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# 01

# BRAND IDENTITY

## Clean space

It is the empty space that should be maintained around the logo to ensure that it remains visually distinct, unobscured, and effective.

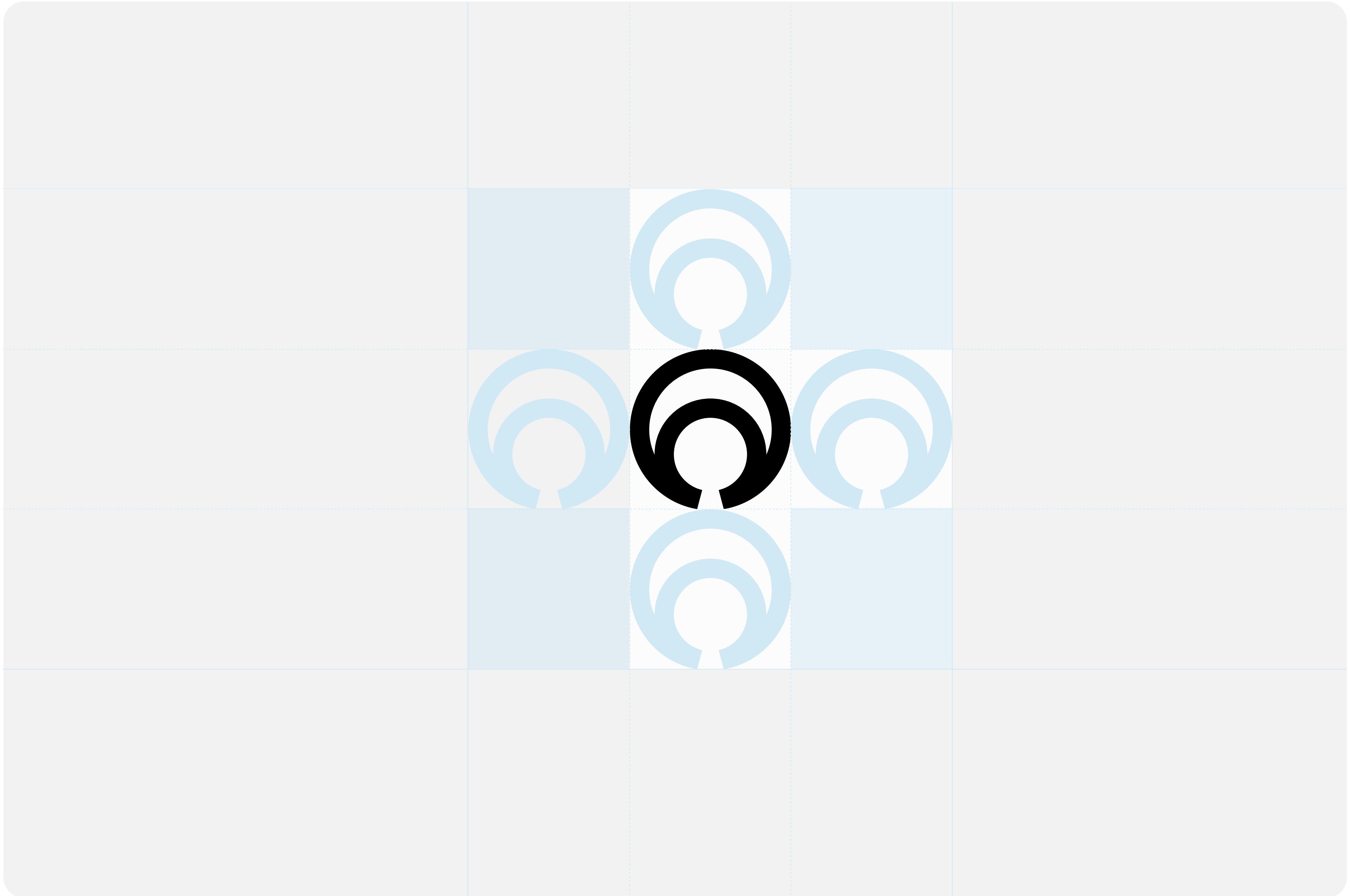
Here is the minimum clear space requirements to ensure that the logo is consistently and appropriately used in different applications.



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# Logo misuse

Column one:

Keep the space between the logo mark and logotype consistent - don't make the space bigger or smaller.

Don't italicize the logo.

Don't add a shadow to the logo.

Column two:

Don't overlap any elements of the logo.

Don't resize or change the ratio of the logo.

Don't add any elements.



# Usage on backgrounds

The logo can be used on white, black, photographs and color images within the NEBRA color palette.

Refrain from using the black logo if the image background is more than 80% black. Similarly, refrain from using the white logo if the image background is more than 20% black. When using clear and bright background images, use either a white or black logo according to the background color.

100% Black



50% Black



90% Black



40% Black



80% Black



30% Black



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100% Black



50% Black



90% Black



40% Black



80% Black



30% Black



70% Black



20% Black



60% Black



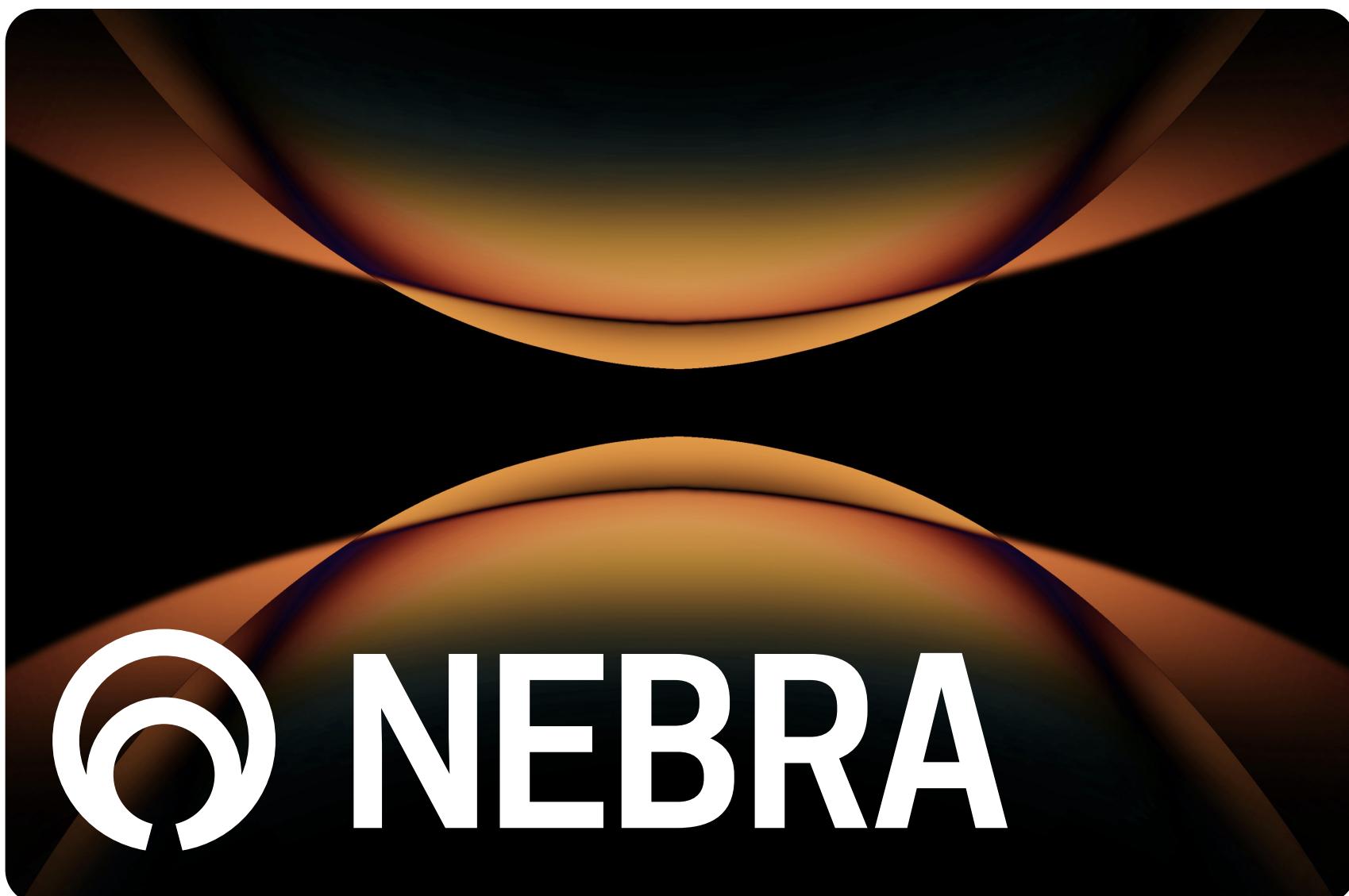
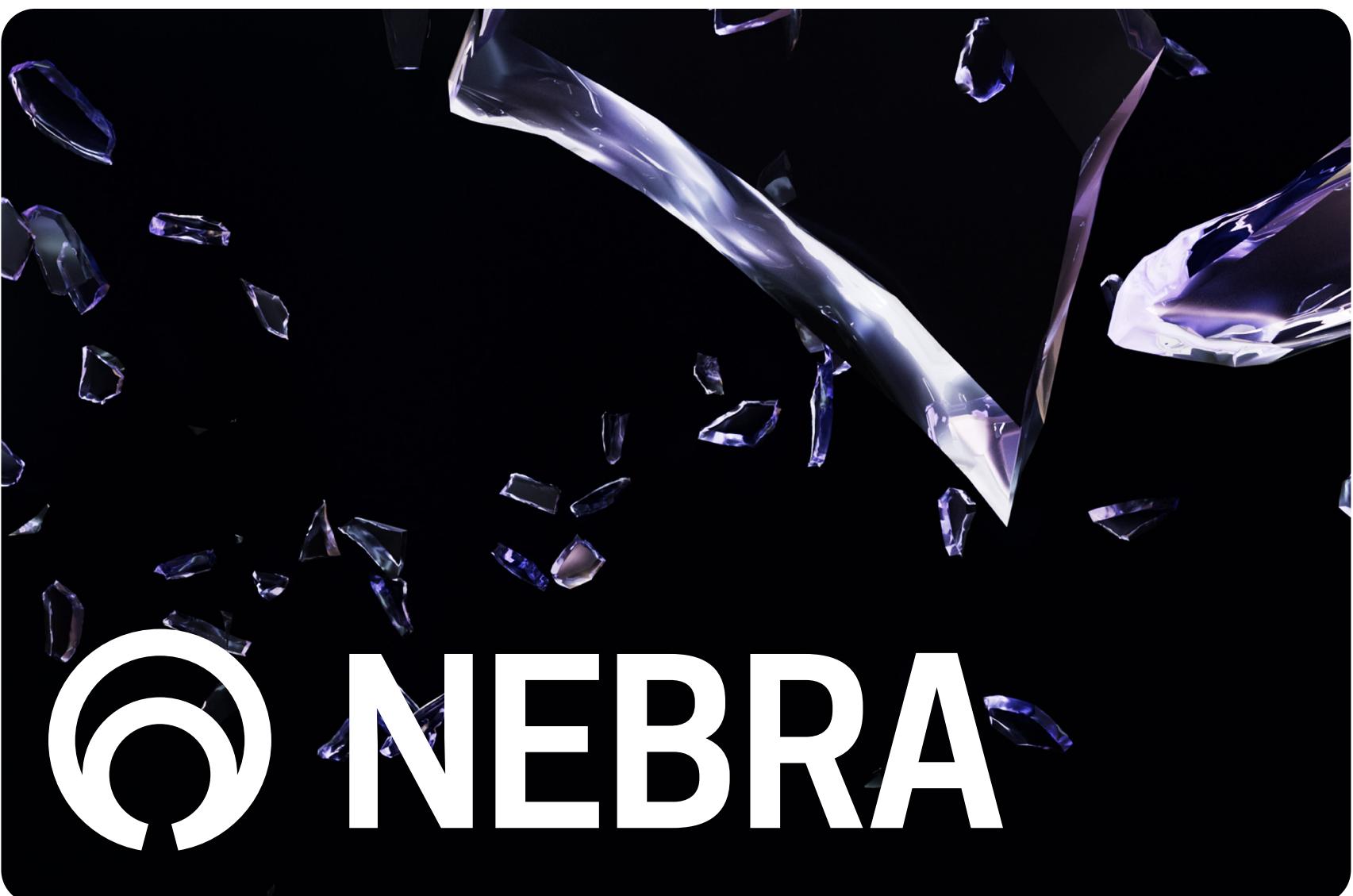
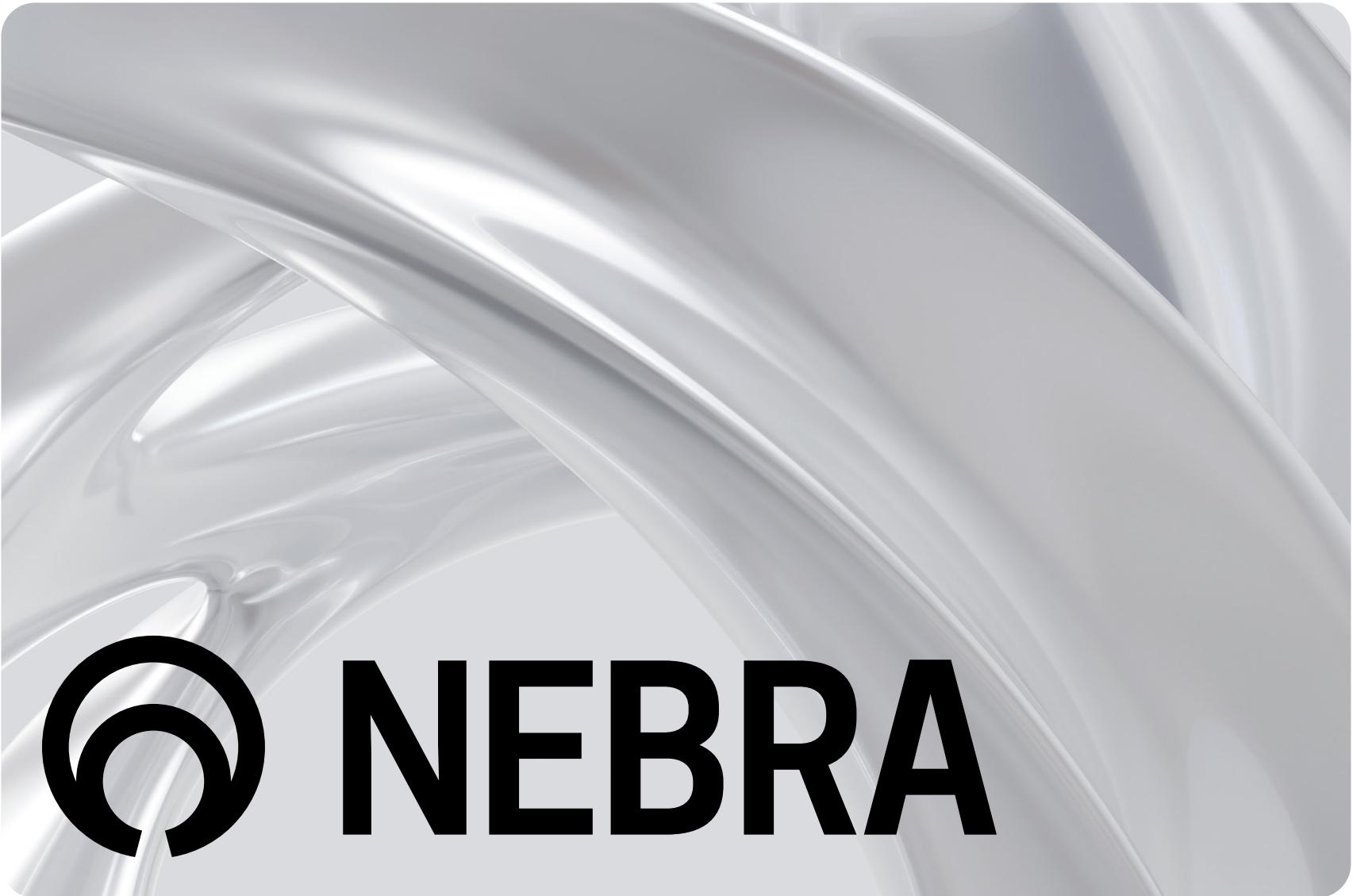
10% Black



# Usage on backgrounds

The logo can be used on white, black, photographs and color images within the NEBRA color palette.

Refrain from using the black logo if the image background is more than 90% black. Similarly, refrain from using the white logo if the image background is more than 20% black. When using clear and bright background images, use either a white or black logo according to the background color.



02  
**BRAND DNA**

DIVINE  
HIGH-TECH  
RELIABLE



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# 03 COLOR SCHEMES

# Primary colors

The brand colors are key branding tools for NEBRA. Each NEBRA branded color has a HEX color code.

Primary color: Black & white

#FFFFFF  
R 255  
G 255  
B 255

#000000  
R 0  
G 0  
B 0

# Secondary colors

The brand colors are key branding tools for NEBRA. Each NEBRA branded color has a HEX color code.

#5B5BC2  
R 91  
G 91  
B 194

#E6DEC5  
R 230  
G 222  
B 197

#092B66  
R 9  
G 43  
B 102

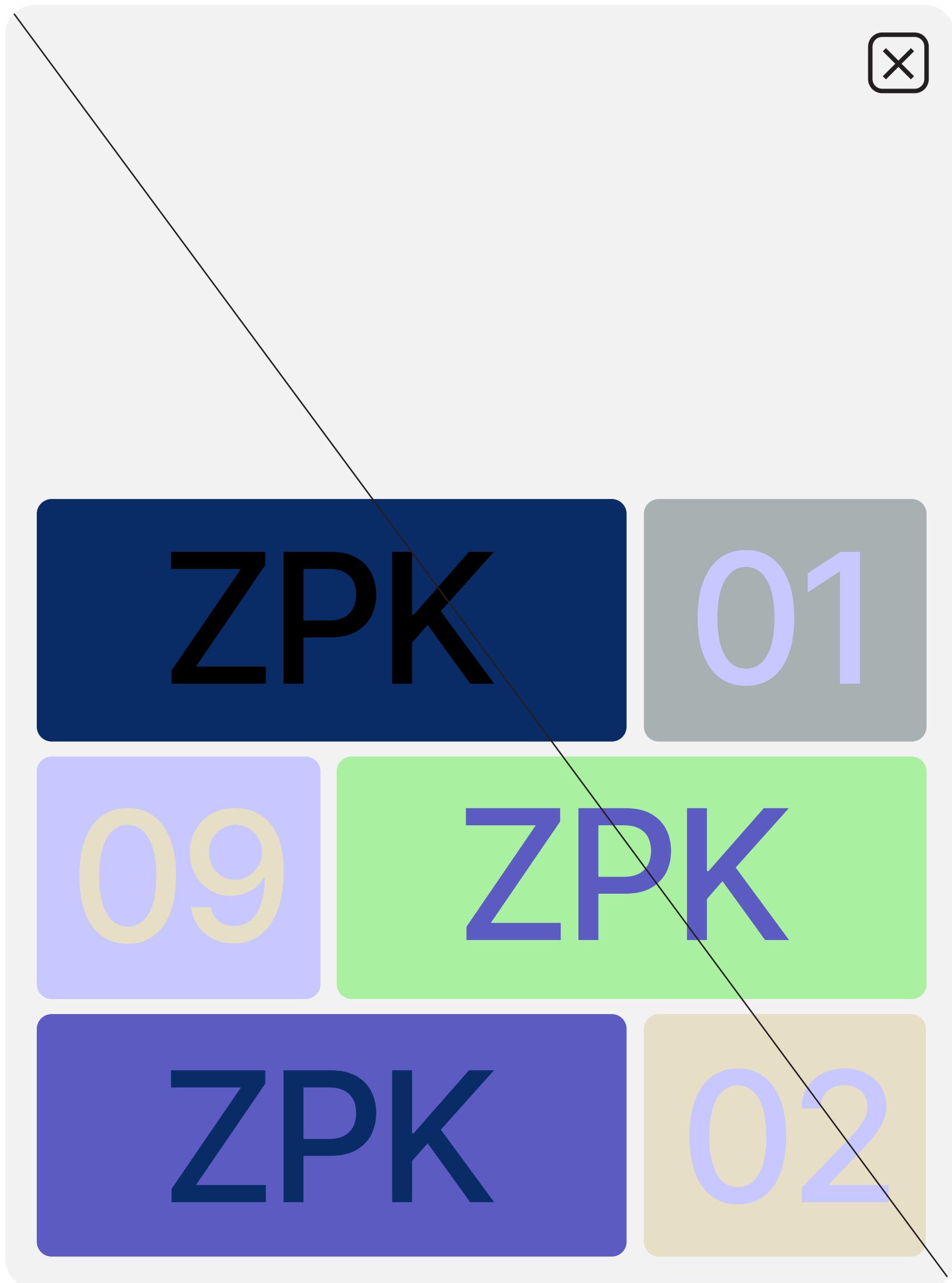
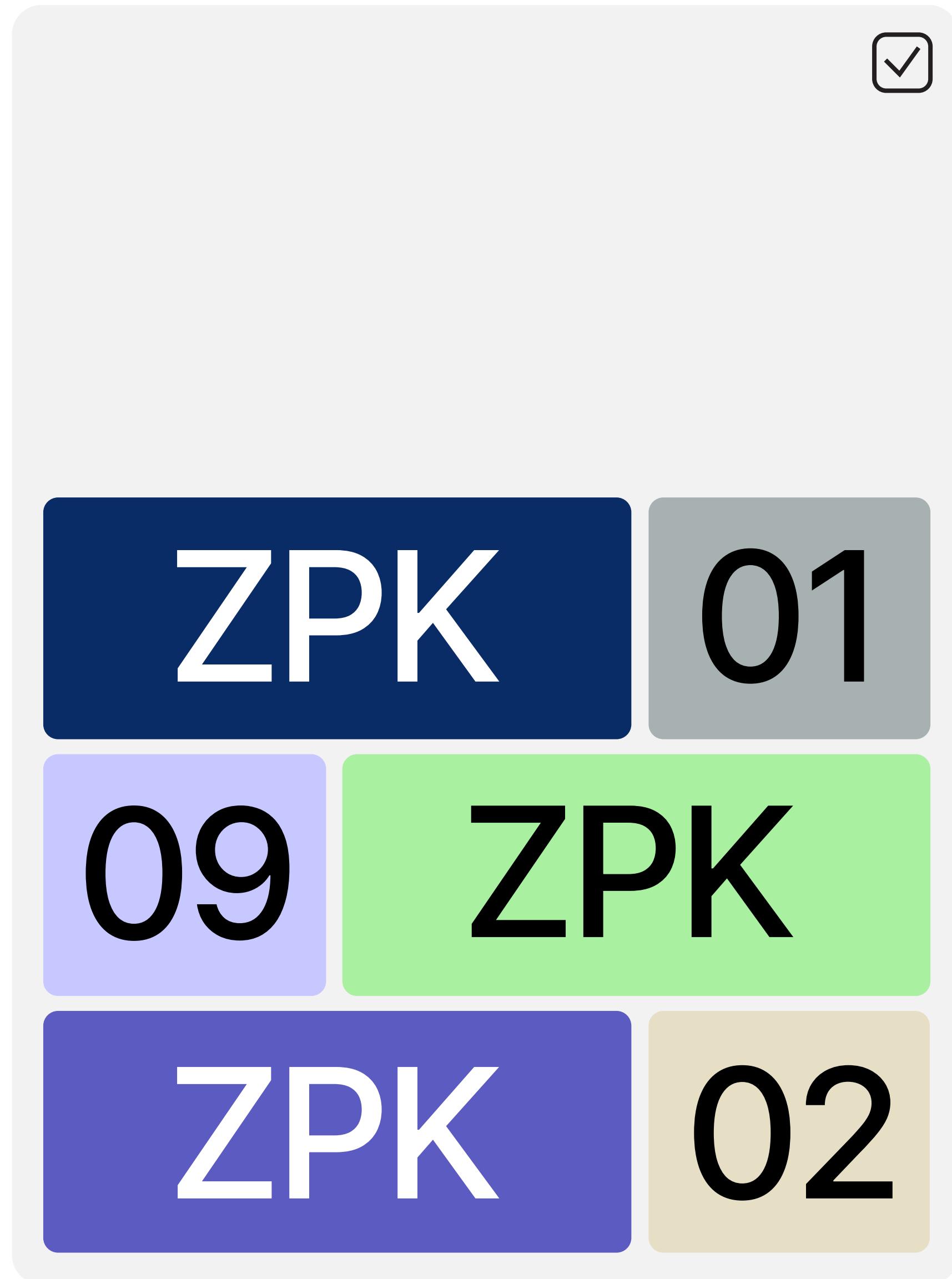
#A9F0A1  
R 169  
G 240  
B 161

#A8B1B2  
R 168  
G 177  
B 178

#C6C8FF  
R 198  
G 200  
B 255

## Color text

Do not use secondary colors for text. Only use white (#ffffff) or black (#000000) text over secondary color backgrounds.



# 04

# TYPOGRAPHY

# Inter

Inter is a variable font family carefully crafted & designed  
for computer screens.

Light  
Regular  
Medium  
**Bold**

Aa  
Aa  
Aa  
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

~!@#\$%^&\*?  
(\_+){":}<\'>[,./]

# IBM Plex Mono

IBM Plex® is the corporate typeface for IBM worldwide and an open-source project. IBM Plex® is a neutral yet friendly Grotesque style typeface that balances design with the engineered details.

Light  
Regular  
Medium  
Bold

Aa  
Aa  
Aa  
Aa

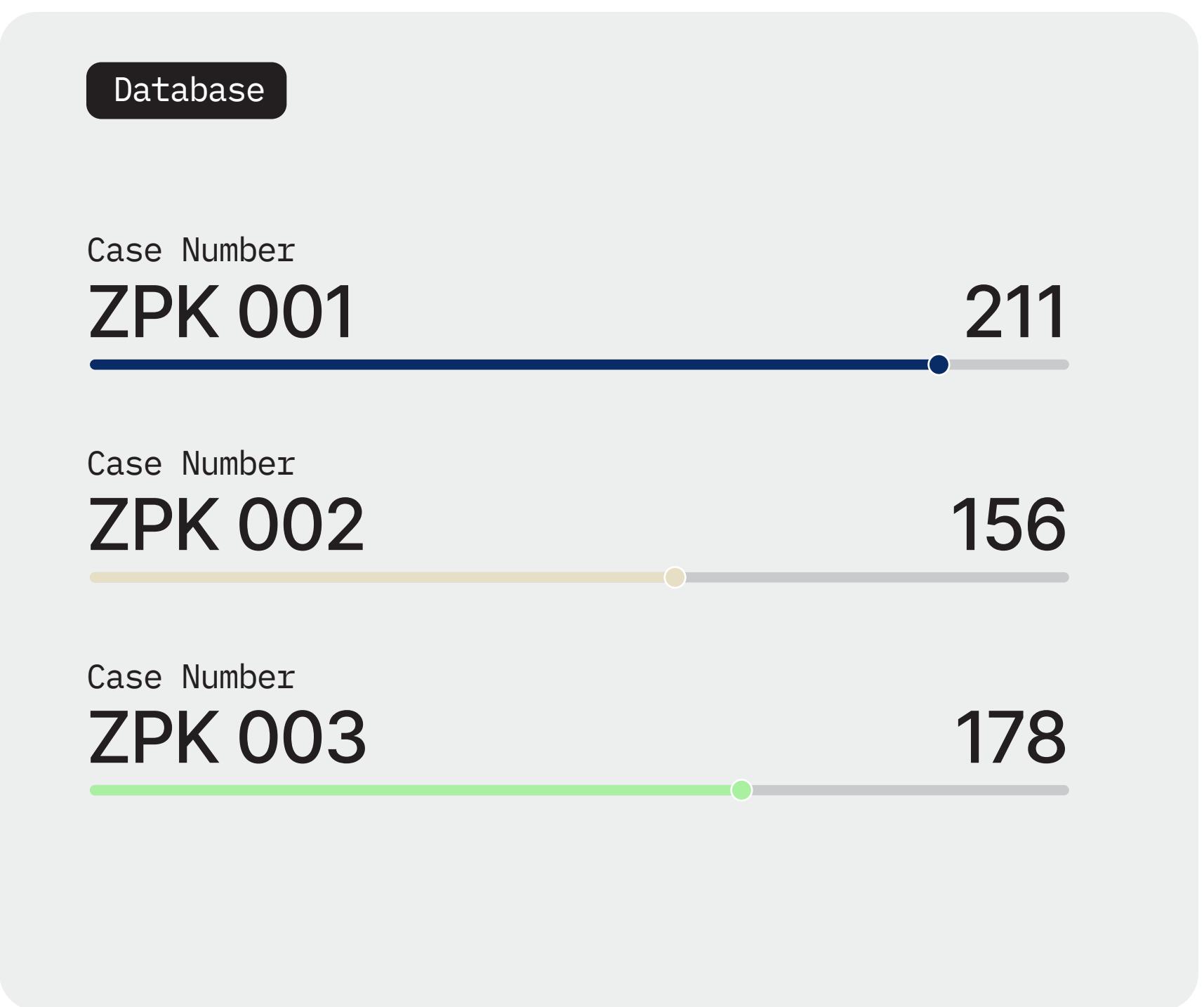
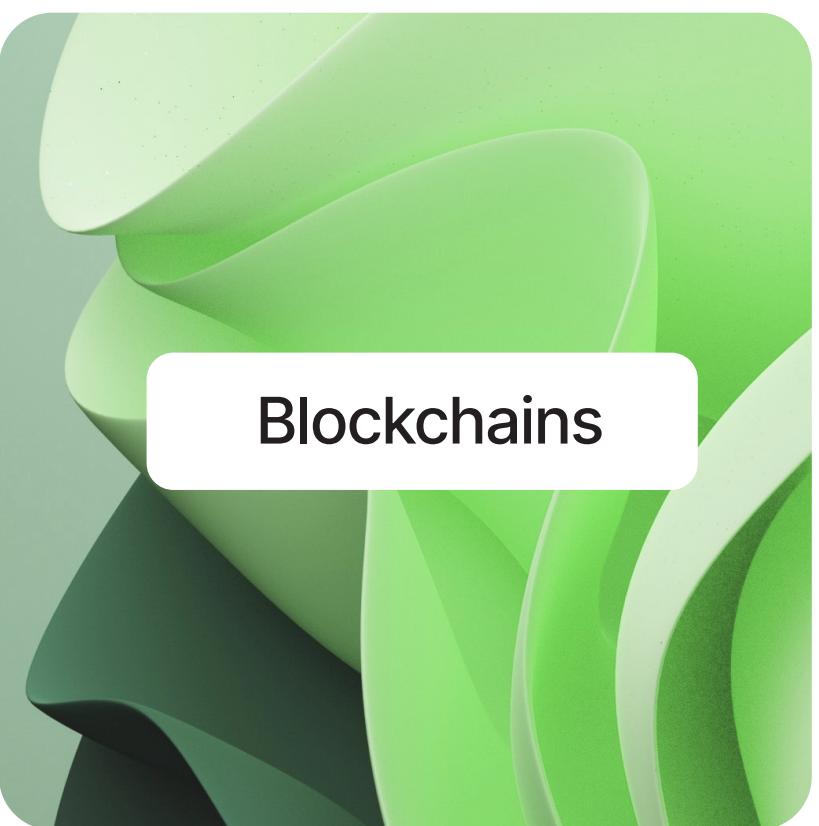
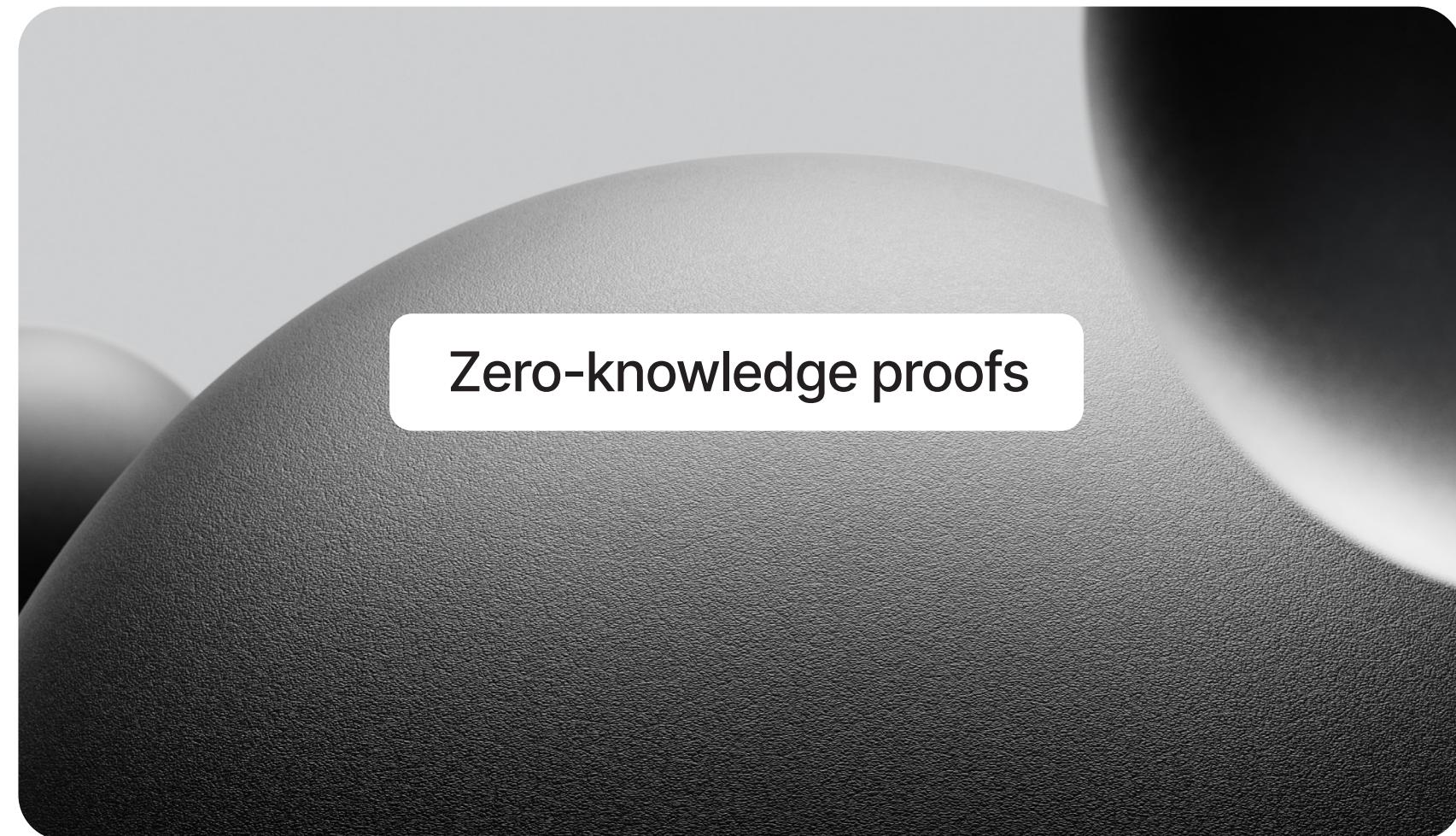
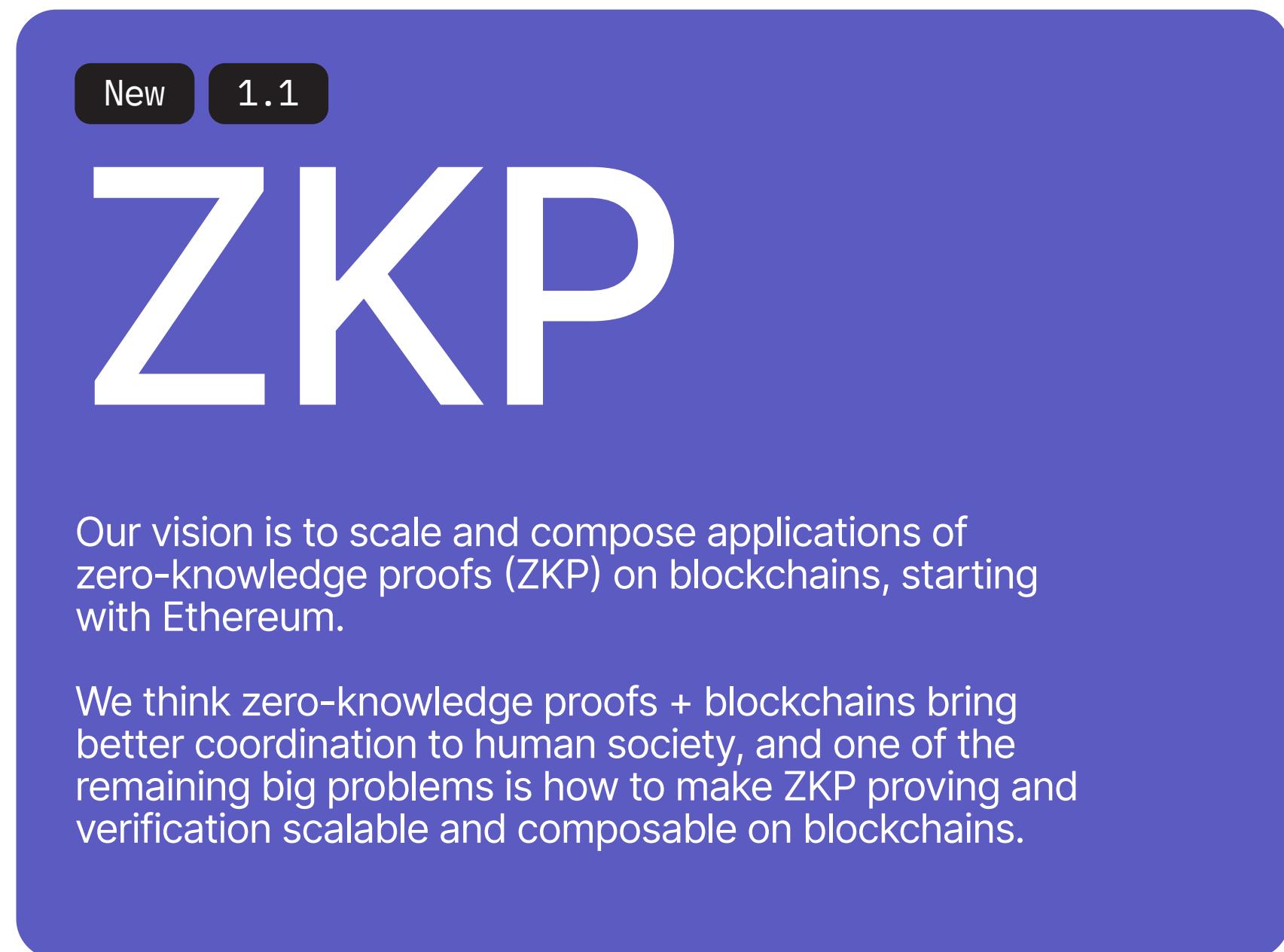
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

~!@#\$%;^&\*?  
(\_){}':><\'>[,./]

# Font in use

Inter uses as primary font, for example: title, subtitle, paragraph.

IBM Plex Mono uses as secondary font, examples showing on the right.

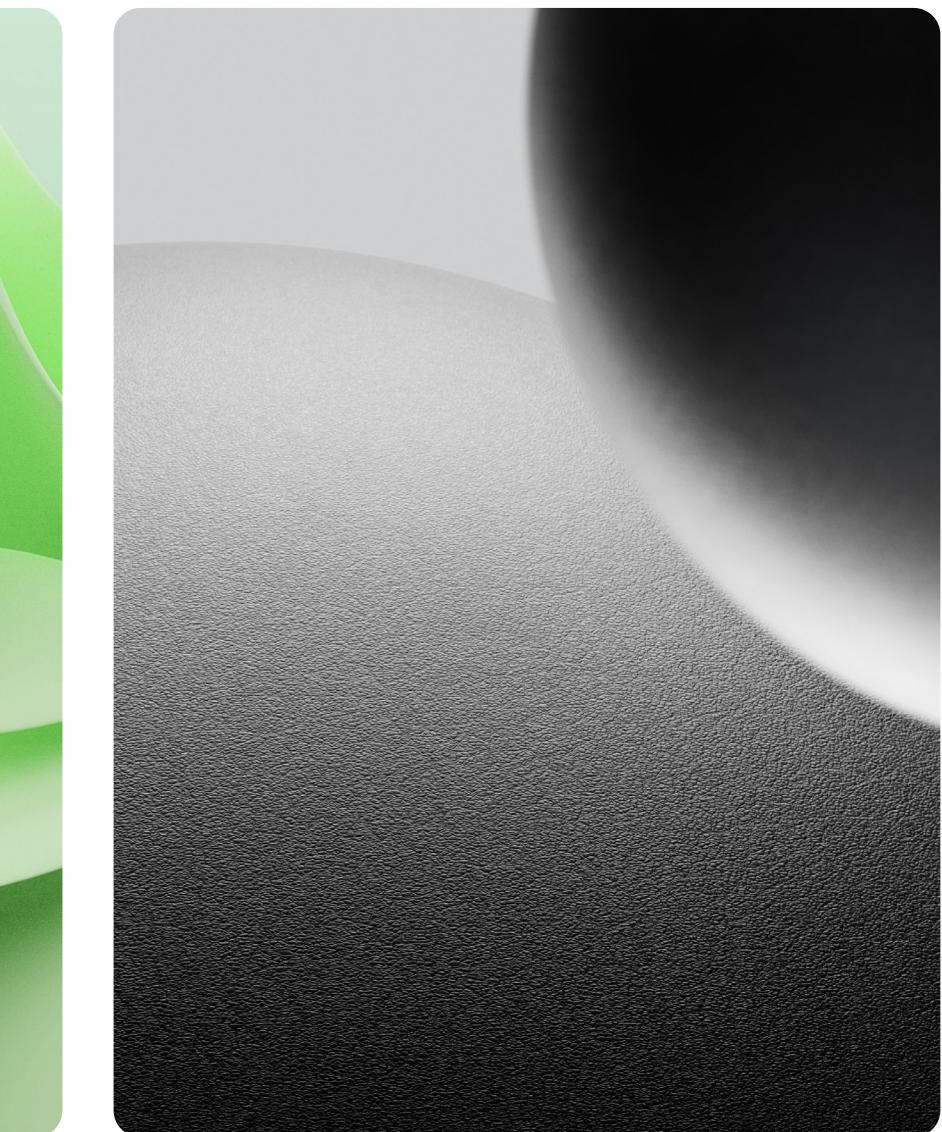
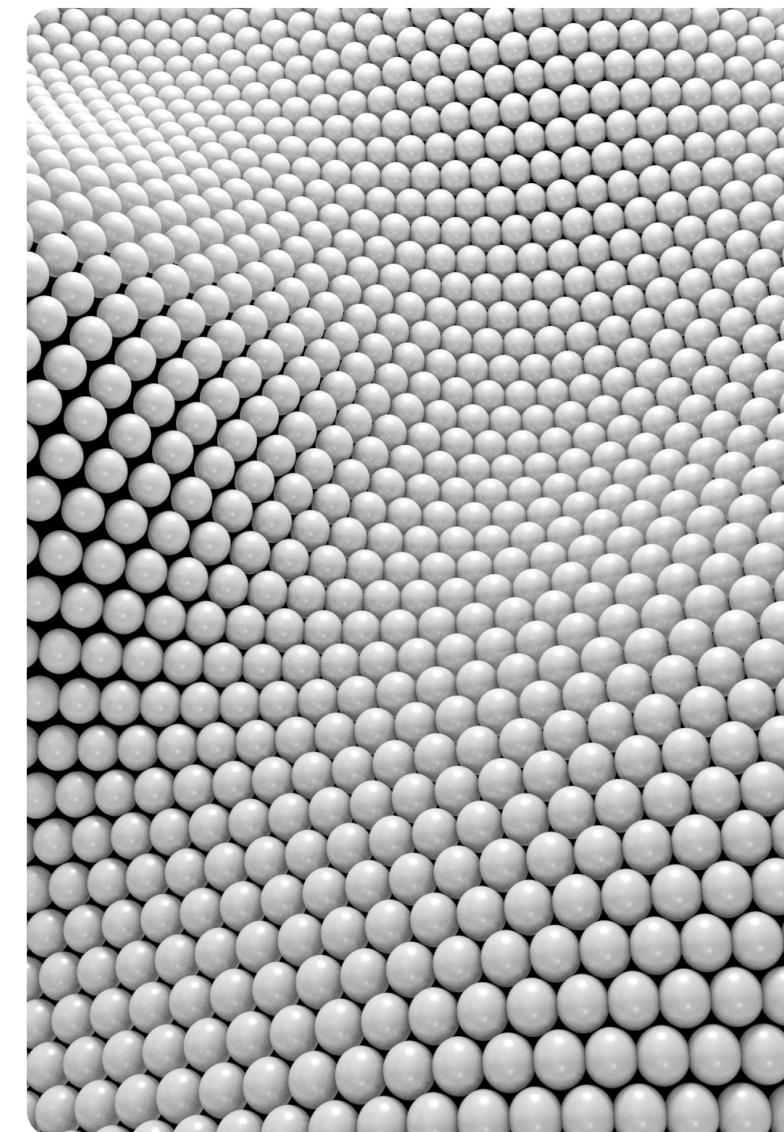
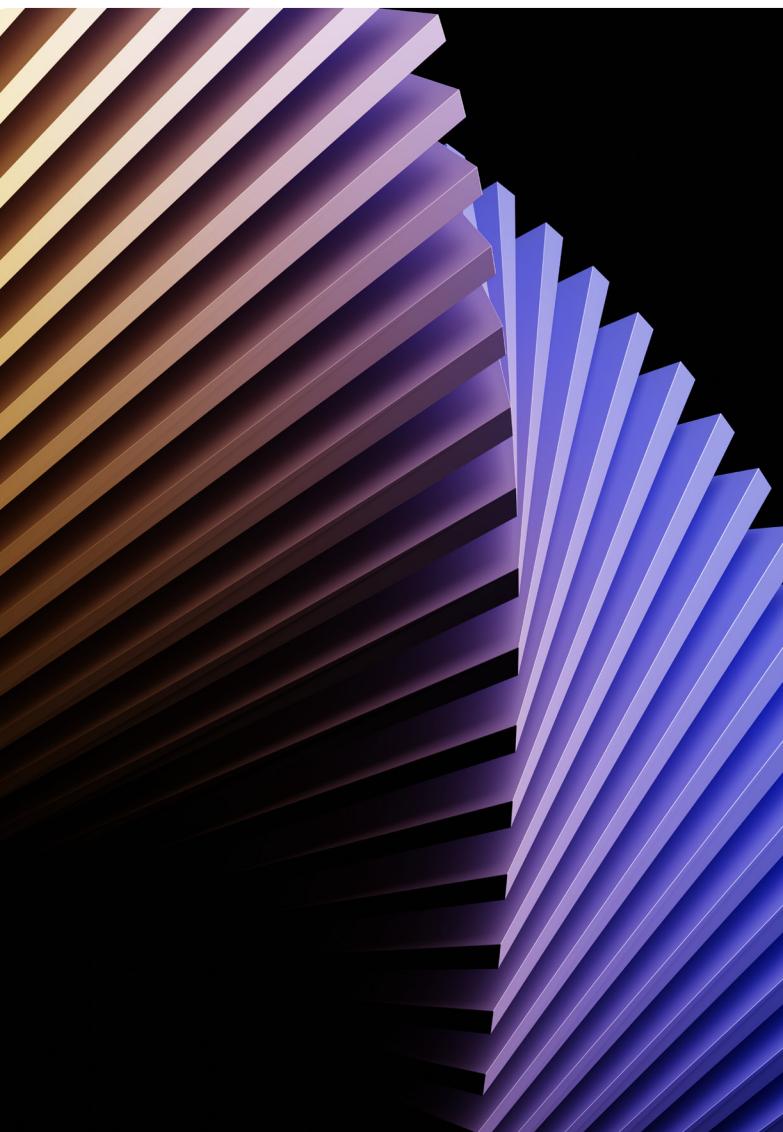
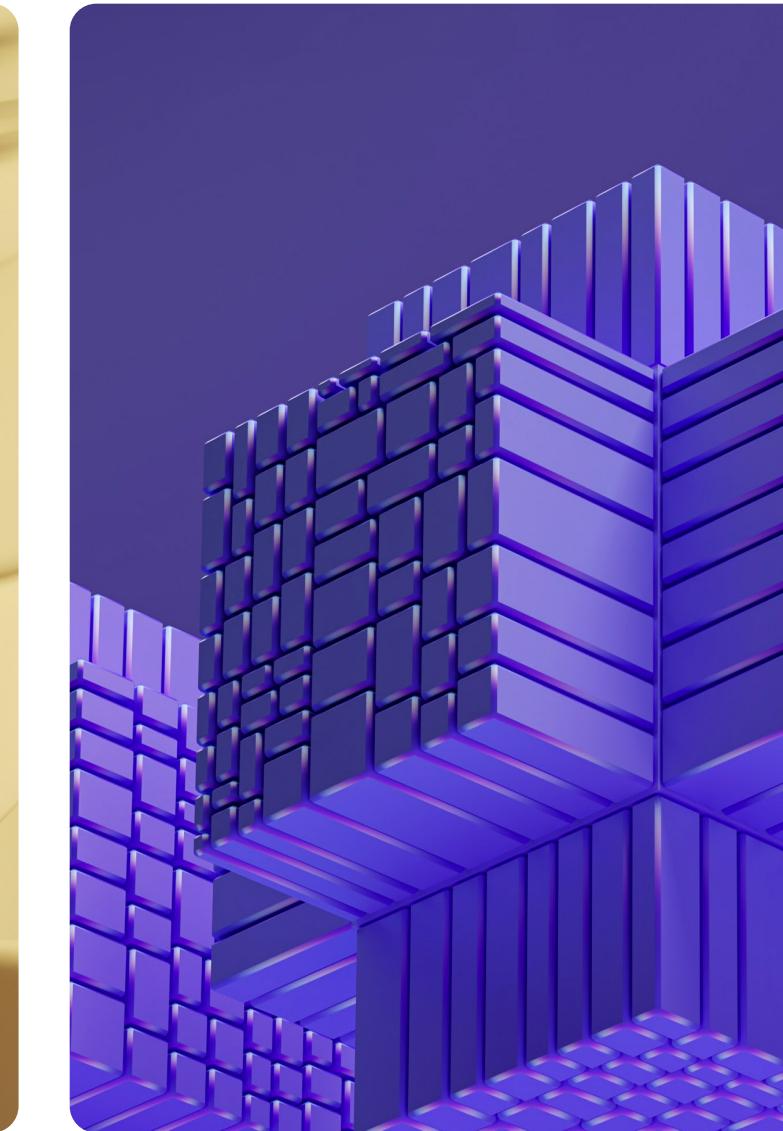
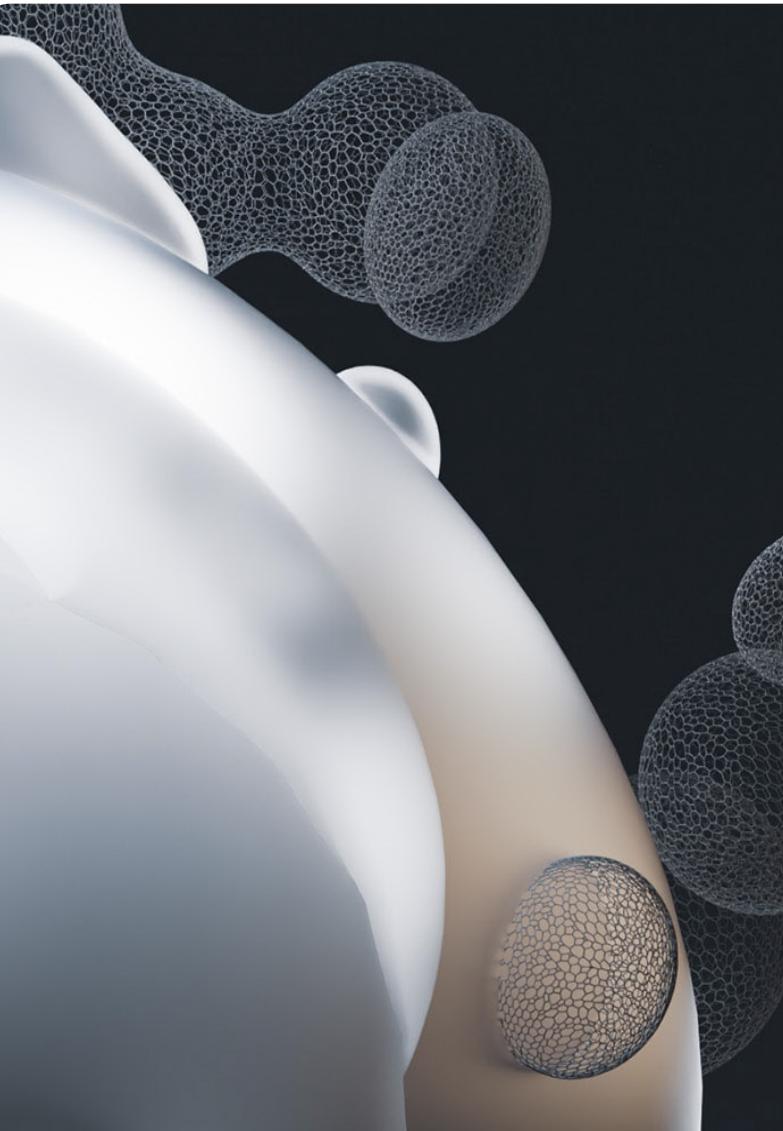


# 05

# APPLICATIONS

# Photography

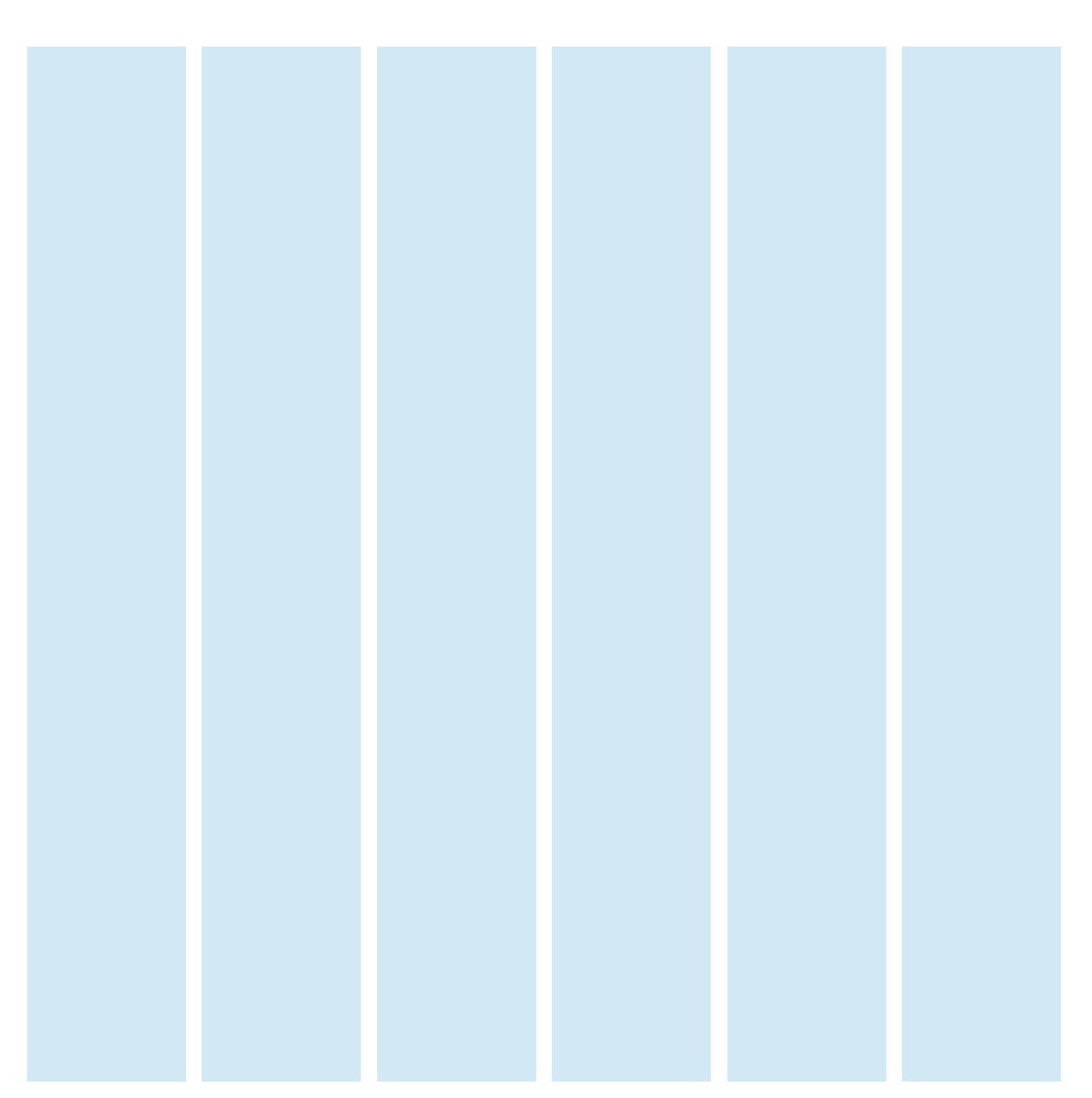
Our photographic style is constantly evolving to stay relevant. We aim to be high-tech in subtle details, focusing on lighting, shadow, angles, and composition to create a consistent and brand-appropriate look.



# Layout

Columns are commonly used to organize and structure text, images, and other elements, making the content more readable and visually appealing.

NEBRA uses 6 columns structure for applications. Examples showing on the right.



1.1

**Zero-knowledge proofs (ZKP) on blockchains, starting with Ethereum.**



**WE ARE  
NEBRA**

Our vision is to scale and compose applications of zero-knowledge proofs (ZKP) on blockchains, starting with Ethereum.

for all kinds of applications, including but not limited to privacy preserving identities, storage proofs, ZKML, zkEVM proofs.

Our vision is to scale and compose applications of zero-knowledge proofs (ZKP) on blockchains, starting with Ethereum. We think zero-knowledge proofs + blockchains bring better coordination to human society, and one of the remaining big problems is how to make ZKP proving and verification scalable and composable on blockchains. We are building the first proof aggregation service on Ethereum, which uses our Universal ZK-ZK Proof Aggregation construction to aggregate ZKPs for all kinds of applications, including but not limited to privacy preserving identities, storage proofs, ZKML, zkEVM proofs.

**ZPK  
PROCESS**

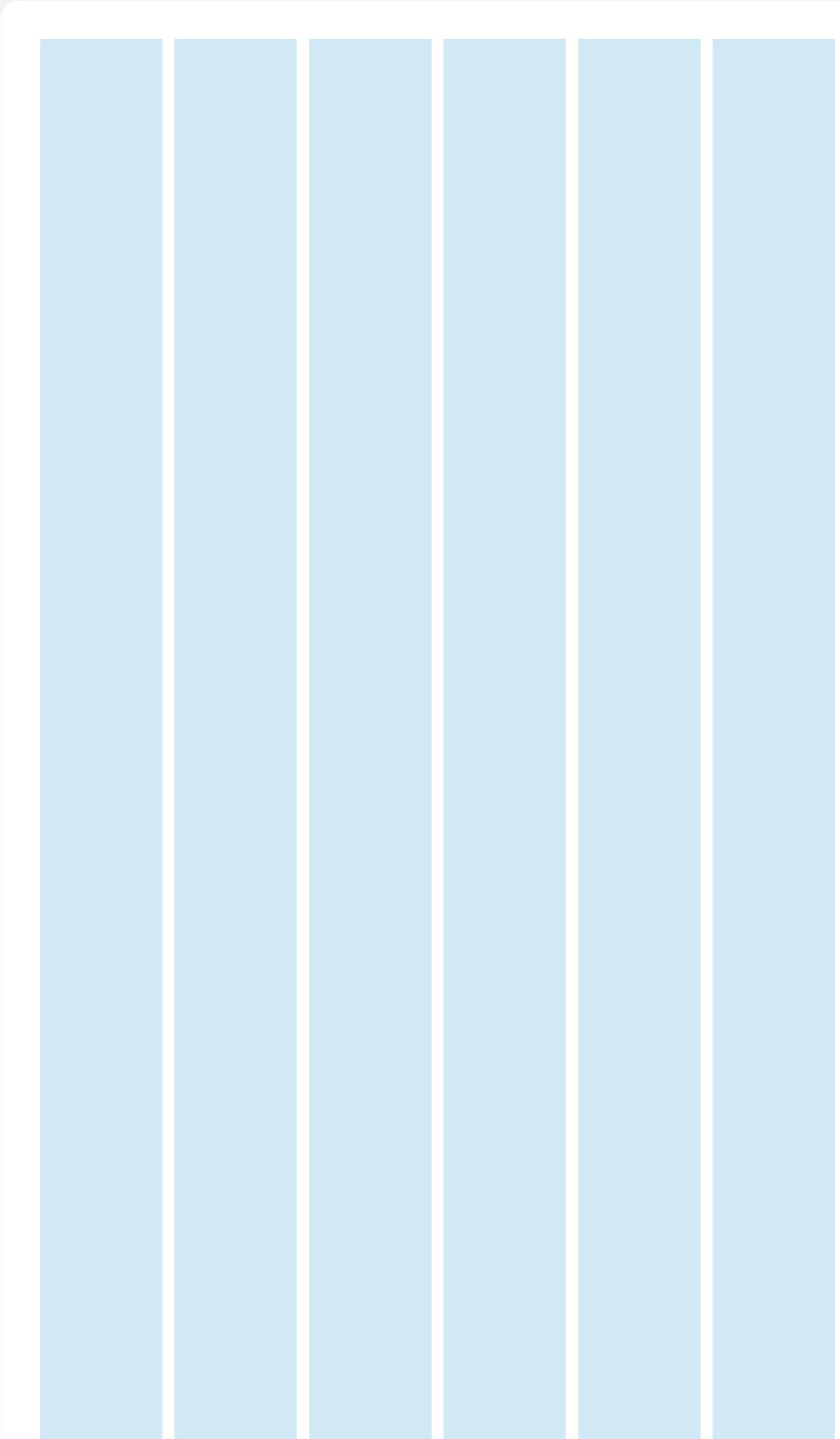
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# Layout

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New 1.1

## NEW CASE STUDY

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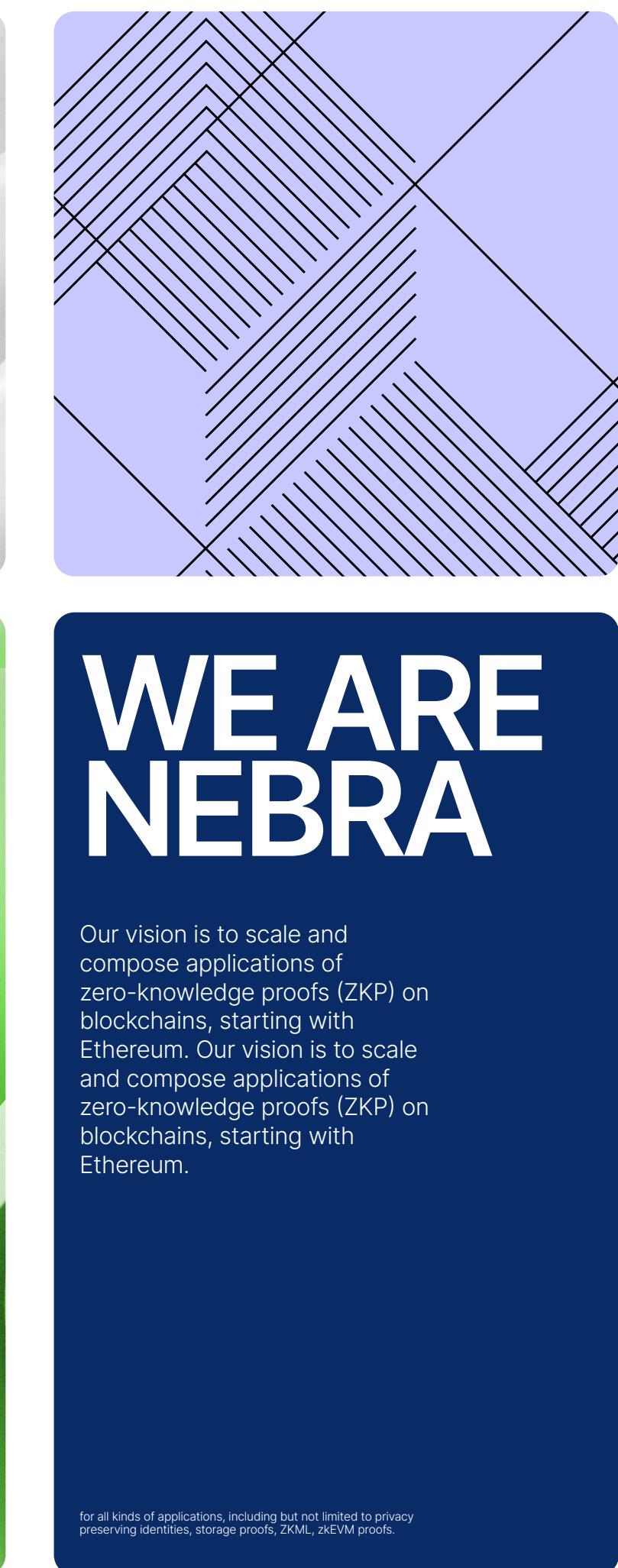
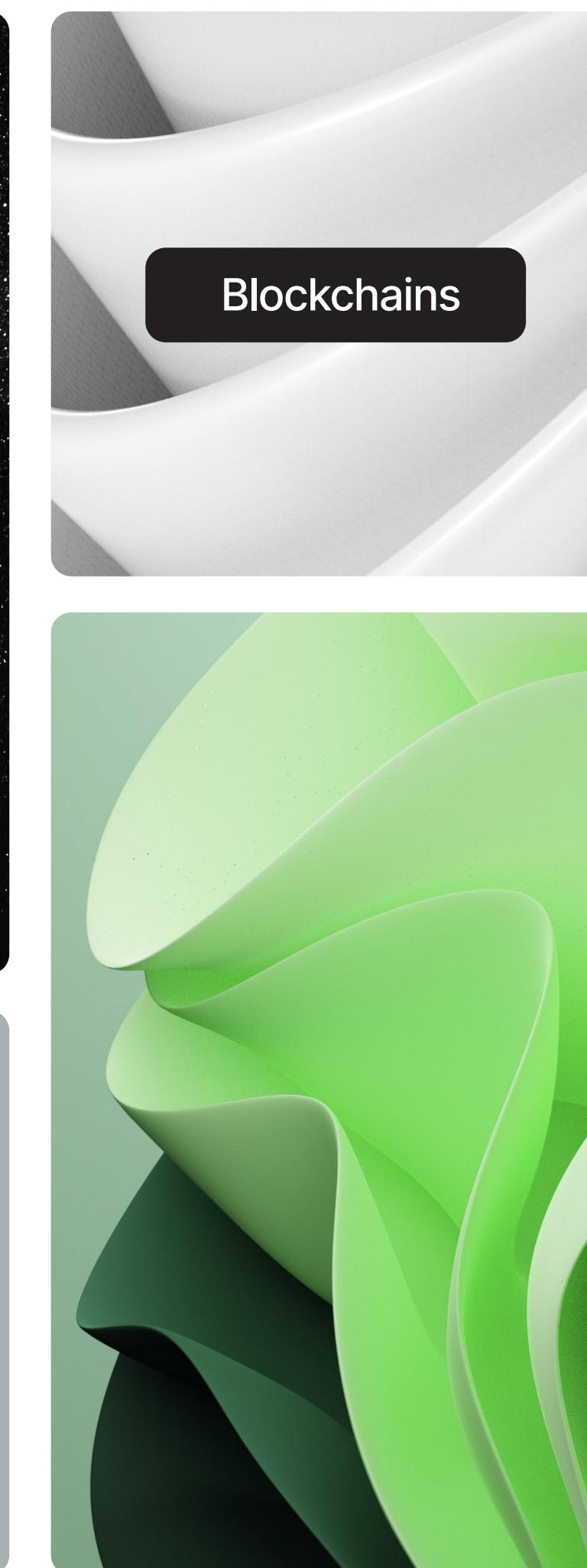
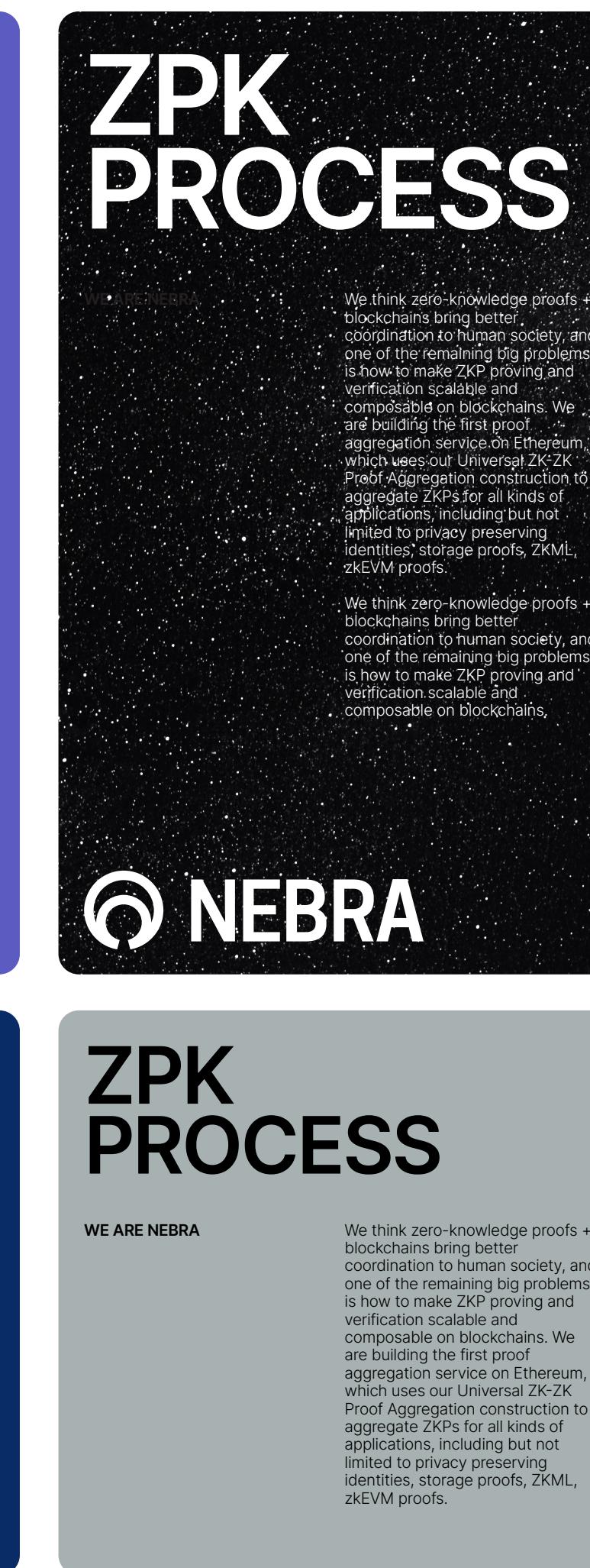
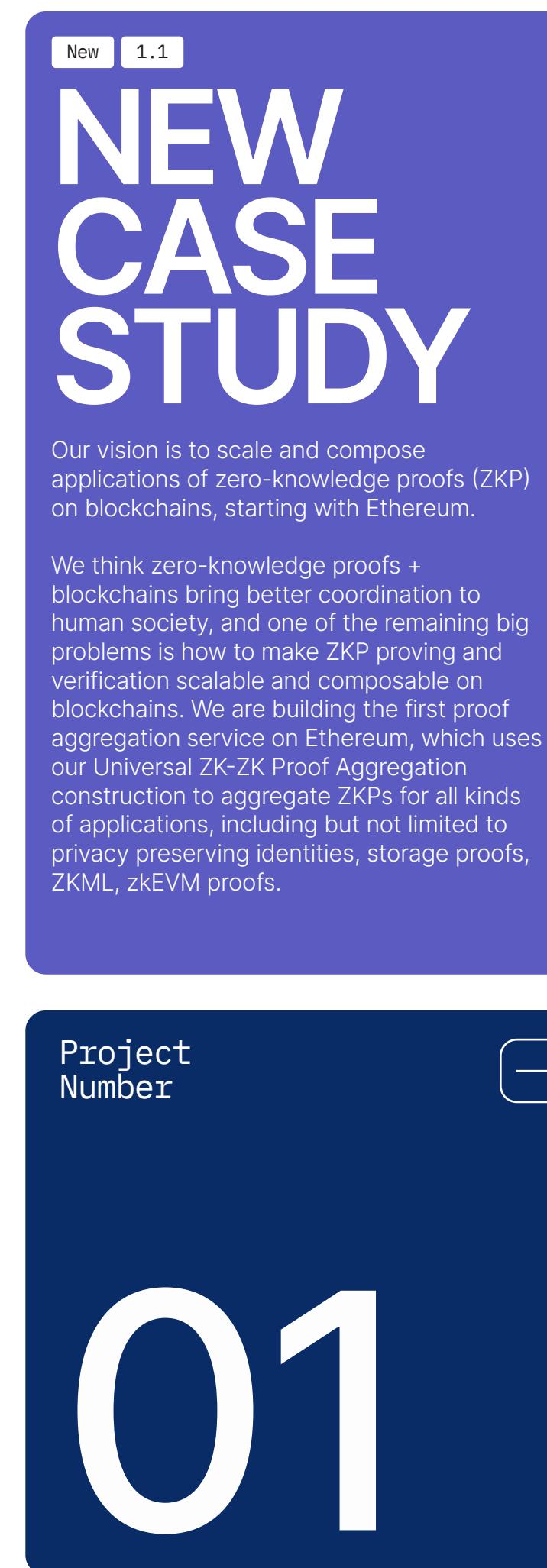
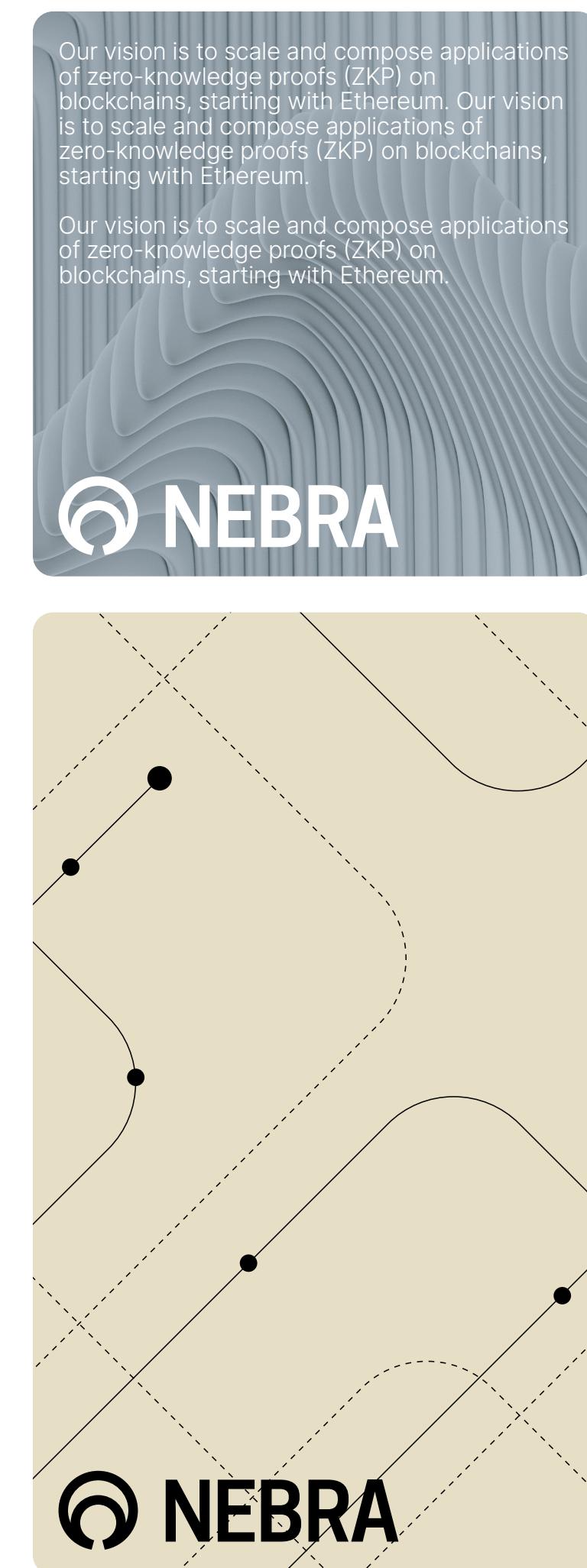
WE ARE NEBRA

## ZPK PROCESS

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 NEBRA



# NEBRA