

**hadron**

Brand Guidelines **v.1**

# Brand Guidelines

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# Your Art. Your Fans. Your Tokens.

Fund your artistic vision and build a hyper-engaged community of fans. Hadron lets you launch a bespoke token that powers your own branded digital economy.



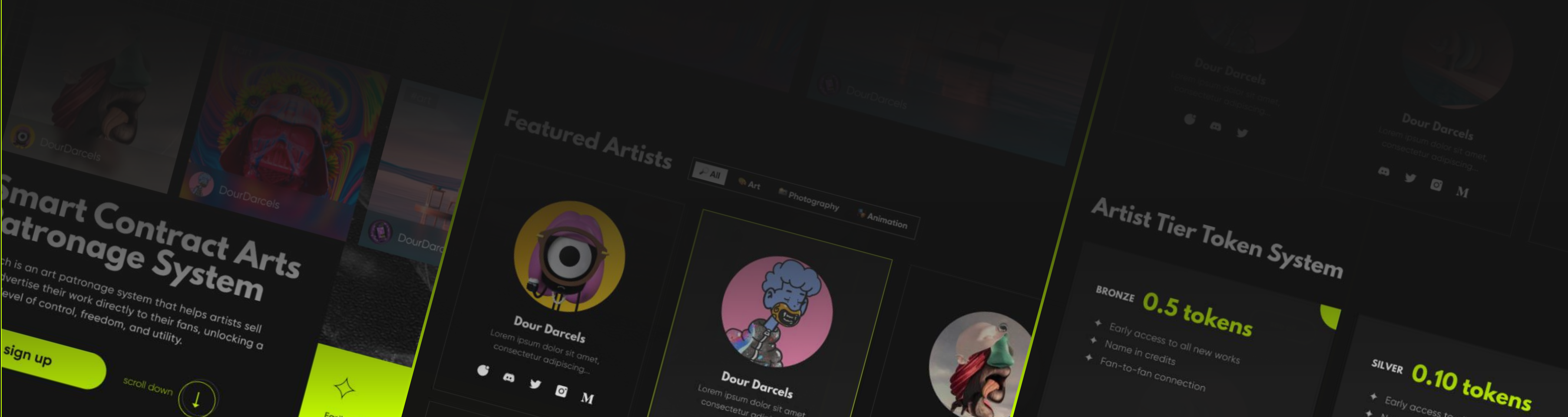
Experience the freedom to customize the way fans purchase access to your content. Launch your own token with a bonding curve that fits your growth.



Evangelize fans and boost engagement. Your token gives you new ways to reward active participation and build more meaningful conversations



Artists want to break free of big tech. Hadron liberates you from gatekeepers so you can gain direct access to people who matter the most.

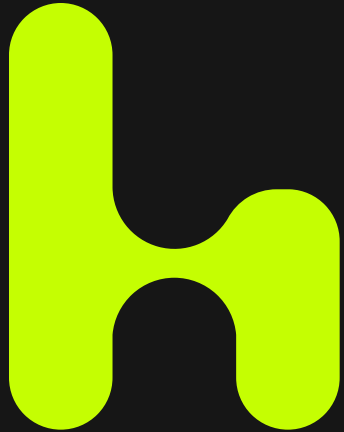
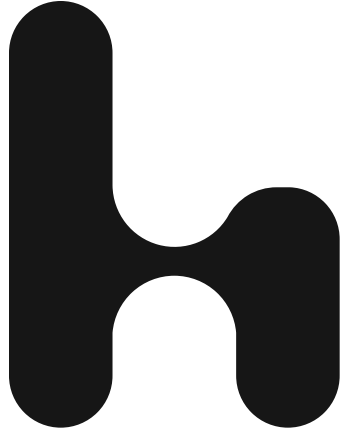
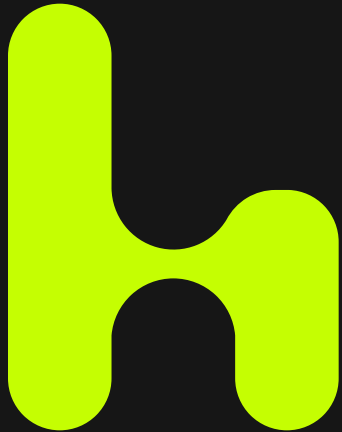


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# Clear Space

Having sufficient space around the logo maximizes its visibility and design impact, and gives the logos the appropriate visual hierarchy. The logo and the monogram's exclusion zone is equal to the square on top of the icon (marked as X in the diagram).





## Green

HEX: C5FE02  
RGB: 197, 254, 2  
CMYK: 22, 0, 99, 0

## Black

HEX: 161616  
RGB: 22, 22, 22  
CMYK: 0, 0, 0, 91

## White

HEX: FFFFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

# Textures





# Imagery





PRIMARY FONT

LEAGUE SPARTAN

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890



SECONDARY FONT

GILROY BLACK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

GILROY SEMI-BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

GILROY ULTRA-LIGHT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890