PoSciDon

Brand Book

Version 1.1

Introduction & Mission Statement

Scientific discoveries impact everyone. While scientists work to progress breakthroughs, people will be a part of these breakthroughs. Through PoSciDon, we give people the power to contribute to science. Anyone can join PoSciDon and help support and finance research for new immunotherapies. Our mission is to make the funding process for scientific research decentralized, democratized and non-discriminatory.

Brand Values

Decentralization

We believe that everyone has a voice and can contribute. We believe in distributed authority rather than one single authority.

Democratization

We aim for an accessible and inclusive DAO. Anyone can be a participant.

Non-discrimination

We treat everyone fairly and equally and are free of any prejudice.

Transparency

We are open, honest and willing to share information with everyone. We want everyone to be able to understand our mission.

Unity

We believe in solidarity, a sense of oneness and harmony. We have a shared purpose among diverse elements, creating a collective strength or completeness
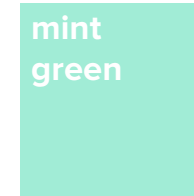
Color Palettes

Core Palette

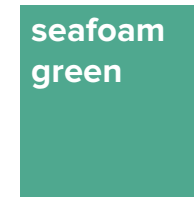The brand's core colors are inspired by the ocean and nature.

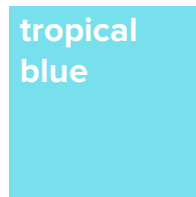**deep sea blue**
HEX #0b1deeff
R G B 11 29 238
C M Y K 89 82 0 7

mint green
HEX #a1ecd6ff
R G B 161 236 214
C M Y K 32 0 9 7

steel blue
HEX #2e8ed7ff
R G B 46 142 215
C M Y K 79 34 0 16

seafoam green
HEX #4fa88fff
R G B 79 168 143
C M Y K 53 0 15 34

tropical blue
HEX #78dfecff
R G B 120 223 236
C M Y K 49 6 0 7
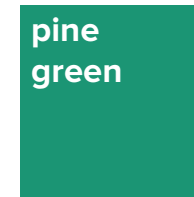
pine green
HEX #1b9574ff
R G B 27 149 116
C M Y K 82 0 22 42

aqua blue
HEX #22d6c4ff
R G B 34 214 196
C M Y K 84 0 8 16

forest green
HEX #004832ff
R G B 0 72 50
C M Y K 100 0 31 72
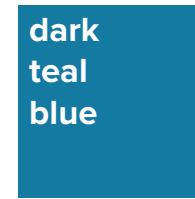
Secondary Palette

To highlight our core palette, we have provided a variety of contrasting colors.

These colors should not be used all at once but rather one or two alongside the core palette.

lavender purple

HEX #b9a6ffff

R G B 185 166 255

C M Y K 27 35 0 0

dark teal blue

HEX #157aa1ff

R G B 21 122 161

C M Y K 87 24 0 37

mellow yellow

HEX #ffff66ff

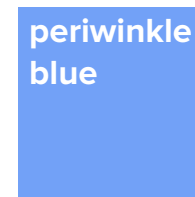**R G B** 255 255 102

C M Y K 0 0 60 0

neon mint green

HEX #72f7bcff

R G B 114 247 188

C M Y K 54 0 24 3

tropical blue

HEX #16a9abff

R G B 22 169 171
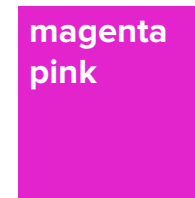
C M Y K 87 1 0 33

periwinkle blue

HEX #72a1f7ff

R G B 114 161 247

C M Y K 54 35 0 3

aqua blue

HEX #ed2673ff

R G B 237 38 115

C M Y K 0 84 51 7

magenta pink

HEX #e324cdff

R G B 227 36 205

C M Y K 0 84 10 11

aqua blue

HEX #c3ebf0ff

R G B 195 235 240

C M Y K 19 2 0 6

fiery red

HEX #fe3303ff

R G B 254 51 3

C M Y K 0 80 99 0

Typography: Headlines

Use Proxima Nova for all headlines.

PoSciDon: Making Scientific Funding Fair

Headline 1

Proxima Nova
Bold

Decentralizing Immunotherapy Research

Headline 2

Proxima Nova
Bold

Scientific Research Funding Challenges

Headline 3

Proxima Nova
Bold Italic

Typography: Content

Use Proxima Nova for most other texts, including paragraphs.

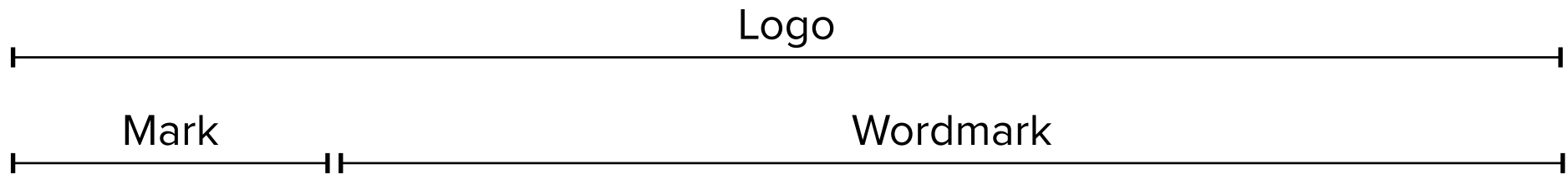|		
Body Text	PoSciDon DAO is the first ever decentralized biotech organization focusing on immunotherapies targeting life-altering diseases.	Proxima Nova Regular
Headline 3	*"The PoSciDon protocol is designed in such a way that it does not only benefit scientific funding, but also donors and members in the DAO."*	Proxima Nova Regular Italic

Logo

Mark

Wordmark

The logo mark is a trident made from a DNA double helix. The mark is inspired by Poseidon's trident.
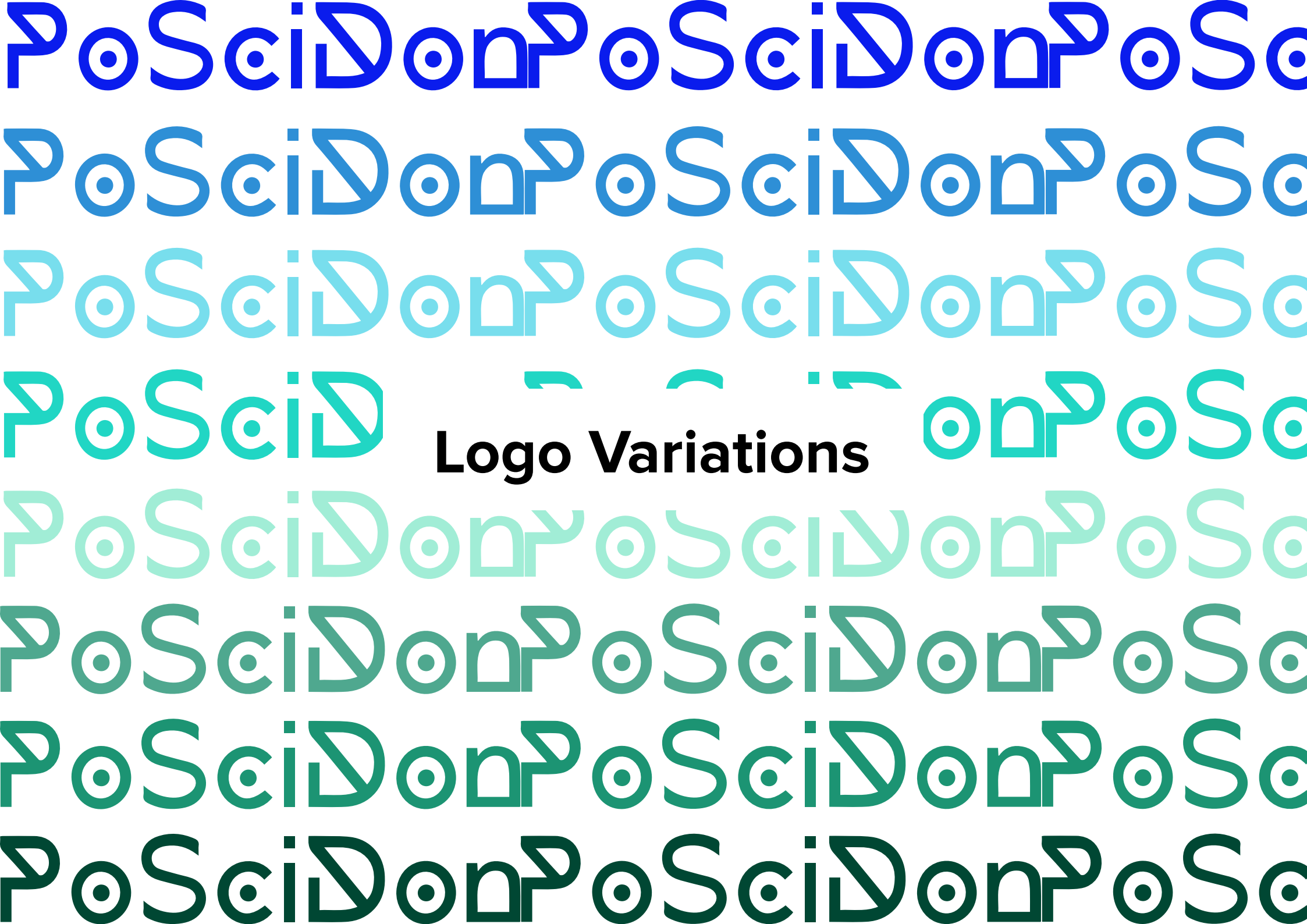
Logo Variations

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Logo Variations

Logo Usage

Incorrect usage of the logo:

Reversing the logo

Stretching or altering the proportions of the logo

Changing the arrangement of the logo

Applying gradients, shadows, or other effects