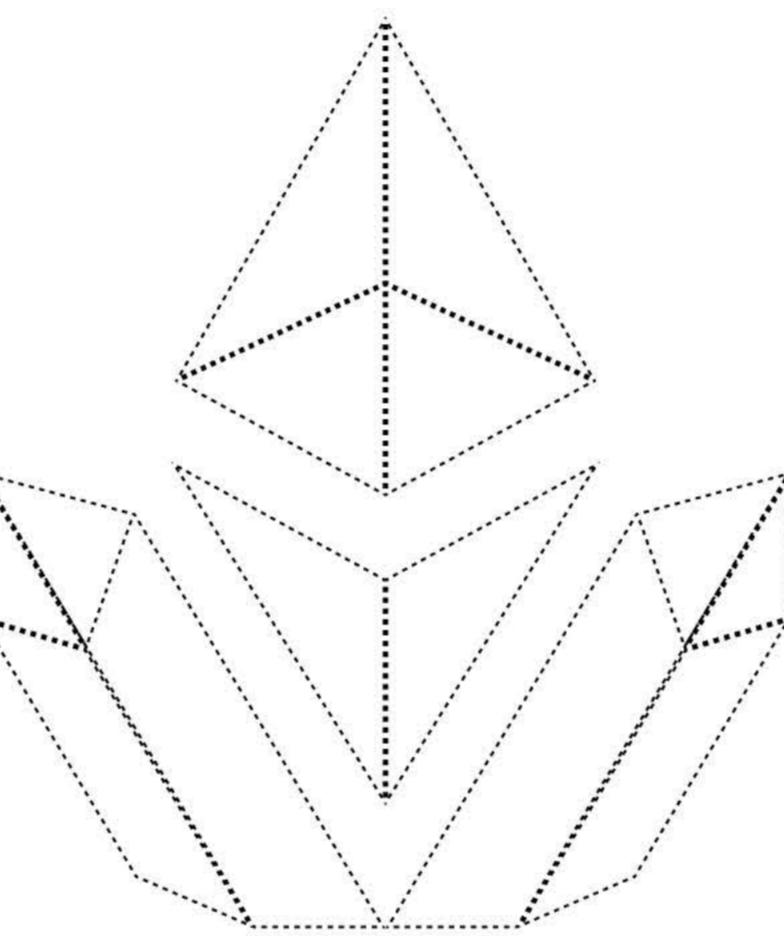




# Brand guide

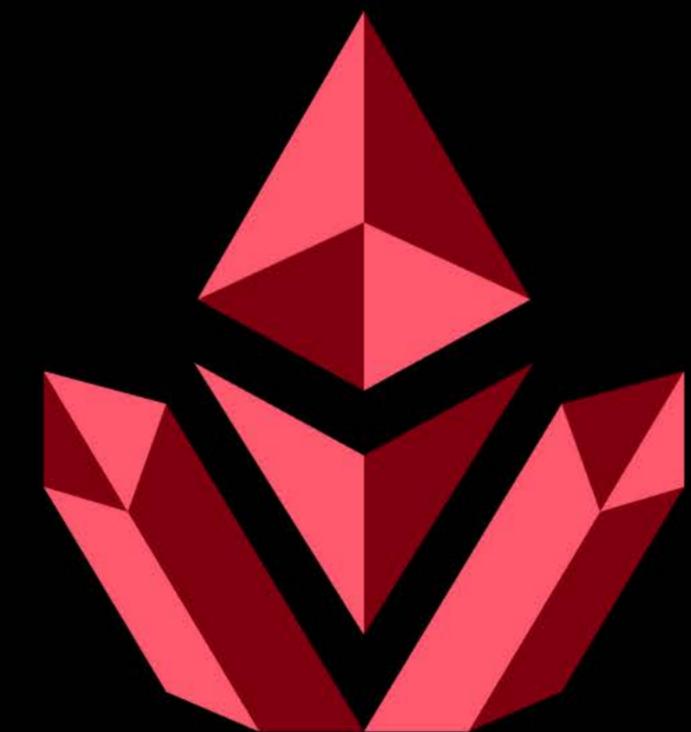
# The idea



ETH + Crystals

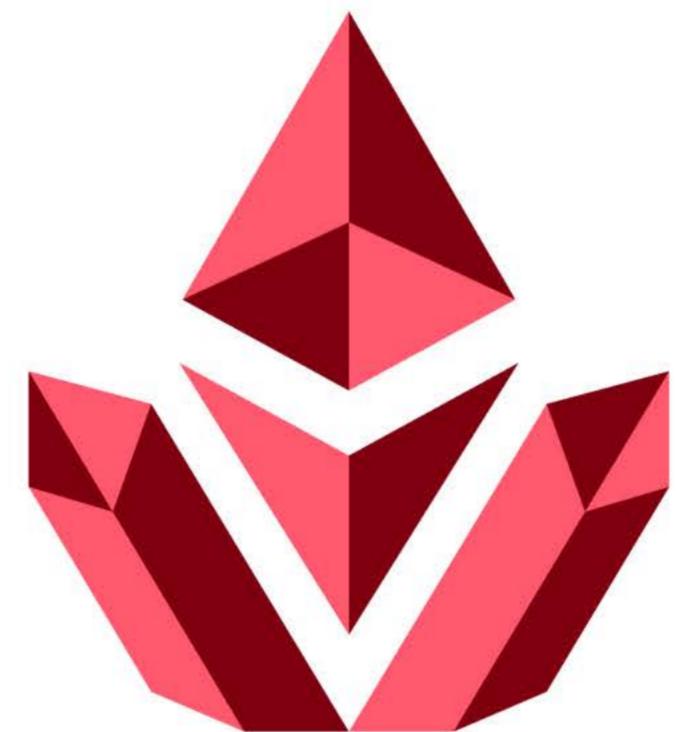
# Symbol

Black background



# Symbol

White background



# Logo

Black background



# Logo

White background



# Token

Token design on light background



# Token

Various sizes



256px



128px



64px



32px



30px

# Token

Token design on light background



# Token

Various sizes. Dark background



256px



128px



64px



32px



30px

# Color Scheme

Shard rose #FF596E

White  
#FFFFFF

Blue Excitement  
#00BDD6

Blue Mystery  
#0E8AAA

Blockchain  
#000000

Blue Excitement  
#00BDD6

White  
#FFFFFF

# Gradients

White  
#FFFFFF

Blue Mystery  
#0E8AAA

# Typography

Primary

## GT Walsheim

Regular/Medium/Bold

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* . , ? ! ( )

Font size guidelines – Max to Min.

XL GT Walsheim Regular

XL 90px

L GT Walsheim Regular

M 60 px

M GT Walsheim Regular

S 32 px

L GT Walsheim Regular

L 24 px

M GT Walsheim Regular

M 16 px

S GT Walsheim Regular

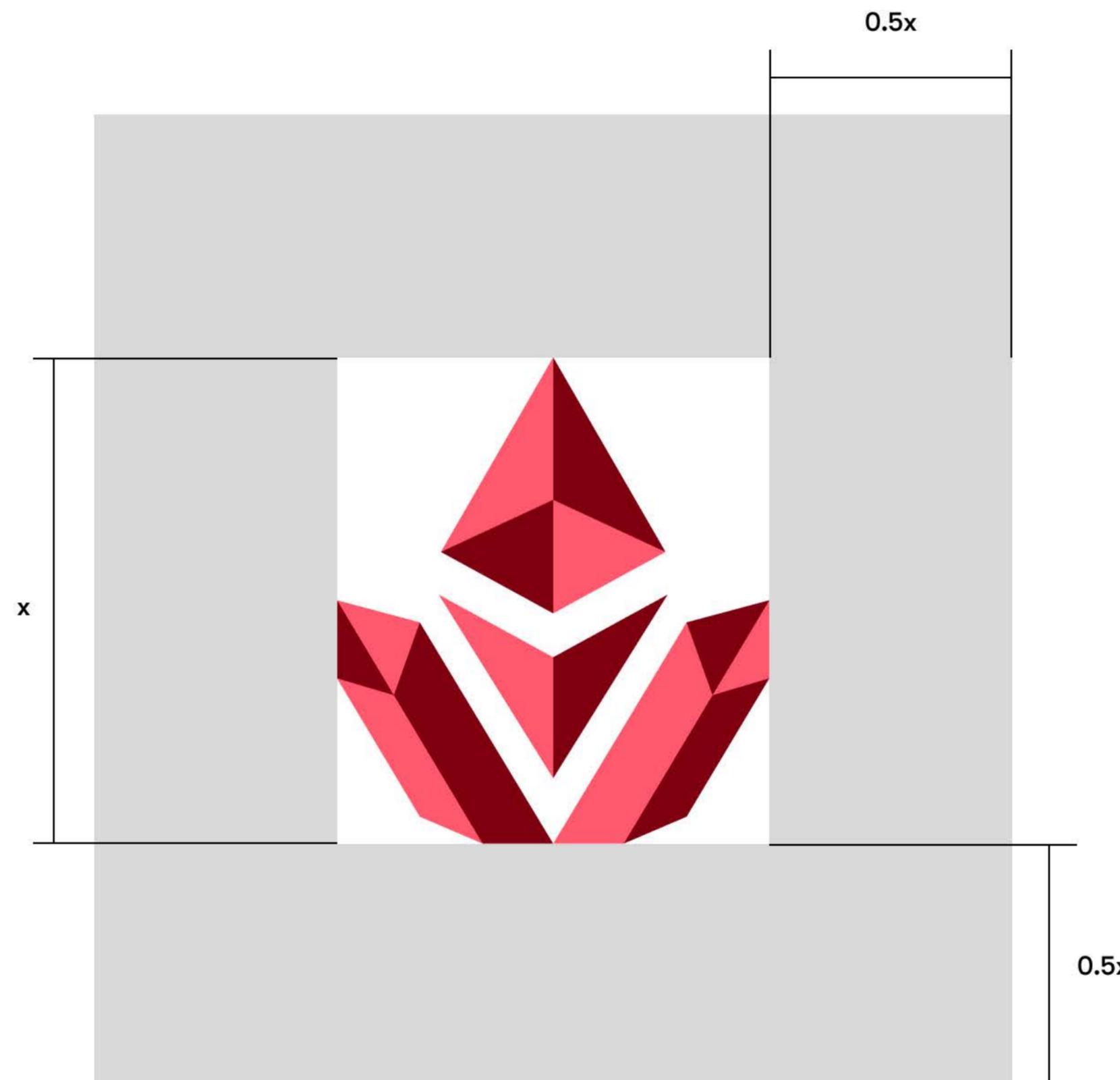
S 14 px

XS GT Walsheim Medium

XS 12 px

# Clear space

Clear field around the mark is always equal to 1/2  
of the mark height.



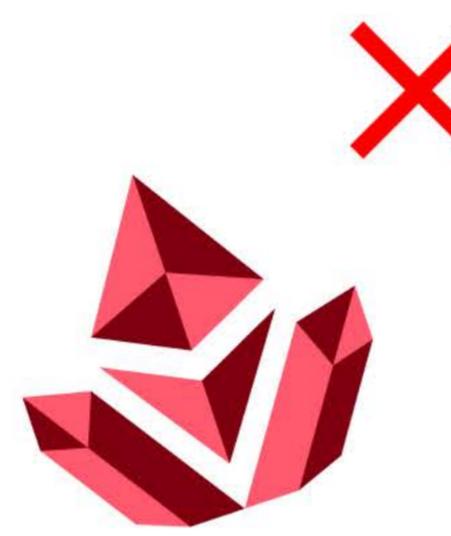
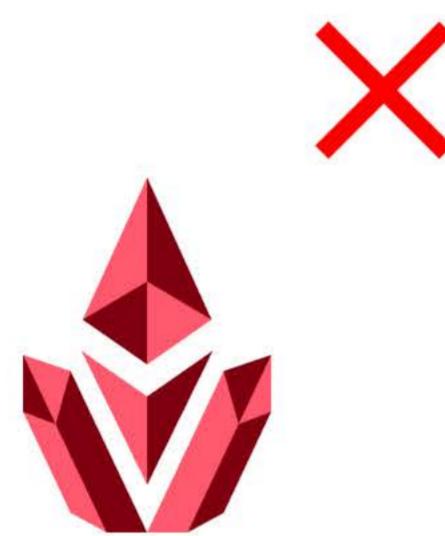
# Clear space

Clear field around the mark is always equal to 1/2  
of the mark height.



# Do's & Don'ts

Don't modify the geometry of the logo. Don't skew, rotate, or extend.  
Keep the proper ratio.



<b>1</b>	Headline
	GT Walsheim - Bold 90 px lineheight 110% spacing-2%
<b>2</b>	Subline
	GT Walsheim - Regular 60 px lineheight 110% spacing-2%
<b>3</b>	Call To Action
	GT Walsheim - Medium 46 px lineheight 110% spacing-2%
	Button element Rectangle Corner radius 100









Thank you

