

BRAND GUIDES

Version 1.0

01

INTRODUCTION

This brand style guide contains everything you need to create a thoroughly recognizable Electra Protocol (XEP) document. It also offers our valued partners the necessary information to clearly and successfully market their brand in conjunction with ours.

By remaining consistent with our overall brand identity, we hope to demonstrate to others; we are all committed, albeit perhaps in our own ways, to a unique but unified core platform and vision. Remember, these are only style guidelines and are provided to help you create beautiful documents. It's up to you and your team to communicate the XEP brand in a focused, dynamic, and positive way. If you have a question about something you've produced and want us to take a look at it, please contact the communications and marketing department.

[Interactive version in Figma](#)

01

LOGOTYPE

LOGOTYPE & SYMBOL

Electra Protocol (XEP)
Logotype and Symbol

01

Logotype



electra
protocol

Symbol



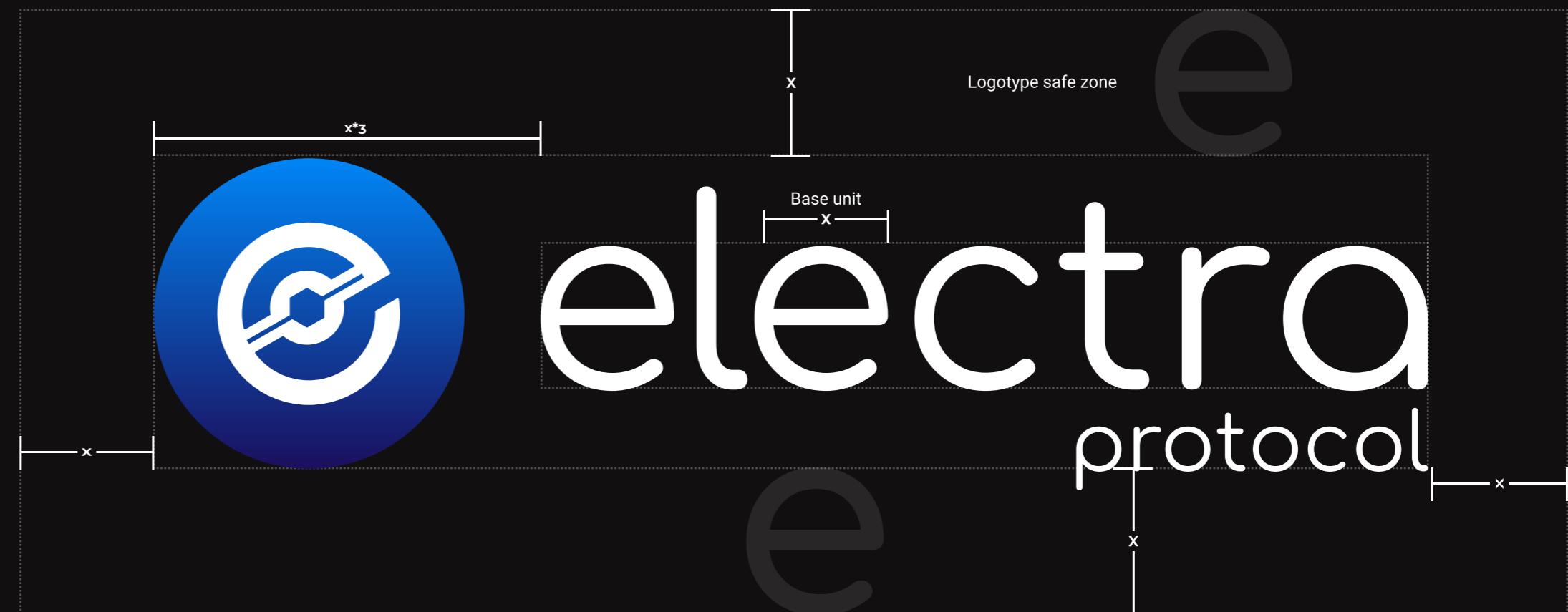
Alter



01

CLEAR SPACE

A designated clear space consistently surrounds the logo. No text, graphic elements, symbols, logos, etc., should be placed in this protected area. When the brand includes its descriptor "electraprotocol.com," its clear space must be applied, as shown in Section 04.



X = lenght e

LOGOTYPE TYPOGRAPHY

01



Comfortaa Regular

Use this font for all sublines with the main logo

01

ALTERNATE COLORS & LOGOTYPE

Main symbol



Full version



electra
protocol

Alternate symbol



Full version



electra
protocol

02

MAIN LOGO

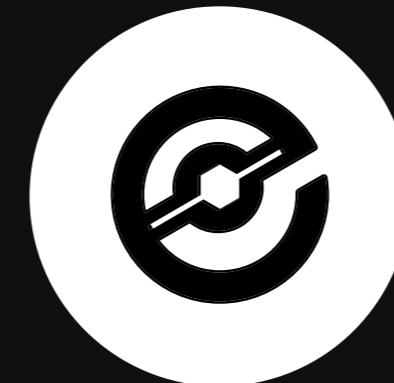
With color backgrounds



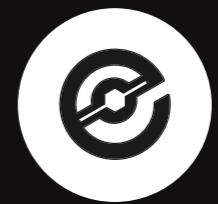
INVERT LOGOTYPE WITH OPTICAL COMPENSATION

02

Main symbol

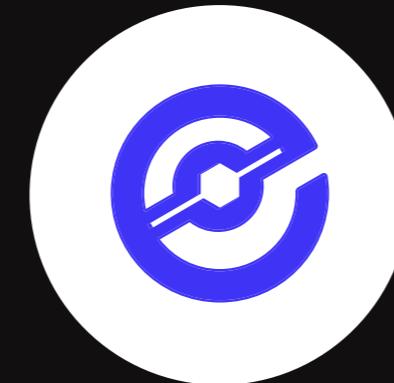


Full version



electra
protocol

Color version



electra
protocol



02

XEP GLOW



electra
protocol



XEP



XEP

02

SYMBOL

CLEAR SPACE

A designated clear space consistently surrounds the logo. No text, graphic elements, symbols, logos, etc., should be placed in this protected area. When the brand includes its descriptor “electraprotocol.com,” its clear space must be applied as shown in Section 04.

02



Alternate Colours & Logotype

Main Electra Protocol (XEP) logotype – white (#FFFFFF)

Electra Protocol symbol with circle backplate with linear gradient from top (XEP Pink #EE01F6 to XEP Purple #79019E)



XEP



XEP



XEP



XEP

02

ALTERNATE COLORS & LOGOTYPE

Black & white versions

02



XEP



XEP



XEP



XEP

WRONG LOGOTYPE & SYMBOL USAGE

1. Do not use alternate colors.
2. Do not use alternate typefaces.
3. Do not deform proportions.
4. Do not alter perspective.
5. Do not tilt.
6. Do not use Electra Protocol logo without official symbol

02



03

COLORS

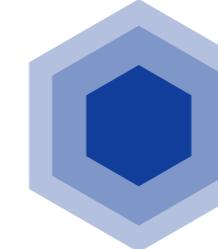
MAIN COLORS

The corporate colors are used in the corporate logo and style-forming elements.



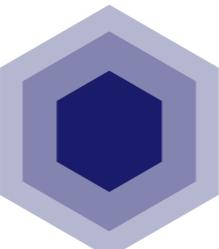
XEP Main Purple

HEX #3F33F6
RGB 63.51.246
CMYK 81.75.0.0



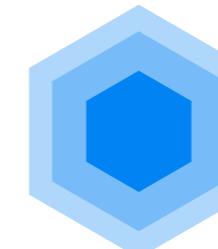
XEP MainBlue

HEX #113E9A
RGB 17.62.154
CMYK 100.88.5.0



XEP Purple black

HEX #191B6B
RGB 25.27.107
CMYK 100.99.26.19



XEP Blue

HEX #0283F3
RGB 2.131.243
CMYK 77.47.0.0



XEP Gradient main

#0283F3 -> #191B6B



XEP Gradient second

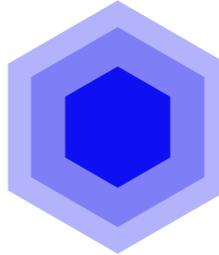
#21D8F6 -> #3F33F6

03

ADDITIONAL PALETTE DOUBLE SPLIT COMPLEMENTARY

The corporate colors are used in the corporate logo and style-forming elements.

03



XEP Deep Blue

HEX #0F10F2
RGB 15.16.242
CMYK 88.78.0.0



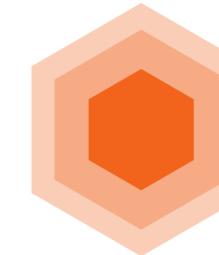
XEP Glow

HEX #0FF2E4
RGB 15.242.228
CMYK 55.0.23.0



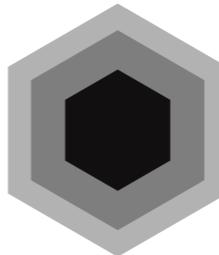
XEP Submarine

HEX #F2CB1B
RGB 242.203.27
CMYK 6.17.98.0



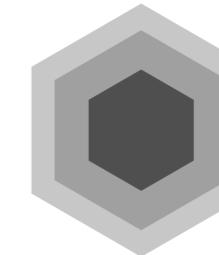
XEP Carrot

HEX #F2631B
RGB 242.99.27
CMYK 0.75.100.0



XEP Black

#21D8F6
RGB 17.15.15
CMYK 73.68.66.83



XEP Gray

HEX #4F4F4F
RGB 79.79.79
CMYK 65.57.57.35



DESCRIPTORS & CO-BRANDING

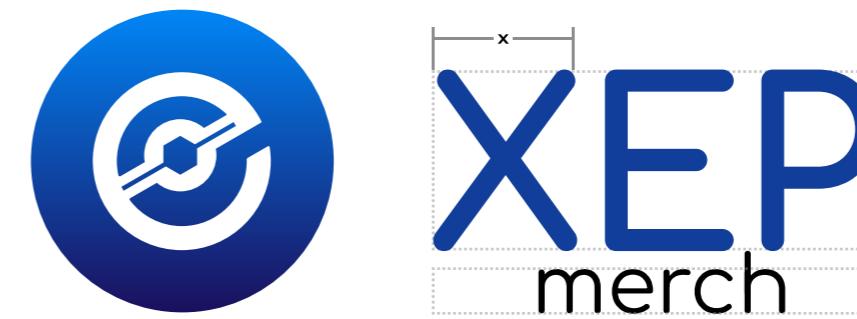
04

GRAPHIC CONSTRUCTION

IMPORTANT!

Sub-brand text: must be aligned to the center or right only!

04



SUB BRANDING GUIDE

Take care to be consistent with spacing and proportions when integrating projects with the XEP identity.

Sub-brand text: all countries must be aligned to the right side

04



CO-BRANDING

Partner and platform projects should use the XEP logo with “Powered,” as shown. Take care to be consistent with spacing and proportions when integrating projects with the Electra Protocol identity. Use this side by side version with the gray vertical connecting line.

04



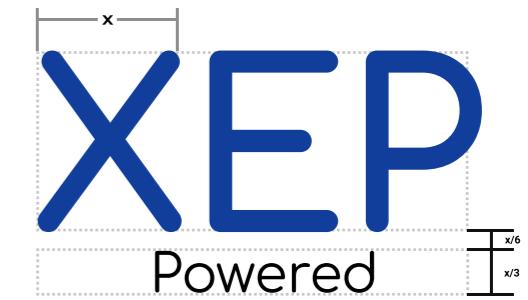
04

CO-BRANDING

Partner and platform projects should use the XEP logo with "Powered" as shown. Take care to be consistent with spacing and proportions when integrating projects with the Electra Protocol identity. Use this side by side version with the gray vertical connecting line.



PARTNER
LOGO
CENTER



PARTNER
LOGO
CENTER



05

FONTS

Typography

For all our graphics and websites, we use one copyright-free font family – Roboto

Roboto is our main typeface in the weights shown. Use this typeface for most web and print communications (titles, body text, etc.).

05

Roboto Black

Black version use only for website and announcement headers graphics design

Roboto Medium

Medium version use for text and subheaders in website and announcement graphics

Roboto Light

Light version use for text in website and announcement graphics

How to install:

<https://fonts.google.com/specimen/roboto>

Typography

For all our graphics and websites, we use one copyright-free font family – Roboto

Roboto is our main typeface in the weights shown. Use this typeface for most web and print communications (titles, body text, etc.).

05

IBM Plex Sans Condensed

Black version use only for website and announcement headers graphics design.

IBM Plex Sans Condensed

Medium version use for text and subheaders in website and announcement graphics.

IBM Plex Sans Condensed

Medium version use for text in website and announcement graphics.

How to install:

<https://fonts.google.com/specimen/IBM+Plex+Mono>

Paragraph Style

It is recommended to typeset the text with alignment left and in the case of a large amount of text - by the width of the format (justify with last line aligned left).

Center alignment is never applied.

05

Header style in 2 strokes

Subline paragraph style with not more than 3 strokes and left and center align only

Update for mobile wallets during XEP airdrop claim process. As promised we released the XEP airdrop claim form and application.

Header style in 2 strokes

Subline paragraph style with not more than 3 strokes and left and center align only

Update for mobile wallets during XEP airdrop claim process. As promised we released the XEP airdrop claim form and application.

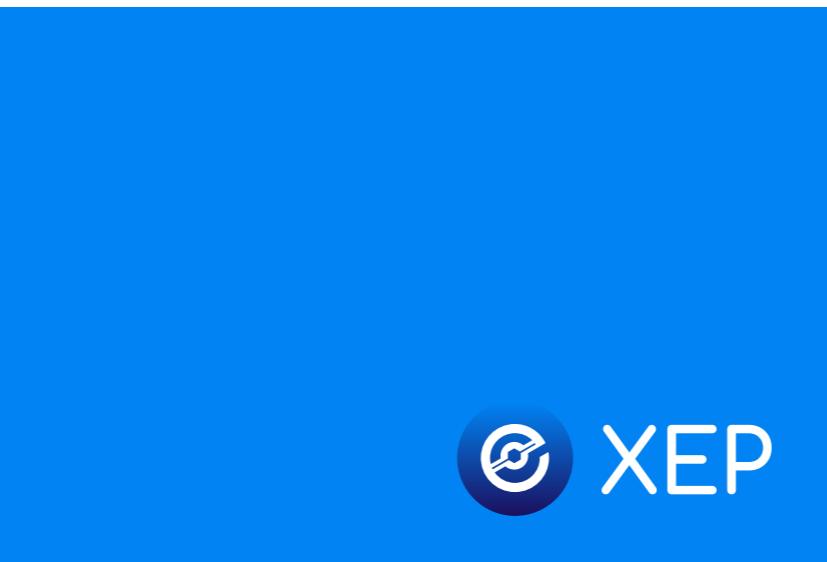
06

XEP USAGE

BACKGROUND COLORS

The primary background color palette is derived from the brand color palette. Depending on the background color of the communication, use the appropriate Electra color logo shown here.

06



BACKGROUND PHOTOGRAPHY

Place the logo directly on the background. Avoid placing the logo on high contrast areas that could interfere with readability. Avoid complex montages. Use simple, strong, personal, confident imagery.

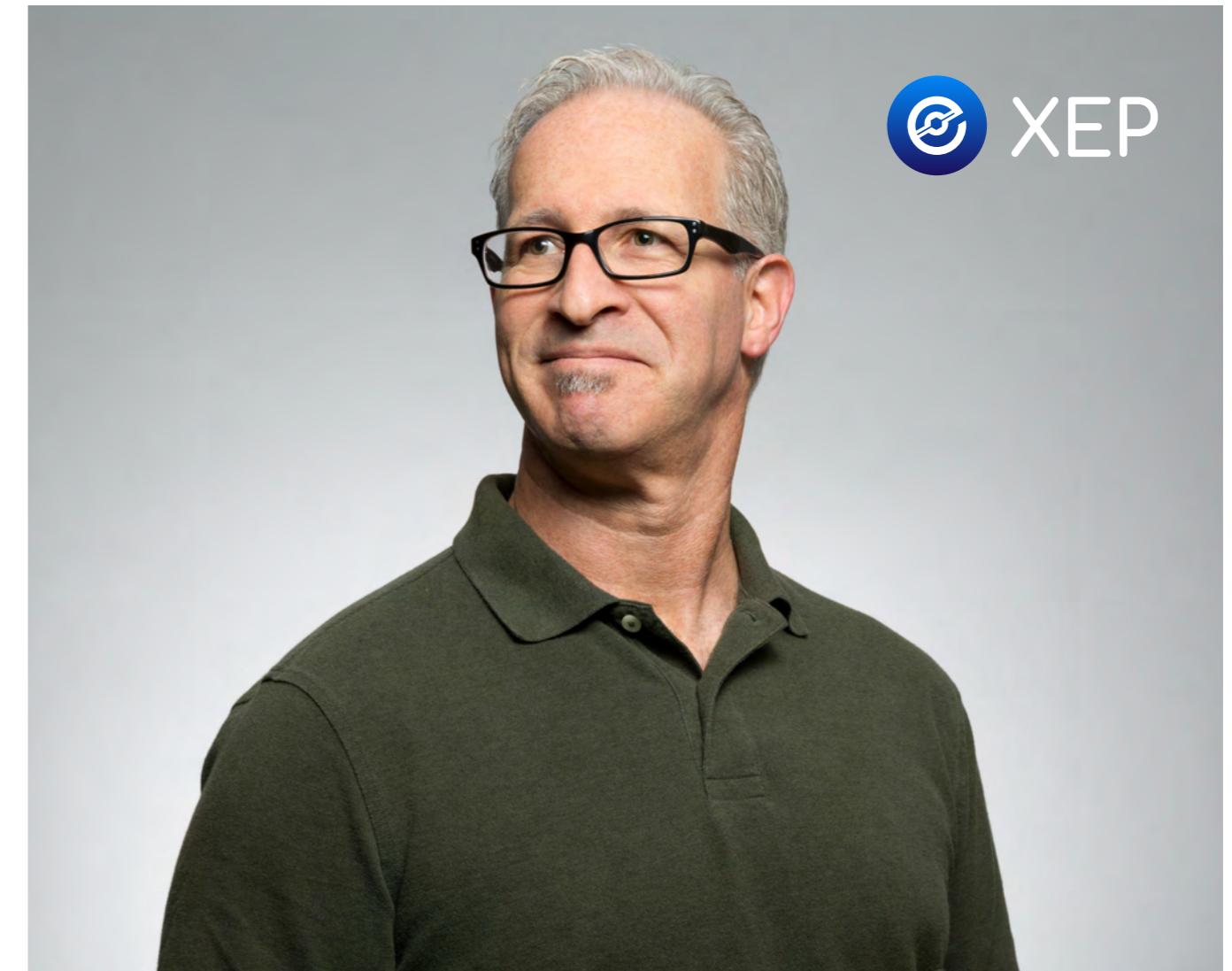
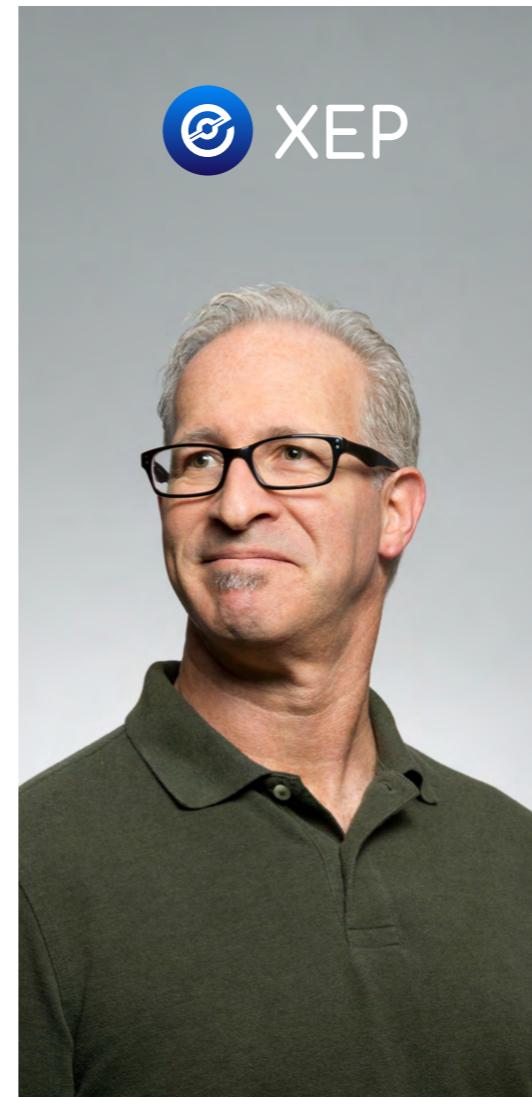
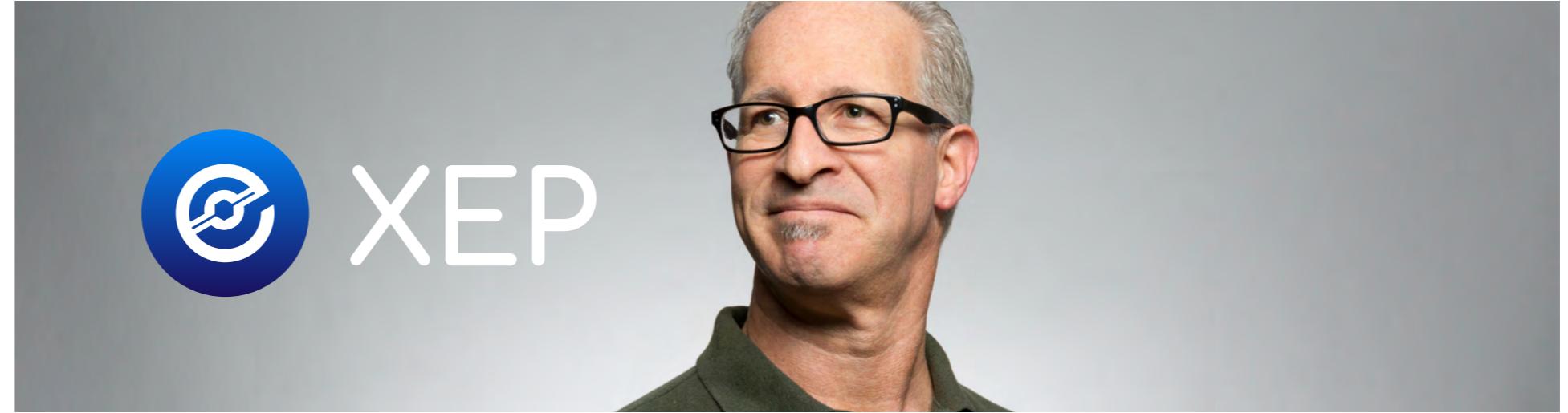
06



06

BANNERS

Web banners use the same principles for typography, backgrounds, and photography. Use simple, strong, personal, confident imagery.



STATIONERY

07

ELECTRA PROTOCOL T-SHIRTS BLACK

07



XEP T-SHIRTS BLACK

07



XEP T-SHIRTS

07



XEP HOODIES

07



08

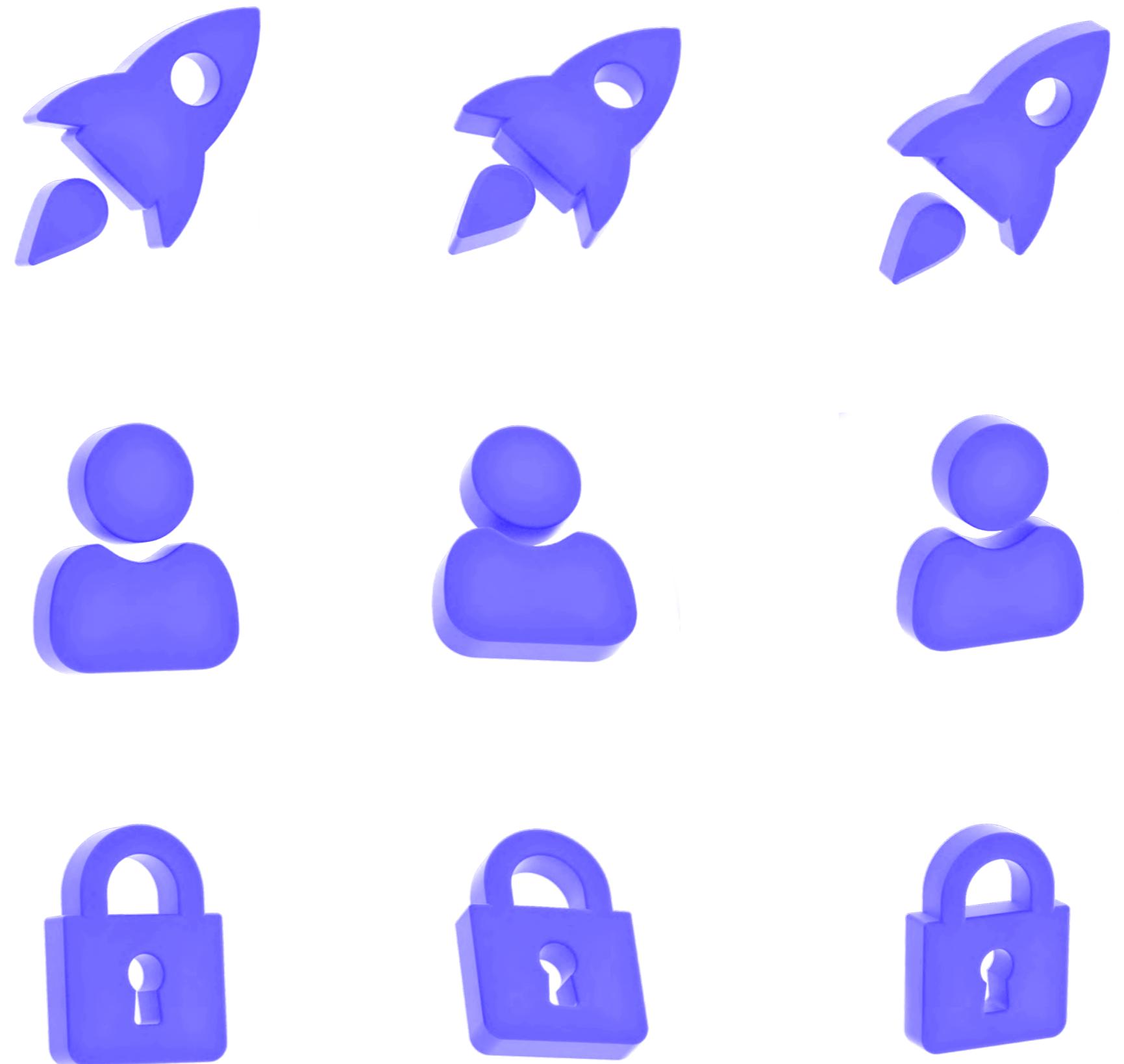
3D ICONS

08

3D ICONS V.1

PNG 3D icons can be used in presentations, announcements, and other brand graphics

Made in Cinema 4D + Octane



PHOTOSTYLE

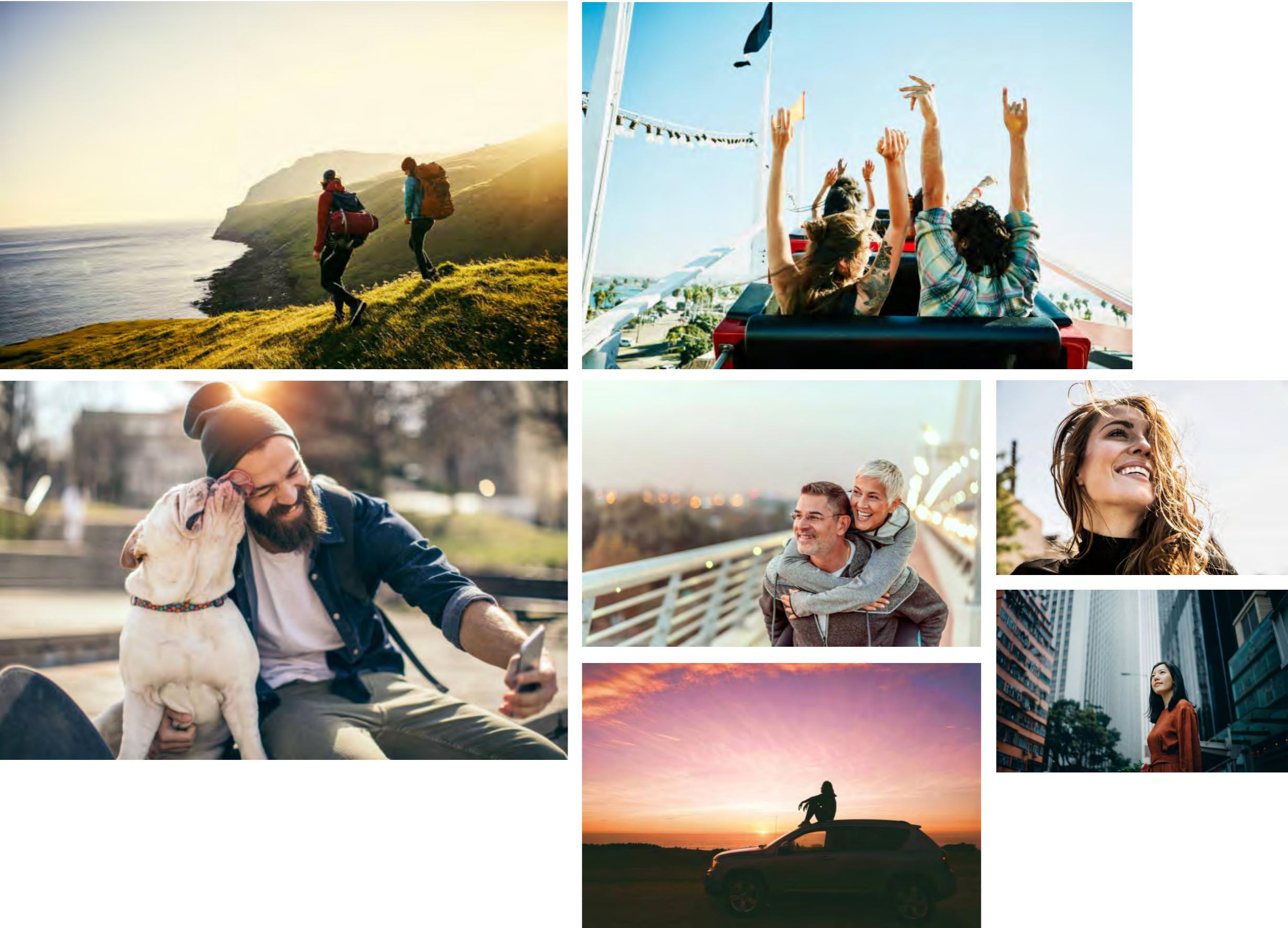
09

XEP PHOTOSTYLE

Images should be emotional, energetic by composition; in all plots there must be a person of action. Our heroes in the frame are doing such things as exploring something, participating in sports, laughing, communicating, thinking, or playing. These are modern, active, optimistic people of different ages.

Photos with a focus on the main subject and uniform background are a priority. There are no restrictions on image composition. Use is allowed in both general and close-ups.

09



PHOTOSTYLE INVALID OPTIONS

IMPORTANT!

You cannot use heavily retouched and staged photos.

When applying color filters to images or photos, use only colors from this brand guide.

Do not use trivial images with handshakes and do not crop the main objects of photographs or photos with difficult backgrounds.

Do not use copyright protected photos.

09

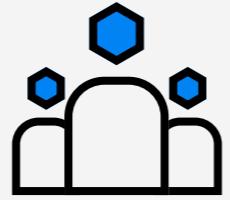


10

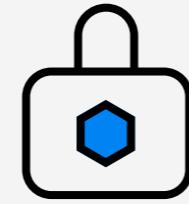
2D ICONS

XEP ICONS SET VECTOR

Vector icons pack for white background usage



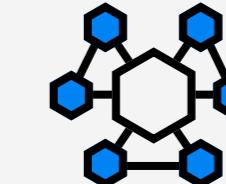
COMMUNITY PROJECT



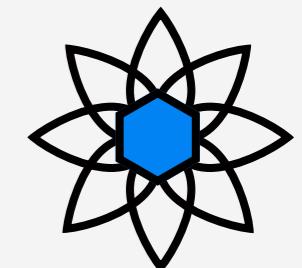
SAFU



INSTANT



DECENTRALIZED



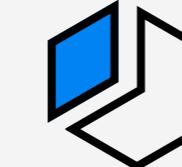
ECO FRIENDLY



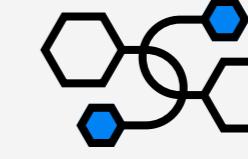
WALLET



SECURITY



NON ICO



MANAGEABLE UNIT



STACKING

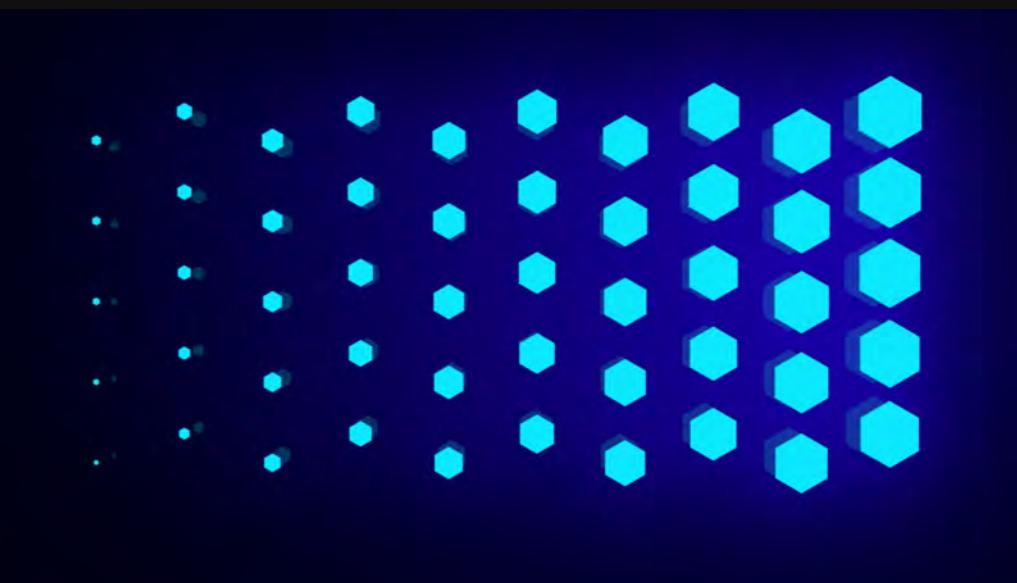
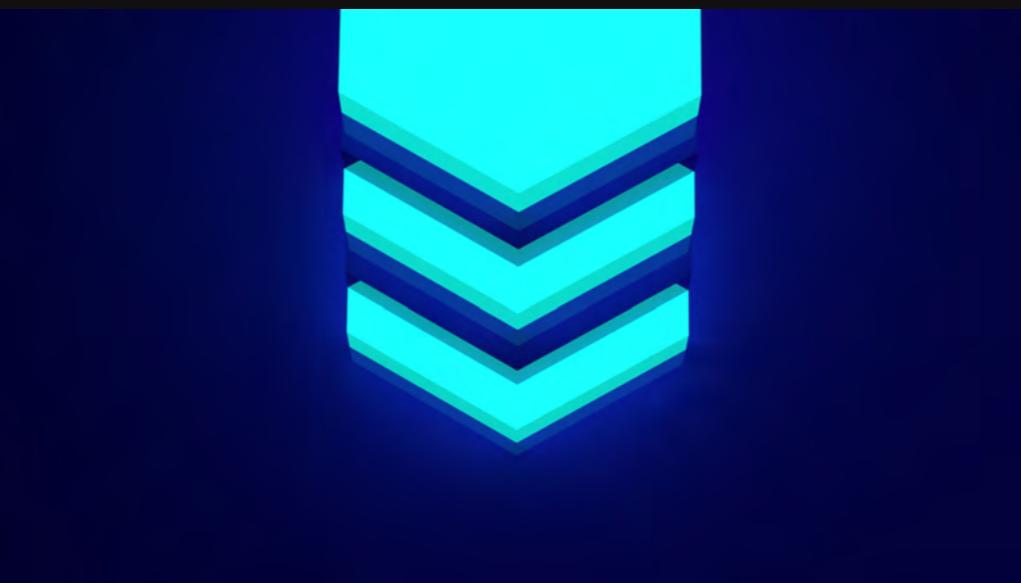
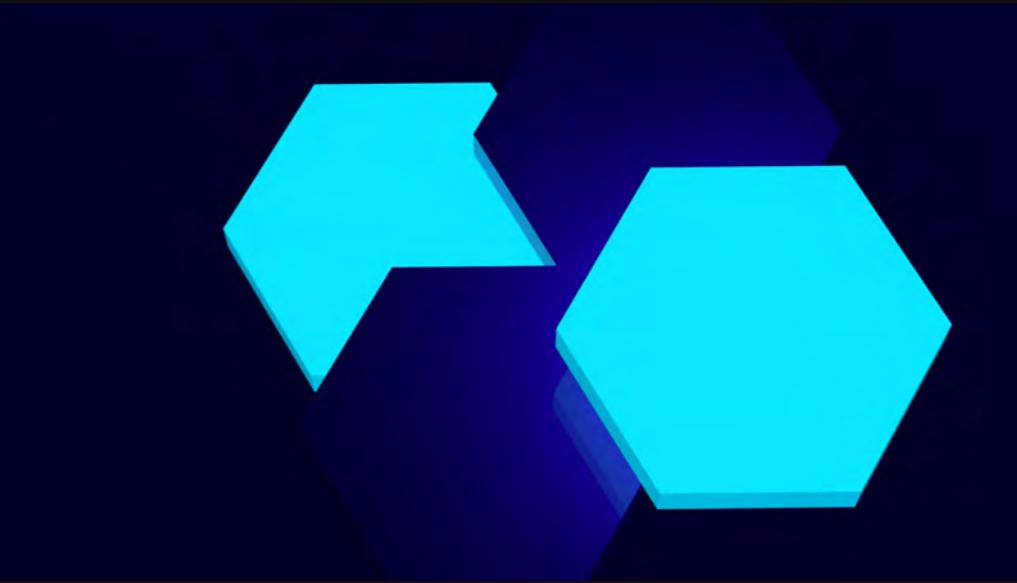
10

BACKGROUNDS

11

3D BACKGROUNDS STYLES

11



ANNOUNCEMENT STYLES

12

SOCIAL MEDIA COVERS

12

YouTube cover with Safe zones



Medium cover



SOCIAL MEDIA ANNOUNCEMENT STYLE

12

Facebook ANN



Twitter ANN



Medium ANN

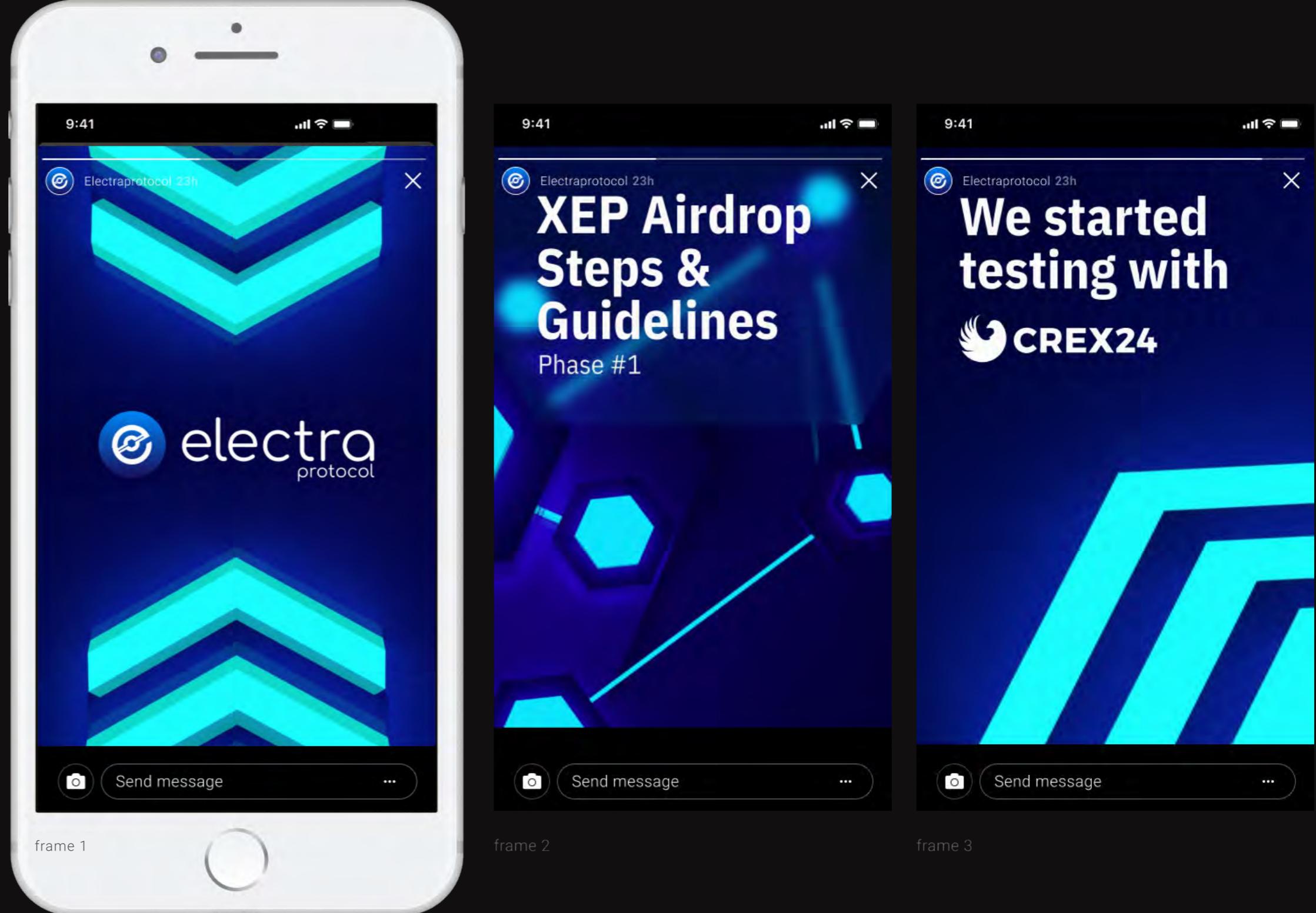


SOCIAL MEDIA STORIES STYLE

All Stories will be start or end with one Branding XEP screen

* Important: Link with main website or Medium, exchange, or partner link

12



PAPER LETTERS

13

LETTERHEAD

12

 electra
protocol

To
Bittrex.us
Director

Nulla Lorem mollit cupidatat irure. Laborum magna nulla quis ullamco
cillum dolor. Voluptate exercitation incididunt aliquip deserunt
reprehenderit elit laborum.

Aliqua id fugiat nostrud irure ex quis ea quis id quis ad et.
Sunt qui esse pariatur quis deserunt mollit dolore cillum minim tempor
enim. Elit aute irure tempor cupidatat incididunt sint deserunt ut
voluptate aute id deserunt nisi.

Nulla Lorem mollit cupidatat irure. Laborum magna nulla quis ullamco
cillum dolor. Voluptate exercitation incididunt aliquip deserunt
reprehenderit elit laborum.

Aliqua id fugiat nostrud irure ex quis ea quis id quis ad et.
Sunt qui esse pariatur quis deserunt mollit dolore cillum minim tempor
enim. Elit aute irure tempor cupidatat incididunt sint deserunt ut
voluptate aute id deserunt nisi.

Aliqua id fugiat nostrud irure ex quis ea quis id quis ad et.
Sunt qui esse pariatur quis deserunt mollit dolore cillum minim tempor
enim. Elit aute irure tempor cupidatat incididunt sint deserunt ut
voluptate aute id deserunt nisi.

Nulla Lorem mollit cupidatat irure. Laborum magna nulla quis ullamco
cillum dolor. Voluptate exercitation incididunt aliquip deserunt
reprehenderit elit laborum.

8/16/13

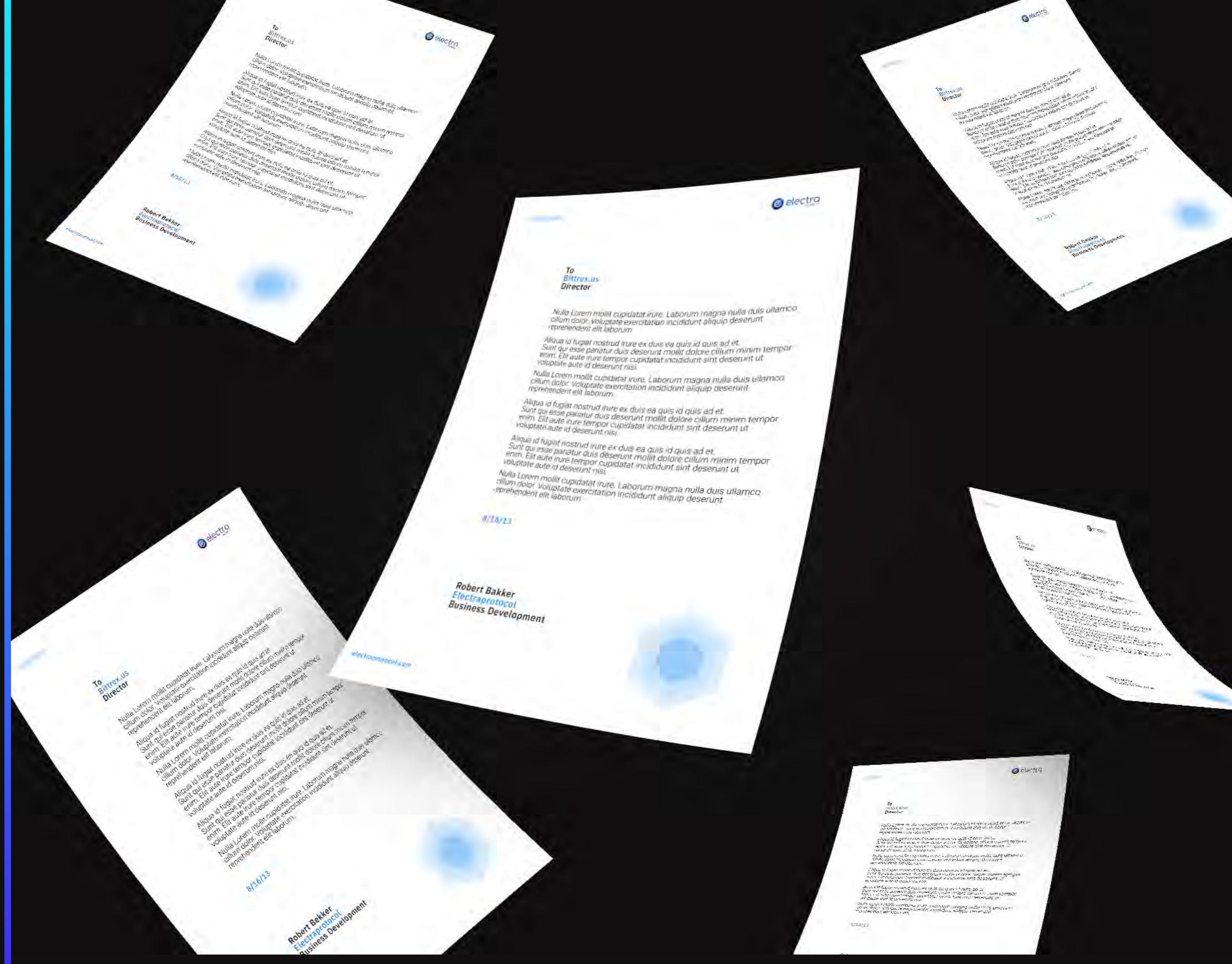
Robert Bakker
Electraprotocol
Business Development



electraprotocol.com

LETTERHEAD MOCKUP

12

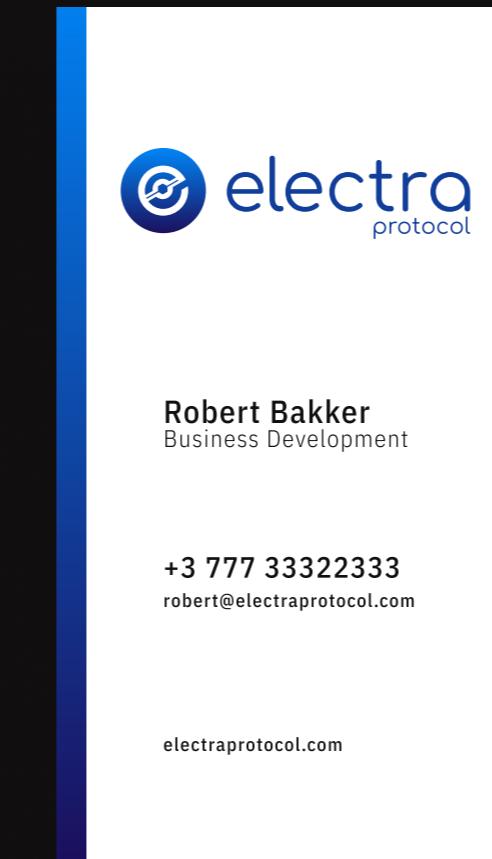


BUSINESS CARDS

13

BUSINESS CARDS

13



12

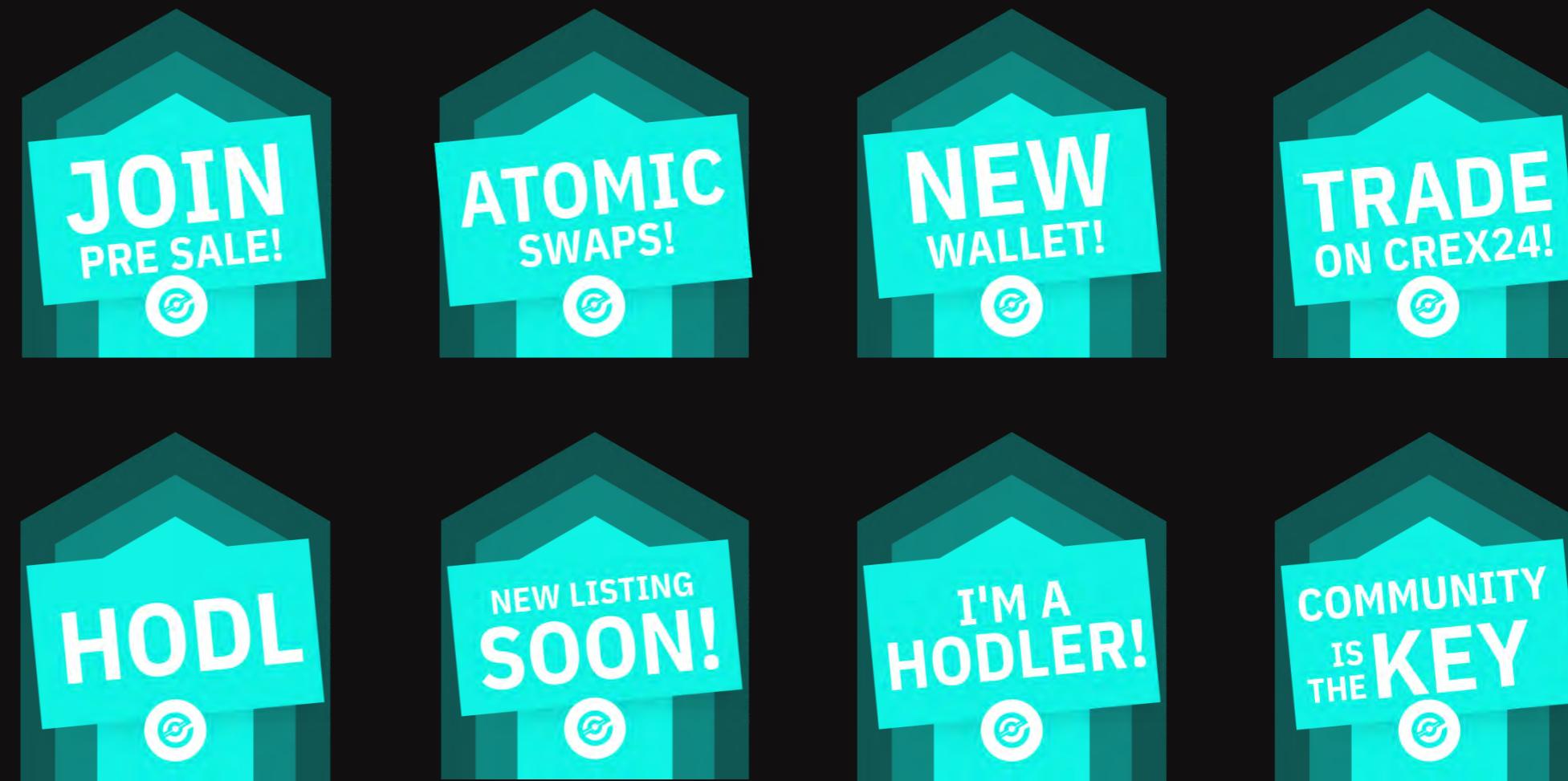
BUSINESS CARDS MOCKUP



TELEGRAM STICKERS

14

TELEGRAM STICKERS



14

How to add in your Telegram:

<https://t.me/addstickers/XEPnow>

Any questions welcomes in Telegram

@CYBERGIPSY

