



# **DIGIX**

Visual Identity v0.1

April 2016



## DIGIX\*

Digix is a growing brand in the world of crypto currency and the first platform to integrate gold-backed tokens on the Ethereum blockchain.

After unprecedented success in it's recent crowdsale, Digix set it's eyes on bridling the wild potential of digital assets on the blockchain.

This document contains the first iteration of a partial re-brand with the goal of creating a clearly defined visual identity.

\* The use of the name 'Digix Global' should be limited to legal settings; 'Digix' is the brand.

# THE DIGIX SEAL

The Digix seal represents a Logo, a Coin, the DGX Token, and imprints a recognisable stamp of legitimacy. It works best on it's own with plenty of padding.

For light backgrounds, use the blue and gold logo. For dark or colorful backgrounds, use black or white.



# TYPOGRAPHY

We use the traditional Roboto font family for both professionalism and as a link to Ethereum.

## H1 and H2 Elements

Roboto Condensed, Upper-case, Spaced

## H3 and H4 Elements

Roboto Condensed, Spaced

## Paragraphs

Roboto

## 24PT - HEADING ONE

## 16PT - HEADING TWO

## 14pt - Heading Three

## 12pt - Heading Four

11pt - For lead paragraphs, use a larger, more spaced out style. Try not to write more than 140 characters in any given lead paragraph.

9pt - For regular body text, we use a smaller, less spaced out font. Use this style for the majority of text or for any amount of text that exceeds 140 characters in length. This is the default typeface for most media.

11pt - *"Quotation blocks are like lead paragraphs, but with italicised font. Ensure you sign off quotes with a smaller right-aligned name."*

9pt - **Charles Darwin** April 2016

# GOLD

As Digix specialises in gold backed asset, we've adopted this golden Ethereum-like background pattern that can be used for general branding purposes.

Ensure overlaid text contrasts enough to be readable, or use a heavier font.



# COLOR

The Digix brand has a specific color palette that should be used whenever possible. Freely modify around the brightness to achieve lighter and darker shades.

## DIGIX BLUE

## GOLDEN TOUCH

## MUTED CHARCOAL

## HIGHLIGHT ORANGE

## DIGIX BLUE



**HEX** 192342 **RGB** 25, 35, 66 **CMYK** 100, 88, 41, 48  
Use on all text for digital media including PDFs, Web, Ads

## GOLDEN TOUCH



**HEX** f1c612 **RGB** 241, 198, 18 **CMYK** 0, 18, 93, 5  
Use for buttons background, notifications, golden things

## MUTED CHARCOAL



**HEX** 62626f **RGB** 98, 98, 111 **CMYK** 12, 12, 0, 56  
Alternative dark color for use with text or backgrounds

## HIGHLIGHT ORANGE



**HEX** e84820 **RGB** 241, 198, 18 **CMYK** 0, 82, 92, 0  
Use for important bits of attention-requiring information



# IMAGERY

As the saying goes, a picture tells a thousand words, so try to use mood images to spark interest and tell a story. Favour visual appeal over direct meaning - be liberal with finding a link to the thing being pictures if it looks pretty.

A good resource for finding images is [librestock.com](https://librestock.com). Make sure that images used have the correct license.





# I18N

Internationalisation (aka i18n) is the process of accurately translating content into a new language.

Digix apps and website will be translated by native speakers into as many languages as possible and we openly encourage contributions from the community.

北口 North Entrance  
北入口 북쪽 입구

は定期券をインター-

中央線 快速 東京 22:37 青 埼線 1  
中央線 快速 東京 22:37 青 埼線 1  
中央線 快速 東京 22:35 東 京 2  
は、雪の影響で、上下線



