

Logo  
guidelines

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# Logo

## Main Version

This is the main version of Hermes Protocol logo.

It should be respected and used as needed.

[\[Download Full Pack\]](#)



# Hermes Protocol

# Logo

## Secondary Version

This is the secundary version  
of Hermes Protocol logo.

It should be respected  
and used as needed.



Hermes  
Protocol

# Icon

This is the icon of  
Hermes Protocol logo.

It should be used  
when the logo is  
not needed.



# Logo Black & White

## Main Version

This is the black and white versions of the main version of Hermes Protocol logo.

It should be respected and used as needed.



**Hermes**  
Protocol



# Logo Black & White

## Secondary Version

This is the black and white versions of the secondary version of Hermes Protocol logo.

It should be respected and used as needed.



**Hermes**  
Protocol

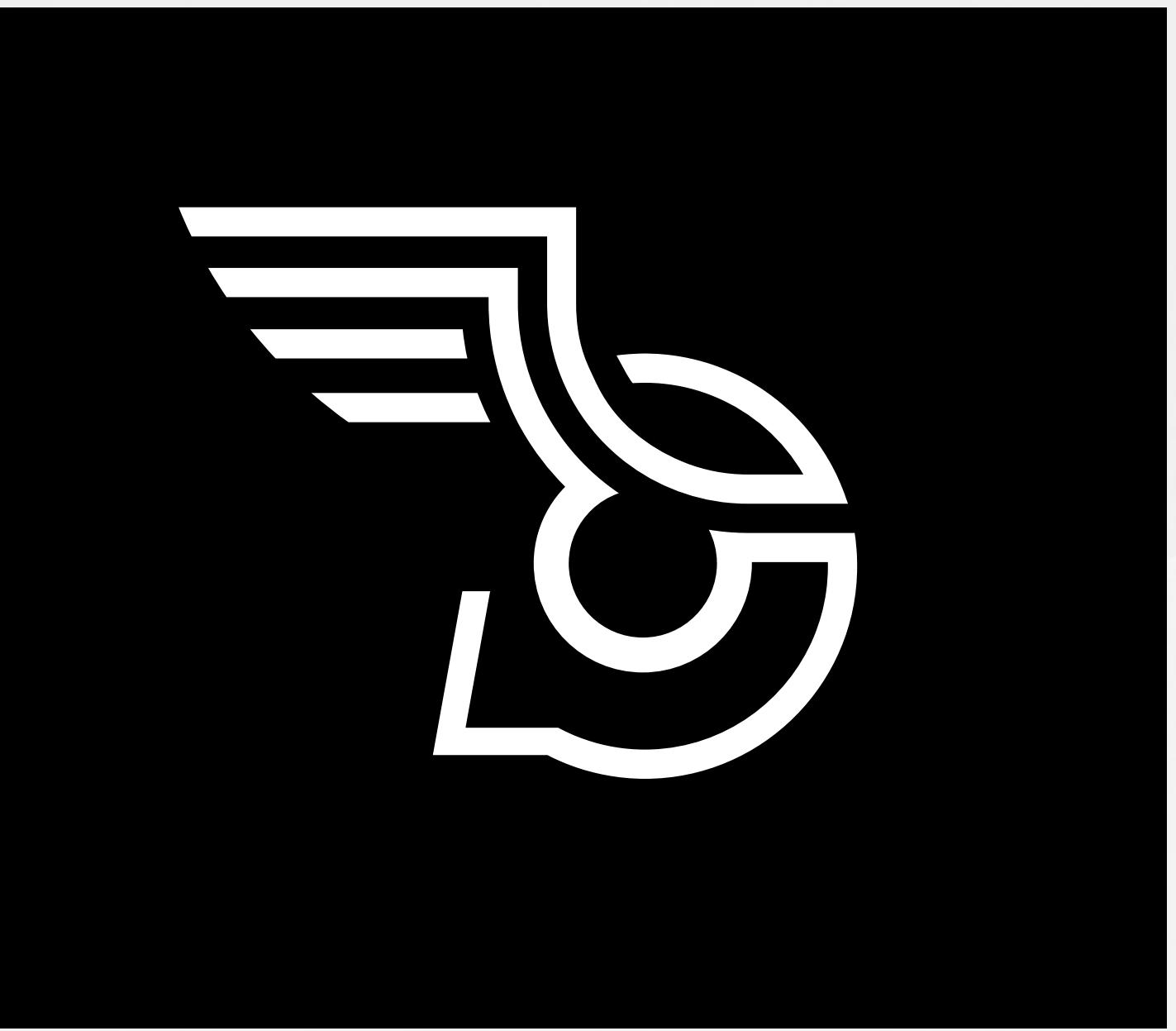


**Hermes**  
Protocol

# Icon Black & White

This is the black and white versions of the icon of Hermes Protocol logo.

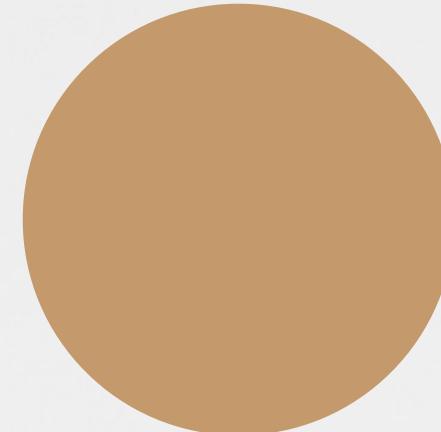
It should be respected and used as needed.



# Logo Color

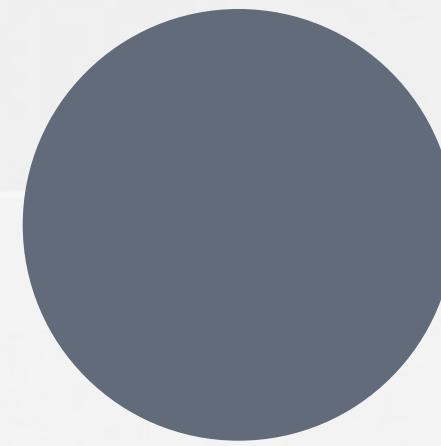
The Camel color is the main color of the Hermes Portocol logo and must be respected as shown in this guide.

The Dark Electric Blue color is the color used for other brand elements, such as text, and must be respected as shown in this guide.



Camel

R 196 • G 154 • B 109  
#c49a6d



Dark Electric Blue

R 98 • G 107 • B 122  
#626b7a

# Logo Safety Area

## Main Version

The safety margin around the main version must be respected as represented here.



# Logo Safety Area

## Secondary Version

The safety margin around the secondary version must be respected as represented here.



# Icon Safety Area

The safety margin around the icon must be respected as represented here.



# Logo Dimension

## Main Version

The minimum size for the Hermes Protocol logo is 50 px tall with width proportional.

This dimension does not allow the reading of the word Protocol and therefore, this is the minimum size possible of the main version.



58x50



82x70



140x120



**Hermes**  
Protocol

295x250

# Logo Dimension

## Secondary Version

The minimum size for the Hermes Protocol logo is 50 px long with width proportional.

This dimension does not allow the reading of the word Protocol and therefore, this is the minimum size possible of the secondary version.



97x50



136x35



235x60



Hermes  
Protocol

486x125

# Font

The font used for the logo of Hermes Protocol is RANY.

This font can also be used for the body text of Hermes Protocol communication material.

The font must be used and respected according to your need.

Download

## Regular

QWERTYUIOPASDFGHJKLZXCVBNM  
qwertyuiopasdfghjklzxcvbnm  
1234567890 ,.-<!#\$%&/()=?+\*

## Bold

QWERTYUIOPASDFGHJKLZXCVBNM  
qwertyuiopasdfghjklzxcvbnm  
1234567890 ,.-<!#\$%&/()=?+\*

## Italic

QWERTYUIOPASDFGHJKLZXCVBNM  
qwertyuiopasdfghjklzxcvbnm  
1234567890 ,.-<!#\$%&/()=?+\*

## Bold Italic

QWERTYUIOPASDFGHJKLZXCVBNM  
qwertyuiopasdfghjklzxcvbnm  
1234567890 ,.-<!#\$%&/()=?+\*

# Prohibitions

1. Do not apply the logo or the icon on poorly readable chromatic backgrounds.
2. Do not alter the dimensions of the logo or icon.
3. Do not change the positions of the elements that make up the logo or icon.
4. Do not change the colours that make up the logo or icon.
5. Do not change the angle of the logo or icon.
6. Do not change the aspect ratio of the logo or icon.





Hermes  
Protocol

Thank you

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