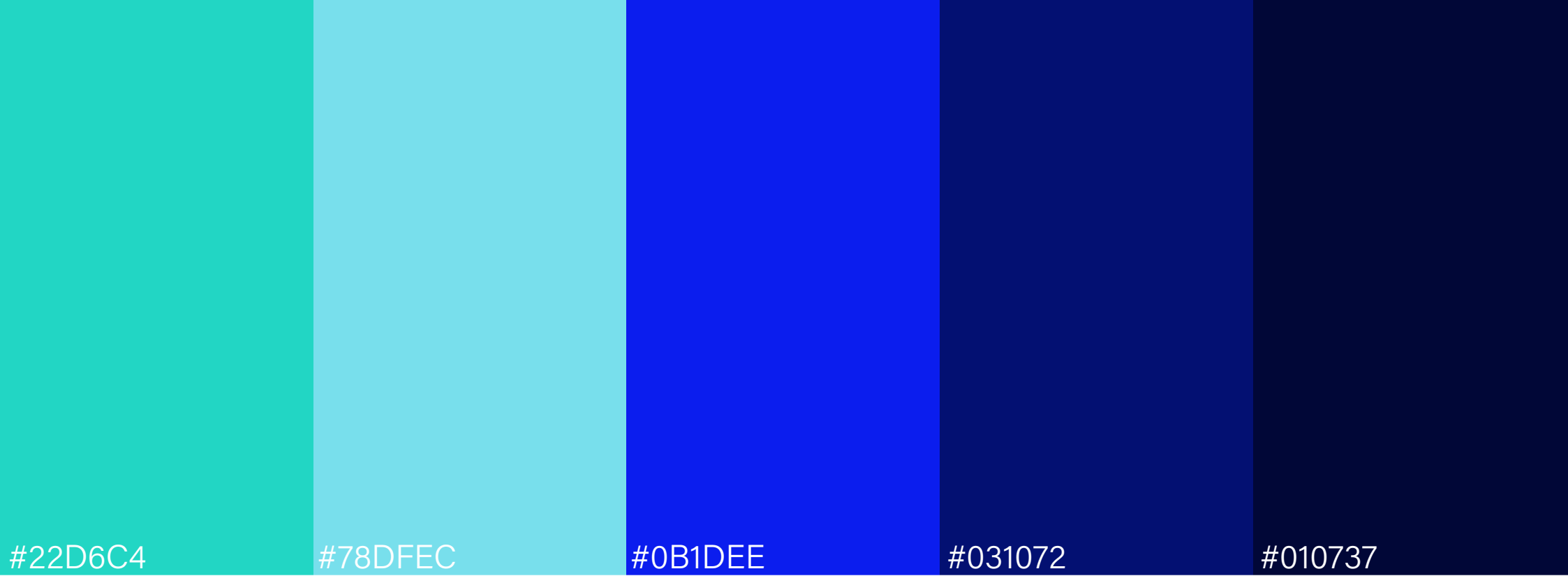


Poscidon

Brand

Guidelines

2025



#22D6C4

#78DFEC

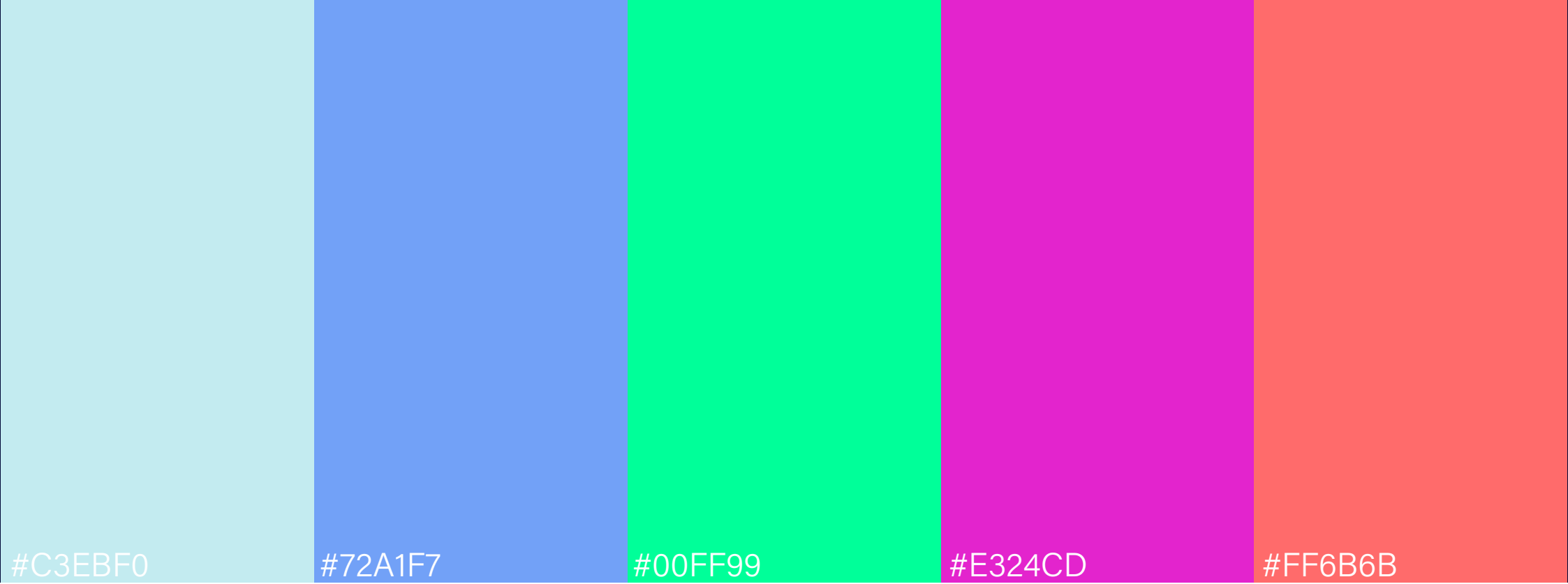
#0B1DEE

#031072

#010737

Primary Color Palette

We've condensed our original palette and elevated the scheme by incorporating darker hues. The palette pays homage to original palette by sticking with ocean and sea colors.



Secondary Color Palette

The secondary palette complements our primary colors by adding depth, flexibility and subtle contrast.

Acumin Pro

Thin

Extra Light

Light

Regular

Medium

Semibold

Bold

Primary
Typography

Inter

Thin

Extra Light

Light

Regular

Medium

Semibold

Bold

Secondary
Typography



Logo

Our new logo pays homage to our old by maintaining the inspiration from Poseidon's trident. Now, it is more modern, minimalist and easier to read.

 **Poscidon**

 **Poscidon**

 **Poscidon**

Variants

 **Poscidon**

Brand Values

Decentralization

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 ecosystem. 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.

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.