

H O L O

BRAND GUIDELINES

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Intro to Holo

BRAND FEEL

Holo empowers people and businesses to thrive. This big idea sets the tone for our brand—what we look like, what we say, and how we act.

Human

We are a group of diverse and passionate humans working on behalf of other humans. Our aim is to foster greater connection and collaboration between individuals and their communities.

Empowering

We desire for people to feel empowered by what we're creating. We are not handing out an answer, we're co-creating better tools that anyone can use or modify to best suit their unique needs.

Possible

Anything is possible! This is just the beginning, and we want people to feel excited by what lies ahead instead of constrained.

Exciting

OMG! This is so fresh! I've never seen anything like it! We want people to feel alive and excited about what they're a part of.

Enduring

Holo is more than a passing trend; we're building tools that will continue to be improved by our community, and that will always be relevant within their given context.

Adaptive

To survive in the ever-changing world we are a part of - we must adapt, reflect, and include diversity while holding for paradox.

BRAND LANGUAGE

It is important that names of our products and terms we use are spelled, capitalized, and punctuated consistently throughout the entire organization. The following list displays the correct and company-standard ways to write various organization-specific names and terms when writing on behalf of Holo or Holochain.

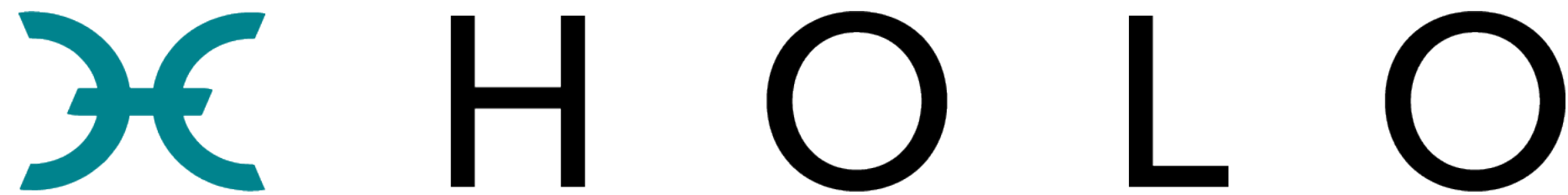
Holochain	HoloPort	open-source	double-entry
holochain	HoloPort Nano	DHT	end-user
Holo	HoloPort+	DHTs	Indiegogo
MetaCurrency	Alpha 0	cryptocurrency	Mattermost
Ceptr	Alpha 1	P2P	Airbnb
ICO	currency paper	proof-of-service	HoloNaut
Holo fuel	white paper	proof-of-work	Holo sapiens
HoloToken	green paper	proof-of-stake	HoloDen
HOT	Web	peer-to-peer	ERC20

Greater detail on some of these items, and other subjects can be found in [The Holo Manual of Style](#)

Logo and Usage

Primary Logo
Black Variant

[Download Here](#)



Primary Logo
White Variant

[Download Here](#)



Holochain Lockup
Black Variant

In certain applications, it may be necessary to emphasize the fact that Holo is powered by Holochain. Use this lockup when necessary.

[Download Here](#)



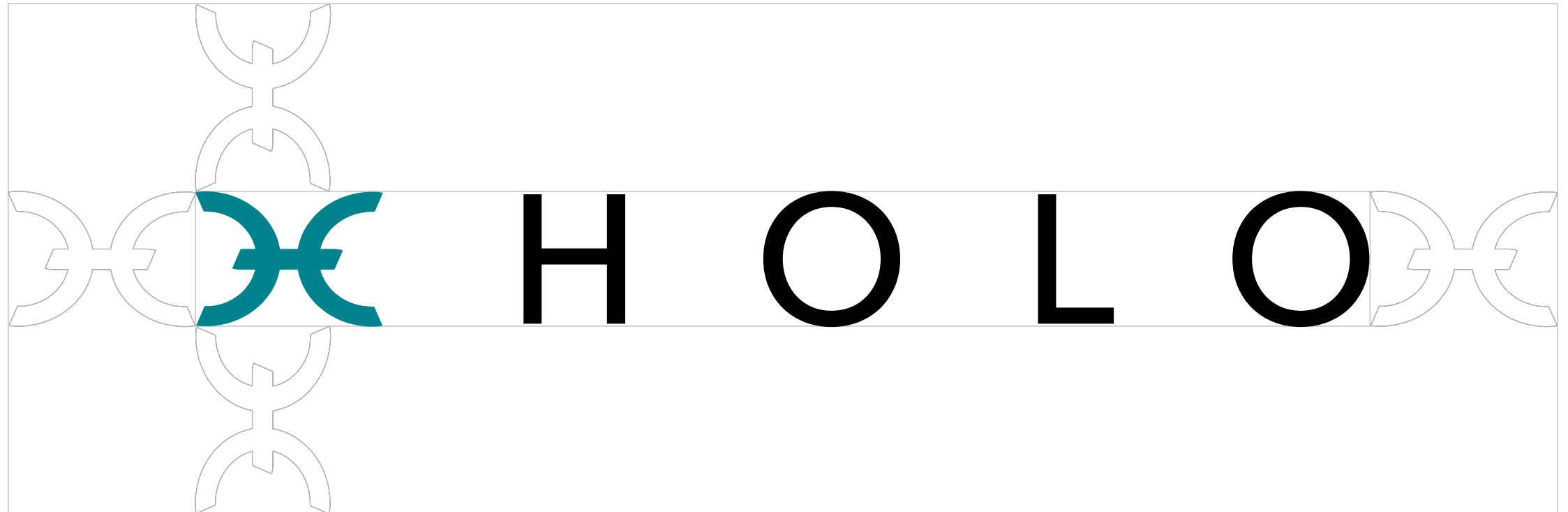
Holochain Lockup
White Variant

[Download Here](#)



LOGO SPACING

The space around the logo should be the same as the height of the visual mark in the logo.

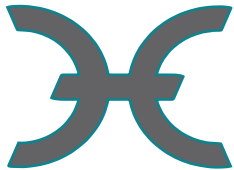


Note: Ensure all other elements clear the logo by the height/width of the logo mark.

LOGO MINIMUM
SIZE RESTRICTIONS

The logo should never appear smaller than the size described. Use the inch measurements for print and the pixel (px) for screen.

13 px
.18 in




H

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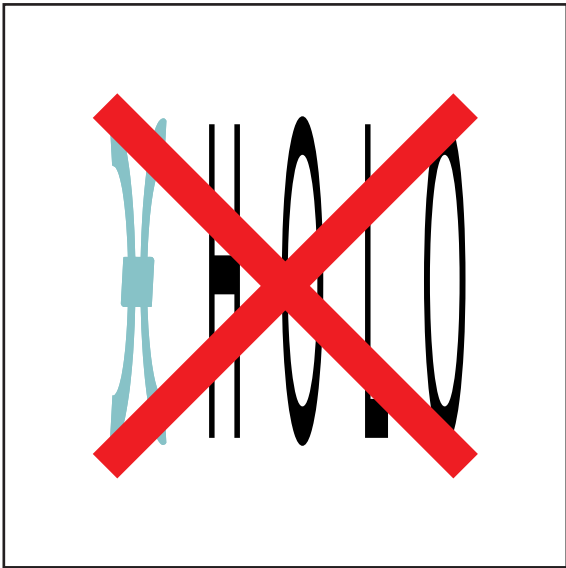
113 px
1.5 in

 H O L O

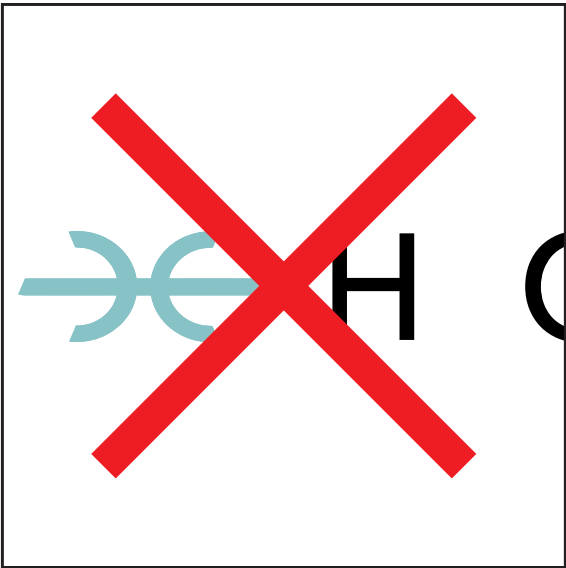
actual size

LOGO APPLICATION DON'TS

Under no circumstances should you use the logo in the following ways.



DO NOT DISTORT



DO NOT ALTER THE LOGO SHAPE



DO NOT USE UNSPECIFIED COLORS

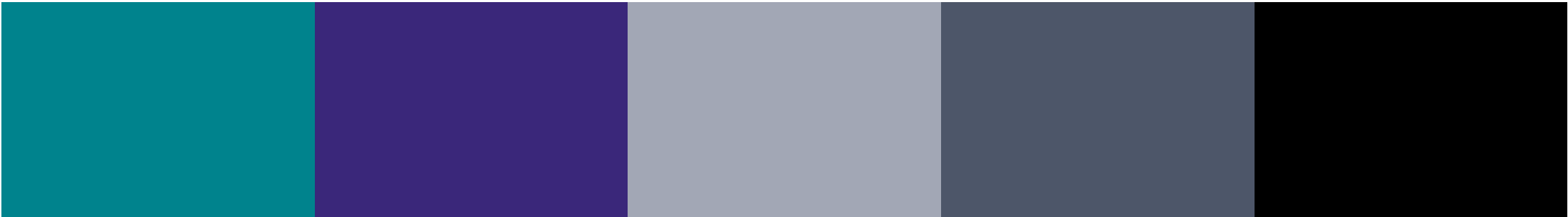


ENSURE LOGO FIDELITY

Color

SOLID COLOR PALETTE

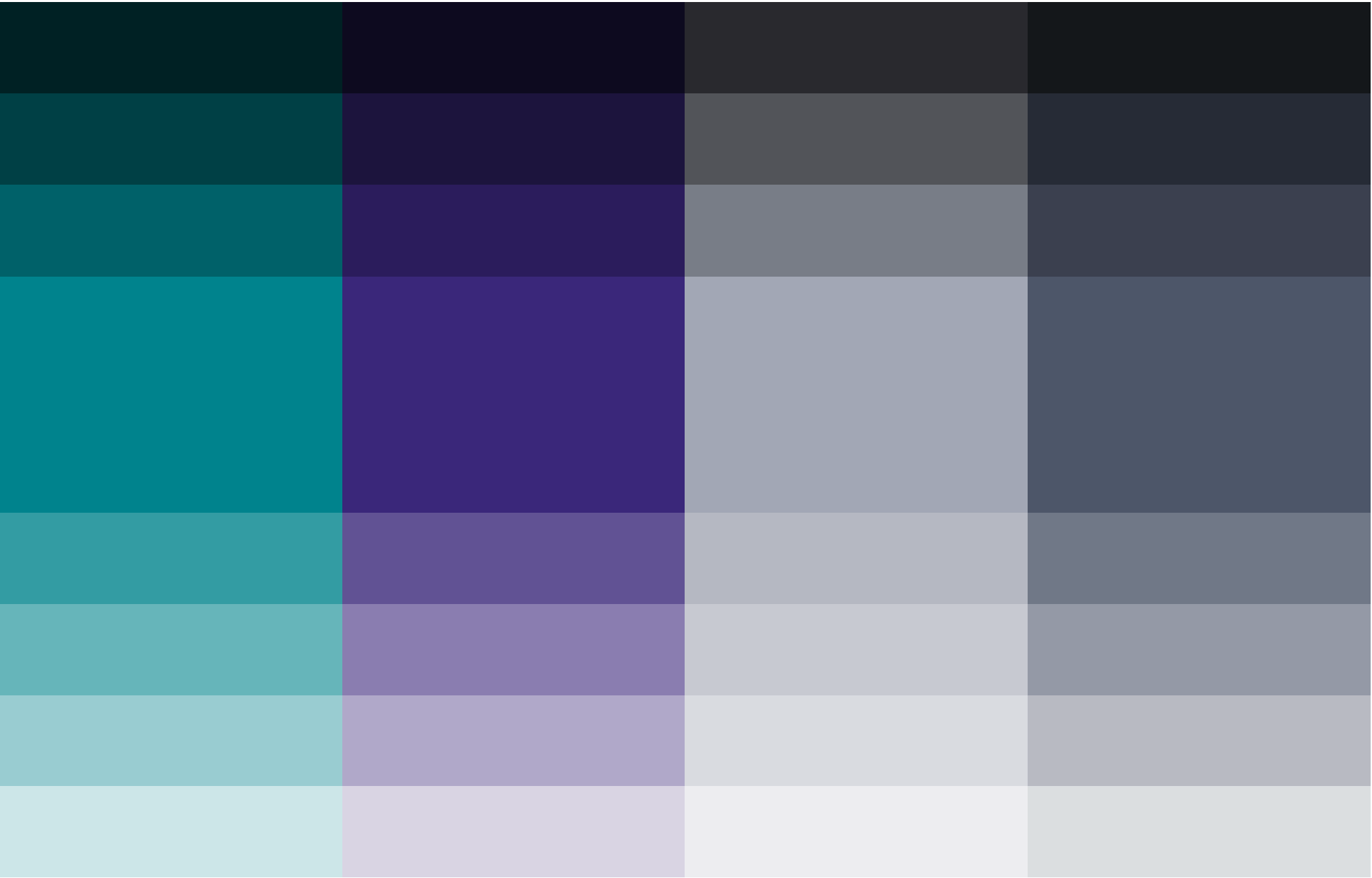
To keep things bold and vibrant, the primary color palette is comprised of bright contrasting tones. When using black for print, add 100% cyan, magenta, and yellow to 100% black.



HEX : #00838D	HEX : #3A277A	HEX : #1da9c7	HEX : #4E5568	HEX : #000000
C : 86 M : 32 Y : 41 K : 5	C : 95 M : 100 Y : 17 K : 6	C : 74 M : 13 Y : 17 K : 0	C : 73 M : 62 Y : 42 K : 22	C : 100 M : 100 Y : 100 K : 100

SHADES AND TINTS

To add more variety shades and tints can be derived from the brand color palette.



COLOR DON'TS

**Don't use colors
not specified in
these guidelines.**



Typography

BRAND SPECIFIC
TYPOGRAPHIC
FAMILY

Typography is one of the most effective ways to establish our brand voice and personality.

Raleway is a font family that comes in several weights from thin to black.

The primary weights used for Holo messaging are light, regular, medium and semibold. Other weights can be used when appropriate.

Please do not substitute any other fonts outside of the Raleway font family.

[Download Here](#)

Raleway Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*

TYPOGRAPHIC
HIERARCHY AND
ALIGNMENT

The typeface Raleway Heavy has been chosen to lead all brand messaging. All headlines should be designed using this typeface.

The typeface Raleway Bold has been chosen to be secondary font. All subheads and econdardy headlines should be set in this typeface.

All body copy should be set in Raleway Medium.

Text should be left aligned as often as possible. Avoid center alignment when possible. Avoid justifying text.

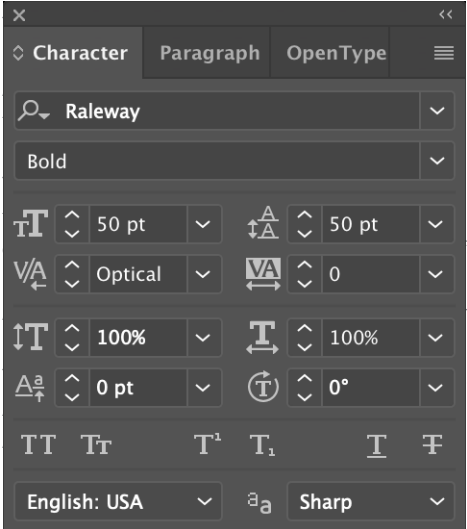
HOLO

HEADLINE
IS SET IN
RALEWAY
BLACK

Subheader is set
in Raleway Bold
Body copy is set in Raleway Medium

Raleway bold here Raleway Bold here also

TYPOGRAPHIC
LETTER AND LINE
SPACING



The line height and type size should always be 1:1 in relationship to each other.

This sentence has
a default letter
spacing of 0
and a line height
that matches the
type size 1:1

This sentence has a default letter
spacing of 0 and a line height
that matches the type size 1:1

This sentence has a default letter spacing of 0
and a line height that matches the type size 1:1

TYPOGRAPHY
DON'TS

Dont use other
typefaces instead
of, **or in addition to,**
the Raleway family.



**use two different
font weights,**
if you've got more than just a headline.
This contrast establishes visual hierarchy.



**never bre-
ak words.**



CONTACT US

CONTACT US

Feel free to contact us with any questions concerning our brand and their guidelines.

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Celestial Hanley

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Thank You