



Visual Identity 1.0.0
January 2019

Brand Guidelines

Presearch.io
Presearch.org



Introduction

The Community-Powered
Search Engine

Presearch is an open, decentralized search engine that rewards community members with Presearch Tokens for their usage, contribution to, and promotion of the platform.

We created these guidelines to help authorized users of the Presearch community represent our brand and identity in a way that is consistent with the quality impact and ambition of our project.

Using these marks accurately is a serious responsibility and is regulated by our brand guidelines, located at <https://www.presearch.io/brand>. If you have any questions please contact brand@presearch.io.



1.0 Toolkit

A set of components combined together to create the unique look and feel of the Presesarch brand.

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Presesarch Icon



Logotype

Presearch

Colours



#2D8EFF



#494949



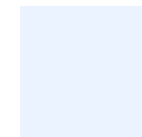
#FFFFFF

Typeface

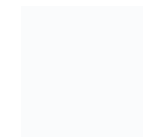
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font - Proxima Nova

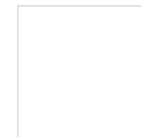
Background



#EAF3FF



#FAFBFC



#FFFFFF

Tone of voice

Community, Transparency, Privacy

1.1 Icon

The Presearch Icon is our unique and distinctive brand identifier. It should never be redrawn, rearranged or distorted. It should be used only in the colour variants available in this document.



Blue Icon



White Icon



1.2 Signature

To help cover all circumstances, we have developed an all white signature and an all blue signature. Where possible, the horizontal signature should be used as the primary brand identity versus the stacked version.



Blue Horizontal



White Stacked



White Horizontal



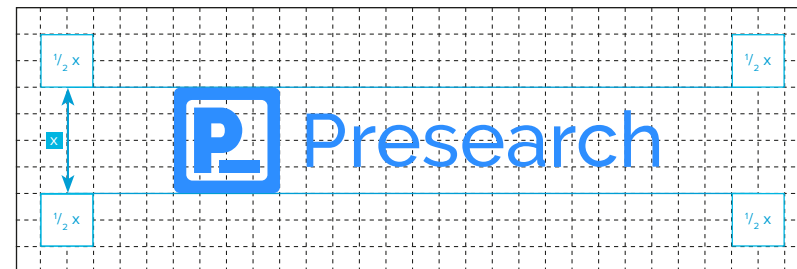
Blue Stacked

1.3 Logo Clearspace

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

1.4 Typography

Our company typeface, Proxima Nova, has been selected for its style & legibility across numerous devices, digital applications & output in print.

Proxima Nova acts as both our headline font and our text font & is used in various typeweights.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Semibold

1.5 Web Fonts

Guidelines for font weights and sizes on desktop devices.

Heading 1

Proxima Nova Bold 48px

Heading 2

Proxima Nova Semibold 28px

Heading 3

Proxima Nova Light 24px

Heading 4

Proxima Nova Semibold 20px

Heading 5

Proxima Nova Medium 18px

Paragraph

Proxima Nova Regular 16px

Link

Proxima Nova Regular 16px

Bold

Proxima Nova Bold 16px
Button Height 50px



1.6 Spelling

When written, Presearch is a single word with a single uppercase P. It is always written as Presearch, never as PreSearch, nor Pre Search. The Presearch Token abbreviation is always uppercase. It is always written as PRE, never as Pre. Don't combine "PRE" with your own brand.

Presearch

Correct

PRE

Correct

~~PreSearch~~

Incorrect

~~Pre Search~~

Incorrect

~~Pre~~

Incorrect

1.7 Colour Palette

The Presearch colour palette consists of one base brand colour, blue. Various darker and lighter shades and tints of the base colour can be used within digital and print designs, provided the base colour is not less than 25% of the overall design.

Base Colour

Hex: #2D8EFF

RGB: (45,142,255)

CMYK: (0.82,0.44,0,0)

#2D8EFF	#2D8EFF
#287FE5	#4299FF
#2471CC	#56A4FF
#1F63B2	#6CAFFF
#1B5599	#81BBFF
#16477F	#96C6FF
#123866	#ABD1FF
#0D2A4C	#C0DDFF
#091C33	#D5E8FF
#040E19	#EAF3FF
#000000	#FFFFFF

Text Colours

#000000	Hex: #000000 RGB: (0,0,0) CMYK: (0,0,0,1.00)
#494949	Hex: #494949 RGB: (73,73,73) CMYK: (0,0,0,0.71)
#FFFFFF	Hex: #FFFFFF RGB: (100,100,100) CMYK: (0,0,0,0)

Background Colours

#EAF3FF	Hex: #EAF3FF RGB: (0.08,0.05,0,0) CMYK: (0.08,0.05,0,0)
#FAFBFC	Hex: #FAFBFC RGB: (250,251,252) CMYK: (0.01,0,0,0.01)
#FFFFFF	Hex: #FFFFFF RGB: (100,100,100) CMYK: (0,0,0,0)