

Brand Guide

About This Document

This is the primary guide for the brand identity and supporting design assets for OpenJelly, a project made possible through the help of Gitcoin GG20 and the Web3 community.

The typefaces in this document are open-source fonts, ensuring accessibility across all operating systems.

All images have been created specifically for this project, or derived from source material subject to a Creative Commons Attribution-ShareAlike License.

This document and assets are a foundation for other designers to create great work. If you use it, share your projects by posting a link in the comments of the README file.

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Logo

This is the main, default logo.
It's the one to use, unless context requires
either the logotype or the brand mark.

Also available in black or white:



OPEN JELLY

Logotype

Just the text.
Also available in black or white:

**OPEN
JELLY**

**OPEN
JELLY**



Mark

Just the symbol.
Also available in black or white:



Thou Shalt Not

Here are some basic rules when using our brand:

- Don't alter, rotate, or modify the logos
- Don't animate the logos (no talking, dancing, or swimming)
- Don't surround the logos with sea creatures (fish and so on)
- Don't accessorize the logos with extra elements (labels, speech bubbles, seasonal decorations, etc.)
- Follow the clear space guidance in this document



Clear space and minimum size

Always give the logo room to breathe. The empty space around the logo should be no smaller than the width of the jellyfish mark.



40 PIXELS



32 PIXELS



24 PIXELS



16 PIXELS

To ensure the brand is always identifiable, use the mark (just the jellyfish) in the the smallest sizes (favicon, etc.) Never go smaller than 16 pixels wide.

Color

...or a lack of.

Why gray?

It's a base coat. A neutral unifier. A layer of primer so now it's ready for any color of paint that might get applied just as OpenJelly is serves as the base for whatever comes next.



#333



#EEE



#FFF

These are listed in order of most to least used within OpenJelly's branded design elements.



#111



#666



#999

Type

Nunito is the official font of OpenJelly and is freely available under the SIL Open Font License:

<https://github.com/googlefonts/nunito>

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

0123456789...#¤\$€£¥%

+--≈≠≤≥≤≥()[]{}//\&@!:!?.::

69669901" — * © ® TM

Nunito Black
80/88px, Title case
Letter-spacing -10

Title

Nunito Black
16/16px, All caps
Letter-spacing 40

SUBTITLE

Nunito Black
32/36px, Title case
Letter-spacing -10

Heading One

Nunito Black
24/28px, All caps
Letter-spacing 40

HEADING TWO

Nunito Black
16/20px, All caps
Letter-spacing 0

Heading Three

Nunito Regular
24/32px, Sentence case
Letter-spacing 0

Intro

Nunito Regular
14/20px, Sentence case
Letter-spacing 0

Body/Paragraph

Nunito Black
10/12px, All caps
Letter-spacing 40

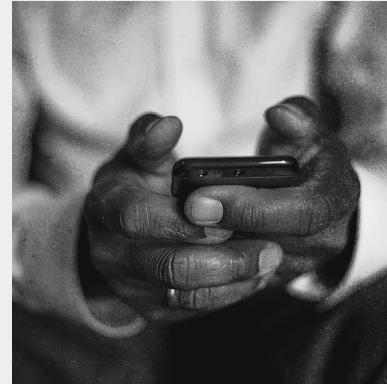
CAPTION

Nunito Regular
14/20px, Sentence case Fine Print
Letter-spacing 10

Imagery

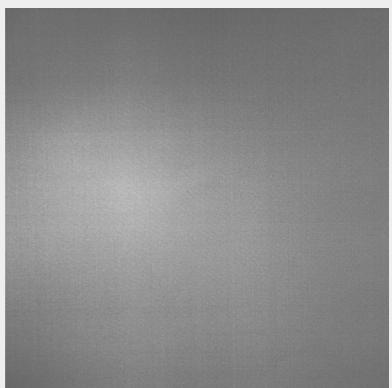
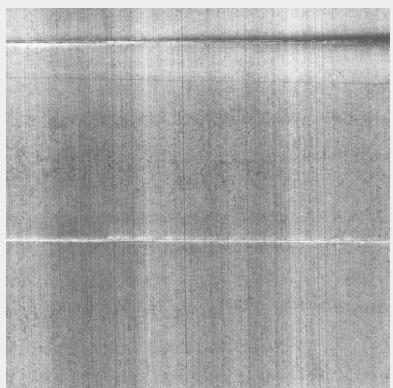
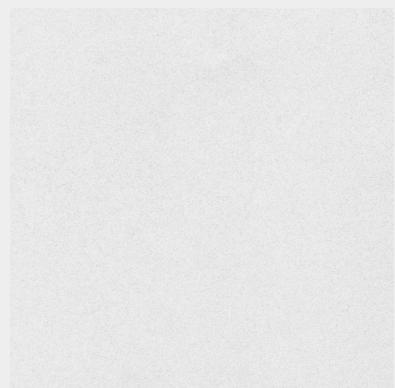
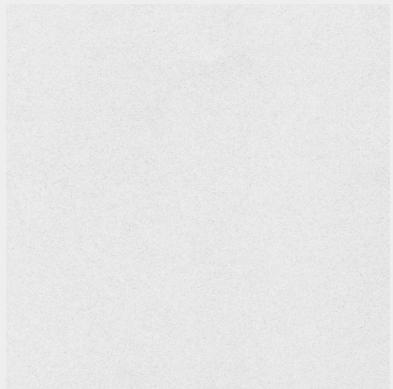
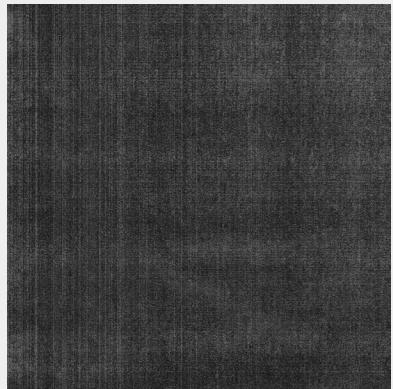
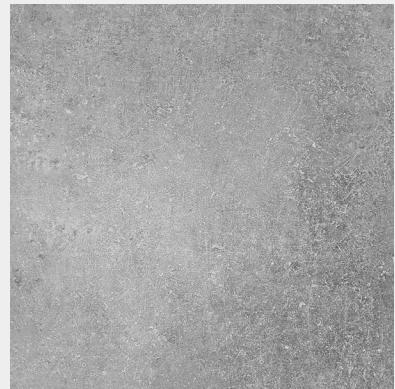
Keep it simple, but not simplistic. A handmade, low-fi aesthetic from a nearby universe where everything is super rad.

A Midjourney prompt might be something like:
abstract subtle swirl texture, photocopy of gridpaper subtle grain texture risography effect, photocopy of gridpaper subtle grain texture risography effect, black and white, grainy depth of field.



Imagery, continued...

Subtle **textures** can be used in place of, in addition to, or along side other imagery. These should be without a subject and simple enough that they could be placed under text without substantial loss of legibility.



Imagery, continued...

Seamless repeating patterns

can also be used in place of, in addition to, or along side other imagery. Like the texture backgrounds, these should also be without an identifiable subject and simple enough that they could be placed under text without substainal loss of legiblity.

