Brand Guidelines

Contents

this document is a spring board

— this document embodies the creative vision for the Trustlines brand. Its role is to **inspire and lead** the way to successful and cohesive brand communication.

handle with care

— the following guidelines should be applied with **great awareness.** If you opt to use the Trustlines brand, you acknowledge your acceptance of the terms in it.

We will use these guidelines to…

avoid internal confusion

— our team and all involved parties should know and use the brand in a cohesive manner.

ease [design] decision making

— identity guidelines define our design approach, thus ease the process of decision making within the team.

foster coherent communication

— design efforts should respond to our communications strategy and remain consistent at all times.

aid the process of building a solid brand

— solid design basis will only strengthen our image within the ecosystem in the mid- and long-term.

Brand Persona

1.1 Tone of voice

mapping trust-based relationships onto trustless infrastructure

collaborative & empowering
— enabling people to self-organize, by fostering actions that encourage inclusion and solidarity.

transformational, brave & bold
— emerging where nothing exists just yet, while challenging and transforming the status quo.

trustworthy & transparent
— supporting fully transparent and trustworthy infrastructure, free of rent seeking or centralized power models.

1.1 Tone of voice

We will build our brand personality through all decisions involving...

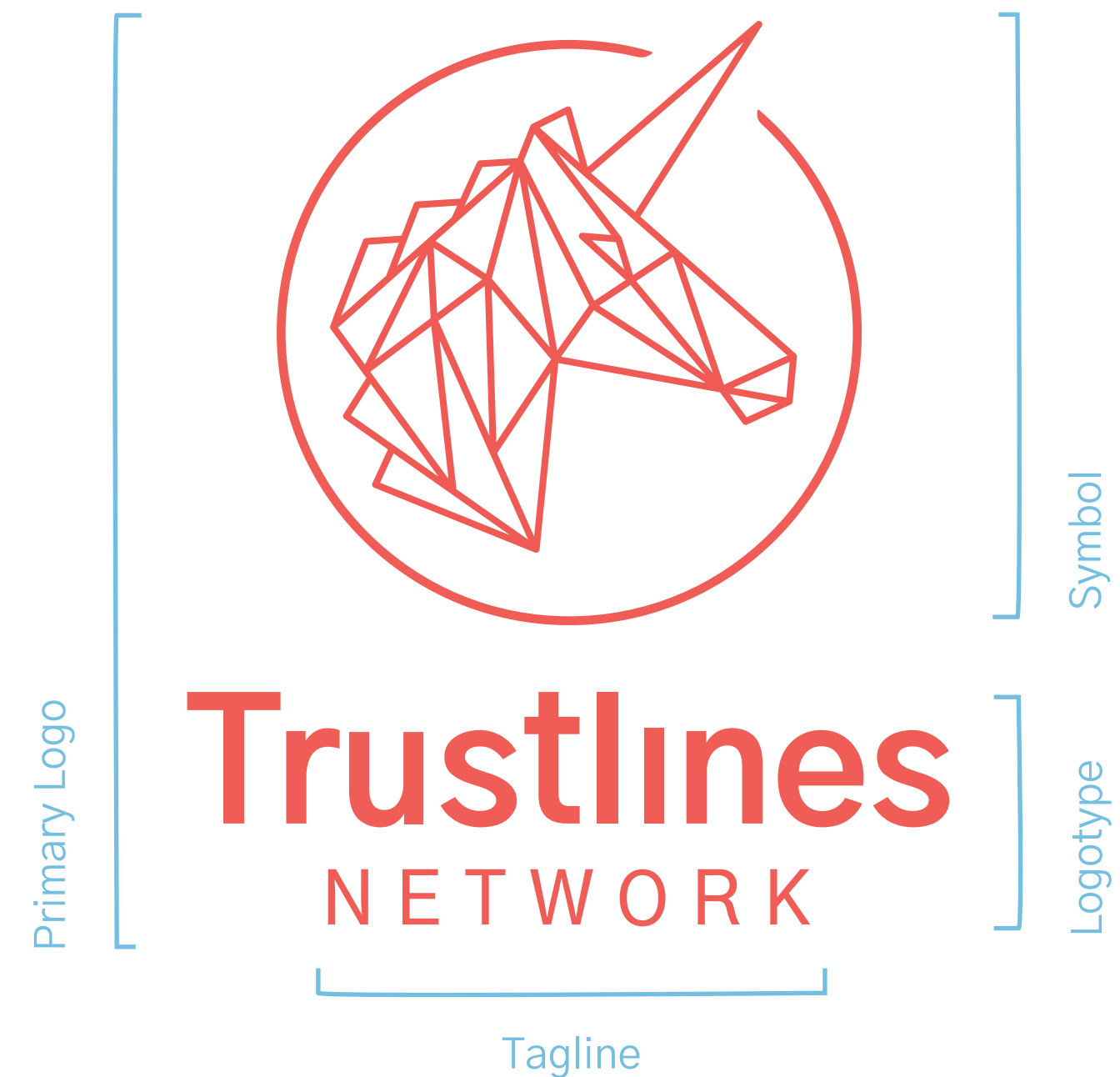_ **design**

_ **photography**

_ **creative writing**

Logo Development

2.1 Primary logo

Our symbol emphasises Trustlines' determination to break barriers with new and unique ideas. This is particularly represented by the unicorn's horn breaking out of the circle.

The symbol, together with the logotype (tagline included), make up our primary logo.

Do not alter the positioning of its elements nor its proportions at any times.

Symbol

Primary Logo

Logotype

Tagline

2.2 Clear space

To protect our brand and guarantee proper readability, avoid placing any other design elements within the minimum clear space specifications.

The Trustlines logo should always be surrounded by a clear space equal to the 'x' value, which is the total height of letter 'T' found in the logotype.

1x

0.5x

1x

1x
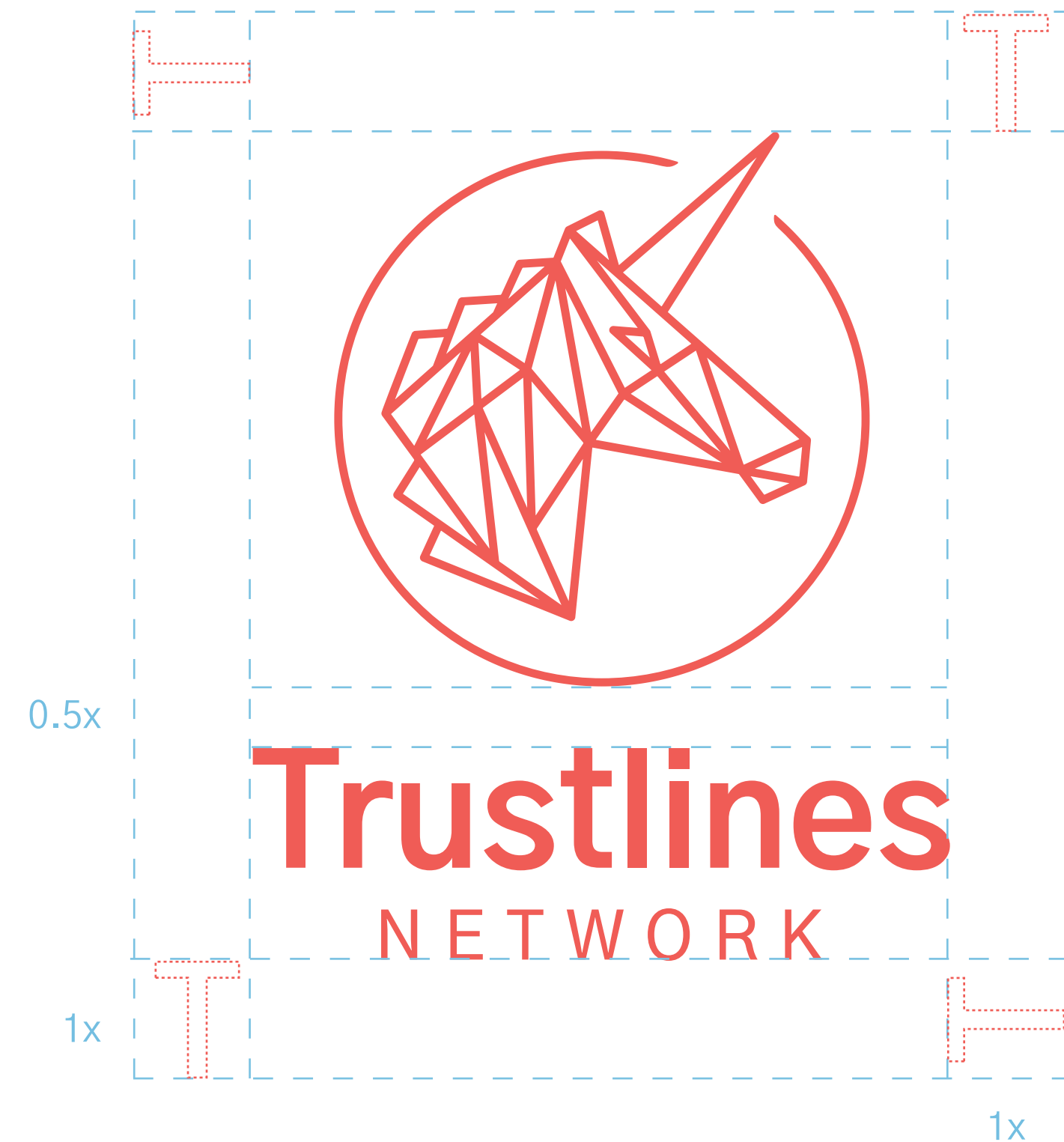
2.3 Variations

Use the following variations if the promary logo is not readable due to format/media constrains.

Starting with V1. as the first alternative, always make sure to respect the clear space area previously defined.

V1. Horizontal Logo This is the immediate alternative to the primary logo – they may be used interchangeably. To balance visual proportions, the logotype's size has been increased, while the symbol remains equal when compared to the primary logo.

V1. Horizontal Logo

2.3 Variations

V2. Emphasized Symbol The symbol may be used independently, especially on digital applications (e.g. token symbol, web favicon) and swag/promo material (e.g. t–shirts, stamps).

V3. Emphasized Logotype The logotype by itself may also be used as Trustlines' brand logo. Consider this resource when all other alternatives are fully compromised, or when the unicorn is being used as visual aid.

V2. Emphasized Symbol

Trustlines
NETWORK

V3. Emphasized Logotype

2.4 Minimal sizes

Adhere to minimum size restrictions and do not use any versions of the logo smaller than here specified. Whenever possible, use larger dimensions than the minimal size.

140px

Trustlines
NETWORK

140px

Trustlines
NETWORK

220px

Trustlines
NETWORK

Chromatic System

3.1 Color palette

Primary palette _ Grapefruit tones
Our primary palette is composed of grapefruit tones, and it should represent at least 80% of all brand communications (e.g. blogposts and website should be 80% grapefruit tones).

The secondary palette, shown below, complements the primary one. Use sky blue tones for highlighting purposes only, as done throughout this document.

Primary palette _ grapefruit tones

# F05A55	# FFFAFF	# FACDCD	# F07878	# C83237	# AA2328
R 240 G 90 B 85	R 255 G 250 B 255	R 250 G 205 B 205	R 240 G 120 B 120	R 200 G 50 B 55	R 170 G 35 B 40

Secondary palette _ sky blue tones

# 1E8CC3	# F5FAFF	# B9E6FA	# 73BEE1	# 195A87	# 0F3255
R 30 G 140 B 195	R 240 G 250 B 255	R 185 G 230 B 250	R 115 G 190 B 225	R 25 G 90 B 135	R 15 G 50 B 85

3.2 Gradients

Treat gradients carefully. When applying them, use linear mode at 45 degrees and make sure grapefruit tones are significantly dominant, as in these examples.

See the next slide for more details on how to build up consistent gradients.

Main gradient _ Trustlines Network

From #
F05A55

To #
874BA0

From #
FFF0F0

To #
874BA0

From #
FACDCD

To #
874BA0

From #
F07878

To #
874BA0

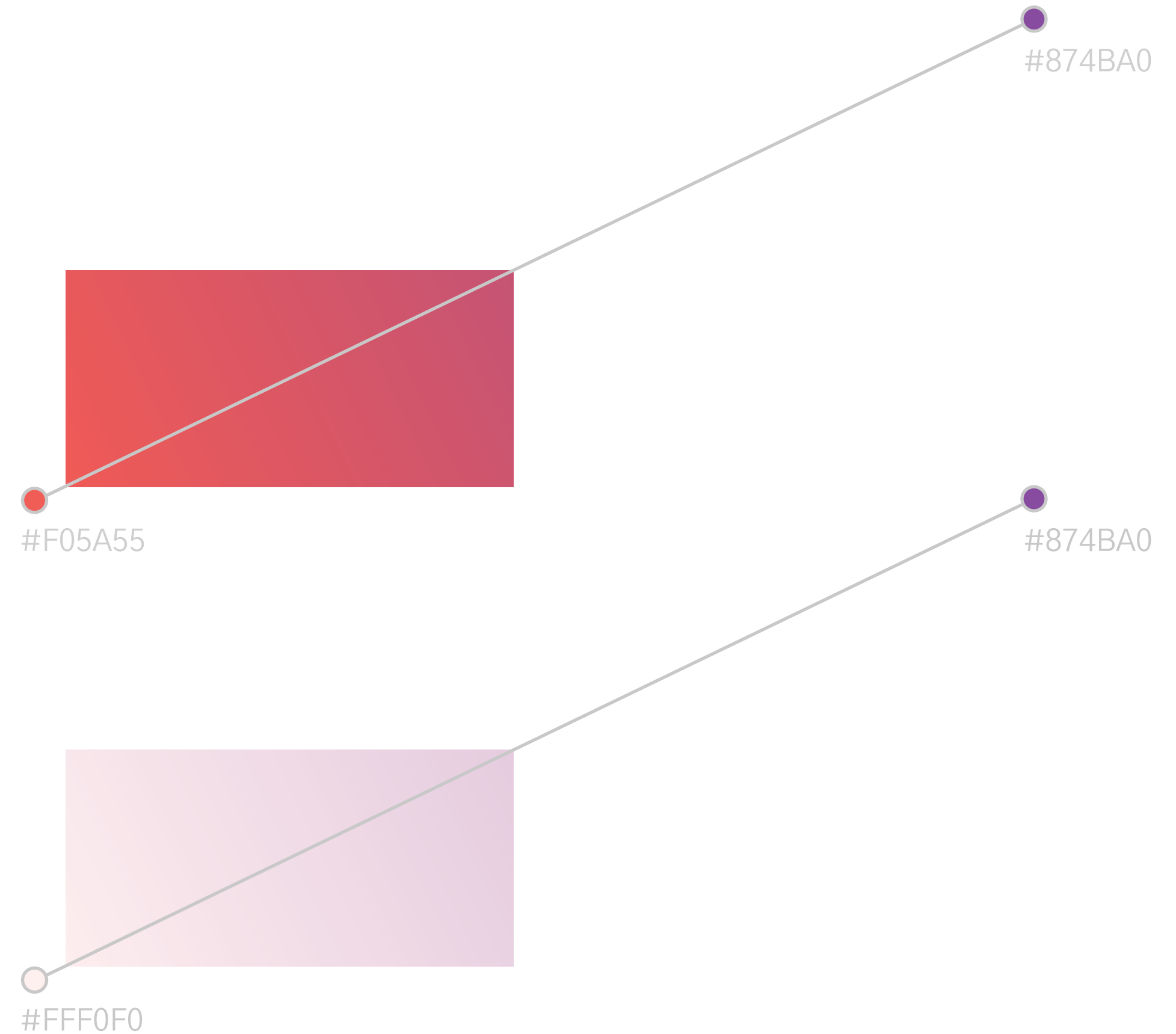From #
C83237

To #
874BA0
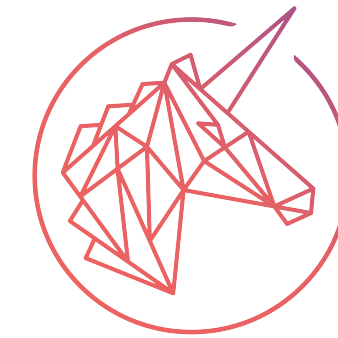
From #
AA2328

To #
874BA0

3.2 Gradients

To properly build our gradients, set diagonals to run from the bottom left to the top right corner.

While the grapefruit node can remain close to the lower edge, move the purple node (always #874BA0) as needed until the result looks similar to the examples provided in the previous slide.

#874BA0

#F05A55

#874BA0

#FFF0F0

3.3 Gradient & logo

Apply the gradient with care, ensuring a subtle transition from the grapefruit tones (any of them) to purple (#874BA0). Alternatively, use gradient between light and dark grapefruit tones.

3.3 Gradient & logo

While all gradient variations may be used as logo backgrounds, make sure to always have enough contrast.

Refrain from using dark logo versions on dark backgrounds, or light logo versions on light backgrounds. This applies to all six gradients.
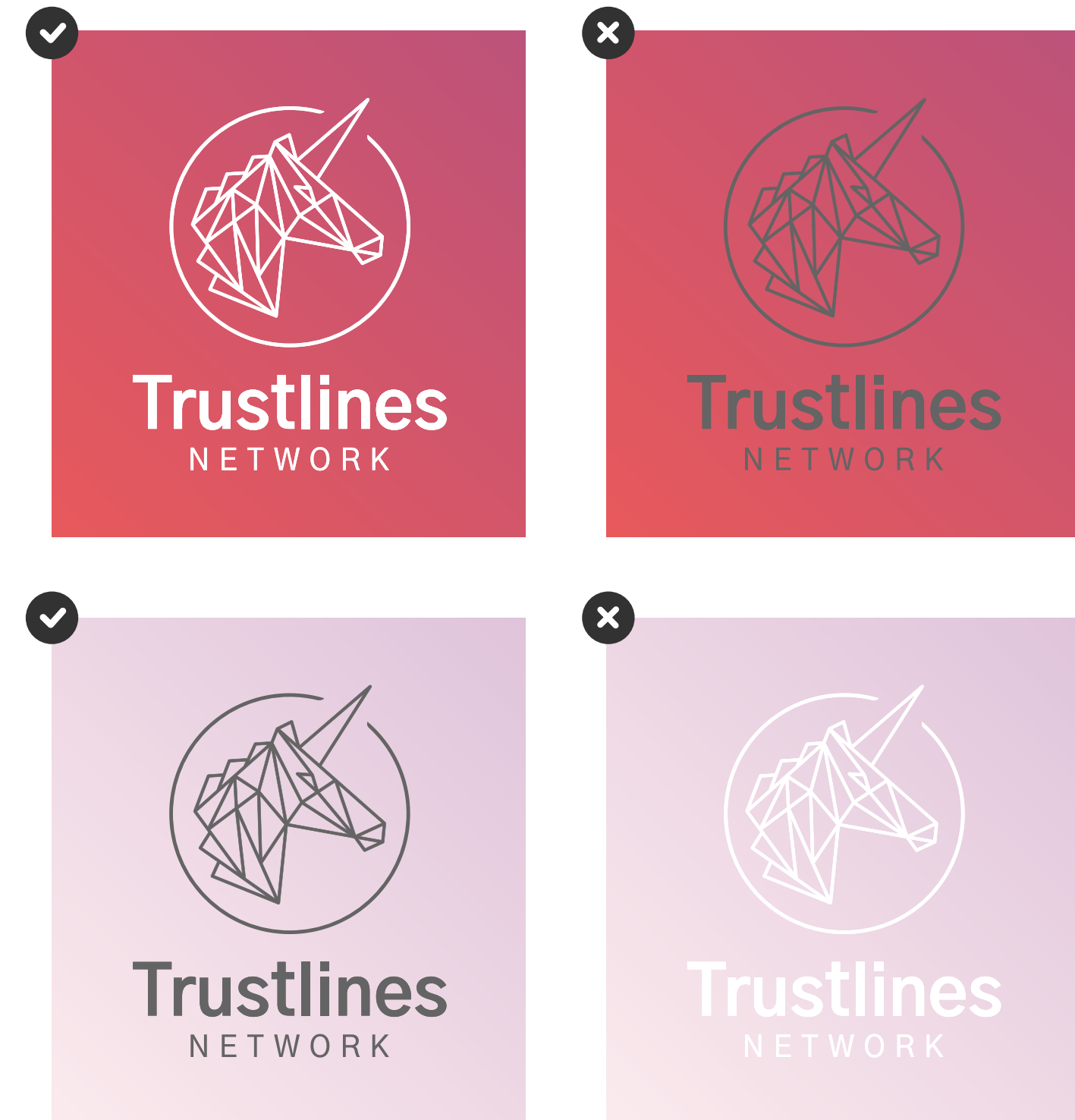
3.4 Grayscales

Use the gray tones here specified, as they do a great job at complementing our primary and secondary palettes. Avoid full black at all cost – it is too invasive for our color palette.

\#
141414

R 20
G 20
B 20

\#
FAFAFA

R 250
G 250
B 250

\#
E1E1E1

R 225
G 225
B 225

\#
828282

R 130
G 130
B 130

\#
646464

R 100
G 100
B 100

\#
323232

R 50
G 50
B 50

3.4 Grayscales

Select one of the following monochromatic versions of the logo in scenarios where full color is not feasible.

To guarantee enough contrast between the logo and its background, use exclusively the combinations specified here and refrain from creating any new ones.

These tones respond to the grayscale palette previously detailed (3.4 Grayscales), and these values should never be altered.

3.4 Grayscales

4
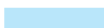
Typography

4.1 Typeface

4.1 Typeface

Our typeface is simple, bold and reads great at large formats. It allows us to be playful, while keeping a charming, yet also serious attitude.

Within the variety of weights that if offers, we prioritise Light, Regular, **Bold** and **Black**. Their specific applications are listed in the next slide.

Gothic A1

_

Regular

_ Page subtitle
_ Body text
_ Captions & legends
_ Quotes

Bold

_ **Page titles**
_ **Paragraph headers**
_ **Keywords/highlights**
_ **Button text**

Light

_ Diagrams & graphics
_ App & websites
_ Social media

Black

_ **Large headers**
_ **Merchandising**
_ **Team swag**
_ **Print material**

Identy Elements
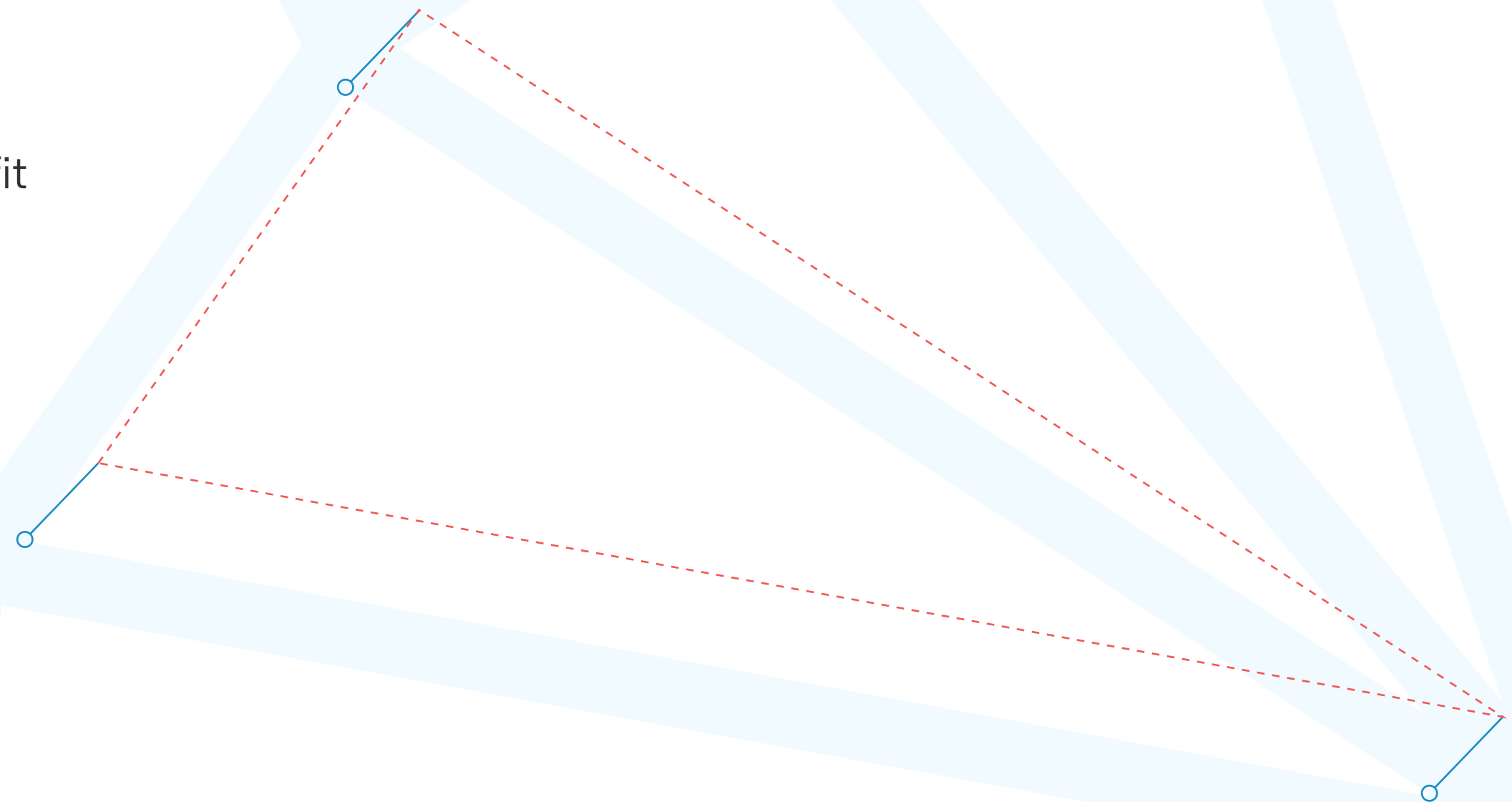
5.1 Brand system

Trustlines' entire brand system is inspired by our most important graphic symbol: the unicorn. By blowing it out and splitting up the resulting triangular sections we have created identity elements that can be applied in a wide variety of contexts.

In addition to being flexible resources, they convey on Trustlines' playful approach and fit together with the use of typography.

The triangles thus becomes an essential element of our visual identity.

5.1 Brand system

In order to increase sense of depth, drop shadows may be added to some of the triangular elements. These are created using the darkest tone within the grayscales, and setting its opacity to a maximum value of 50%.
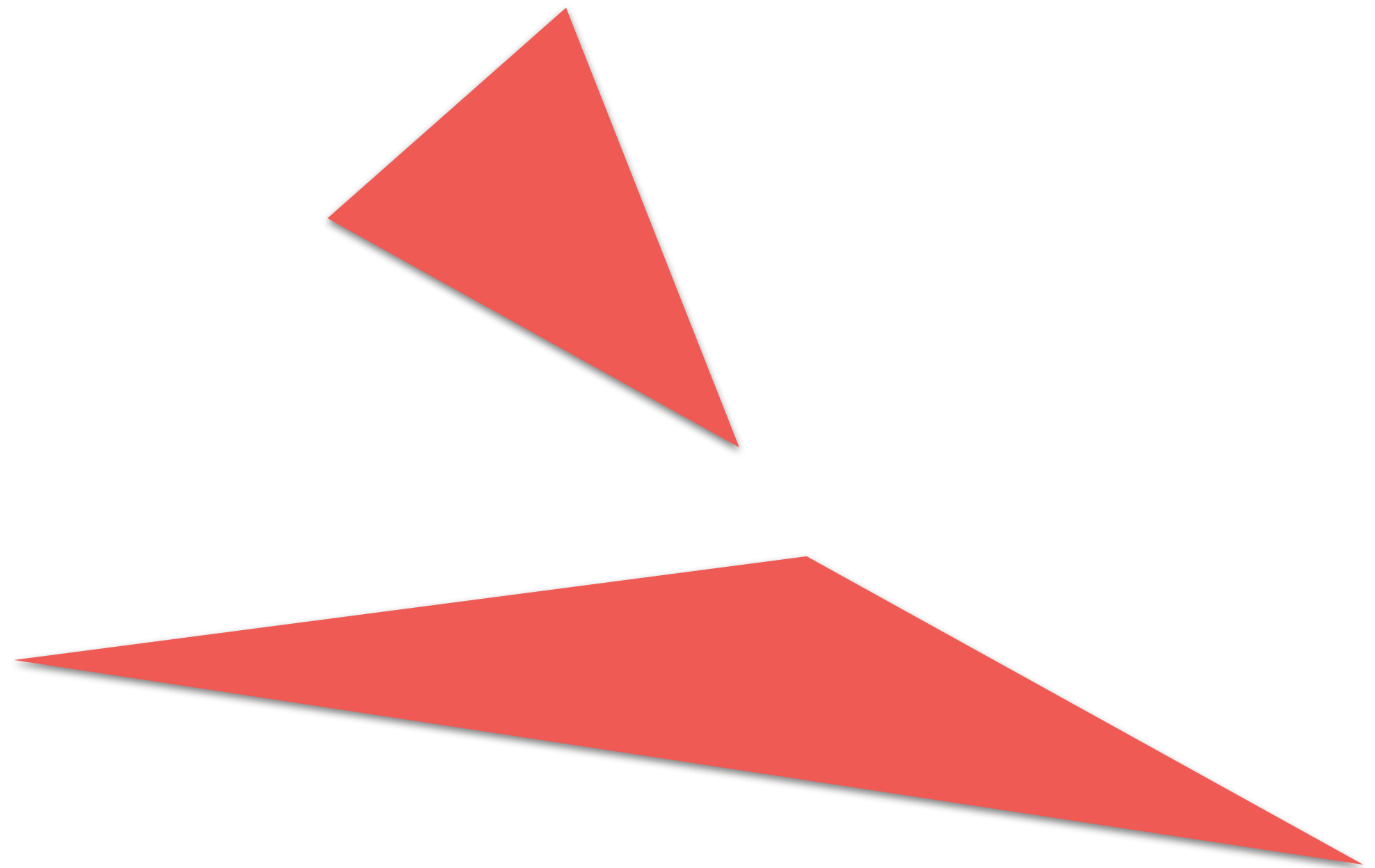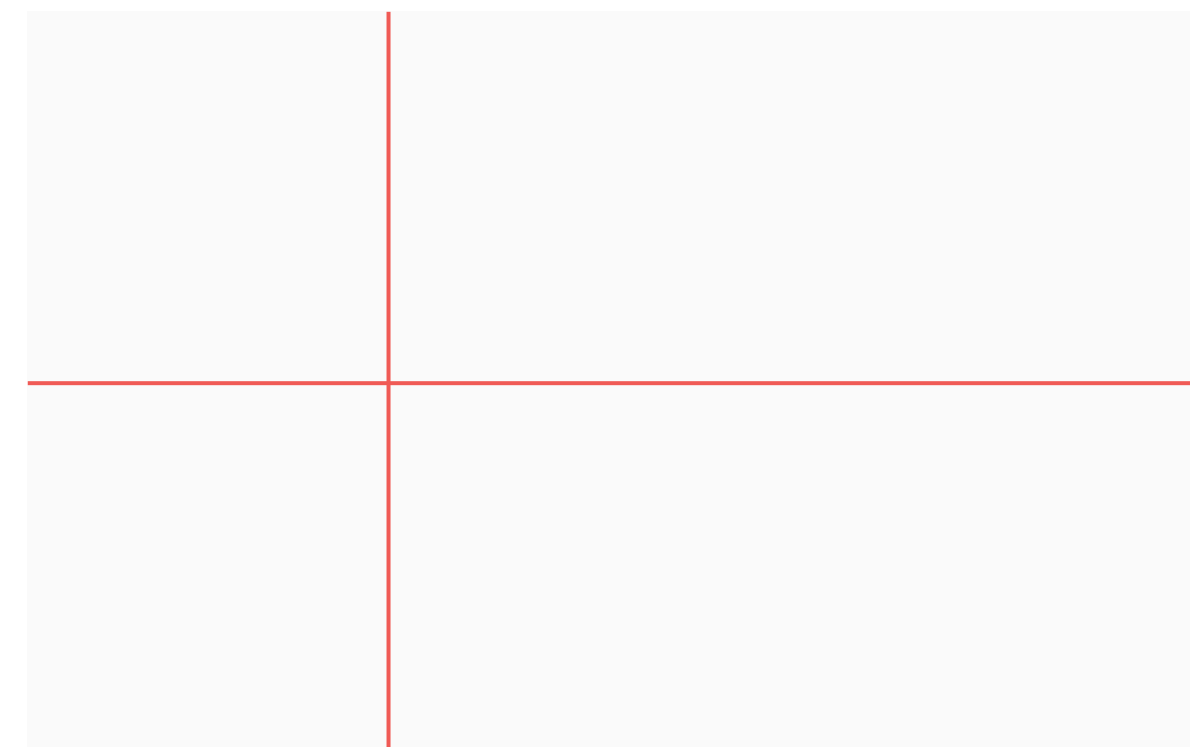
5.2 Composition

Our grid is based on our name: Trustlines. By intercepting letters 'T' from trust and 'L' from lines, we split our composition to create an extremely versatile identity system.
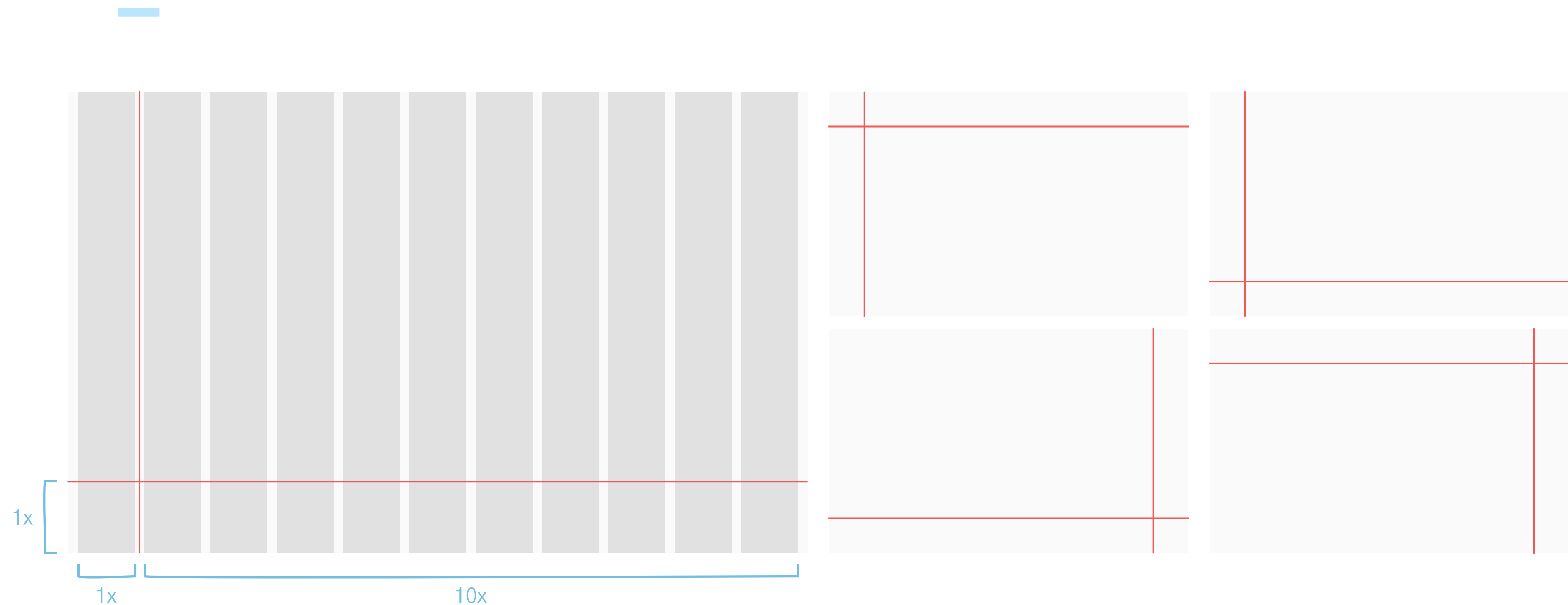
This is what we define as The 'TL Intersection', a key element in our overall brand design.

The TL Intersection allows us to come out with different layout alternatives, where columns determine the width of all four areas. The upcoming slides provide examples on how to successfully apply our grid.
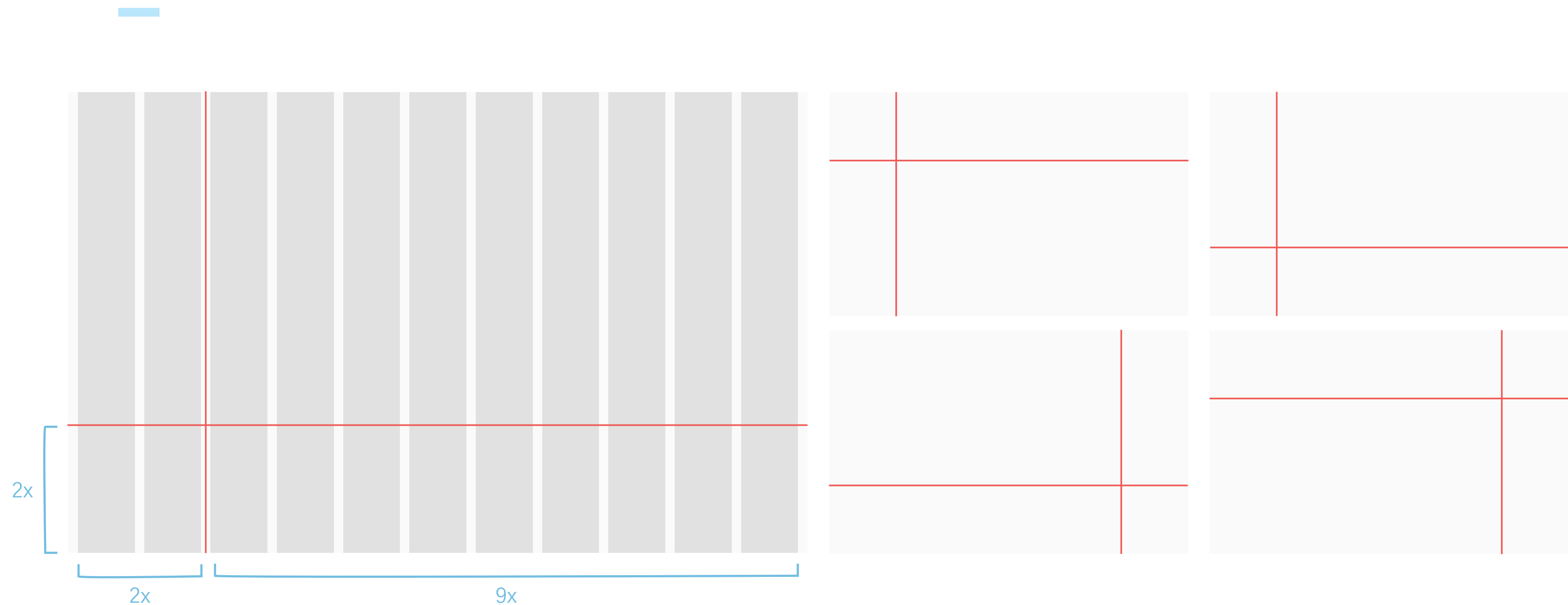

The 'TL Intersection'

5.2 Composition

1x + 10x Intersection, where both vertical and horizontal thinner splits have a 1 column width.

5.2 Composition

2x + 9x Interception, where both vertical and horizontal thinner splits have a 2 columns width.

6

Trustlines Foundation [SPECIAL]

6.1 Logo adaptations

The differentiation between the **Trustlines Network** and the **Trustlines Foundation** is achived throughout our taglines (Network & Foundation), but most importantly throughout our colors.

Apart from this distinction, follow all considerations described in Sections 1–5 of this manual, without any exceptions.

6.2 Color swap

Primary palette _ sky blue tones

For the Trustlines Foundation, we invert the color palette from the Trustlines Network. The deal is simple: sky blue tones become our primary palette, while grapefruit tones become our secondary palette.

By doing so, we help create clear distictions between the Network and the Foundation, while integrating them as part of one united system.

Primary palette _ sky Blue

#1E8CC3	#F5FAFF	#B9E6FA	#73BEE1	#195A87	#0F3255
R 30	R 240	R 185	R 115	R 25	R 15
G 140	G 250	G 230	G 190	G 90	G 50
B 195	B 255	B 250	B 225	B 135	B 85

Secondary palette _ grapefruit

#F05A55	#FFFAFF	#FACDCD	#F07878	#C83237	#AA2328
R 240	R 255	R 250	R 240	R 200	R 170
G 90	G 250	G 205	G 120	G 50	G 35
B 85	B 255	B 205	B 120	B 55	B 40

6.3 Gradients

To create gradients for the Trustlines Foundation, simply substitute the grapefruit hexadecimal codes with those from the sky blue palette.

See the next slide for more details on how to build up consistent gradients.

From #
1E8CC3

From #
F0FAFF

From #
B9E6FA

From #
73BEE1

From #
195A87

From #
0F3255

Secondary palette _ grapefruit

To #
874BA0

To #
874BA0

To #
874BA0

To #
874BA0

To #
874BA0

To #
874BA0

6.3 Gradients

To properly build our gradients, set diagonals to run from the bottom left to the top right corner.

While the blue node can remain close to the lower edge, move the purple node (always #874BA0) as needed until the result looks similar to the examples provided in the previous slide.

#874BA0

#874BA0

#874BA0

#F0FAFF
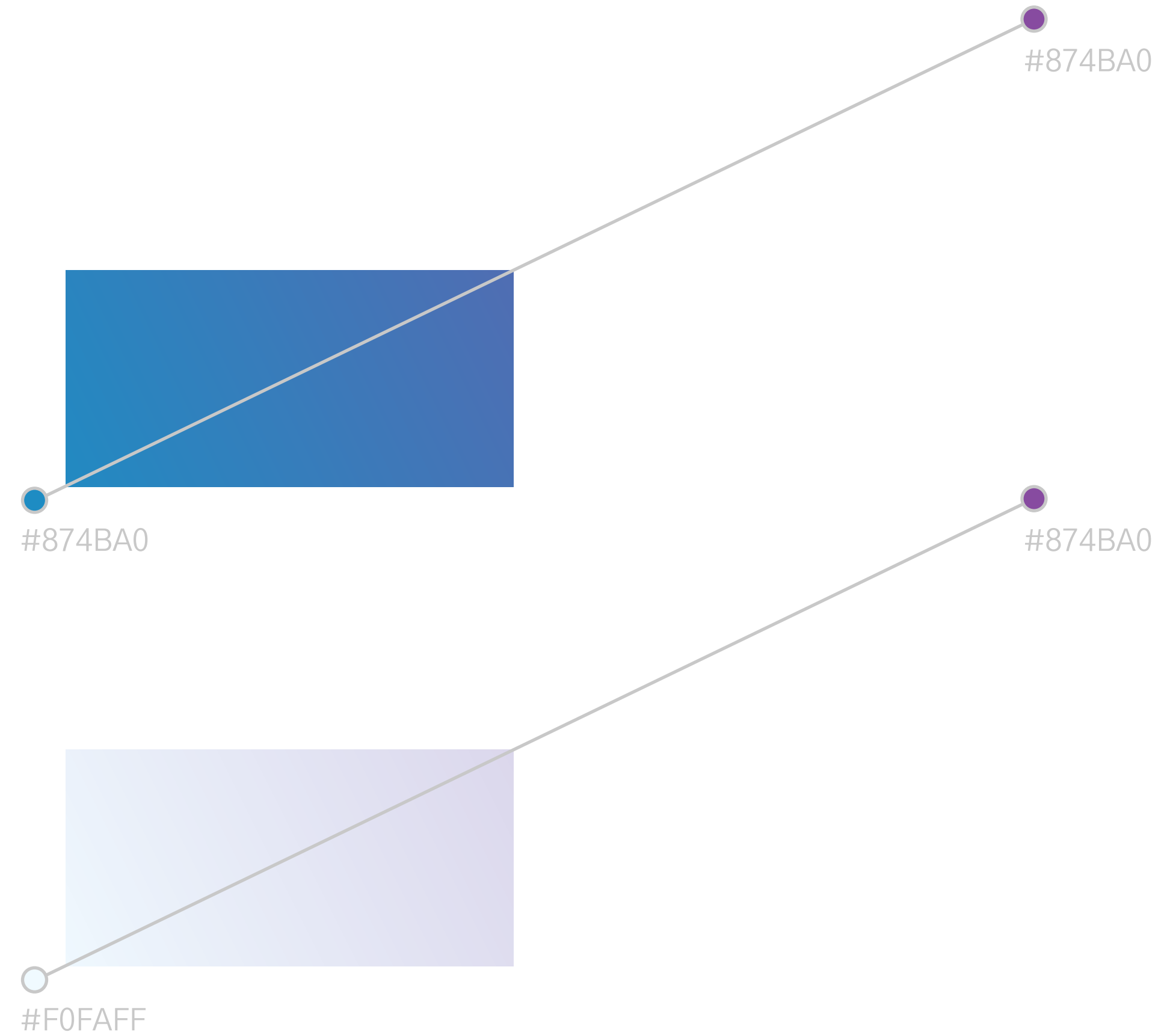
6.4 Gradient & logo

Apply the gradient with care, ensuring a subtle transition from the blue tones (any of them) to purple (#874BA0). Alternatively, use gradient between light and dark blue tones.

6.4 Gradient & logo

While all gradient variations may be used as logo backgrounds, make sure to always have enough contrast.

Refrain from using dark logo versions on dark backgrounds, or light logo versions on light backgrounds. This applies to all six gradients.