

## Style Guide

## SAFE Network **Brand Brief**

#### Heads & Heart

#### **OUR VISION**

The SAFE Network aims to provide online privacy, security and freedom to everyone on the planet.

**VALUES** Beliefs

**SECURITY:** We believe that everyone should have

access to secure data storage and

communications.

**COLLABORATION:** We believe that everyone can

contribute to the SAFE Network.

**INCLUSION:** We believe that everyone with an

Internet connection should be able to access the SAFE Network without

asking for permission.

**FREEDOM:** We believe that everyone should have

complete control over their data and

communications.

**SUSTAINABILITY:** We believe in rewarding developers

and users for the value they provide.

### Walking & Talking

HOW WE BEHAVE HOW WE TALK HOW WE LOOK

Inclusive Respectful Friendly Open

Innovative **Advanced** 

Secure & Safe

Supportive

Independent

# Proof & Pudding

#### **Position**

(what the SAFE Network means to me)

#### Developer:

It offers me a highly secure and low-cost infrastructure with built-in revenue streams.

#### End User:

It enables me to control all my data, providing access to apps that are more secure than the existing Internet.

#### Farmer:

It allows me to profit by contributing computing resources.

#### **Proof**

Safecoin logo:



the SAFE Network logo should compliment the Safecoin logo, but not be too similar

Blue: #5592d7

#### SAFE Network - Primary & Brand Colours:

The primary colours are:

HEX #5592d7 RGB 85, 146, 215 HEX #ffffff RGB 255, 255, 255 HEX #595959 RGB 89, 89, 89

#### **Accent Colours:**

(Blue) must always be present and prominent as either a primary or accent colour in any layout. To differentiate SAFE Network and MaidSafe branding, (Mint) can also be used sparingly on a white background as an accent colour.

HEX #5592d7 RGB 85, 146, 215 HEX #4AD8AD RGB 74, 216, 173 HEX #ffffff RGB 255, 255, 255







#### Tints & Shades - Blue:

The following tints and shades of the primary blue are shown below. These can be used to improve contrast with content or to add structure like in a footer or header.

| +1                 | HEX - #7BAEE6 | RGB - 123, 174, 230 |
|--------------------|---------------|---------------------|
| 0 - <b>Primary</b> | HEX - #5592d7 | RGB - 85, 146, 215  |
| -1                 | HEX - #357AC6 | RGB - 53, 122, 198  |
| -2                 | HEX - #1460B4 | RGB - 20, 96, 180   |

#### The service that pays you!

By providing your unused computing resources to SAFE you will be paid in a network token, called **safecoin**. To start earning, download the free SAFE software, create your account and tell the network how much space you are going to provide.

#### SAFE Network Typography:

The following is an example paragraph of text following the SAFE Network guidelines.

#### The service that pays you!

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#### Code Sample:

The following code sample uses 'Source Code Pro' as it's font.

print("lol - this is a code sample");

#### Typography Guidelines:

#### Text:

The font-face used for body content should be 'Roboto Light' (300) where possible. When contrast and legibility are improved with a heavier weight, 'Roboto Regular' (400) can be used instead. The minimum size for text should be 12pt, for legibility on web, 16pt is recommended. For in-content headings like "Text" above, 'Roboto medium' (500) should be used.

#### Title:

The title font should be 'Roboto Slab Regular' (400).

#### **Colours:**

The standard font colour to be used on light backgrounds is the primary gray (#303030). This should be used for both heading and body unless being emphasised.

To emphasise words or to show clickable items, text can be bold and in an accent colour, preferably blue or white. Care should be given to maintain contrast with the background. The hoverstate on hyperlinks should be an underline.

On dark or coloured backgrounds, white should be used (#ffffff) as the font colour.