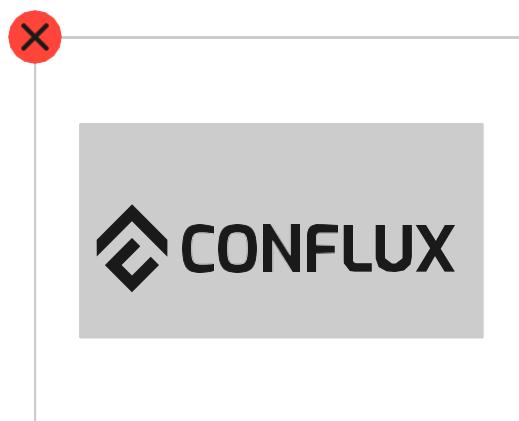
Do not lock up with copy, headlines, or logos



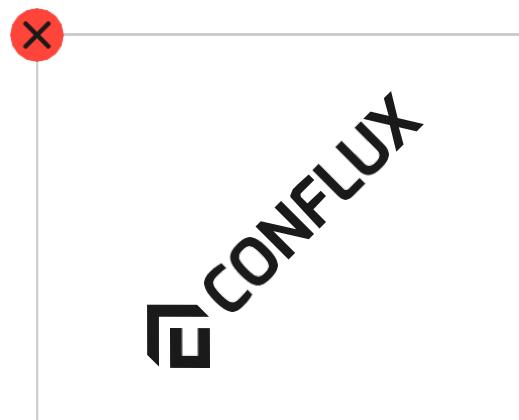
Do not add drop or inner shadows, special effects



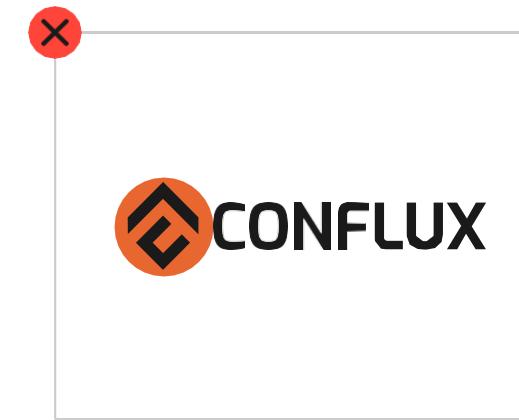
Do not change the symbol



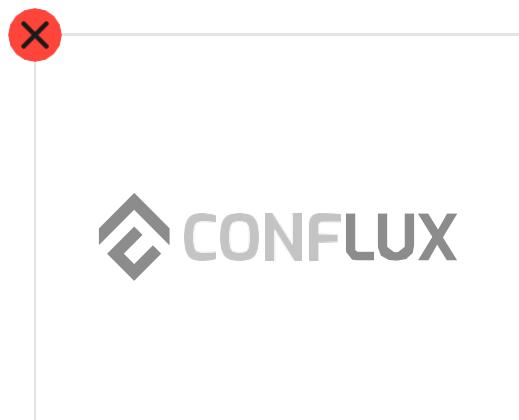
Do not contain in a shape



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

1A1A1A

RGB

26 26 26

CMYK

0 0 0 90

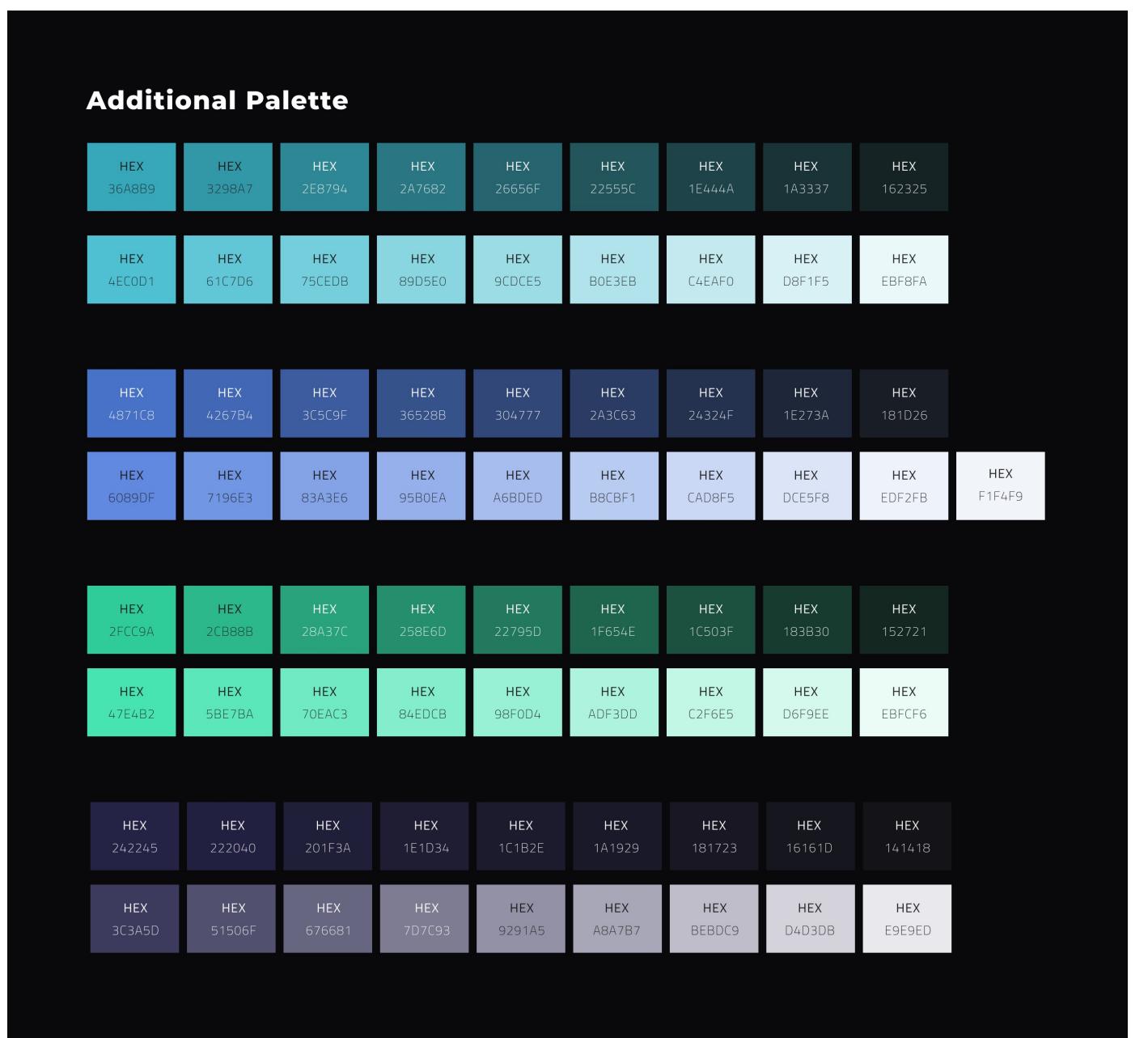
COLORS

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.

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

Expanded palette



TEAL

HEX

3AB9CC

RGB

58 185 204

CMYK

72 9 0 20

ELECTRIC

HEX

4E7CDC

RGB

78 124 220

CMYK

65 44 0 14

PURPLE

HEX

26244B

RGB

38 36 75

CMYK

0 33 82 0

GREEN

HEX

32E1A9

RGB

50 225 169

CMYK

78 0 25 12

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 1A1A1A	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 Montserrat font has been chosen for use in headlines and secondary fonts all other copy - body text, taglines, titles etc.

The Montserrat font has been chosen for English, Chinese and Korean versions.

The Exo font has been chosen for the logo wordmark.

Aa

Montserrat

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

Aa

Exo

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

Montserrat ExtraBold • Sentence case • 50/64

Heading 2

Montserrat Bold • Sentence case • 44/64

Heading 2

Montserrat Bold • Sentence case • 38/58

Heading 3

Montserrat Bold • Sentence case • 34/48

Heading 4

Montserrat Bold • Sentence case • 30/44

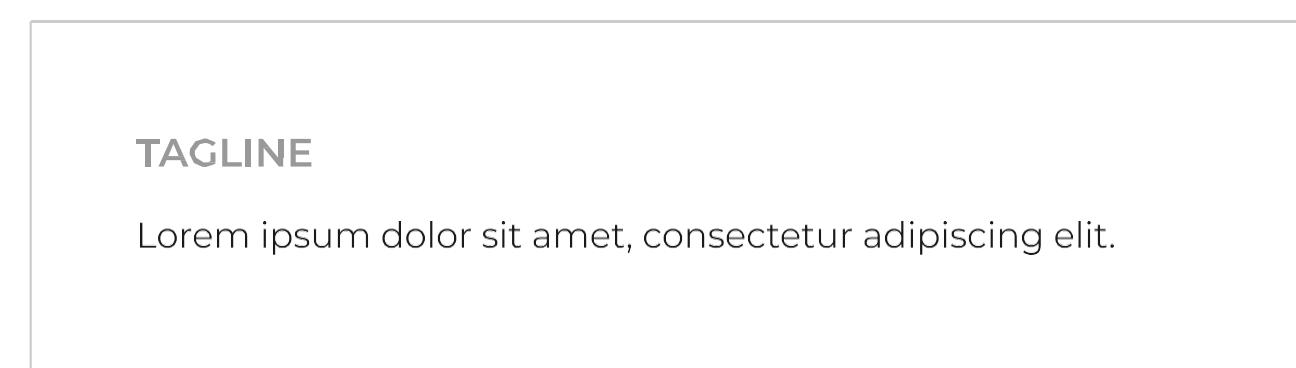
Heading 5

Montserrat Bold • Sentence case • 28/38

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

Montserrat SemiBold • Sentence case • 30/40

Title 2

Montserrat SemiBold • Sentence case • 24/40

Title 3

Montserrat SemiBold • Sentence case • 16/26

Paragraph 1

Montserrat Regular • Sentence case • 20/30

Paragraph 2

Montserrat Regular • Sentence case • 18/28

TAGLINE 1

Montserrat SemiBold • Upper case • 18/24

TAGLINE 2

Montserrat Medium • Upper case • 16/24

TAGLINE 3

Montserrat Medium • Upper case • 14/24

Body 1

Montserrat Regular • Sentence case • 16/26

Body 2

Montserrat Regular • Sentence case • 14/24

Caption 2

Montserrat Regular • Sentence case • 12/18

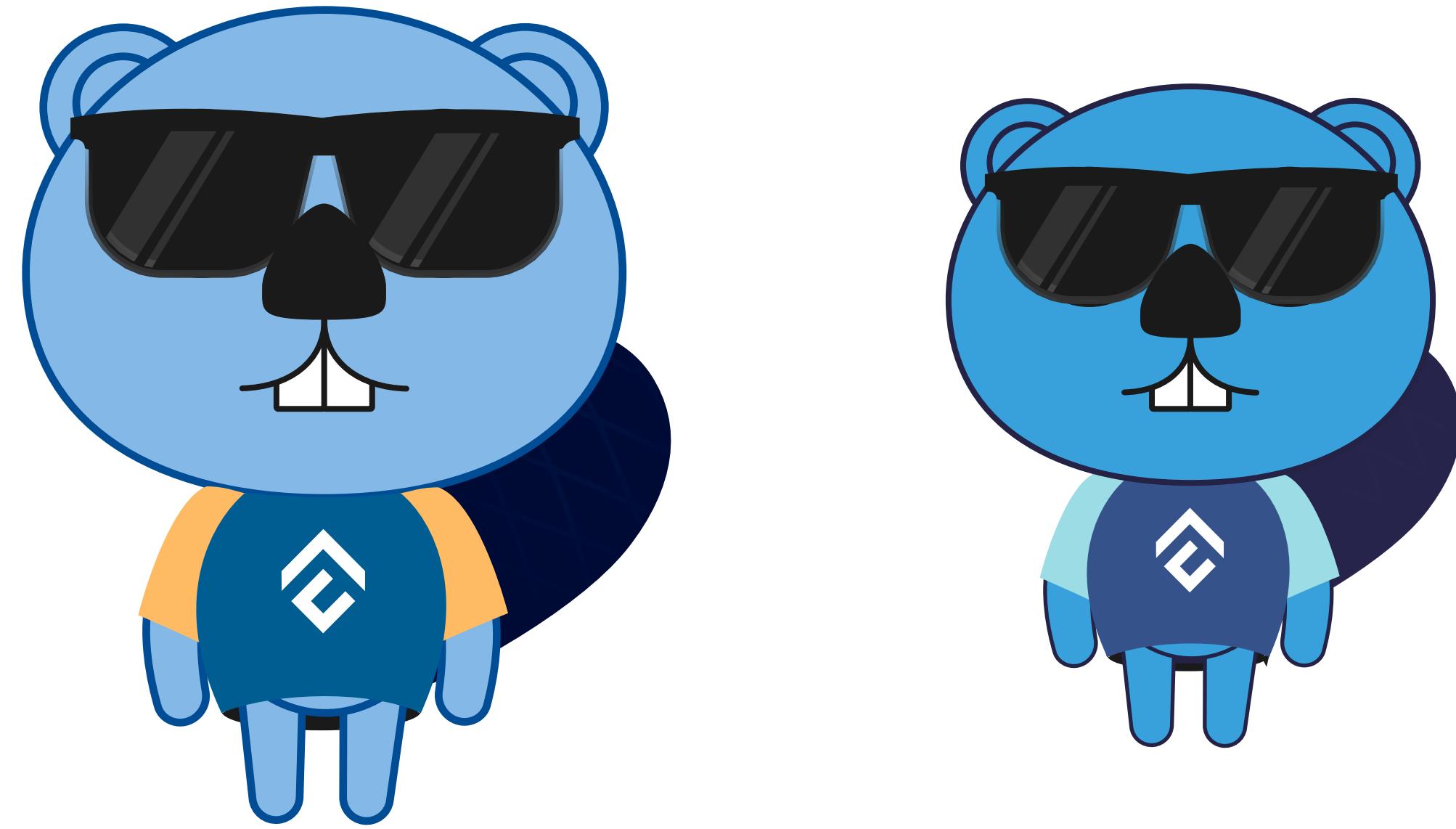
Caption 1

Montserrat Semi Bold • Sentence case • 12/18

Button

Montserrat Medium • Sentence case • 16/26

Mascot



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: Montserrat Semibold

Size: 24 pt

Alignment: Left

Color: Brand Black

04 JOB ROLE

Font: Montserrat Regular

Size: 12 pt

Alignment: Left

Color: Brand Blue

05 PERSONAL INFORMATION

Font: Montserrat Regular

Size: 14 pt

Alignment: Left

Color: Brand Black

06 PATTERN

Color: Multicolor

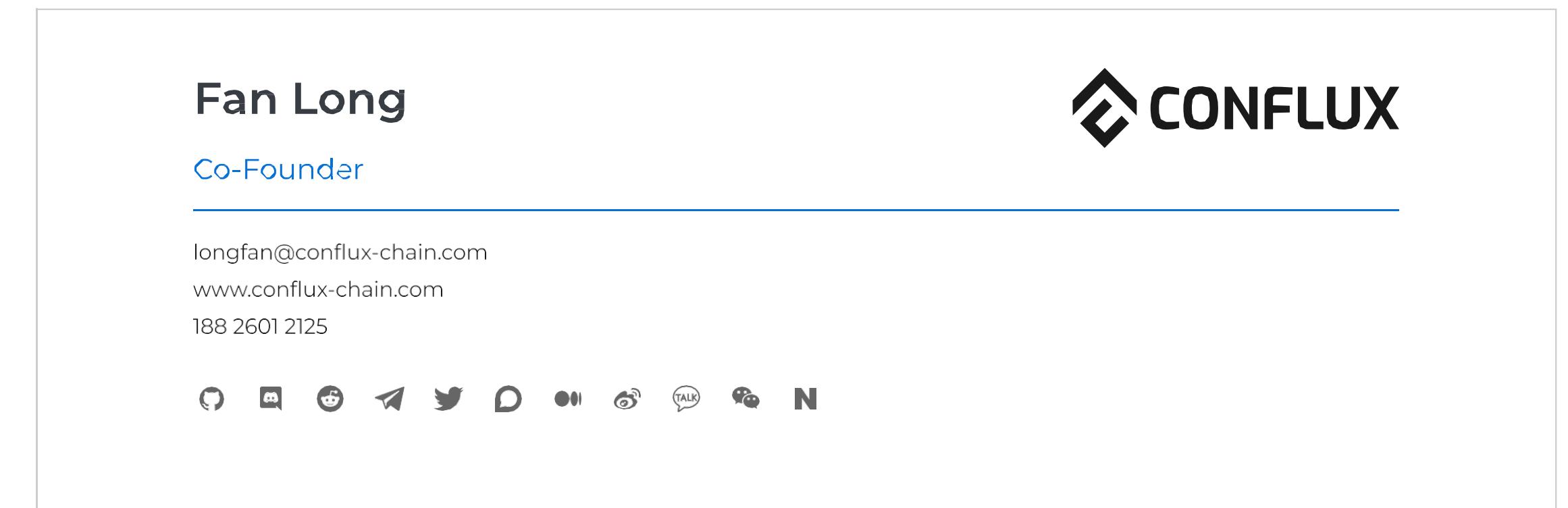
07 BACK SIDE BACKGROUND

Color: White

Background: Icons

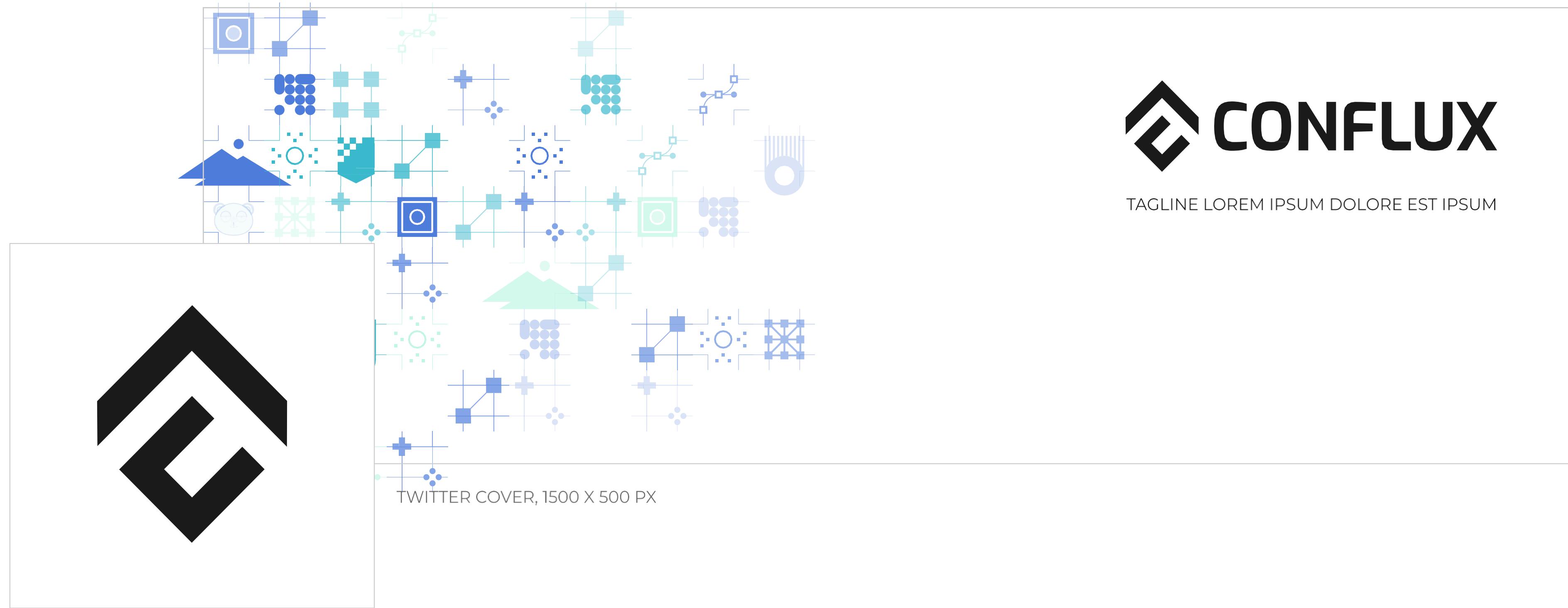


Email Signature



EMAIL SIGNATURE, 1024 X 339 PX

Social Media: Twitter



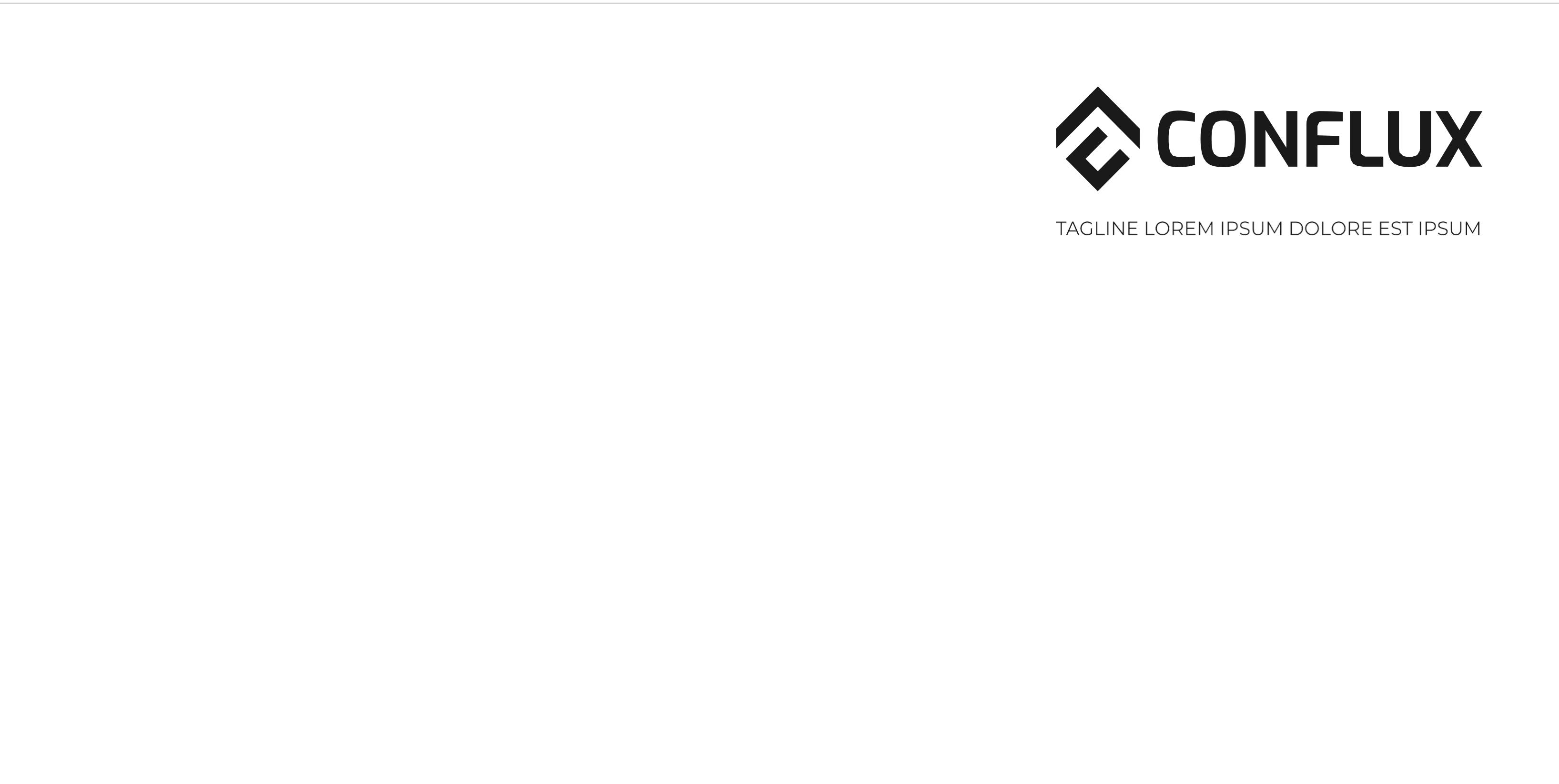
TWITTER AVATAR, 400 X 400 PX



MARKETING MATERIALS

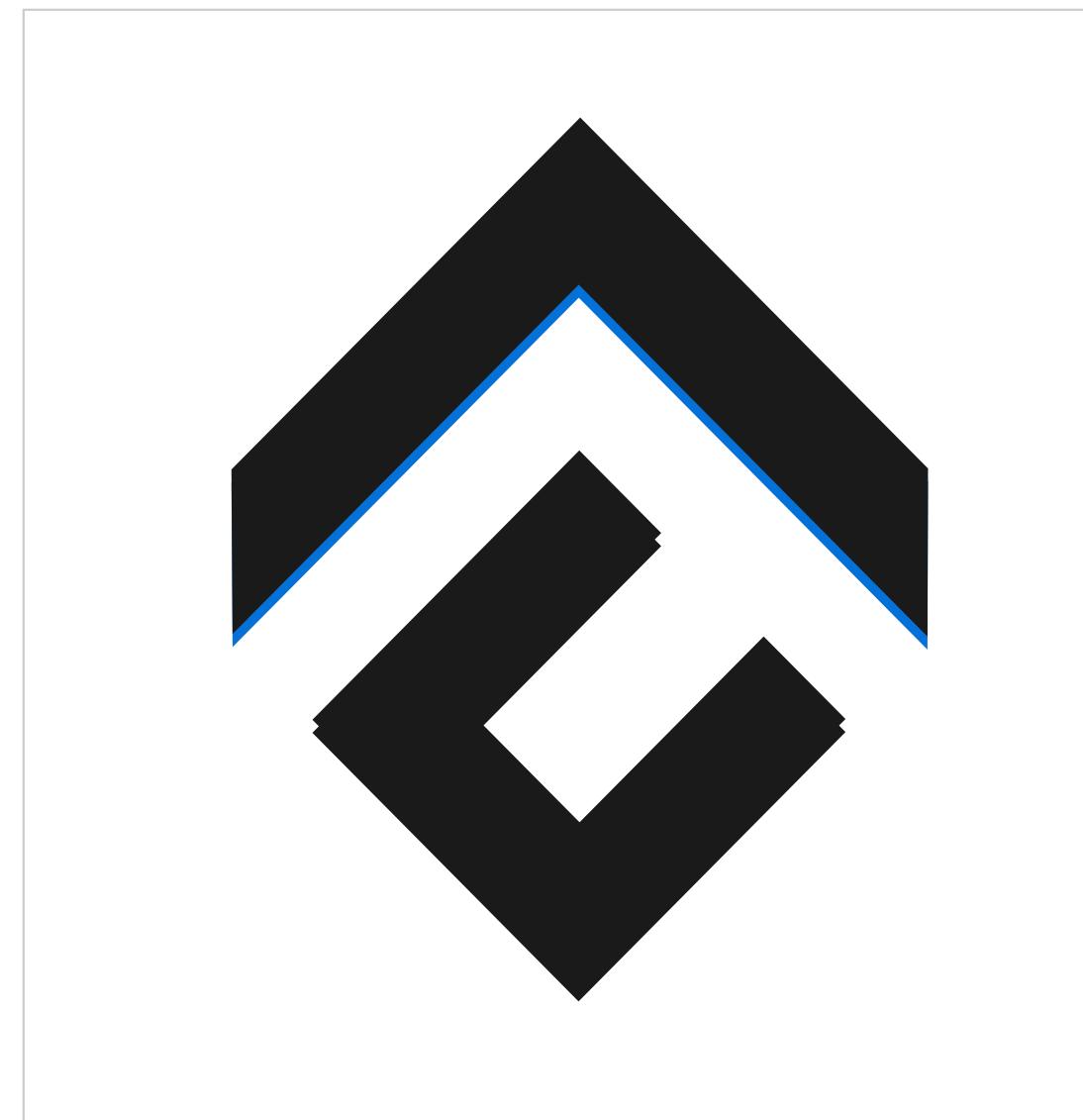
Social Media: Medium

MEDIUM COVER, 1500 X 750 PX

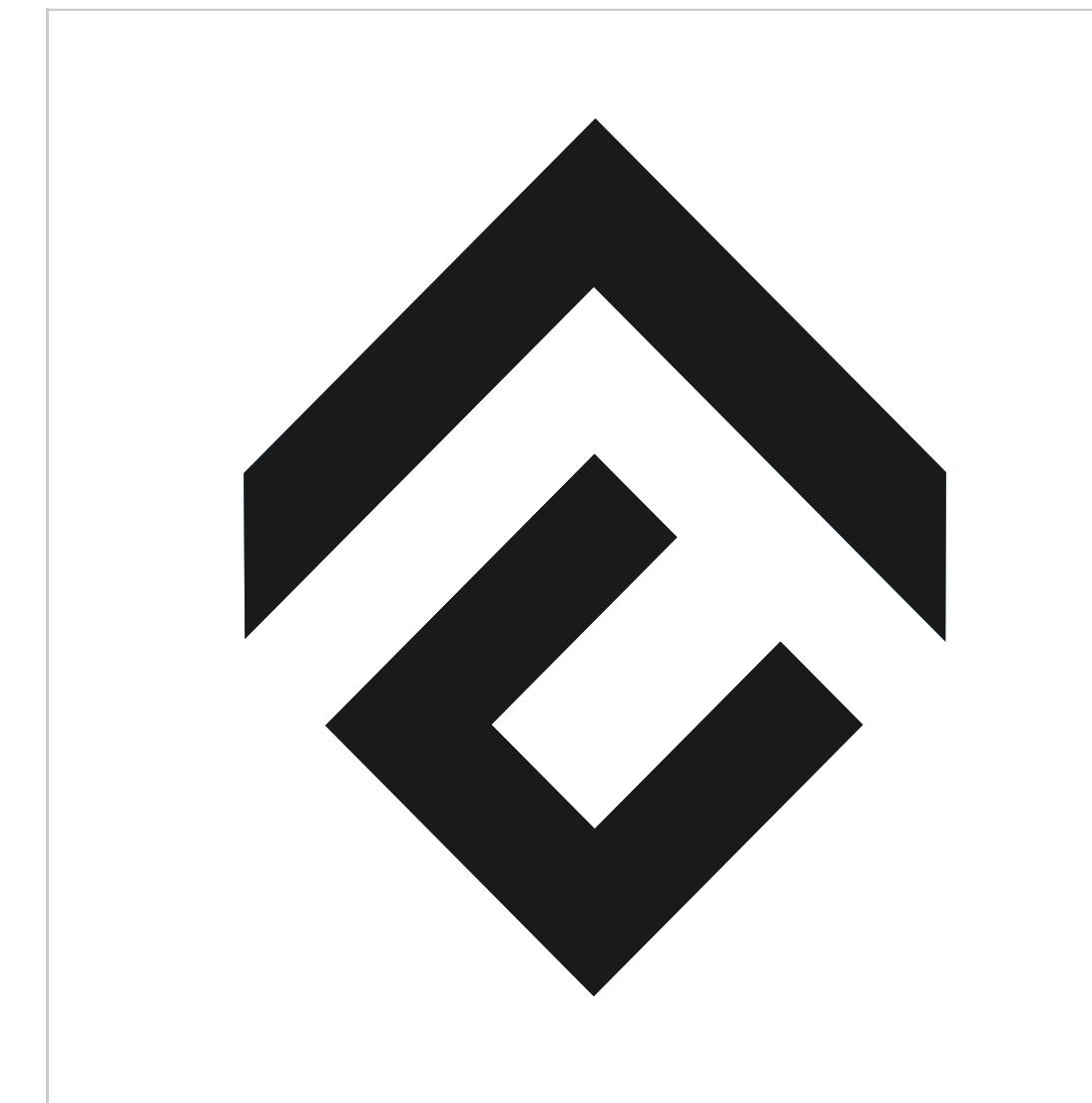


MEDIUM AVATAR,
60 X 60 PX

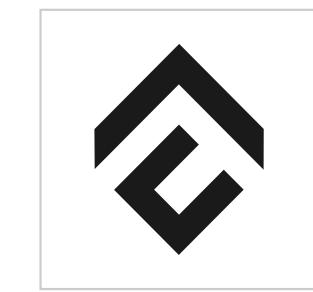
Social Media: Telegram, GitHub, Discord, WeChat



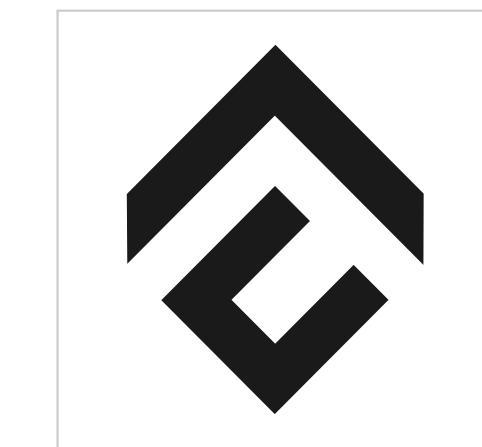
TELEGRAM AVATAR, 512 X 512 PX



GITHUB AVATAR, 500 X 500 PX



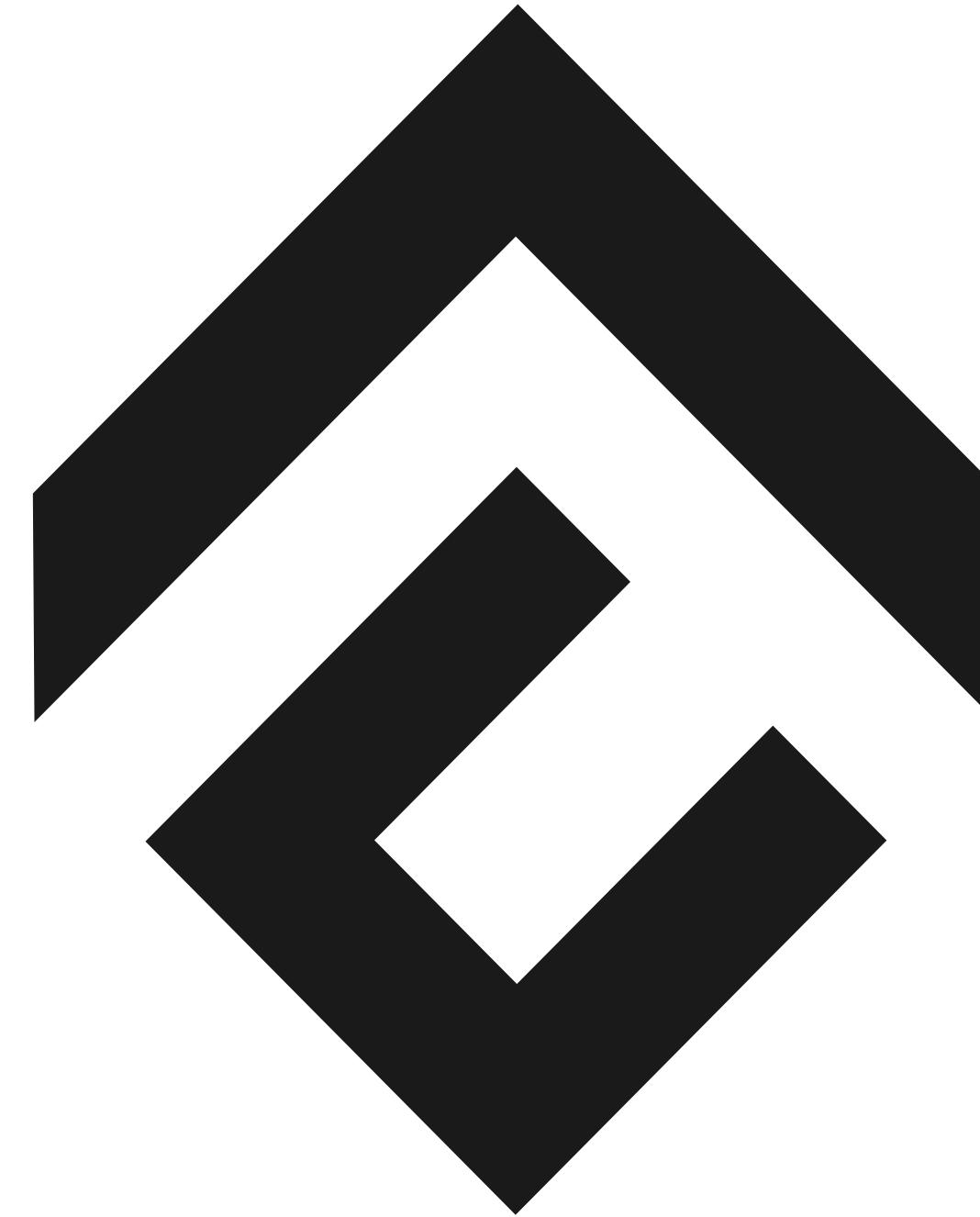
DISCORD AVATAR, 128 X 128 PX



WECHAT AVATAR, 200 X 200 PX

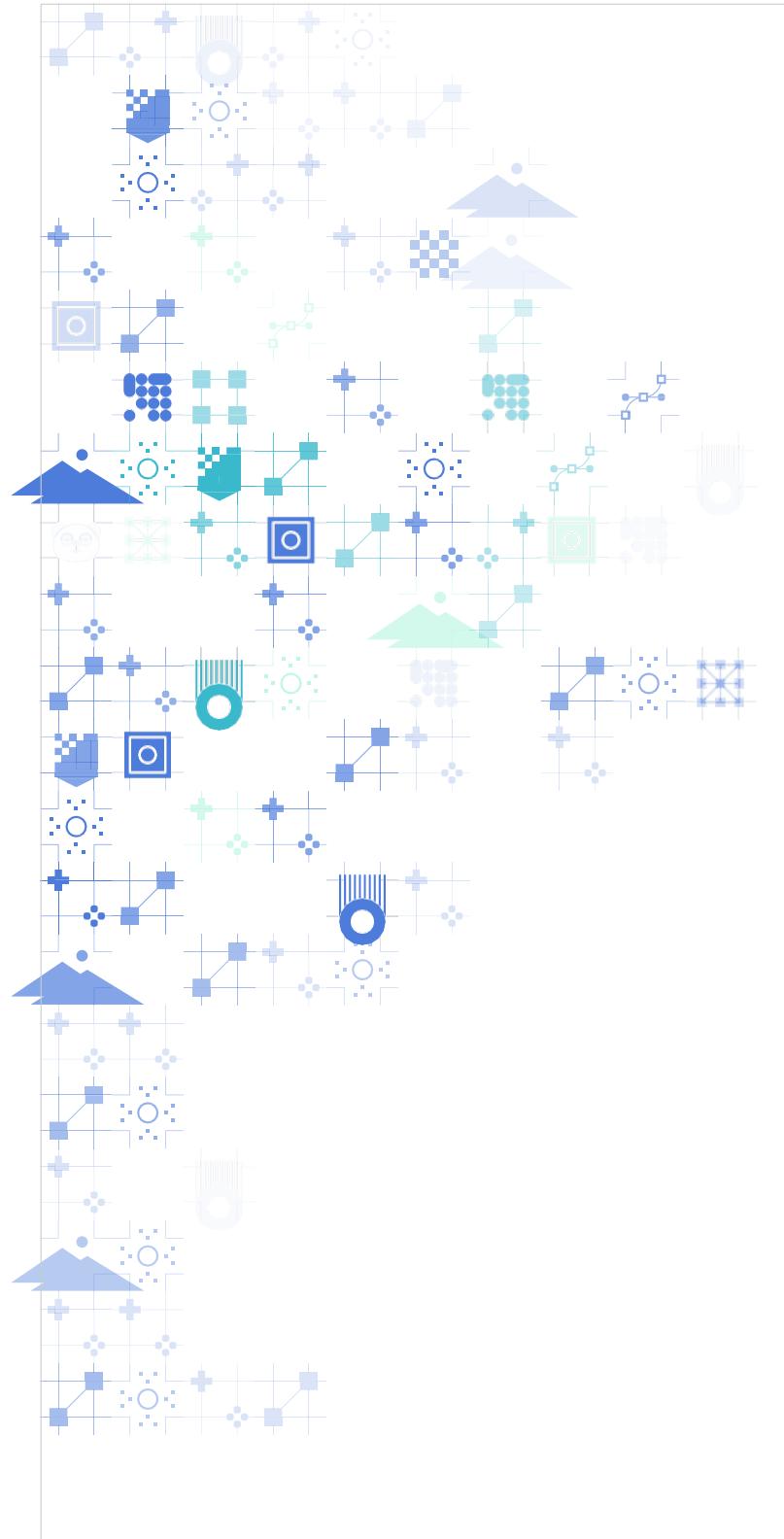
MARKETING MATERIALS

Social Media: YouTube Channel Icon



YOUTUBE CHANNEL ICON, 800 X 800 PX

Social Media: YouTube Cover



Tagline lorem ipsum dolore est ipsum



YOUTUBE CHANNEL COVER, 2560 X 1440 PX