Gnosis Builders

Brand guideline 1.1.

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and dos and dont’s

Our Brand

brand story and brand persona

Brand Persona

Vision

Unstoppable Resilience

Mission

Making Gnosis Chain the most credibly neutral chain, buttressed by a highly decentralized network.

Values

- Steadfast focus on ethos of decentralization
- Common goals above yourself
- First-principle Thinking
- Follow the Pareto Principle The 80/20 rule
- Avoid Parkinson’s Law
- Follow Occam’s Razor

Brand Personality

- Inspiring
- Trustworthy
- Amiable
- Open-minded

Foundation — Expression

Brand story

A new era for Gnosis Chain

Gnosis Builders is the ecosystem team for Gnosis Chain. Our mission is to make Gnosis Chain the most credibly neutral chain buttressed by a highly decentralized validator network.

What we Do

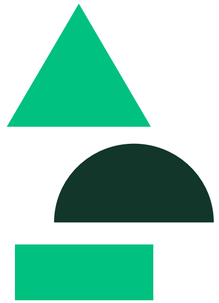
Gnosis Builders is a new initiative formed to cultivate the Gnosis Chain ecosystem. Our purpose is to help build the infrastructure, tools and resources to enhance the Gnosis Chain experience.

Logo Design

concept, lock-ups, variations, on backgrounds, clear space and minimal size, dos and don’ts, and applications

Concept

In the logo design, stacked building blocks are composed of the owl, which echoes the logo of the Gnosis chain, to symbolize the brand's spirit that we focus on maintaining credible neutrality in the WEB3 world. In the Gnosis builders' platform, every WEB3 developer is essential to supporting the balance, and we welcome them to build the ecosystem with us !



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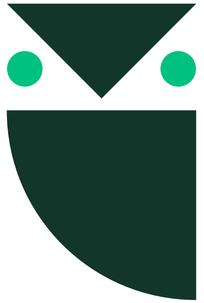


Building blocks

balance, neutrality, development, collabortaion, creating.

Owl

The logo of Gnosis Chain

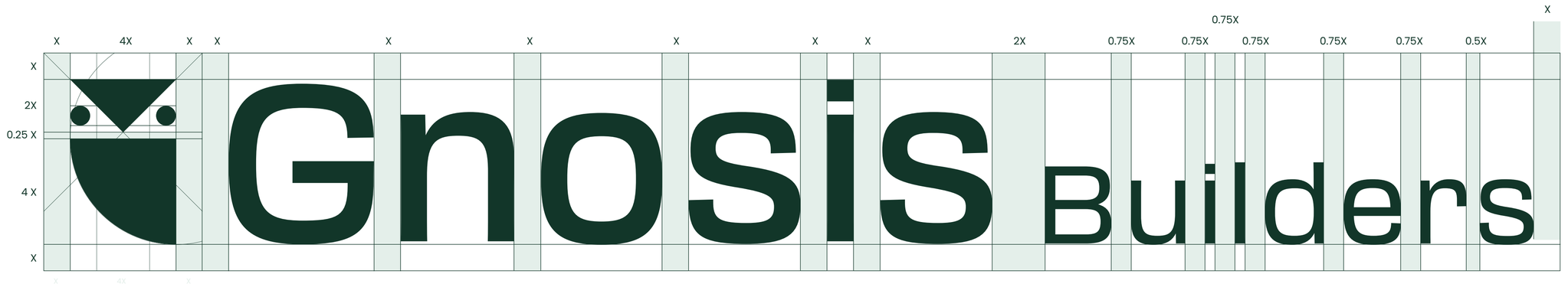
Gnosis builders

Logo mark

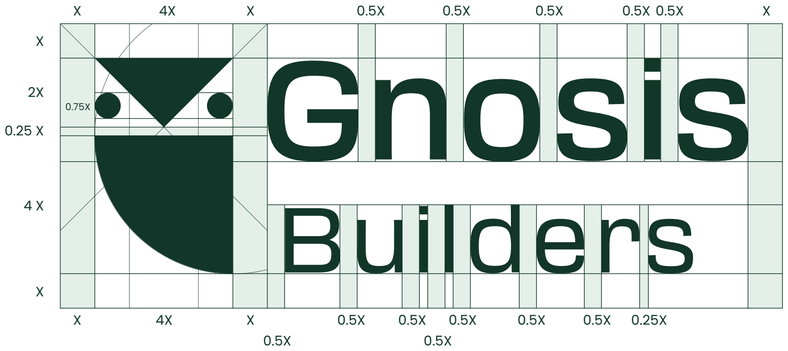
Lock-ups

To ensure consistent presentation of logos, logo lock-ups are used to regulate the space between every element in the horizontal and vertical logo.

Horizontal logo



Vertical logo



Variations / full-color

There are two types of color composition for full-color logos to support a more flexible use cases, including light and dark versions. In each color composition, horizontal and vertical logos are provided to create different

Logo colors

Olive
RGB : 18, 54, 41
CMYK : 65, 41, 60, 48
Hex code : 123629
Pantone coated : P 177-15 C
Pantone uncoated : P 129-16 U

Green
RGB : 0, 193, 127
CMYK : 86, 1, 72, 3
Hex code : 00c17f
Pantone coated : P 136-7 C
Pantone uncoated : P 130-7 U

White
RGB : 255, 255, 255
CMYK : 3, 1, 1, 0
Hex code : ffffff
Pantone coated : P 179-1 C
Pantone uncoated : P 179-1 U

Light full-color logo

Horizontal

Vertical

Dark full-color logo

Horizontal

Vertical

Variations / black and white

Black and white logos are available to support various use cases. Moreover, horizontal and vertical versions are provided in each color to ensure better legibility in different layouts.

Logo colors

Black
RGB : 0, 0, 0
CMYK : 73, 66, 66, 84
Hex code : 000000
Pantone coated : P 179-16 C
Pantone uncoated : P 179-16 U

White
RGB : 255, 255, 255
CMYK : 3, 1, 1, 0
Hex code : ffffff
Pantone coated : P 179-1 C
Pantone uncoated : P 179-1 U

White mono logo

Horizontal

Vertical

Black mono logo

Horizontal

Vertical

On backgrounds / full-color

Full-color logos can only be used on the listed brand background colors below. The examples show the composition of light and dark full-color logos and their suggested background. If the logo needs to be used on other color backgrounds or photo assets, please use black and white versions as alternatives (page.09).

Light full-color logo

Background - Olive

RGB : 18, 54, 41
CMYK : 65, 41, 60, 48
Hex code : 123629
Pantone coated : P 177-15 C
Pantone uncoated : P 129-16 U

Dark full-color logo

Background - White

RGB : 255, 255, 255
CMYK : 3, 1, 1, 0
Hex code : ffffff
Pantone coated : P 179-1 C
Pantone uncoated : P 179-1 U

Background - Mint

RGB : 235, 243, 233
CMYK : 11, 1, 13, 0
Hex code : ebf3e9
Pantone coated : P 139-9 C
Pantone uncoated : P 139-9 U

On backgrounds / black and white

If logos need to be shown on unlisted background colors or photos, or the designs only can be shown in mono colors, please use black and white versions to ensure better presentation. Besides, please refer to the color chart on the left to choose the proper white or black mono logo to maintain good legibility.

White mono logo

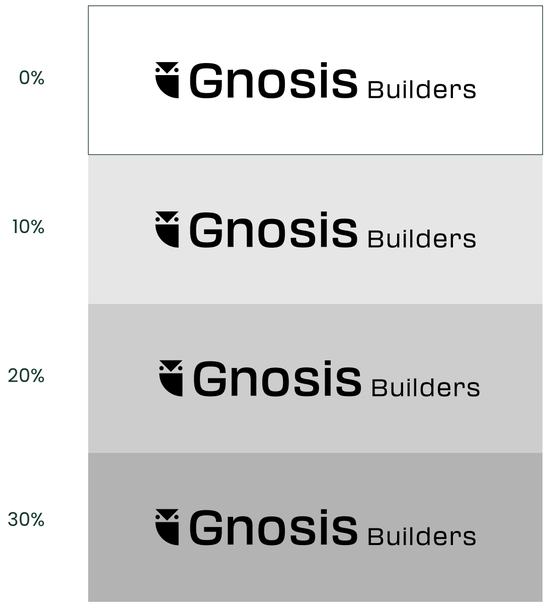
Black

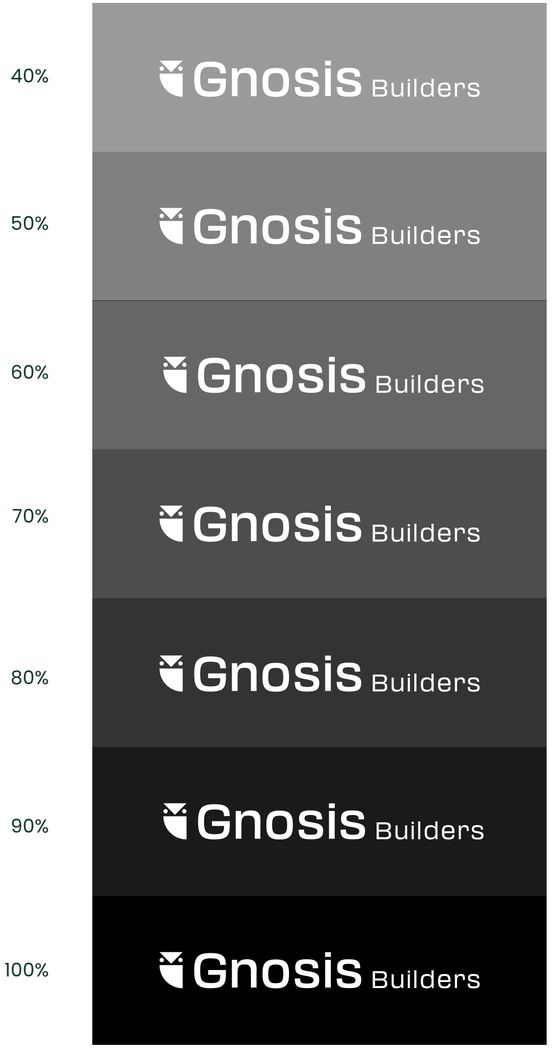
RGB : 0, 0, 0
CMYK : 73, 66, 66, 84
Hex code : 000000
Pantone coated : P 179-16 C
Pantone uncoated : P 179-16 U

Black mono logo

White

RGB : 255, 255, 255
CMYK : 3, 1, 1, 0
Hex code : ffffff
Pantone coated : P 179-1 C
Pantone uncoated : P 179-1 U



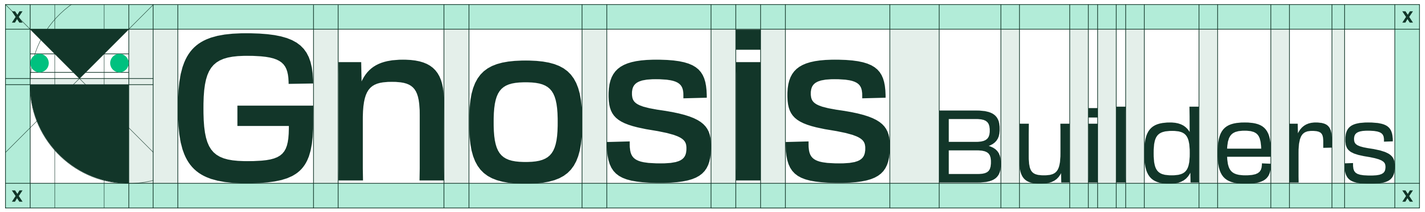


Clear space and minimal size

Good legibility of logo presentation is essential to enhance user experience across diverse touchpoints. Therefore, When doing designs, please ensure that any design elements are not put in a clear space. Furthermore, please make the logo bigger than the minimal regulated size for digital and printed uses.

Clear space

Horizontal logo



Please keep 1X clear space around the logo

Vertical logo

Please keep 1X clear space around the logo

Minimal size

Horizontal logo

Minimal Height
Digital use : 50 px
printed use : 7 mm

Minimal Width
Fix ratio as height

Vertical logo

Minimal Height
Digital use : 75 px
printed use : 14 mm

Minimal Width
Fix ratio as height

Dos and Dont’s

Please see the examples below to avoid inappropriate use of the logo.

✕ Do not rotate any part of the logo !

✕ Do not change any color of the logo !

✕ Do not create new layouts for the logo !

✕ Do not change the ratio between the logo mark and the logotype !

✕ Do not use drop shadow or any other effects on the logo !

✕ Do not re-create using any other typeface !

✕ Do not use the logo as a pattern !

✕ Do not outline the logo !

Dos and Dont’s

Please see the examples below to avoid inappropriate use of the logo.

✕ Do not distort the logo !

✕ Do not crop the logo !

✕ Do not change the transparency of the logo !

✕ Do not use full-color logos on unlisted background colors on page.10.

✕ Do not put other elements within the clear area of the logo ! Please refer to page.12.

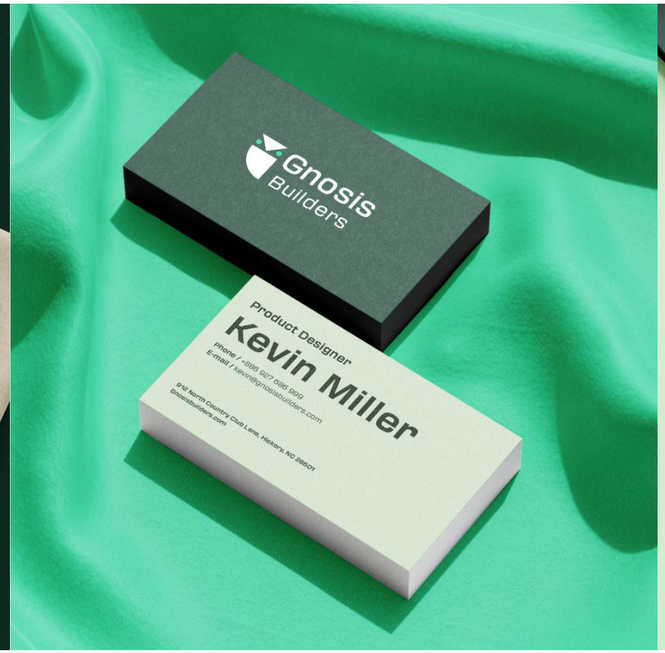
✕ Do not show the logo in an inappropriate size ! Please refer to page.12.

△ If need to use the logo on unlisted background colors from the page.09, please use black and white logos.

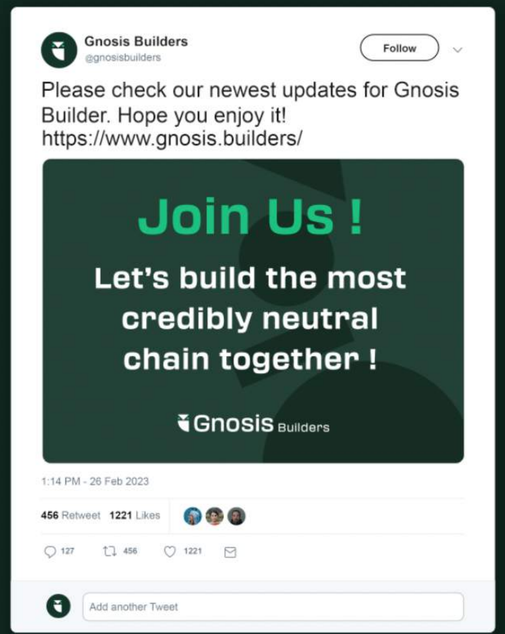
△ You can use the solo logo mark if there are any necessary cases, such as profile photos, favicon, etc.

Applications

Please refer to the examples below and follow the logo design guidelines to use the logo in different cases. The designs below are for reference and are not the final versions.



Gnosis
Builders


Gnosis Builders
@gnosisbuilders
Follow
Please check our newest updates for Gnosis Builder. Hope you enjoy it!
https://www.gnosis.builders/
Join Us !
Let's build the most credibly neutral chain together !
Gnosis Builders
1:14 PM · 26 Feb 2023
456 Retweet 1221 Likes
127
456
1221
Add another Tweet

Gnosis Builders
The Credible Neutrality for Gnosis Chain
Gnosis Builders is the ecosystem team for Gnosis Chain. Our mission is to make Gnosis Chain the most credibly neutral chain buttressed by a highly decentralized validator network.

Typography

typeface, example pairings, colors in typography,
and dos and dont’s

Typeface / headline and subhead

To reach the best legibility of text presentation and keep the consistent reading experience in our designs, please use Transducer as the typeface for the headline and subhead. In this typeface, two different font weights can be selected. :
Transducer Bold and **Transducer Medium.**

Transducer - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Ji Ki Ll Mm Nm Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz 1 2 3 4 5 6 7 8 9 0

Transducer - Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Ji Ki Ll Mm Nm Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz 1 2 3 4 5 6 7 8 9 0

Typeface / body copy

Regarding the body copy in the designs, please use Poppins as the typeface. In this typeface, three font weights can be selected: **Poppins Medium, Poppins Regular, and Poppins Light.**

Poppins - Medium

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Ji Ki Ll Mm
Nm Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Poppins - Regular

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Ji Ki Ll Mm
Nm Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Poppins - Light

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Ji Ki Ll Mm
Nm Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Example pairings

Depending on different use cases, you can flexibly combine headline, subhead, and body copy. However, please remember to choose a suitable typeface to ensure the font presentation consistent across all designs from Gnosis Builders.

Headline + subhead + body copy

Headline + subhead

Headline / subhead + body copy

Colors in typography / headline and subhead

To maintain clear legibility, ensuring enough color contrast between text elements and the background behind them is essential. In the session, there are some instructions regarding the colors of the headline and subhead in your designs.

Primary font colors

Olive
RGB : 18, 54, 41
CMYK : 65, 41, 60, 48
Hex code : 123629

100% Hi, I’m headline

80% Hi, I’m headline

White
RGB : 255, 255, 255
CMYK : 3, 1, 1, 0
Hex code : ffffff

100% Hi, I’m headline

80% Hi, I’m headline

You should use olive color for the text when the background is a light color. Conversely, it is good to show the text in white when the background is a dark color. It is acceptable to use transparency in both 100% and 80%.

Accent font colors

Green
RGB : 0, 193, 127
CMYK : 86, 1, 72, 3
Hex code : 00c17f

100% Hi, I’m headline

When you need to emphasize the headline or subhead or a specific part of them in the designs, you can use the green color and keep 100% transparency.

Colors in typography / body copy

To maintain clear legibility, ensuring enough color contrast between text elements and the background behind them is essential. In the session, there are some instructions regarding the colors of the body copy in your designs.

Primary font colors

Olive
RGB : 18, 54, 41
CMYK : 65, 41, 60, 48
Hex code : 123629

100%	This is body copy, the content in this area is only for presenting colors in Gnosis Builders' typography application.
80%	This is body copy, the content in this area is only for presenting colors in Gnosis Builders' typography application.

White
RGB : 255, 255, 255
CMYK : 3, 1, 1, 0
Hex code : ffffff

100%	This is body copy, the content in this area is only for presenting colors in Gnosis Builders' typography application.
80%	This is body copy, the content in this area is only for presenting colors in Gnosis Builders' typography application.
60%	This is body copy, the content in this area is only for presenting colors in Gnosis Builders' typography application.

You should use olive color for the text when the background is a light color. Conversely, it is good to show the text in white when the background is a dark color. It is acceptable to use transparency in both 100% and 80%.

Accent font colors

Green
RGB : 0, 193, 127
CMYK : 86, 1, 72, 3
Hex code : 00c17f

100%	This is body copy, the content in this area is only for presenting colors in Gnosis Builders' typography application.

You only can use Green for the body copy when the background is Olive!

Dos and Dont’s

Please see the examples below to avoid inappropriate use of the typography

A New Era for Gnosis Chain

Gnosis Builders is the ecosystem team for Gnosis Chain. Our mission is to make Gnosis Chain the most credibly neutral chain buttressed by a highly decentralized validator network.

✕ Do not use the unlisted font-weight for Transducer and Poppins in the designs !

A New Era for Gnosis Chain

Gnosis Builders is the ecosystem team for Gnosis Chain. Our mission is to make Gnosis Chain the most credibly neutral chain buttressed by a highly decentralized validator network.

✕ Do not switch the typeface in headline / subhead and body copy !

A New Era for Gnosis Chain

Gnosis Builders is the ecosystem team for Gnosis Chain. Our mission is to make Gnosis Chain the most credibly neutral chain buttressed by a highly decentralized validator network.

✕ Do not use other fonts in any designs from Gnosis Builders !

A New Era for Gnosis Chain

Gnosis Builders is the ecosystem team for Gnosis Chain. Our mission is to make Gnosis Chain the most credibly neutral chain buttressed by a highly decentralized validator network.

✕ Do not use unlisted colors for the fonts !

A New Era for Gnosis Chain

Gnosis Builders is the ecosystem team for Gnosis Chain. Our mission is to make Gnosis Chain the most credibly neutral chain buttressed by a highly decentralized validator network.

✕ Do not show the fonts with low transparency when the background color is similar !

A New Era for Gnosis Chain

Gnosis Builders is the ecosystem team for Gnosis Chain. Our mission is to make Gnosis Chain the most credibly neutral chain buttressed by a highly decentralized validator network.

✕ Do not change the transparency of the headline or subhead when their colors are the Green color !

A New Era for Gnosis Chain

Gnosis Builders is the ecosystem team for Gnosis Chain. Our mission is to make Gnosis Chain the most credibly neutral chain buttressed by a highly decentralized validator network.

✕ Do not use the Green color in the body copy when the background is not the solid Olive color !

A New Era for Gnosis Chain

Gnosis Builders is the ecosystem team for Gnosis Chain. Our mission is to make Gnosis Chain the most credibly neutral chain buttressed by a highly decentralized validator network.

△ You can use the Green color for the body copy when the background is Olive !

Next updates

Color palette