



Crowd**Walrus**

Brand Guidelines



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CrowdWalrus is a decentralized crowdfunding platform built on Sui, enabling nonprofits, creators, and communities to fund what matters with transparency, low fees, and trust.



Logo



Logomark

01

The logomark integrates natural and digital references: the walrus silhouette connects to the Walrus protocol identity, while the block structures reference blockchain technology. Its composition conveys a system designed to support projects through decentralization.



Wordmark

01

The wordmark uses the Inter Tight typeface, an alternative from the Walrus style guide. Its clean, modern design, paired with a color that reflects transparency, trust, and security, conveys the values of decentralized and reliable crowdfunding.

Crowd**Walrus**



Logotype

01

The logotype combines the walrus-and-blocks symbol with the Inter Tight wordmark, creating a coherent and balanced identity. This integration reflects the union of nature and technology, conveying the values of transparency, trust, and decentralization that define CrowdWalrus.



CrowdWalrus



Logo Safe Area

01

To ensure proper application of the logo, and also to ensure its perception on all media, a minimum distance (X) has been established that must exist between other graphic elements and the logo.



Logo Safe Area

01

X =24PX X 24PX



CrowdWalrus



Typography



This is a specialized version of [Inter](#) with tighter spacing, for display usage. This version also has Roman and Italic styles.

Inter Tigth
Aa Bb Cb Dd Ee Ff Gg Hh li
Jj Kk LI Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789



Inter is a variable font family carefully crafted & designed for computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

The Inter project is led by Rasmus Andersson, a Swedish maker-of-software living in San Francisco.

Inter
Aa Bb Cb Dd Ee Ff Gg Hh Ii
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



Font size: 84px / 5.25rem | Line height: 110%

Heading 1

Font size: 60px / 3.75rem | Line height: 120%

Heading 2

Font size: 48px / 3rem | Line height: 120%

Heading 3

Font size: 40px / 2.5rem | Line height: 120%

Heading 4

Font size: 32px / 2rem | Line height: 120%

Heading 5

Font size: 26px / 1.625rem | Line height: 120%

Heading 6



Type Scale / Desktop

02

Font size: 26px / 1.625rem Line height: 160%	Font size: 20px / 1.25rem Line height: 160%	Font size: 18px / 1.125rem Line height: 160%	Font size: 16px / 1rem Line height: 160%	Font size: 12px / 0.75rem Line height: 160%
Text large Extra bold	Text medium Extra bold	Text regular Extra bold	Text small Extra bold	Text tiny Extra bold
Text large Bold	Text medium Bold	Text regular Bold	Text small Bold	Text tiny Bold
Text large Semi bold	Text medium Semi Bold	Text regular Semi Bold	Text small Semi Bold	Text tiny Semi Bold
Text large Medium	Text medium Medium	Text regular Medium	Text small Medium	Text tiny Medium
Text large Regular	Text medium Regular	Text regular Regular	Text small Regular	Text tiny Regular
Text large Light	Text medium Light	Text regular Light	Text small Light	Text tiny Light



Colors



The predominant color will be Blue. It will be used as the main color and base color in all its combinations.

Other colors that will complement the brand identity will be Purple, Green and Sky Blue.



Blue-500

#613dff

rgb(97, 61, 255)

Purple-500

#bc87ef

rgb(188, 135, 239)

Sky blue-500

#01ccff

rgb(1, 204, 255)

Green-500

#abeee5

rgb(171, 238, 229)



Primary/ Full palette

03

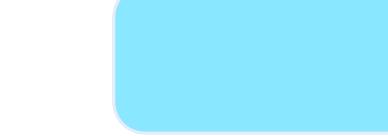
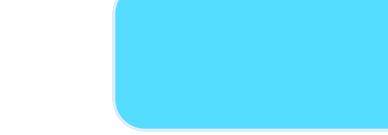
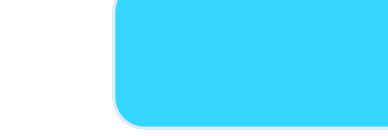
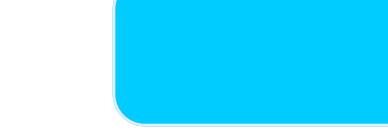
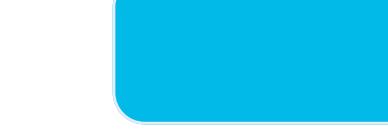
Blue

	blue-50 #efecff rgb(239, 236, 255)
	blue-100 #cec3ff rgb(206, 195, 255)
	blue-200 #b6a6ff rgb(182, 166, 255)
	blue-300 #957dff rgb(149, 125, 255)
	blue-400 #8164ff rgb(129, 100, 255)
	blue-500 #613dff rgb(97, 61, 255)
	blue-600 #5838e8 rgb(88, 56, 232)
	blue-700 #452bb5 rgb(69, 43, 181)
	blue-800 #35228c rgb(53, 34, 140)
	blue-900 #291a6b rgb(41, 26, 107)

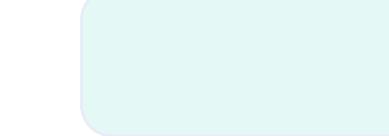
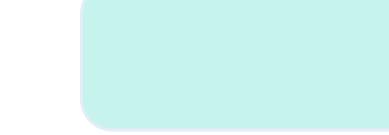
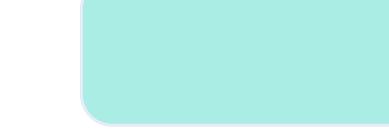
Purple

	purple-50 #f8f3fd rgb(248, 243, 253)
	purple-100 #eadafa rgb(234, 218, 250)
	purple-200 #e0c8f8 rgb(224, 200, 248)
	purple-300 #d2aff4 rgb(210, 175, 244)
	purple-400 #c99ff2 rgb(201, 159, 242)
	purple-500 #bc87ef rgb(188, 135, 239)
	purple-600 #ab7bd9 rgb(171, 123, 217)
	purple-700 #8560aa rgb(133, 96, 170)
	purple-800 #674a83 rgb(103, 74, 131)
	purple-900 #4f3964 rgb(79, 57, 100)

Sky Blue

	sky blue-50 #e6fafe rgb(230, 250, 255)
	sky blue-100 #b0efff rgb(176, 239, 255)
	sky blue-200 #8ae8ff rgb(138, 232, 255)
	sky blue-300 #55ddff rgb(85, 221, 255)
	sky blue-400 #34d6ff rgb(52, 214, 255)
	sky blue-500 #01ccff rgb(1, 204, 255)
	sky blue-600 #01bae8 rgb(1, 186, 232)
	sky blue-700 #0191b5 rgb(1, 145, 181)
	sky blue-800 #01708c rgb(1, 112, 140)
	sky blue-900 #00566b rgb(0, 86, 107)

Green

	green-50 #f7fdfe rgb(247, 253, 252)
	green-100 #e5faf7 rgb(229, 250, 247)
	green-200 #d8f7f3 rgb(216, 247, 243)
	green-300 #c7f4ee rgb(199, 244, 238)
	green-400 #bcf1ea rgb(188, 241, 234)
	green-500 #abeee5 rgb(171, 238, 229)
	green-600 #9cd9d0 rgb(156, 217, 208)
	green-700 #79a9a3 rgb(121, 169, 163)
	green-800 #5e837e rgb(94, 131, 126)
	green-900 #486460 rgb(72, 100, 96)



Secondary/ Full palette

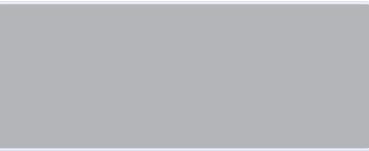
03

Black



black-50

#e7e7e8
rgb(231, 231, 232)



black-100

#b4b5b9
rgb(180, 181, 185)



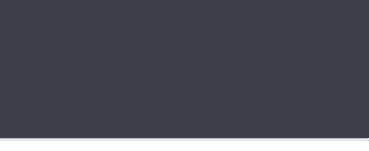
black-200

#8f9197
rgb(143, 145, 151)



black-300

#5c5e67
rgb(92, 94, 103)



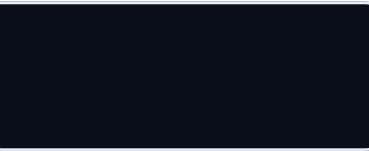
black-400

#3d3f49
rgb(61, 63, 73)



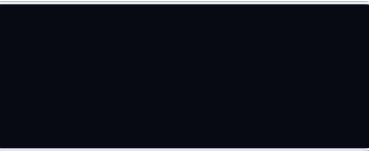
black-500

#0c0f1c
rgb(12, 15, 28)



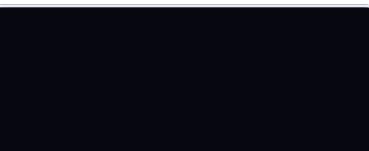
black-600

#0b0e19
rgb(11, 14, 25)



black-700

#090b14
rgb(9, 11, 20)



black-800

#07080f
rgb(7, 8, 15)



black-900

#05060c
rgb(5, 6, 12)

White



white-50

#ffffff
rgb(254, 254, 254)



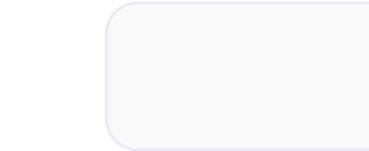
white-100

#fdfdfd
rgb(253, 253, 253)



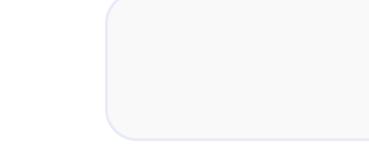
white-200

#fbfbfb
rgb(251, 251, 251)



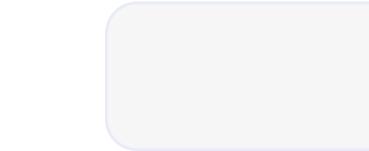
white-300

#fafafa
rgb(250, 250, 250)



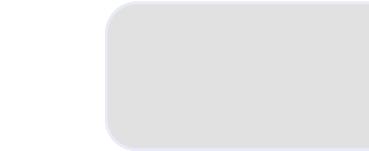
white-400

#f9f9f9
rgb(249, 249, 249)



white-500

#f7f7f7
rgb(247, 247, 247)



white-600

#e1e1e1
rgb(225, 225, 225)



white-700

#afafaf
rgb(175, 175, 175)



white-800

#888888
rgb(136, 136, 136)



white-900

#686868
rgb(104, 104, 104)



Semantic / Full palette

03

Semantic Red - Error



red-50
#feeceb
rgb(254, 236, 235)



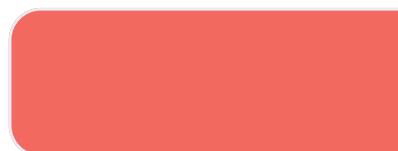
red-100
#fac5c1
rgb(250, 197, 193)



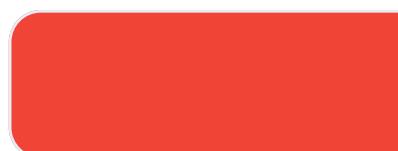
red-200
#f8a9a3
rgb(248, 169, 163)



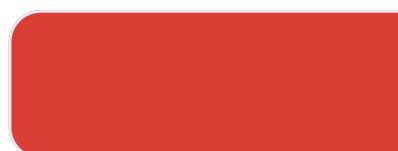
red-300
#f5827a
rgb(245, 130, 122)



red-400
#f36960
rgb(243, 105, 96)



red-500
#f04438
rgb(240, 68, 56)



red-600
#da3e33
rgb(218, 62, 51)



red-700
#aa3028
rgb(170, 48, 40)

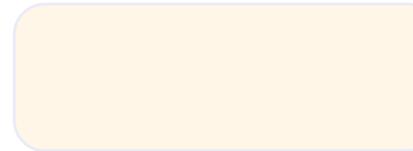


red-800
#84251f
rgb(132, 37, 31)



red-900
#651d18
rgb(101, 29, 24)

Semantic Orange - Warning



orange-50
#fff7e9
rgb(255, 247, 233)



orange-100
#fee7ba
rgb(254, 231, 186)



orange-200
#fedb99
rgb(254, 219, 153)



orange-300
#fec46b
rgb(254, 202, 107)



orange-400
#fdcc04e
rgb(253, 192, 78)



orange-500
#fdb022
rgb(253, 176, 34)



orange-600
#e6a01f
rgb(230, 160, 31)



orange-700
#b47d18
rgb(180, 125, 24)



orange-800
#8b6113
rgb(139, 97, 19)



orange-900
#6a4a0e
rgb(106, 74, 14)

Semantic Green - Success



semantic green-50
#ebfbf3
rgb(235, 251, 243)



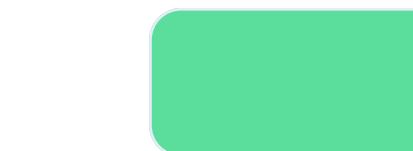
semantic green-100
#bff2d9
rgb(191, 242, 217)



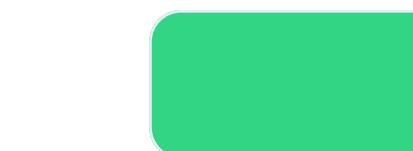
semantic green-200
#a1ecc6
rgb(161, 236, 198)



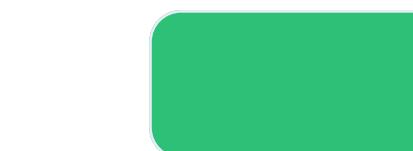
semantic green-300
#76e3ac
rgb(118, 227, 172)



semantic green-400
#5bdd9c
rgb(91, 221, 156)



semantic green-500
#32d583
rgb(50, 213, 131)



semantic green-600
#2ec277
rgb(46, 194, 119)



semantic green-700
#24975d
rgb(36, 151, 93)



semantic green-800
#1c7548
rgb(28, 117, 72)



semantic green-900
#155937
rgb(21, 89, 55)



Use and variants



Correct Variations

04

Whenever possible, the brand will be applied in its main version with its respective colors. In case it is not possible for technical reasons, the positive or negative version will be used.



CrowdWalrus



CrowdWalrus



CrowdWalrus



CrowdWalrus



Monochromatic Version

04

It is the version of the logo that, due to reproduction or application needs, is reproduced only as a continuous spot, without gradients or shading.

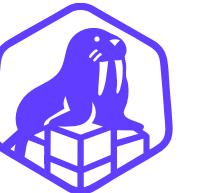
It will be used in many media and applications that require a monochrome version of the logo.



CrowdWalrus

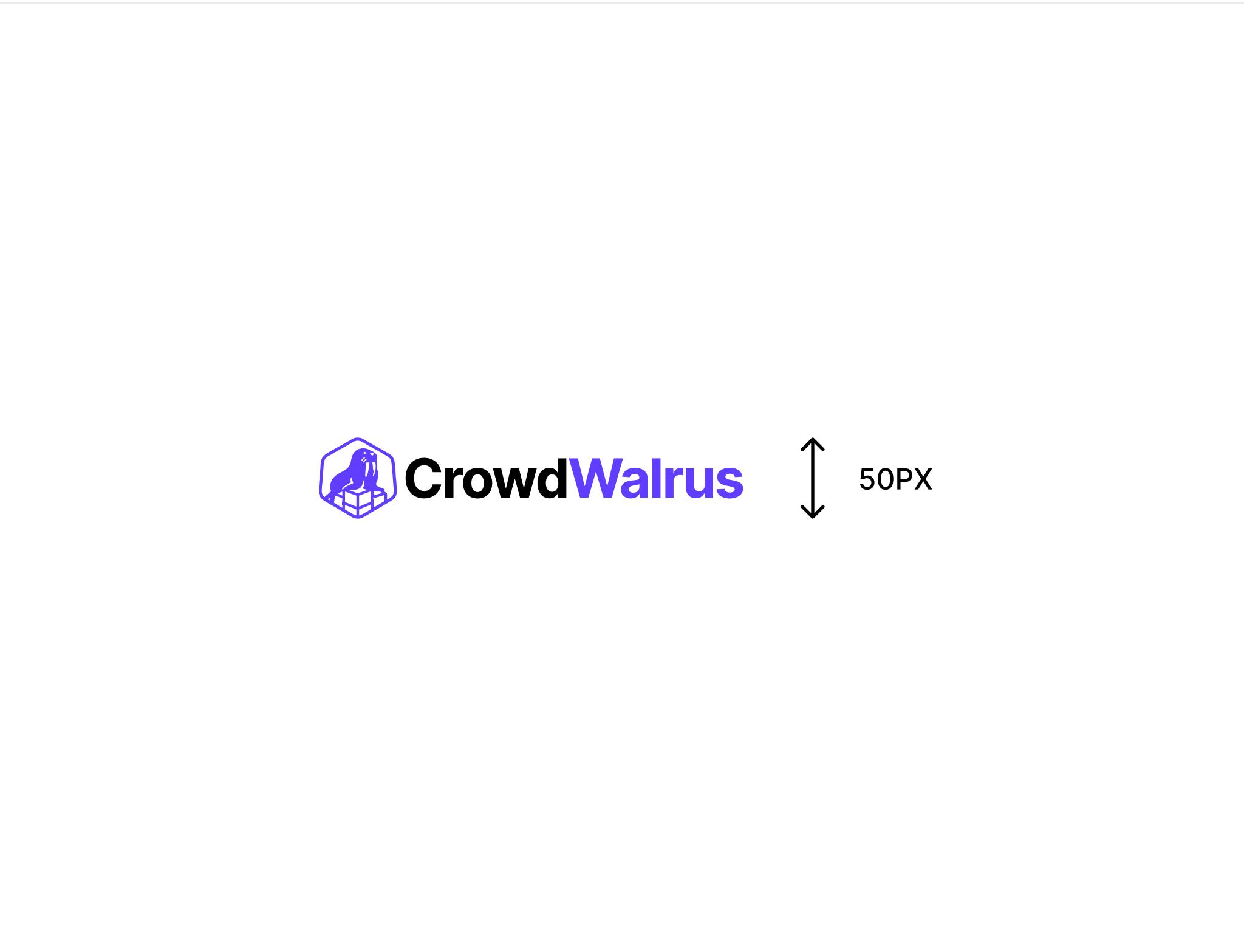


CrowdWalrus



Minimum sizes

The version is optimized for sizes that are not excessively small. It mandates a minimum height of .50px for digital applications, ensuring legibility and clarity even at larger dimensions.



Vertical Variant

04

The vertical logotype preserves visual coherence, placing the symbol above the wordmark for versatile use in limited spaces.



CrowdWalrus



Correct Use

The logotype has defined measurements, proportions, and colors based on principles of composition, hierarchy, and functionality.

Under no circumstances should these sizes, proportions, or the established color palette be modified. These restrictions ensure the consistency and visual integrity of the brand.



Don't distort



Don't change color



Don't change the original solid color with an outline



Don't change size



Don't reduce opacity



Don't use gradient

Thank you!

