

## Primary & Brand Colours:


The primary MaidSafe colours are:

HEX #5592d7  
RGB 85, 146, 215

HEX #ffffff  
RGB 255, 255, 255

HEX #303030  
RGB 48, 48, 48

## Accent Colours:

 (Blue) must always be present as either a primary or accent colour in any layout. Along with the logo/mark, this blue is key to the MaidSafe identity.

HEX #5592d7  
RGB 85, 146, 215

HEX #f8ca64  
RGB 248, 202, 100

HEX #303030  
RGB 48, 48, 48



MaidSafe



MaidSafe



MaidSafe

## Tints & Shades MaidSafe Blue:

The following tints and shades of the primary MaidSafe 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 - Primary	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.

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## Typography (tbc) :


### **Text:**

The fontface 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 16pt is recommended.

### **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. 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.

## Typography:

The three sets of dummy content below illustrate the three font combinations I've been considering. The one I suggest and have outlined in this document is the second one.

- \* The first set is what we currently use 'OpenSans'.
- \* Number two is 'Roboto Slab' and 'Roboto'
- \* Lastly I've used 'Bitter' and 'Roboto'

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