



After all the hard work put into the logo, website and other UI/UX this guideline will ensure the logo, buttons, font and colors are used in a way that uploads the aesthetic standards and keeps the Hydro brand looking professional and consistent as it heads out into the world

COLORS

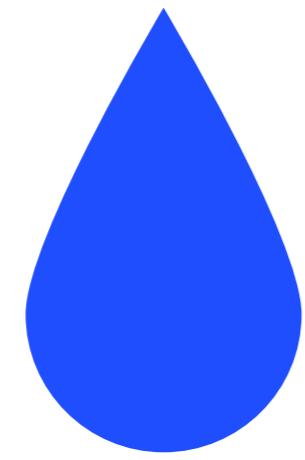
Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating certain feel to your audience.

The Hydro brand colors are blue and green which both give off a positive emotion. Blue gives off feelings such as trustworthy, inviting, serence and its color also depicts our brand name Hydro. Green represents the environment and outdoors. It signifies growth, stability and prosperity.

General Rules:

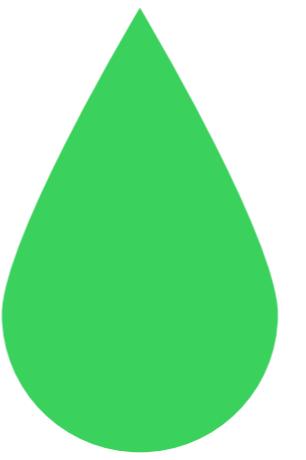
1. None of these colors should be used on dark or black backgrounds as the text or item become hard to read and doesn't contrast well. White would need to be used instead.

CORE COLORS



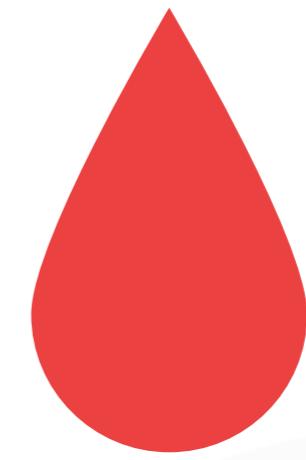
BLUE

HEX: #1e4eff
RGB: 30,78,25
CMYK: 82,69,0,0



GREEN

HEX: #3ad25c
RGB: 58,210,92
CMYK: 66,0,87,0



RED

HEX: #ec4141
RGB: 201,60,46
CMYK: 1,90,78,0



DARK BLUE

HEX: #132257
RGB: 19,34,87
CMYK: 100,95,35,32

Secondary option to main blue color. We could use for logo, etc. Would be used in conjunction with main blue. This needs to be decided by DAs

LOGO

Our logo is important. It's the seed of our identity. We shouldn't cramp it, it needs adequate white space to breath. We shouldn't stretch or distort it in any manor.

Following these visual guidelines to ensure our logo looks consistent and professional on all forms of media/communication.

Important: The logo needs white spacing /padding. Our logo should never be butted up against corners or other items on a media piece. There should be adequate spacing around it for a professional look.

NAME



Light Background - Official Solid
#1e4eff



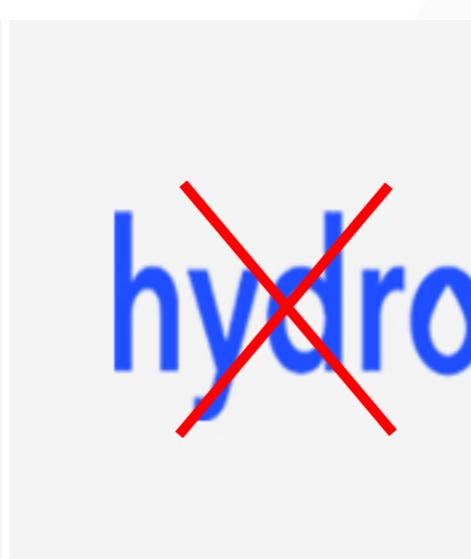
Dark Background - Official Solid
#ffffff



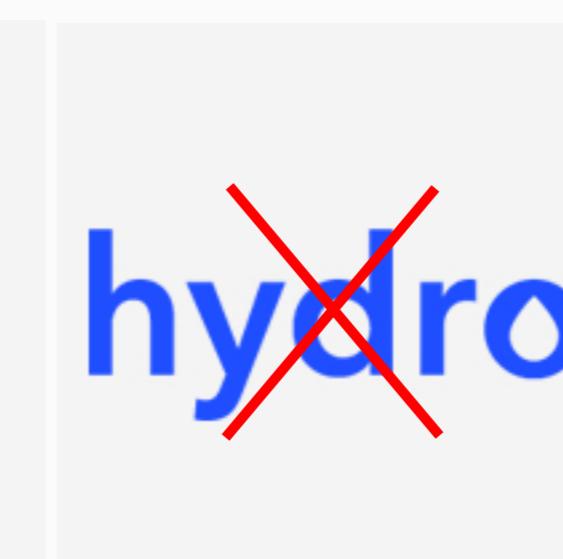
No Colored on Dark



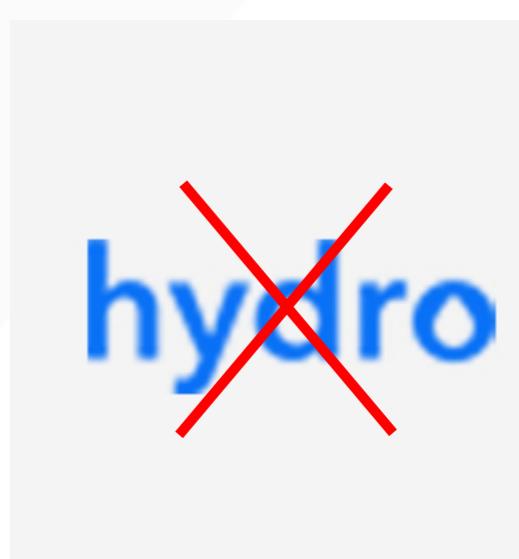
No Light on Light



Don't Stretch/Skew



Needs padding/whitespace



Make Sure Clear/Crisp
No Pixelation

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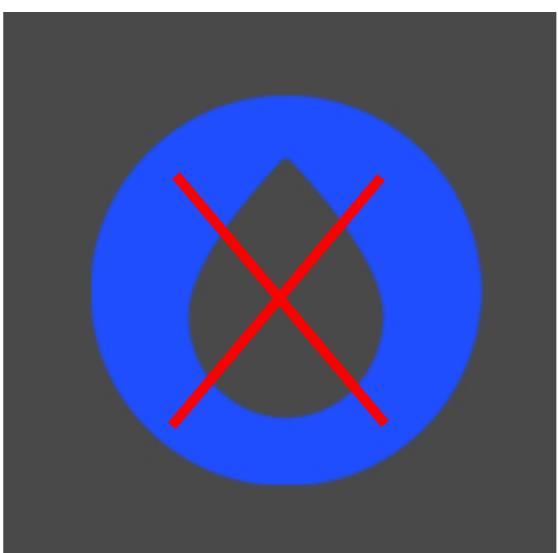
SYMBOL



Light Background - Official Solid
#1e4eff



Dark Background - Official Solid
#ffffff



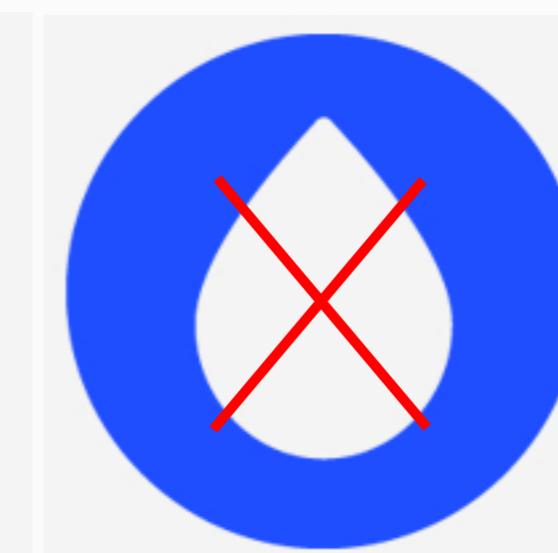
No Colored on Dark



No Light on Light



Don't Stretch/Skew



Needs padding/whitespace
Make Sure Clear/Crisp
No Pixelation



LOGO

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USE EXAMPLES



Some Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tempus leo non fermentum. Aenean in vestibulum justo. Nulla et molestie augue. Nunc vel sollicitudin nibh. Cras vitae sapien eleifend dui viverra aliquet. Phasellus molestie auctor sapien, in pulvinar mi. Suspendisse risus libero, rhoncus ullamcorper interdum at, malesuada et eros. Lorem ipsum dolor sit amet,

In this first example the logo doesn't have enough white space. Its crammed up in the top right corner.



Some Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eleifend tempus leo non fermentum. Aenean in vestibulum justo. Nulla et molestie augue. Nunc vel sollicitudin nibh. Cras vitae sapien eleifend dui viverra aliquet. Phasellus molestie auctor sapien, in pulvinar mi. Suspendisse risus libero, rhoncus ullamcorper interdum at, malesuada et eros. Lorem ipsum dolor sit amet,

The correct way to place the logo with white space is shown in this example

TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This set of typefaces could be used across all print, web and media applications.

The Hydro brand consists of 2 typefaces.

NUNITO BOLD, SEMI BOLD AND REGULAR

Aa
NUNITO BOLD

Aa
NUNITO SEMI BOLD

Aa
NUNITO REGULAR

Body Text
14pt Nunito Regular

Small Headings
19pt Nunito Semi-Bold

Medium Headings
27pt Nunito Regular

Large Headings
52pt Nunito Bold

Normal Button
14pt Nunito Semi-Bold

ROBOTO BOLD, SEMI BOLD AND REGULAR

Use on numbers only

Hydro is a decentralized ecosystem using cutting-edge cryptography to secure user accounts, identities, and transactions.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dignissim eget erat vel tempus. Maecenas ut urna libero. Fusce molestie lectus nec tortor bibendum vehicula. Mauris at ante sollicitudin eros interdum porta id

Additional Information

Subway Surfer

Welcome

[Let Us Know](#)

BUTTONS

We have several styles of buttons that can be chosen from when designing any UI/UX related to Hydro

These can be used upon the individual discretion of the designer/developer.

General Rules:

1. Blue is our primary color and should be used for most buttons.

2. Green is secondary and should be used in situations where 2 buttons are needed next to each other. It will help differentiate.

3. Fully rounded buttons should be used in majority of places. The “alternate” buttons with a radius of 5px are available for use when rounded doesn’t make sense visually.

4. Alternate buttons with 5px border radius shouldn’t be used for small buttons. These are to be used when full radius buttons don’t visually make sense

LARGE

NUNITO FONT / 14PT / SEMI BOLD

Outlined

Let Us Know

Normal / #1e4eff

Let Us Know

Hover / #1e4eff

Let Us Know

Active / #193ec5

Alternate

Border radius at 5px

Let Us Know

Let Us Know

Filled

Let Us Know

Normal / #1e4eff

Let Us Know

Hover / #1735a5

Let Us Know

Active / #193ec5

Outlined

Let Us Know

Normal / #3ad25c

Let Us Know

Hover / #3ad25c

Let Us Know

Active / #1e9739

Filled

Let Us Know

Normal / #3ad25c

Let Us Know

Hover / #17812e

Let Us Know

Active / #1e9739

SMALL

NUNITO FONT / 13PT / BOLD OR SEMIBOLD

Outlined

GET

Normal / #1e4eff

GET

Hover / #1e4eff

GET

Active / #193ec5

Filled

GET

Normal / #1e4eff

GET

Hover / #1735a5

GET

Active / #193ec5

Outlined

GET

Normal / #3ad25c

GET

Hover / #1e4eff

GET

Active / #1e9739

Filled

GET

Normal / #3ad25c

GET

Hover / #17812e

GET

Active / #1e9739

INPUT BOXES

The following are the style of input boxes to be used with the Hydro branding.

General Rules:

1. Use the 5px radius corner input box style for most forms. The rounded is for use on forms where 5px radius won't make sense.

NOTE: This should be a rare occasion. Step 1 of the Snowflake dashboard is an example of this.

2. Textboxes aren't shown but they would look the same and follow the same format as input boxes.

STYLES STANDARD AT 5PX BORDER RADIUS

Standard

 Let Us Know Continue Continue

Active/Hover

 Let Us Know

Drop Shadow: Opacity 25% with 7px shadow

 Continue

Drop Shadow: Opacity 25% with 7px shadow

List, Button Below with 2 Columns

<input type="text" value="Input..."/>	<input type="text" value="Input..."/>
<input type="text" value="Input..."/>	<input type="text" value="Input..."/>
<input type="text" value="Input..."/>	<input type="text" value="Input..."/>

Let Us Know

List, Button Below with Text Above

Name

Email Address

Phone Number

Let Us Know