



BRAND

IDENTITY GUIDELINES

PRINCIPLES
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PRINCIPLES

WE BELIEVE PEOPLE DESERVE
MORE ROBUST OPPORTUNITIES
TO VOICE THEIR OPINIONS AND
ADVOCATE THEIR BELIEFS.

OVERSIGHT

We believe communities need more powerful tools to collectively voice their needs and opinions, and that these communities should have the opportunity to practice oversight and governance over how their donations are spent.

SECURITY

We believe users shouldn't have to sacrifice their data privacy or their legal safety in order to participate in societal dialogues.

COMPLIANCE

We believe substantial and sustainable change can only be made if we cooperate with and improve upon the existing regulatory status quo, rather than categorically opposing governmental authority.

TRANSPARENCY

We believe distributed ledger technology enables new levels of operational transparency for organizations, nonprofit and otherwise, and that such transparency can help strengthen public trust in institutions.

SUSTAINABILITY

We believe advocates should be able to use our platform to build a livelihood around their work, and should not have to engage purely on a volunteer basis.

PLURALISM

We believe democracy can only function healthily if a variety of opinions and values are represented, and thus that our tools shouldn't unduly privilege certain ideologies or communities over others.

THE TONE OF VOX

SECURE

Confident, reassuring, and professional.

TRUSTWORTHY

Honest, reliable, and empathetic.

TRANSPARENT

Open, clear, and straightforward.

RESPONSIVE

Attentive, helpful, and personalized.

FLEXIBLE

Adaptable, accommodating, and creative.

ACCEPTING

Inclusive, welcoming, and non-judgmental.

LOGO



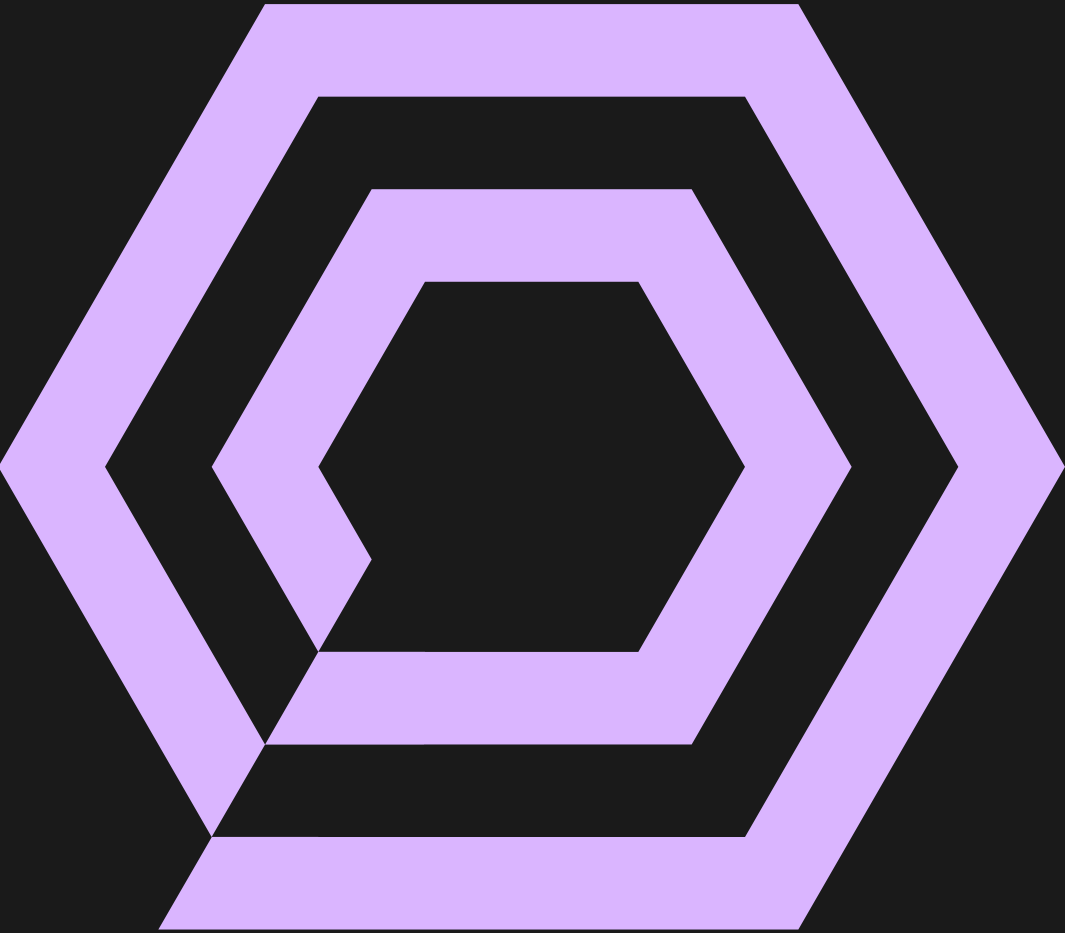
LOGO MARK

Our logo mark symbolizes the “DeVox” name in a timeless, yet forward-thinking fashion.

HEXAGONAL
TIE TO
LOBBY3

SPEECH
BUBBLE
SHAPE

EMERGENT
DECENTRALIZED
VOICES



LOGO LOCKUPS

We use our logo mark and name together to build recognition and equity in our new mark.

Our logo is only used in these color ways as well as black and white when color cannot be used. Please don't use our logo in any other color combinations.



MINIMUM SIZE

Please don’t scale our logo below these sizes.

ON SCREEN



16 pixel height



48 pixel height



16 pixel height

IN PRINT



0.25 inch height



0.75 inch height



0.25 inch height

HORIZONTAL CLEARSPACE

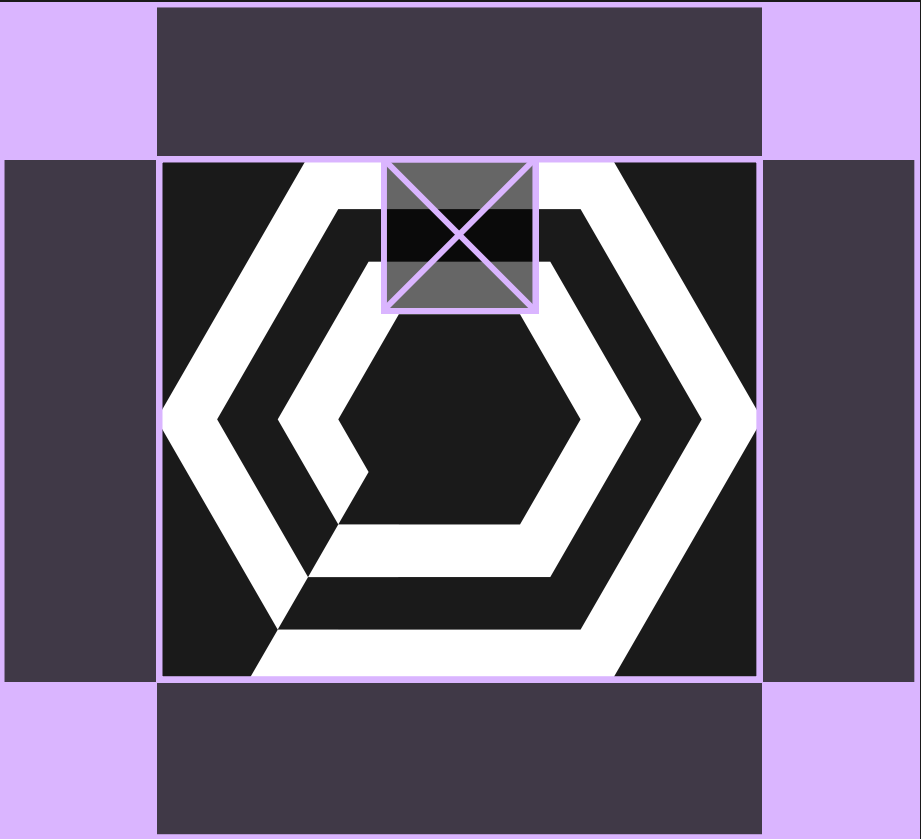
Use the height of the DeVox logo type to define the minimum margin of clearspace.

STACKED CLEARSPACE

Use the space between the bottom of the logo type to the bottom of the logo mark to define the minimum margin of clearspace.

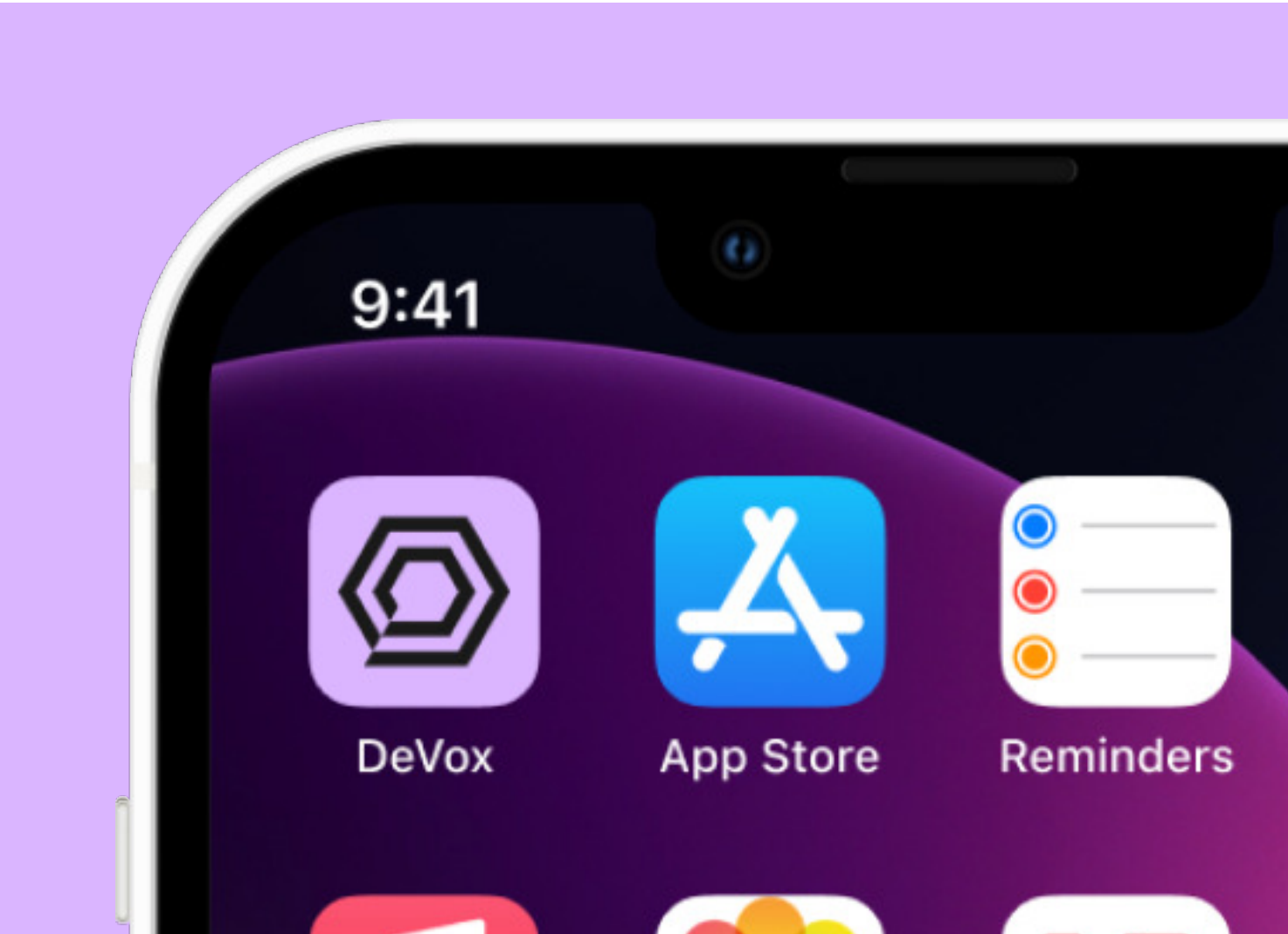
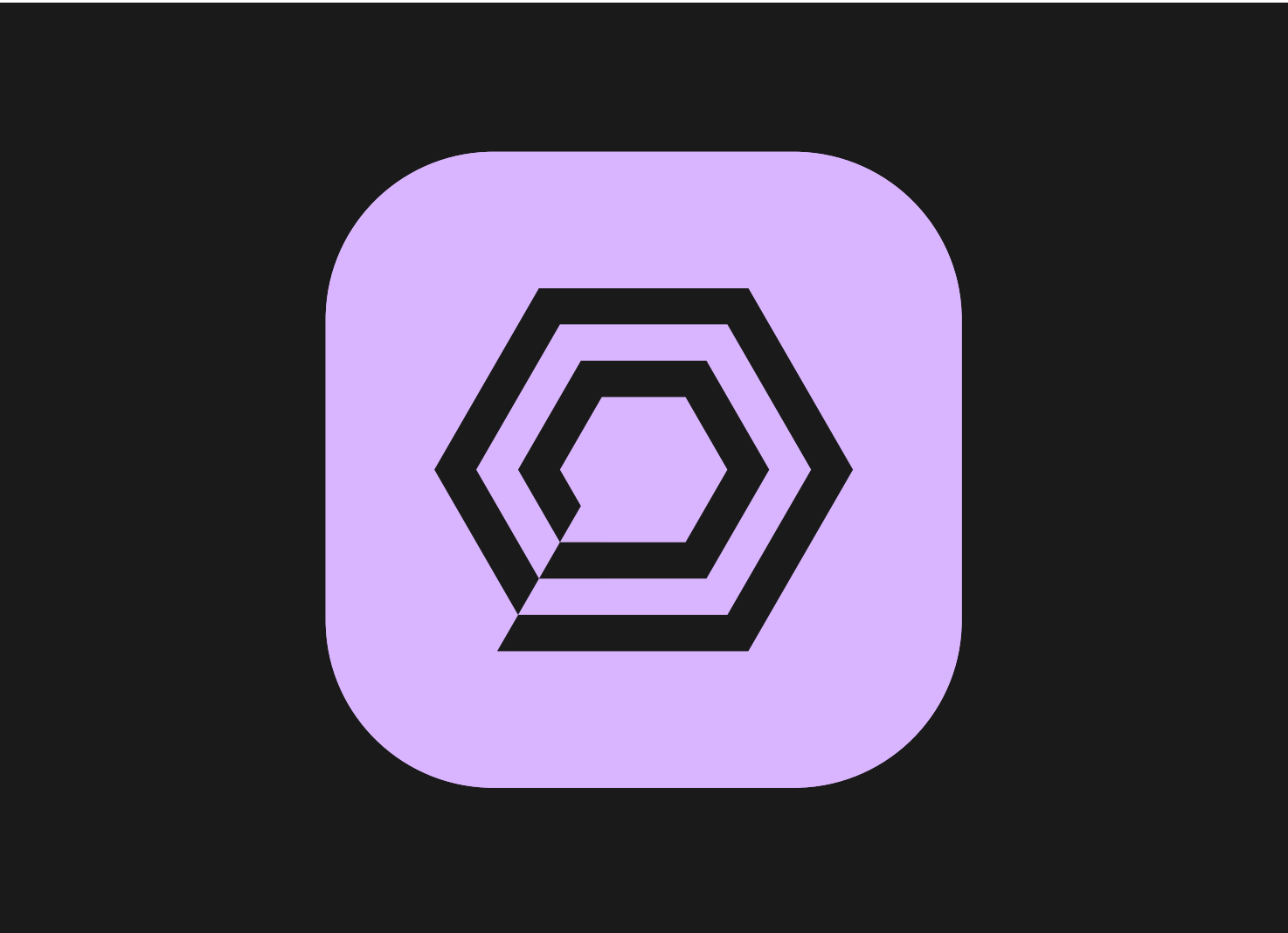
LOGO MARK CLEARSPACE

Use the height of the top two bars in the logo mark to define the minimum margin of clearspace.



ICON IN USE

When choosing an icon color, pick the one that contrasts and harmonizes with the environment around it.



INCORRECT LOGO USAGE

Please don't mess with our logo. Avoid the examples shown to the right.



✗ Don't change our logo lockup



✗ Don't use unapproved color ways



✗ Don't distort our logo



✗ Don't apply effects to our logo



✗ Don't tilt our logo



✗ Don't alter our wordmark



✗ Don't flip our logo mark



✗ Don't rotate our logo mark

COLORS

VERSION 1.0

GRAY

HEX: #E8E8E8
RGB: 239, 240, 234
CMYK: 18, 12, 13, 0
PMS: 427 C

PURPLE

HEX: #DAB5FF
RGB: 218, 181, 255
CMYK: 23, 36, 0, 0
PMS: 264 C

WHITE

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS: --

BLACK

HEX: #1A1A1A
RGB: 26, 26, 26
CMYK: 82, 71, 59, 75
PMS: Black 6 C

BLUE SECONDARY

HEX: #52A9FF
RGB: 82, 169, 255
CMYK: 72, 37, 0, 0
PMS: 279 C

YELLOW SECONDARY

HEX: #FFCE6D
RGB: 255, 206, 109
CMYK: 2, 15, 66, 0
PMS: 1215 C

PURPLE SECONDARY

HEX: #BF7AF0
RGB: 191, 122, 240
CMYK: 36, 57, 0, 0
PMS: 2577 C

TYPOGRAPHY

TYPEFACES

We use Antonio for headline and title text and we use PT Serif for body and paragraph text.

ANTONIO

PT Serif

HEADLINE TEXT

All uppercase, set in Antonio Bold. The line-spacing should be set at 110% and the letter-spacing should be set at 0%. Keep to 4-5 line breaks and roughly 15-20 words.

BODY TEXT

Set in PT Serif Regular. The line-spacing should be set at 130% and the letter-spacing should be set at 0%.

HEADLINE TEXT

BODY TEXT

LET'S EMBRACE THE POWER OF
DECENTRALIZATION AND ENSURE
EVERYONE'S VOICE IS HEARD.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

**IF YOU HAVE ANY QUESTIONS ABOUT
THE DEVOX BRAND PLEASE REACH OUT
TO LET US KNOW WHAT'S UP.**

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