

JACKAL®

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Brand Marks

Logotype

Minimum Clear Space

Logo Scale

Logo Misuse

Logo in Context

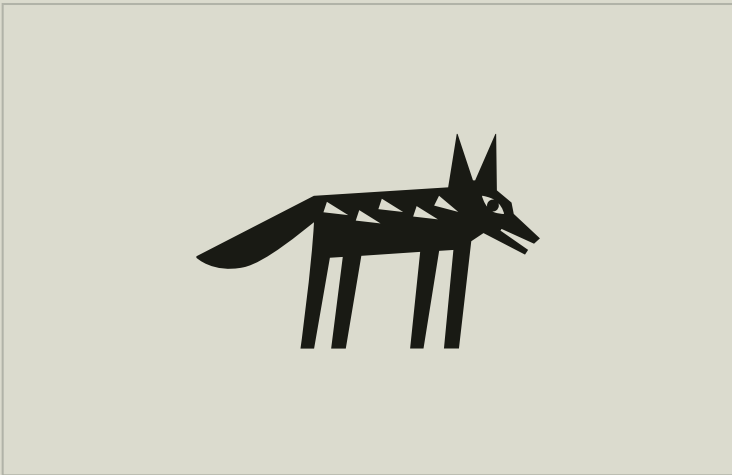
Logo System

The Jackal logo system includes a Primary Logotype, a Logomark, a Stacked Logotype, and a Horizontal Lockup for occasional use.

Primary Logotype



Logomark



Stacked Logotype



Horizontal Lockup



Minimum Clear Space

To protect the logo from other visual elements, it is important that it is surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The size of this exclusion zone is defined by the “x.”

Logotype



Lockup



Partnerships



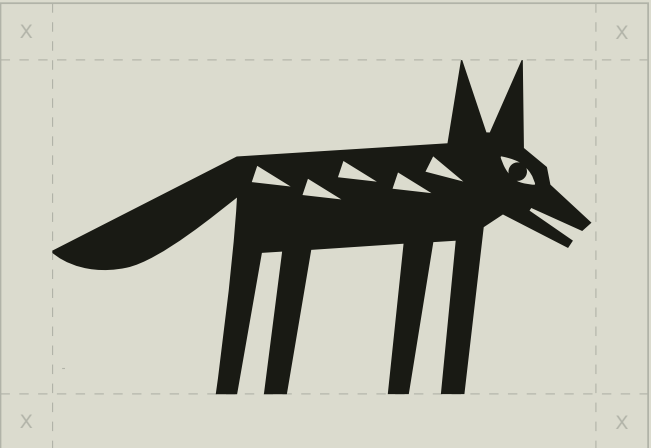
Minimum Clear Space

To protect the logo from other visual elements, it is important that it is surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The size of this exclusion zone is defined by the “x.”

Stacked Logotype



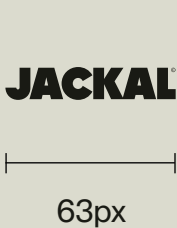
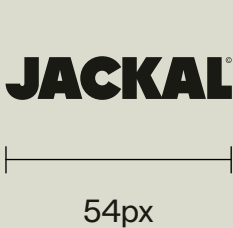
Logomark



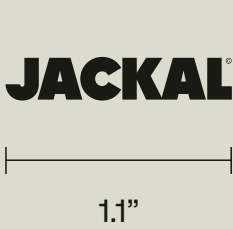
Logo Scale

To ensure the logo remains legible at all times it should not be reduced below the minimum size displayed respectively on the right.

Digital



Print

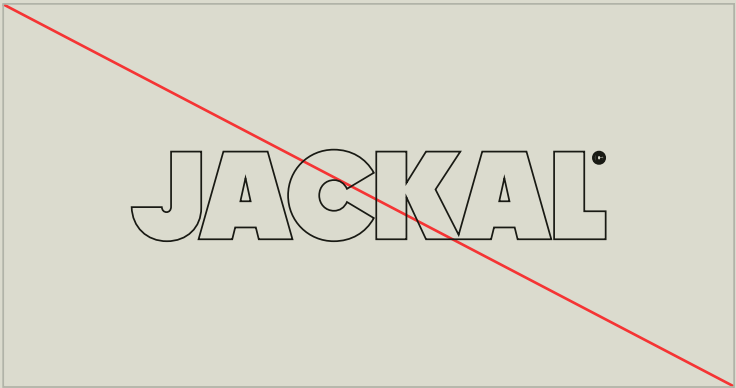


Logo Misuse

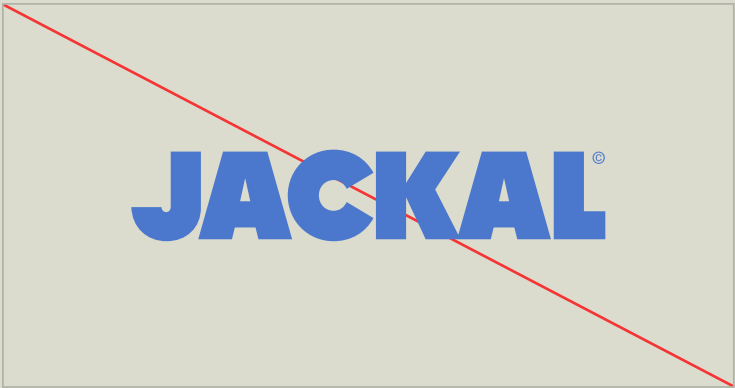
It is important that the appearance of the brand marks remain consistent.

The logos should not be misinterpreted or modified. No attempt should be made to alter the logo in any way. Its orientation, color, and composition should remain as indicated in this document—there are no exceptions.

To illustrate this point, common mistakes are shown here.



Do not outline.



Do not use colors other than the approved brand colors.



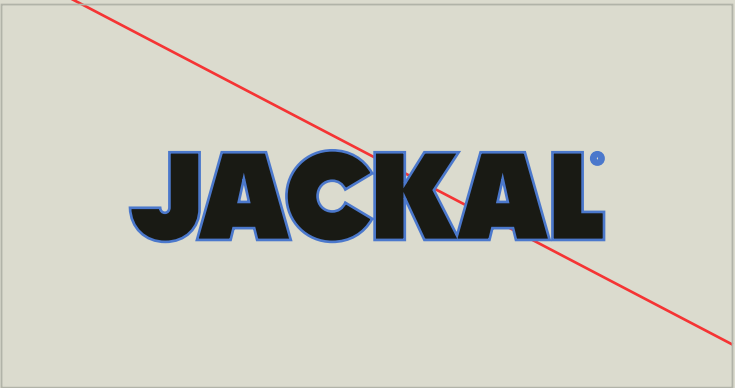
Do not rotate.



Do not stretch.



Do not add effects.



Do not add outlines.



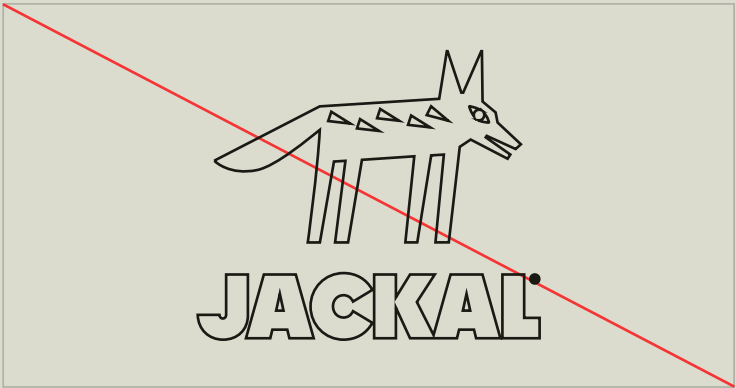
Do not change the font.

Logo Misuse

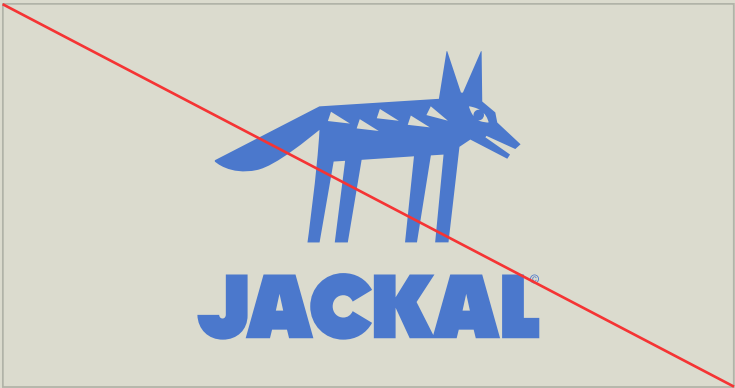
It is important that the appearance of the brand marks remain consistent.

The logos should not be misinterpreted or modified. No attempt should be made to alter the logo in any way. Its orientation, color, and composition should remain as indicated in this document—there are no exceptions.

To illustrate this point, common mistakes are shown here.



Do not outline.



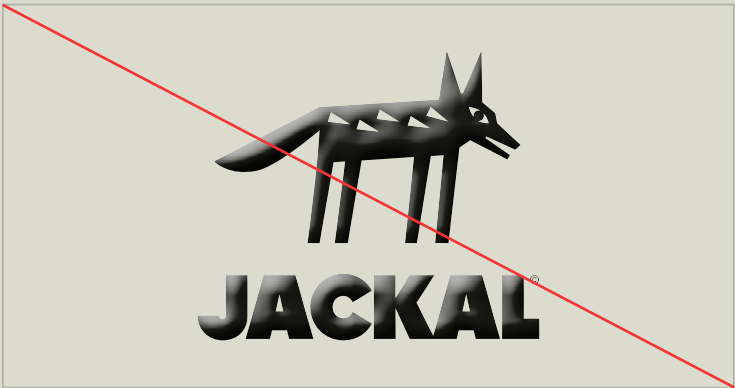
Do not use colors other than the approved brand colors.



Do not rotate.



Do not stretch.



Do not add effects.



Do not add outlines.



Do not pair mark with different font.



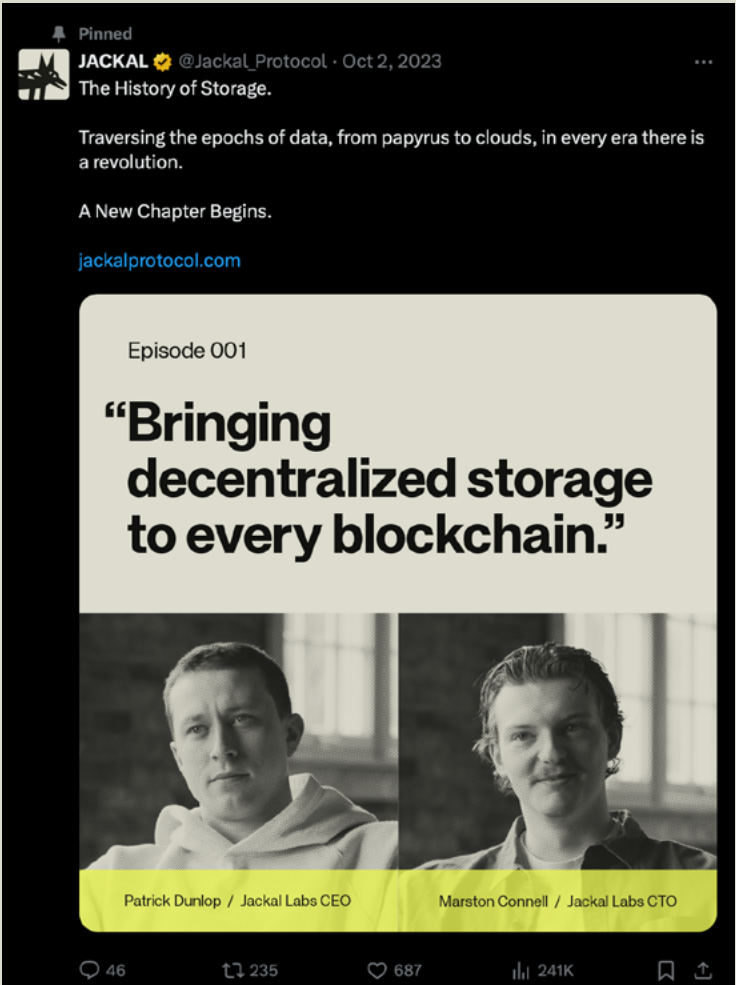
Do not change the scale.



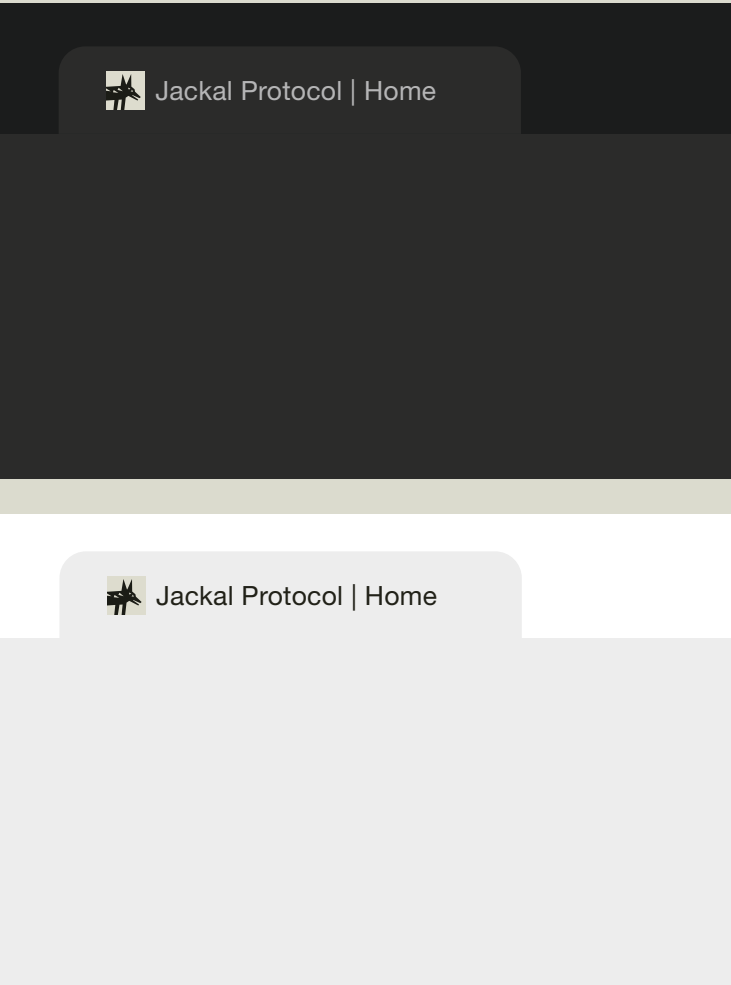
Do not change the orientation.

Logo in Context

Social



Favicon



Merch



Brand Color

Color Overview
Logo Color Usage
Logo Color Misuse

Color Overview

The color palette has three main colors: Cream, Off-Black and Yellow.

Cream and Off-Black are the primary colors. Yellow should be used as an accent color.

Cream

RGB 219 218 206
CMYK 13 10 17 0
HEX #DDDCCE

Off-Black

RGB 25 26 20
CMYK 71 64 70
80 HEX #1B1C16

Yellow

RGB 232 242 82
CMYK 14 0 79 0
HEX #E9F451

Color Usage

To ensure accurate representation of our brand, elements should be displayed primarily in Off-Black over Cream.

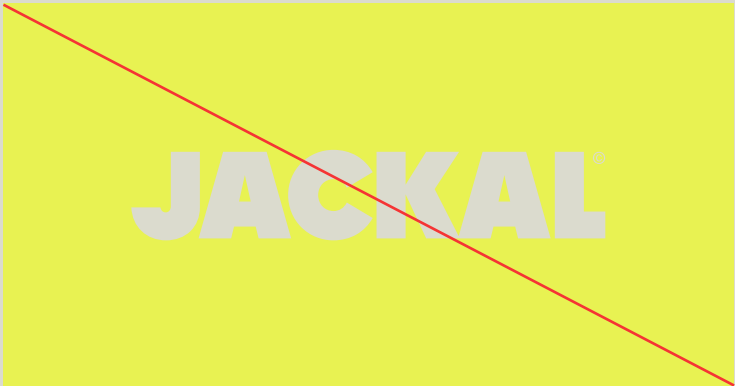
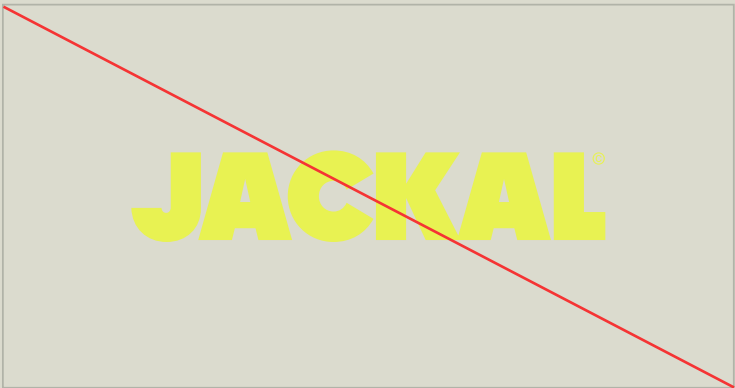
When using an Off-Black background, elements should be used in Cream.

Yellow should only be used as an accent color. If using elements over yellow, these should always be used in Off-Black.

✔ Correct Color Use



✘ Incorrect Color Use



Typography

Brand Typefaces

Headlines

Body Copy

Subtitles

Hierarchy Examples

Google Alternates

Fallback Fonts

Brand Typefaces

KH Teka Bold is the primary font and should be used for main headlines and large titles.

KH Teka Regular is the secondary font and should be used for body copy and subtitles.

KH Teka Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*?

KH Teka Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*?

Headlines

KH Teka Bold is the primary font and should be used for main headlines and large titles.

- It should be sentnece case with punctation unless using for a large, primary headline that is 4 words or less. Then it can be Title Case with no punctation.
- Tracking should be set to -20pts.
- Leading should be set to 4pts larger than font size.

The values provided on the right are represented as follows:

Size/Leading | Tracking

✔ Correct Typesetting

Kick ass
cloud storage
for blockchains.

KH Teka Bold | 40/44pt | -20pt

✘ Wide Tracking

Kick ass
cloud storage
for blockchains.

KH Teka Bold | 40/44pt | +50pt

✘ Large Leading

Kick ass
cloud storage
for blockchains.

KH Teka Bold | 40/52pt | -20pt

✘ Uppercase

KICK ASS
CLOUD STORAGE
FOR BLOCKCHAINS.

KH Teka Bold | 36/40pt | -20pt

Body Copy

KH Teka Regular should be used for body copy.

- Weight should be set to Medium
- Tracking should be set to -10pts.
- Leading should be set to 4pts larger than font size.

The values provided on the right are represented as follows:

Size/Leading | Tracking

✔ Correct Typesetting

Jackal provides web3 developers with a decentralized cloud storage ecosystem that can be tapped into with a single smart contract call. Utilizing the groundbreaking Inter-Blockchain Communication protocol, we’ve created a space where data dances freely between blockchains and dApps, while being inaccessible by unwanted guests.

KH Teka Regular | 12/16pt | -10pt

✘ Wide Tracking

Jackal provides web3 developers with a decentralized cloud storage ecosystem that can be tapped into with a single smart contract call. Utilizing the groundbreaking Inter-Blockchain Communication protocol, we’ve created a space where data dances freely between blockchains and dApps, while being inaccessible by unwanted guests.

KH Teka Regular | 12/16pt | +50pt

✘ Large Leading

Jackal provides web3 developers with a decentralized cloud storage ecosystem that can be tapped into with a single smart contract call. Utilizing the groundbreaking Inter-Blockchain Communication protocol, we’ve created a space where data dances freely between blockchains and dApps, while being inaccessible by unwanted guests.

KH Teka Regular | 12/20pt | 0pt

✘ Wrong Weight

Jackal provides web3 developers with a decentralized cloud storage ecosystem that can be tapped into with a single smart contract call. Utilizing the groundbreaking Inter-Blockchain Communication protocol, we’ve created a space where data dances freely between blockchains and dApps, while being inaccessible by unwanted guests.

KH Teka Bold | 12/16pt | 0pt

Subtitles

KH Teka Bold should be used for subtitles.

- Subtitles should be short, title case, and have no punctation.
- Weight should be set to Semi Bold.
- Tracking should be set to -10pts.
- Leading should be set to 4pts larger than font size.

The values provided on the right are represented as follows:

Size/Leading | Tracking

✔ Correct Typesetting

Actually Decentralized Storage

KH Teka Bold | 18/22pt | -10pt

✘ Wide Tracking

Actually Decentralized Storage

KH Teka Bold | 18/22pt | +25pt

✘ Wrong Weight

Actually Decentralized Storage

KH Teka Regular | 18/22pt | -10pt

Hierarchy Examples

Large titles can sometimes be typeset in an off-centered way as a graphic application of the brand.

To create hierarchy, KH Teka Regular can also be used at bigger scale paired with regular body copy.

**Actually
Decentralized
Storage**

**The Interchain
Storage Network**

Delivering actually decentralized storage to all blockchains.

Our business is data. Your data is none of our business. Jackal is a trustless cloud storage ecosystem, guaranteeing your data is both omnipresent and exclusively yours.

JACKAL

Utilizing the groundbreaking Inter-Blockchain Communication protocol, we’ve created a space where data dances freely between blockchains and dApps, while being inaccessible by unwanted guests.

Google Alternates

Occasionally, when the brand fonts cannot be used, we have selected Google Alternates. Examples of when these fonts are appropriate are internal Google documents or presentations. If possible, these Google Alternates should avoid ever being consumer-facing.

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*?

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*?

Fallback Fonts

When our brand fonts or Google Alternates are not available, these fallback fonts can be used.

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*?**

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*?

Graphic Style

Grids

Grid Usage

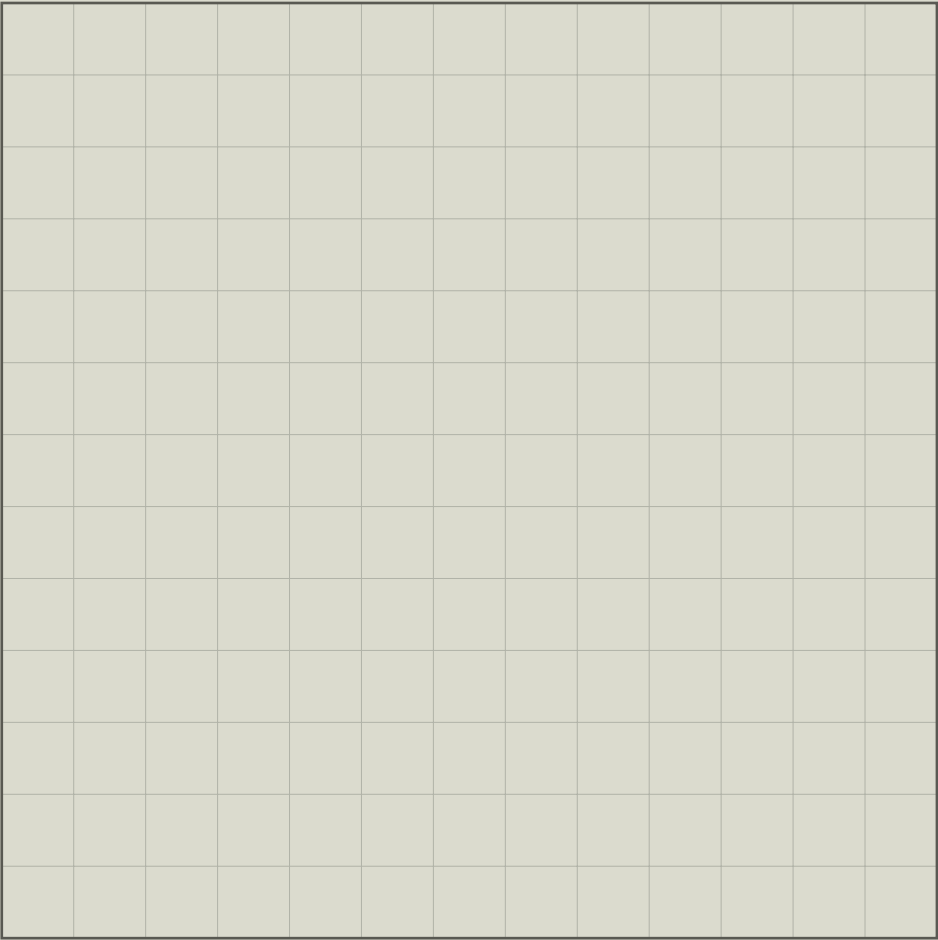
Patterns

Pattern Usage

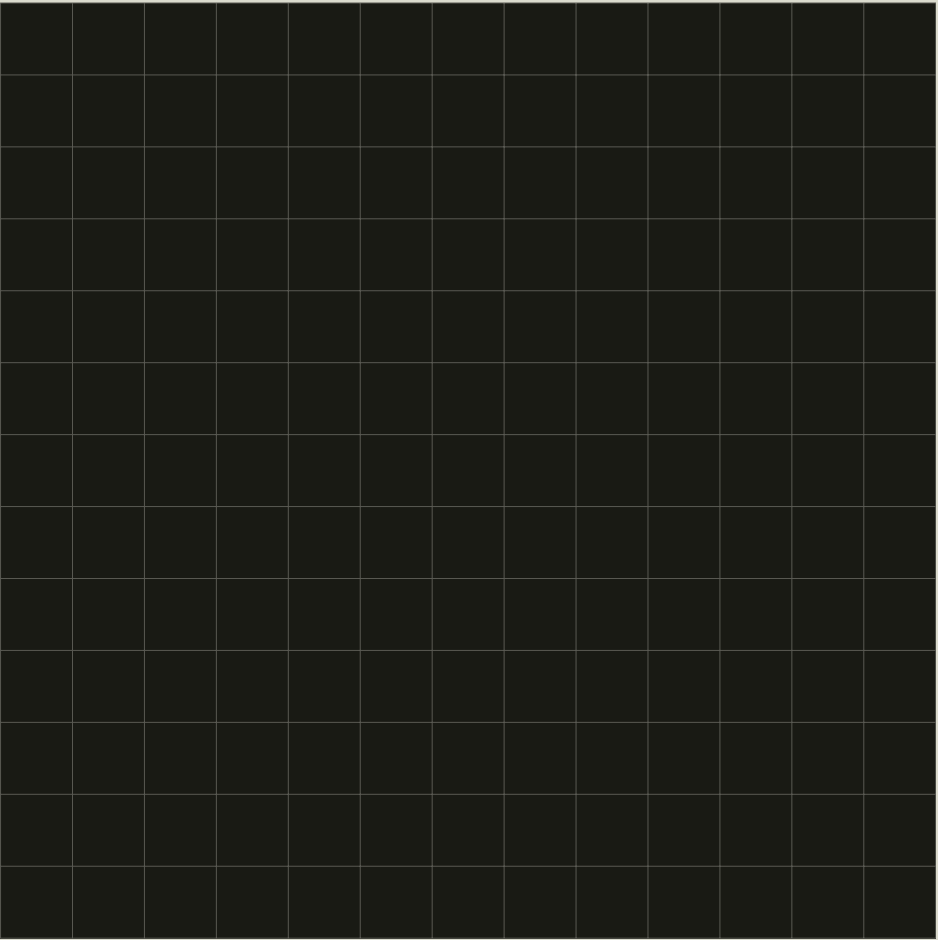
Graphic Elements

Grids

A simple 1:1 grid can be used as a background element for different graphics. To help preserve the contrast within each background color, the stroke should follow the weight and color defined on the right.



Background Color: Cream
Stroke Weight: 1 - 1.5pts
Stroke Color: #b1b2a8 ●



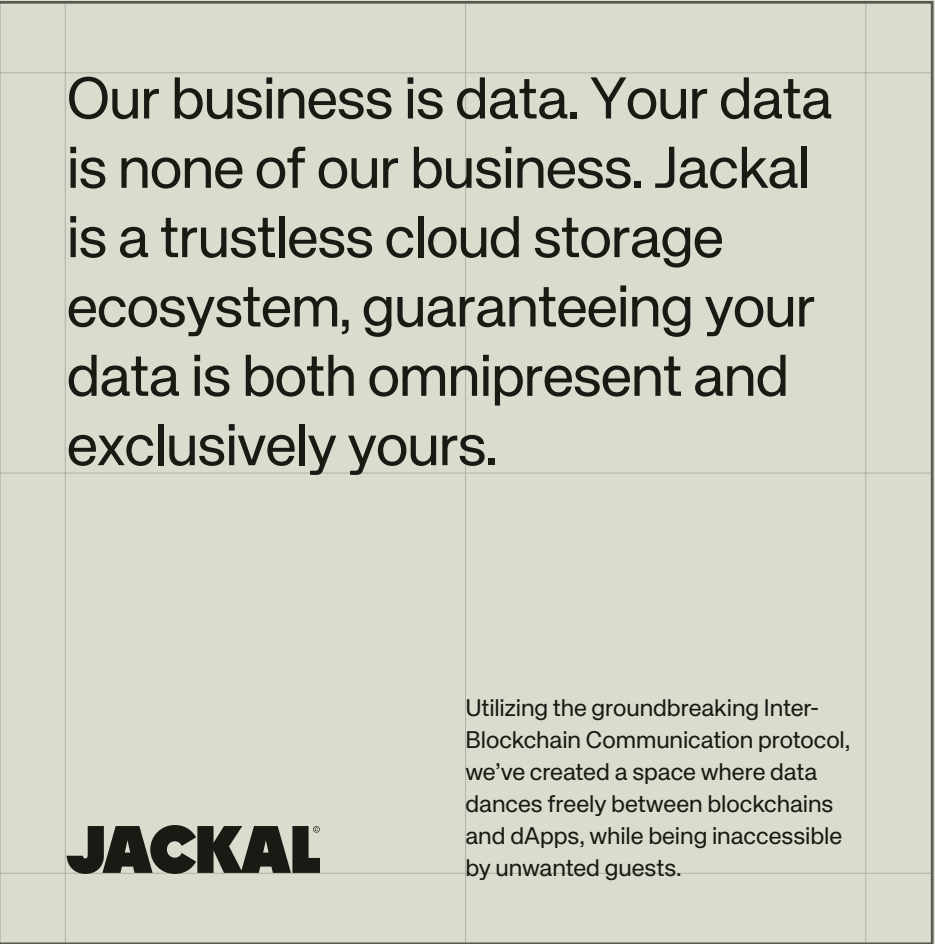
Background Color: Off-Black
Stroke Weight: 1 - 1.5pts
Stroke Color: #595952 ●

Grid Usage

The grid can be scaled up or down to be used as a background element. The grid can also be broken to contain elements like shown in the first example.

The placement of the grid can be defined by the focal point of the composition to help create balance. In the first example, the grid is aligned to the baseline of the word “Decentralized.” However, it is okay for some elements to overlap the grid.

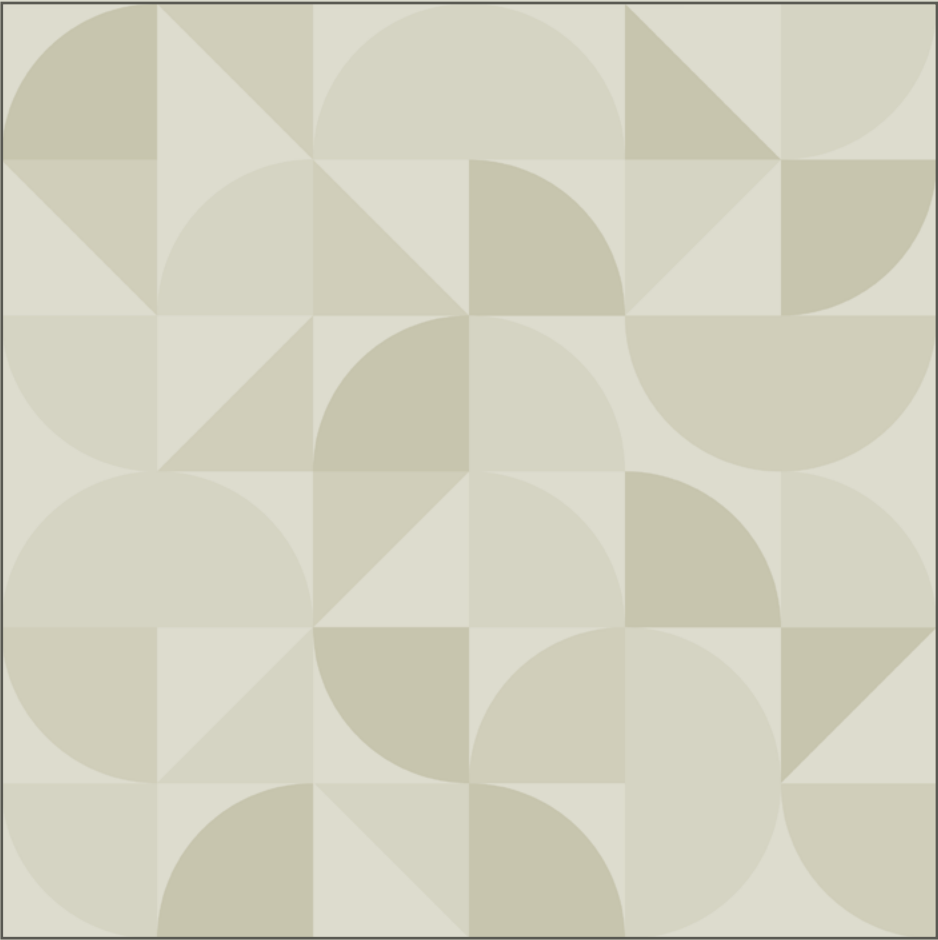
In the second example, the grid has been scaled to create the margins that the text is aligned to.



Patterns

The shapes that make up the pattern are created using different gray values and applying a blending mode over the background colors to create the respective tonal effects.

If isolating the vector shapes from the pattern, they should follow the settings on the right to keep consistency.



Background Color: Cream
Blending Mode: Color Burn
Opacity: 100%



Background Color: Off-Black
Blending Mode: Overlay
Opacity: 100%

Pattern Usage

The pattern is made out of geometric shapes and can be used as a repeatable background pattern or as shapes within compositions.



Graphic Elements

Additional graphic elements are used throughout the brand:

Yellow Accents

Yellow can be used as an accent to highlight text, buttons or adding a pop of color within layouts. When used over photography, it should be used at a **90% opacity**.

Halftone Effect

A subtle halftone effect can be applied to images. When doing so, it should be applied using a duotone effect, with Off-Black and Cream as the darkest/lightest shades.

Episode 001

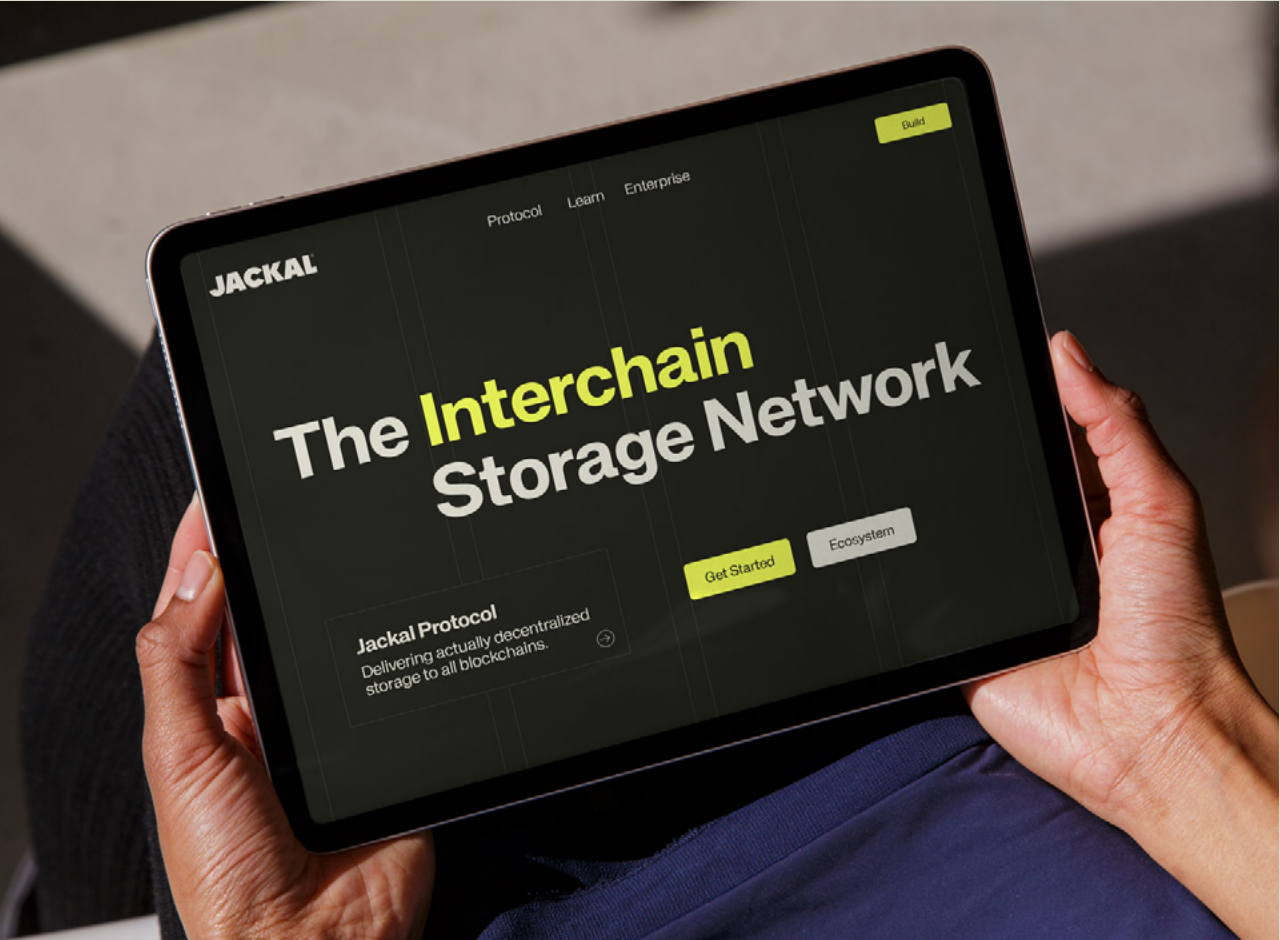
“Bringing decentralized storage to every blockchain.”



Patrick Dunlop / Jackal Labs CEO



Marston Connell / Jackal Labs CTO





Thank You!

Designed by Ludlow Kingsley