



Ecosystem Event Branding Guidelines



Build Consistency

When developing a brand voice for Polkadot, consistency is crucial. This doesn't mean everything has to look identical, but using the brand identity system in a consistent manner will reinforce the brand's credibility, increase recognition, distinguish us from competitors, and ultimately earn trust in our brand message. As you continue to evolve the design elements of the current design system, remember that consistent expression of the brand is a crucial component of a memorable brand experience.

Templates vs. Customisation

To ensure consistent communication of the Polkadot brand, we've created a comprehensive system of templates. These templates are designed from the ground up to provide maximum creative flexibility while still incorporating the essential design elements that define the new Polkadot Brand Identity System. You can use them as-is or modify them to meet your specific needs.

Calm vs. Dynamic

The Polkadot Brand Identity System is designed to accommodate a range of creative expressions, from calm to dynamic. The examples demonstrate how you can infuse any presentation with the perfect tone to support your marketing message and audience. Regardless of the expression you choose - calm or dynamic, illustration based or photography based - your communications will be based on a foundation of design integrity and quality.



Logo

POLKADOT LOGO

LOGO

The logotype is the most important element in our visual identity. To build that recognition, the logo should always be reproduced in a consistent way. Our logo needs to be seen clearly, should never be crowded by other elements on the page, and should always have an area of clear space around it.

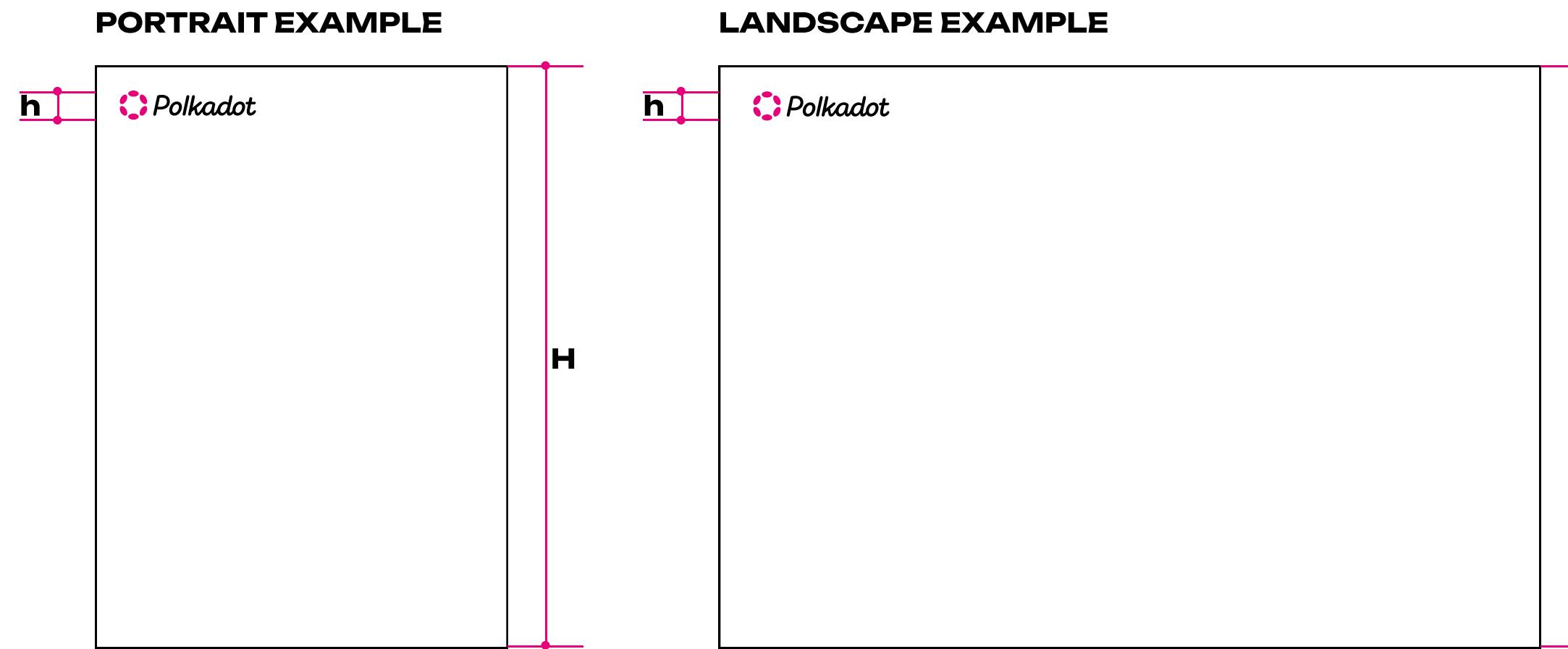


POLKADOT LOGO IN MEDIA

LOGO

When displaying the Polkadot Logo in any media (digital layouts, newspapers, magazines, outdoor, flyers, etc.), it must be placed in the top left corner of the page.

The size of the Polkadot Logo should be as shown in the diagram.



Formula for Determining Polkadot Logo Height

$$0.05 \times H = h$$

Strip Heights for Common Portrait Sizes:

AO	H 1189mm x W 841mm	60mm
A2	H 594mm x W 420mm	30mm
A4	H 297mm x W 210mm	15mm
Letter	H 11" x W 8.5"	.55"
Tabloid	H 17" x W 11"	.85"

Logo Heights for Common Landscape Sizes

AO	H 841mm x W 1189mm	43mm
A2	H 420mm x W 594mm	21mm
A4	H 210mm x W 297mm	11mm
Letter	H 8.5" x W 11"	.45"
Tabloid	H 11" x W 17"	.55"

[Download Assets](#)



Color

POLKADOT COLOR: WEB

DIGITAL SPECIFICATION

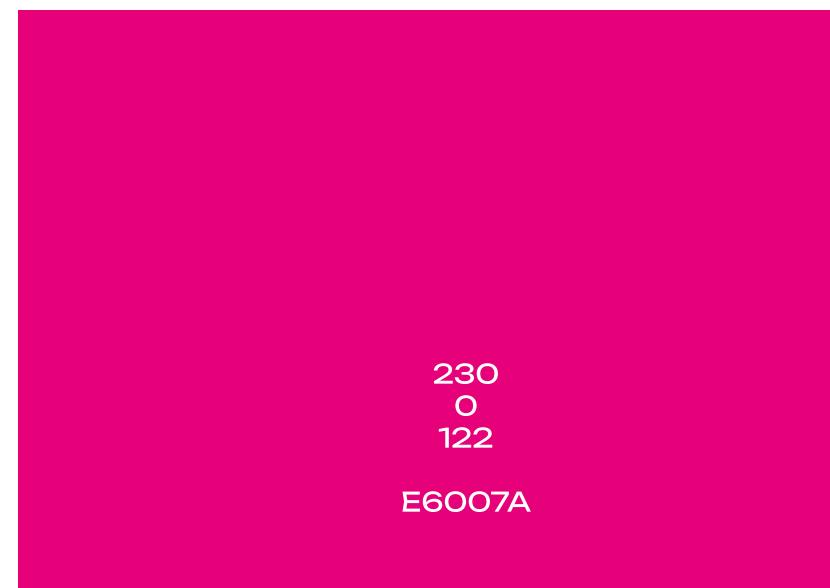
The master digital palette contains a wider range of colors than the print palette. The **RGB** formulas are shown on the top line of each swatch, with the corresponding **Hex** code below.

WEB COLORS

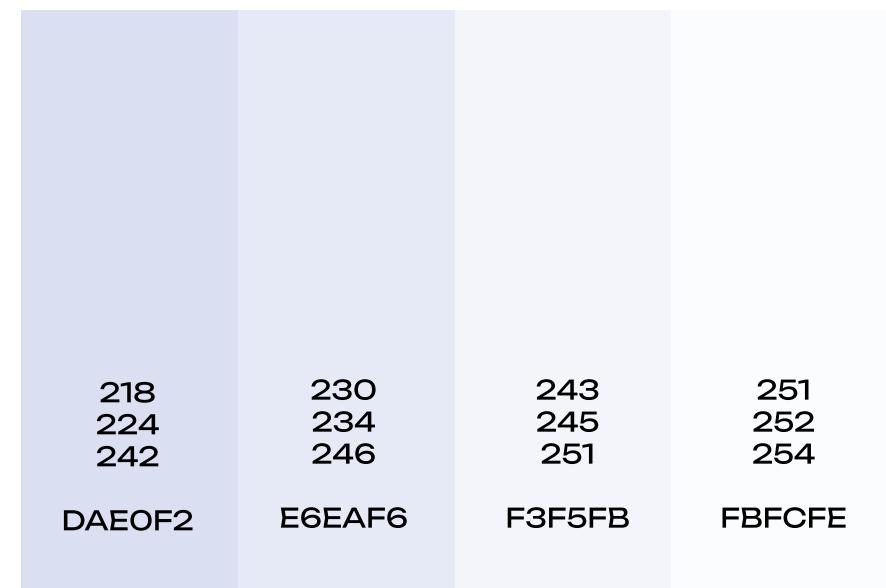
DARK MODE



PRIMARY COLOR



BRIGHT MODE



SECONDARY COLORS



POLKADOT COLOR: PRINT

PRINT SPECIFICATION

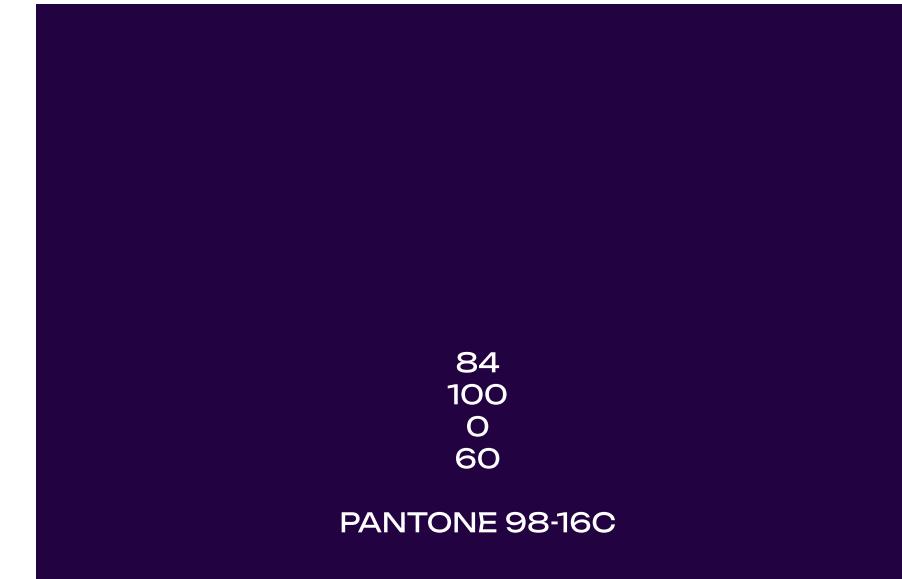
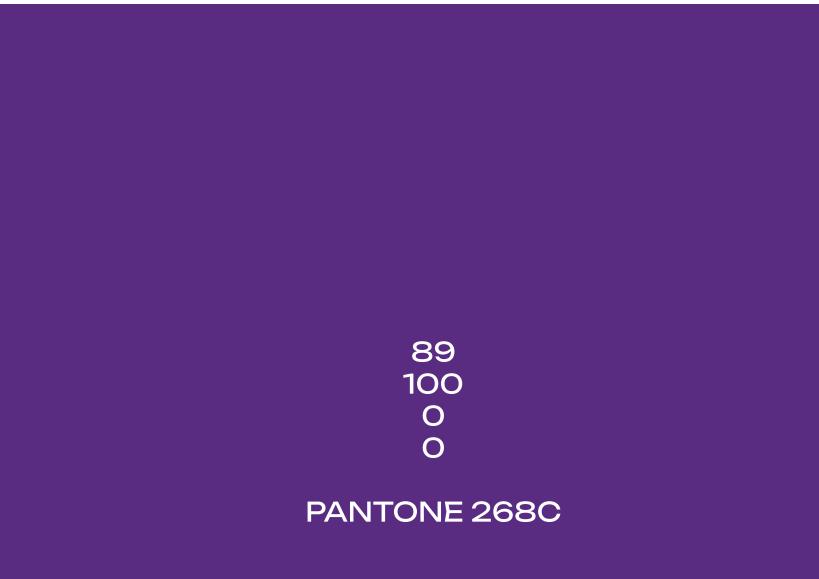
The master digital palette contains a smaller range of colors than the print palette. The **CMYK** formulas are shown on the top line of each swatch, with the corresponding **Pantone** code below.

PRINT COLORS

PRIMARY COLOR - PINK



PRIMARY - PURPLE



POLKADOT COLOR: PROPORTIONS

PROPORTIONAL COLOUR USAGE

Using colour to the correct proportions is an important part of our visual identity.

Pink is our primary eye-catching colour and it should always appear, in all communications, in a contrast with the **Purple**.

Our secondary colours in the digital palette should be used to add emphasis within the graphic language of the design and also for headlines and call out text and information.

Across the Polkadot Brand, the use of any colour from the secondary palette should never overwhelm or dominate the use of the primary palette. The secondary colour palette should be used to highlight and pick out hotspots of vibrant colour, adding an extra dimension to the Polkadot's brand collateral.

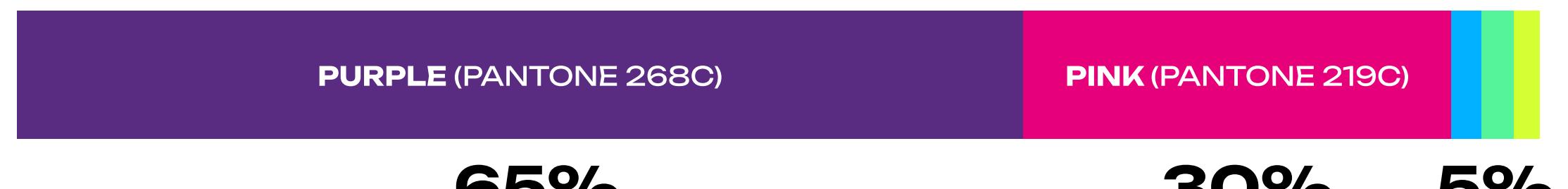
COLOR USE CHART

The chart shown here displays the ideal proportional colour usage across the Polkadot brand. The balance in the below chart does not apply to each individual piece of collateral but is an overall representation.

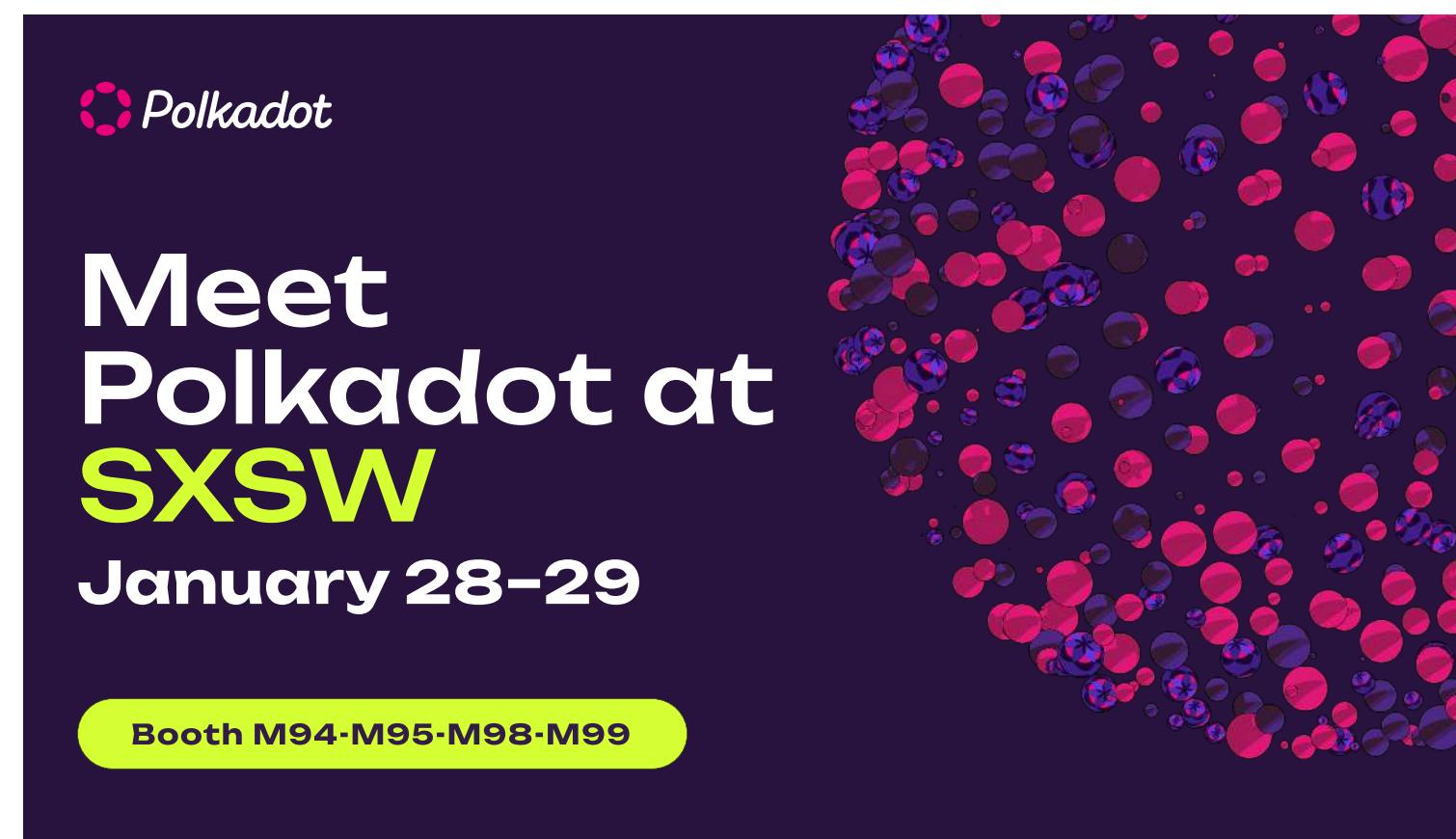
Web/ Display



Print/ Signage



EXAMPLE





Typography

ECOSYSTEM EVENTS: TYPOGRAPHY

Typography

Because Polkadot is a global company, we need to ensure our typographic language is communicated universally. With that in mind we developed the Unbounded font for cross-cultural and cross-platform use. We provided full Cyrillic and Greek character sets, in OpenType and TrueType formats so you can communicate on Macs and PCs, across Apple OS and Microsoft Windows operating systems

Typography / Heading

Unbounded is the font family for our web experiences. We use three main weights: regular, bold and black.

aA

Polkadot Regular

aA

Polkadot Bold

aA

Polkadot Black

Typography / Body

Inter is the font family for our web experiences. We use three main weights: Regular, Medium and Black. Medium is used in exceptional cases where we need third level of hierarchy.

aA

Inter Regular

aA

Inter Medium

aA

Inter Bold

ECOSYSTEM EVENTS: TYPOGRAPHY

Typography

Unbounded is our primary font. Product naming and functional information is always to be displayed in Unbounded, regardless of its format or sizing. A sans serif font, Inter, takes priority for body copy.

Used together, the two fonts create a dynamic, beautiful and varied brand typographic image.

Desktop

Unbounded Bold / Black
in **Headlines**

Inter Regular
in **Body**

H1

Lead Body 1

Support

Varius facilisi mauris sed sit. Non sed et dui leo, vulputate id malesuada non. Cras aliquet purus dui laoreet diam sed lacus, fames. Dui, amet, nec sit pulvinar.

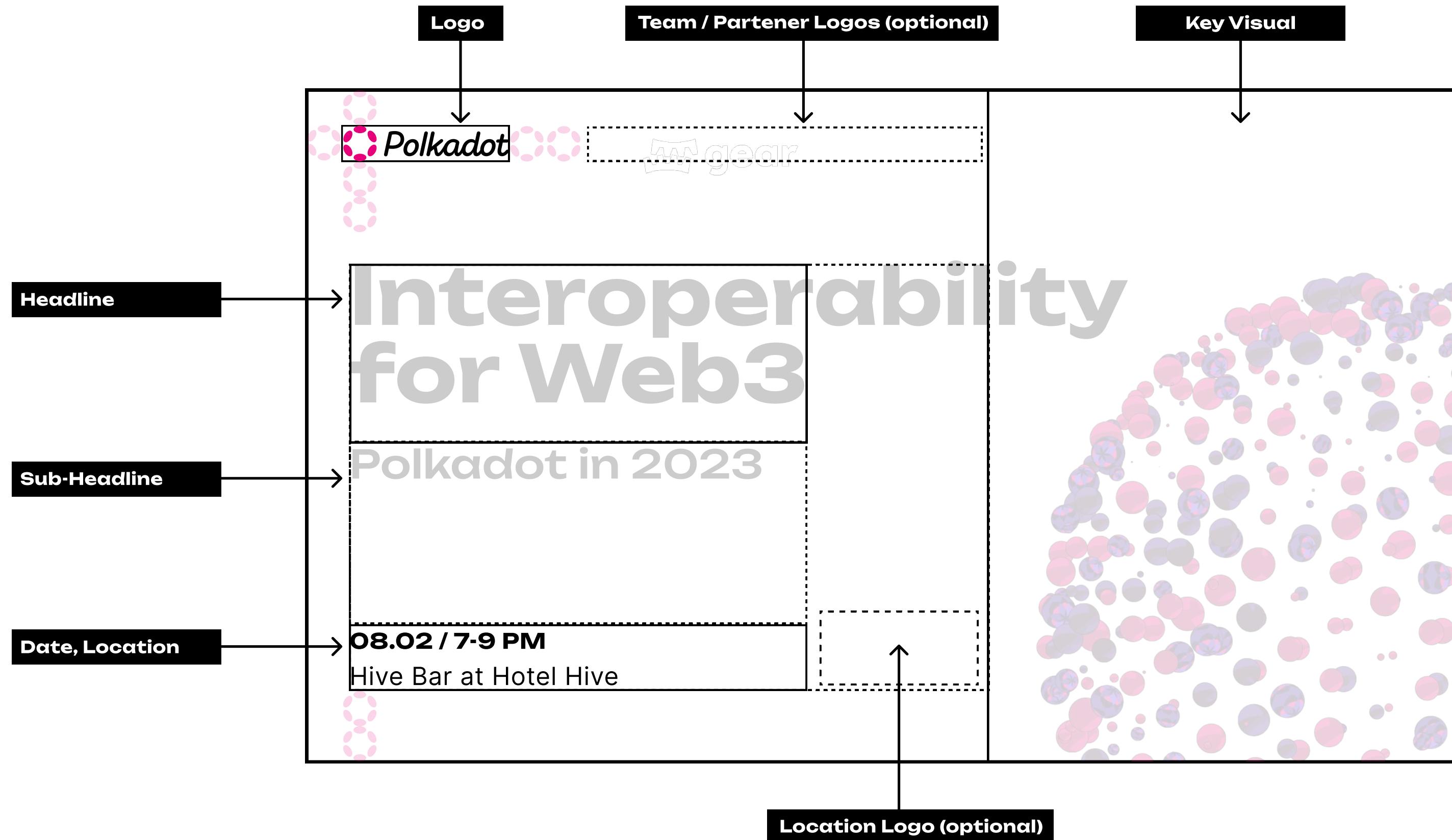


Layout Composition

ECOSYSTEM EVENTS: LAYOUT 16:9

PROPORTIONAL COLOUR USAGE

Give it space. To preserve the integrity and visual impact of the Polkadot logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.



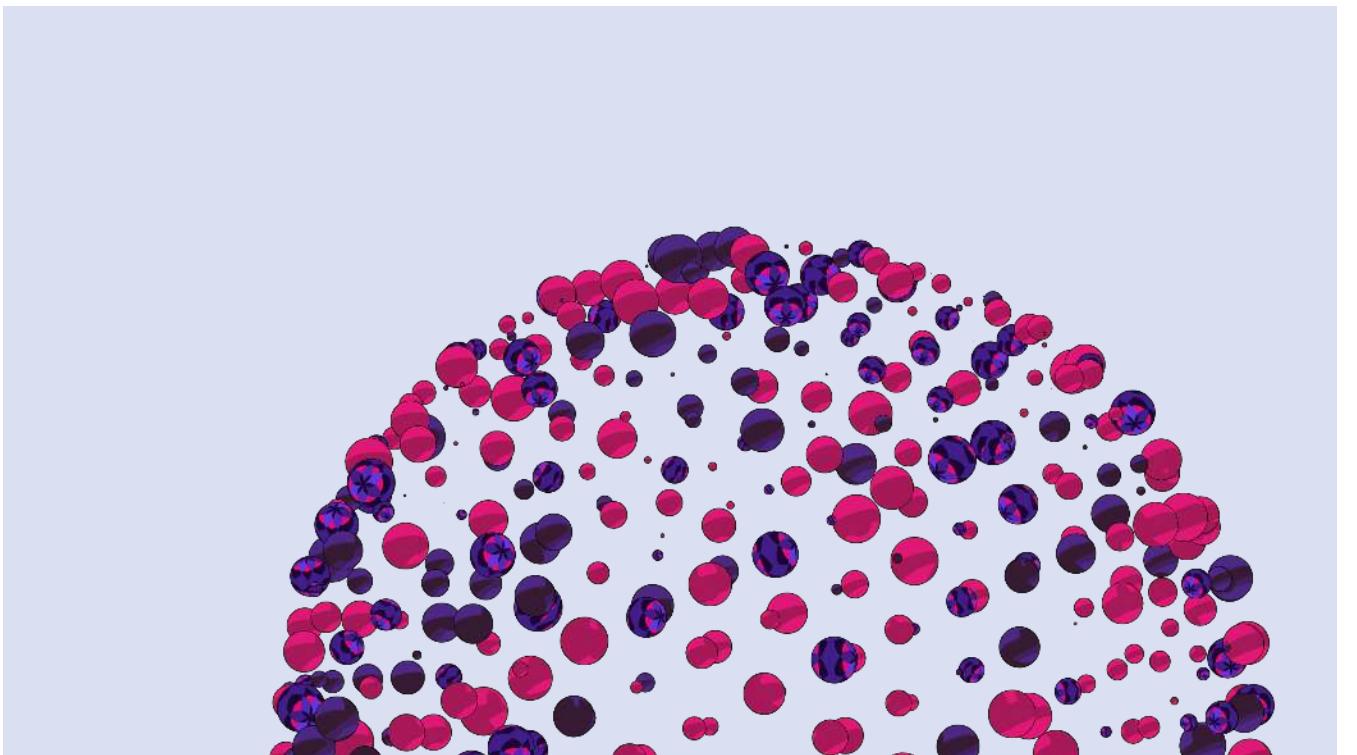
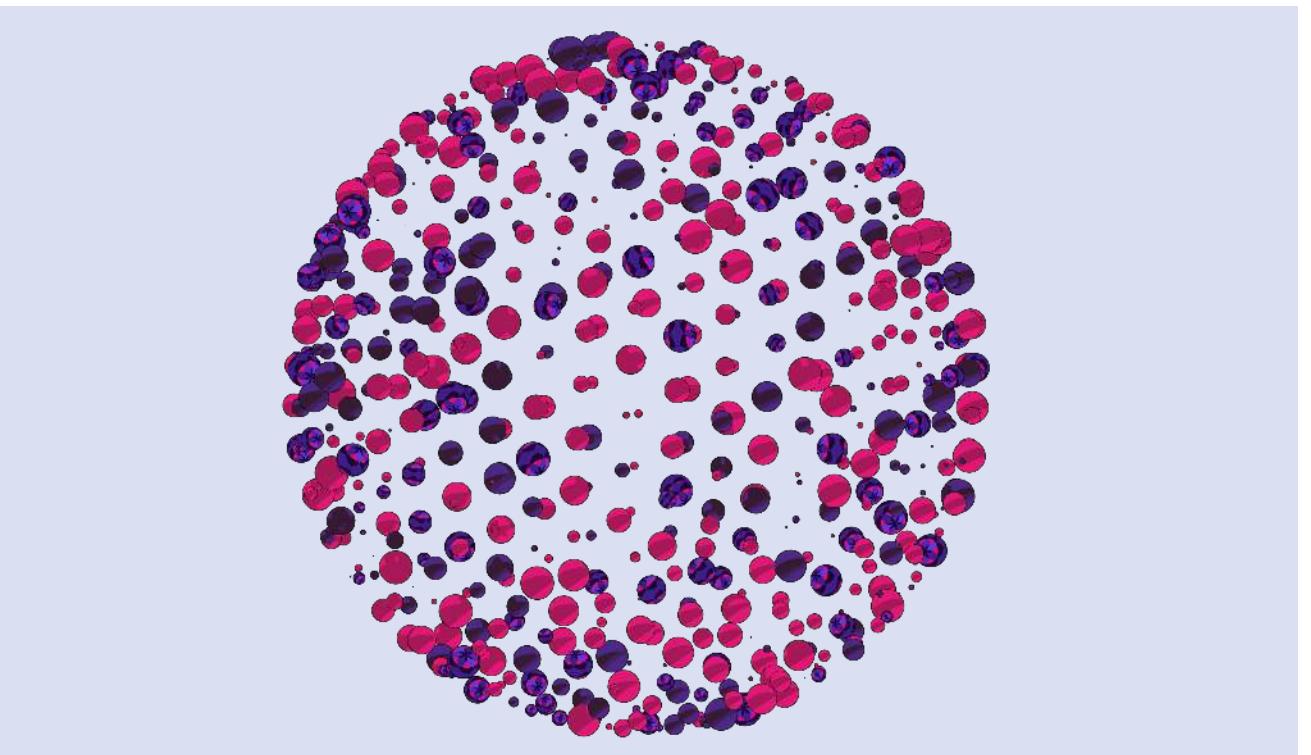
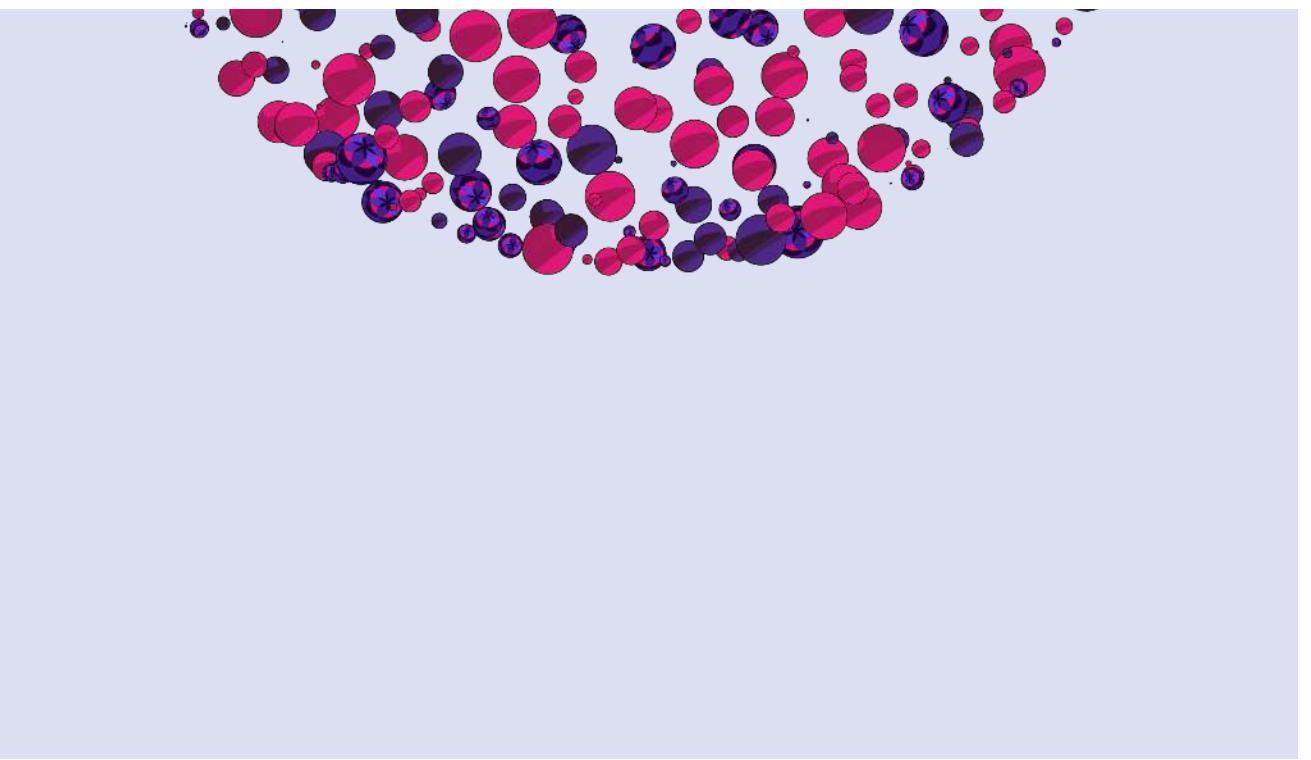


Key Visuals

ECOSYSTEM EVENTS: KEY VISUALS - GENERIC

GENERIC KEY VISUALS

To give life to the expression of the Polkadot brand, we've created a series of illustrations that reference the spirit that make up the Polkadot look and feel. These illustrations, infused with colour, should be used accompanying the text to suggest dynamism, energy, movement, progress, and the flow of information. Combined with type they create a lively expression for the brand.

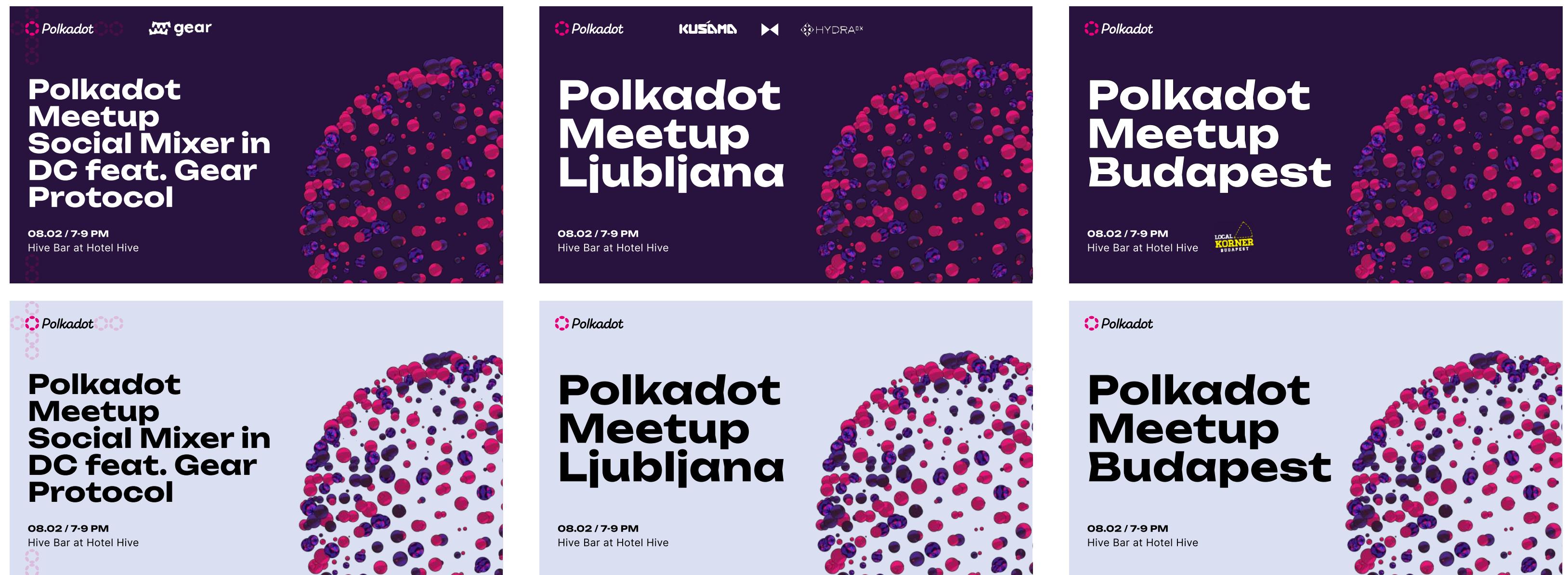


ECOSYSTEM EVENTS: LAYOUTS - GENERIC

Dynamic

Generic Main Illustration

Calm



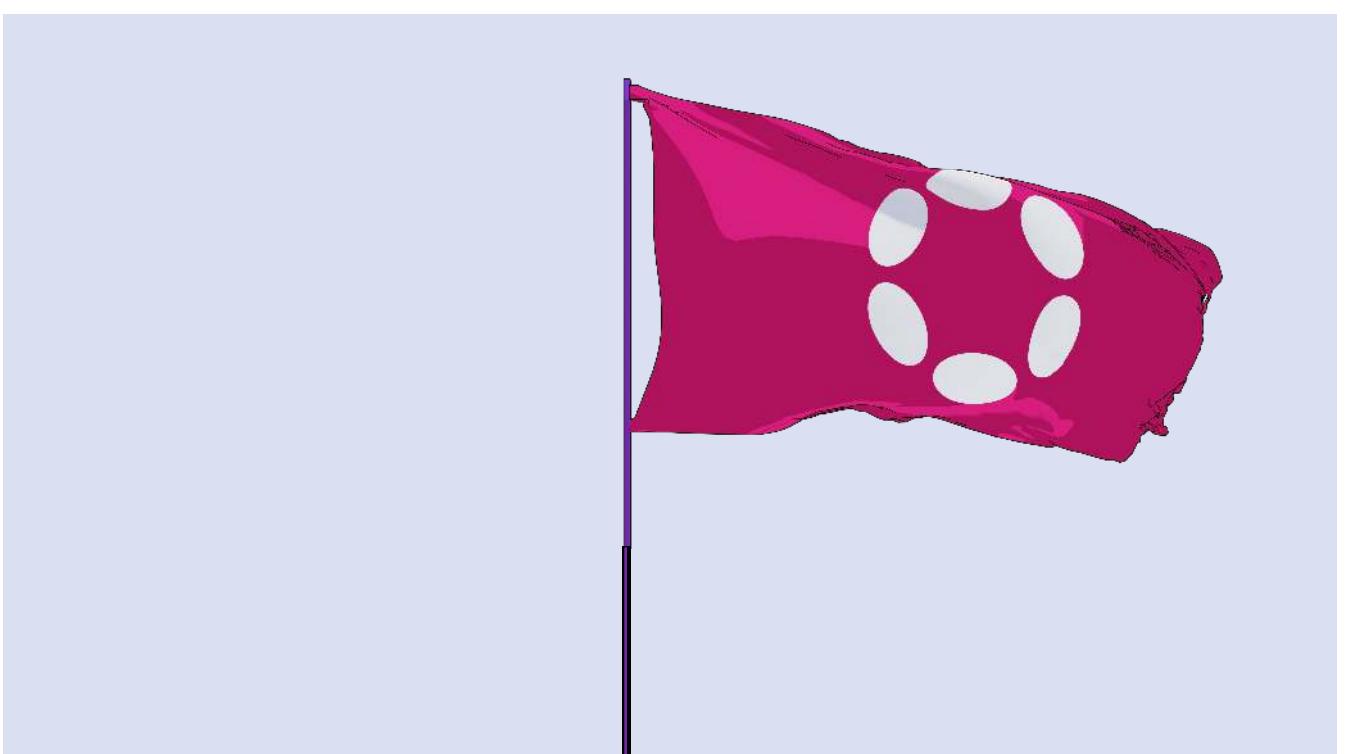
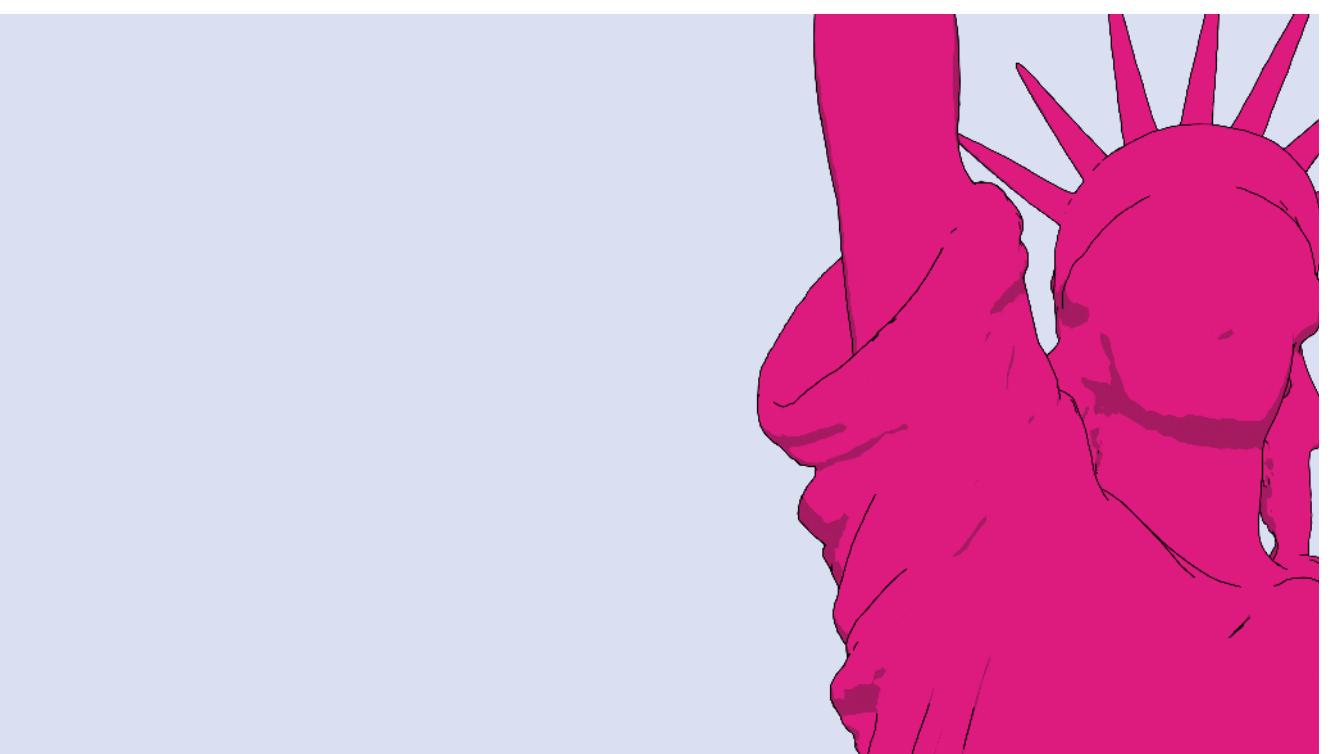
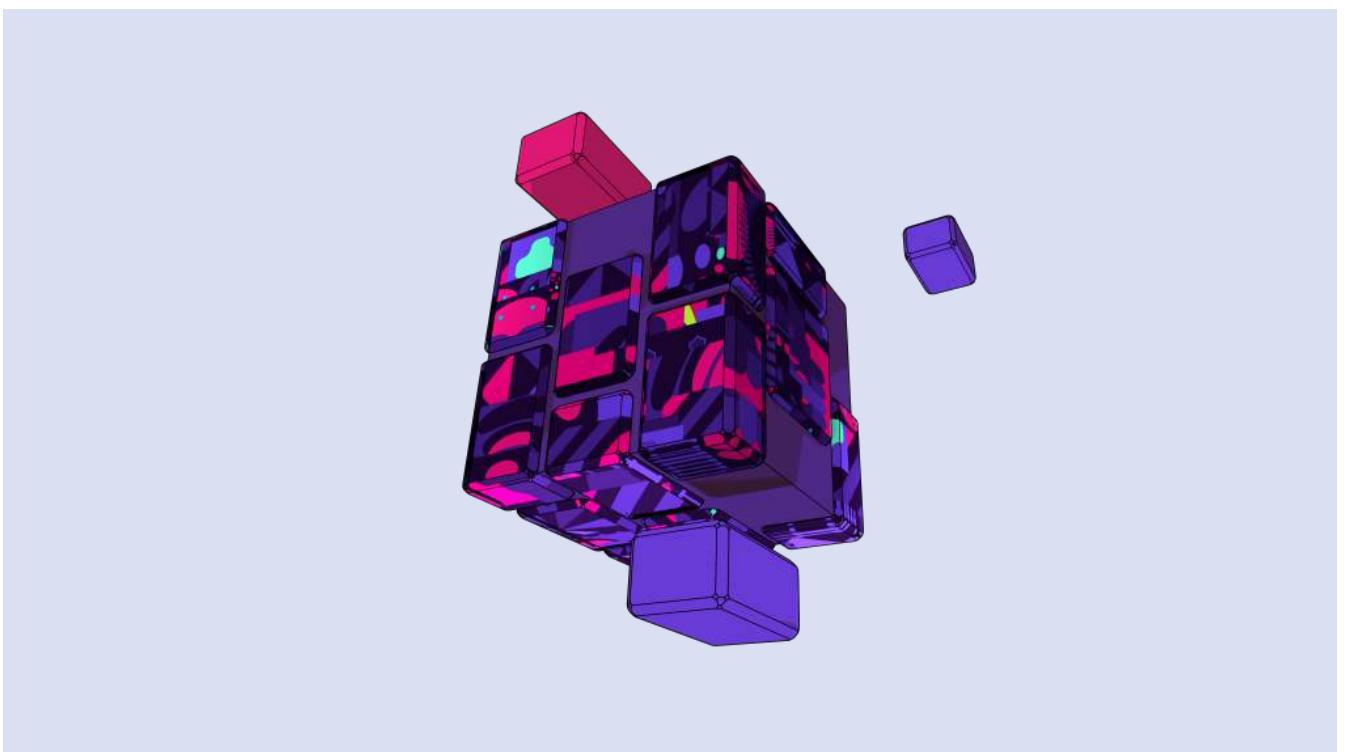
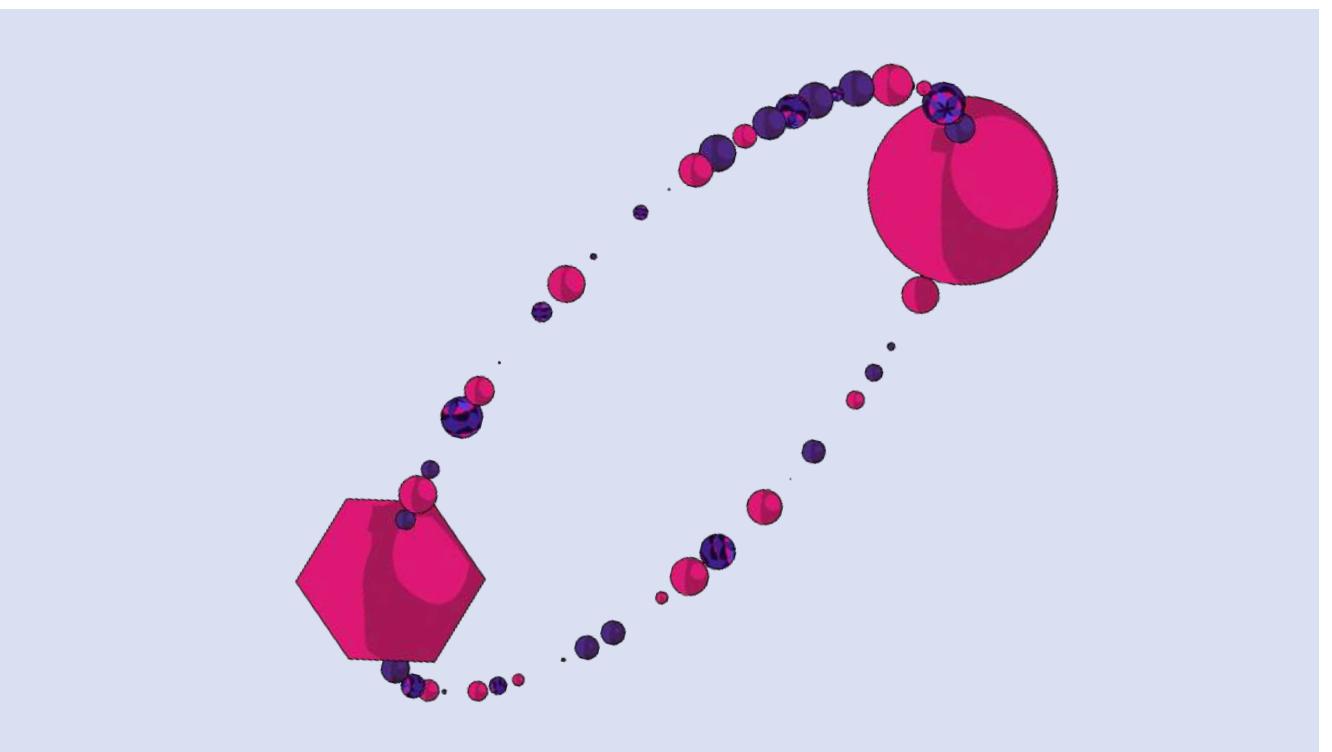
ECOSYSTEM EVENTS: KEY VISUALS - CUSTOM

CUSTOM KEY VISUALS

There are other variations of these illustrations which can then be extended and evolved further.

To emphasize a more dedicated Polkadot experience, dial up the hero area with dedicated illustrations, imagery, animated graphics, and vibrant color to instill more excitement and personality.

Always be mindful about the use of the key visuals so that they make sense with the nature, scope or audience of the event. E.g. Don't use the "Liberty Statue" key visual for an event that's happening in Europe. Don't use the "Builders" key visual for an event related to the ambassador programme.



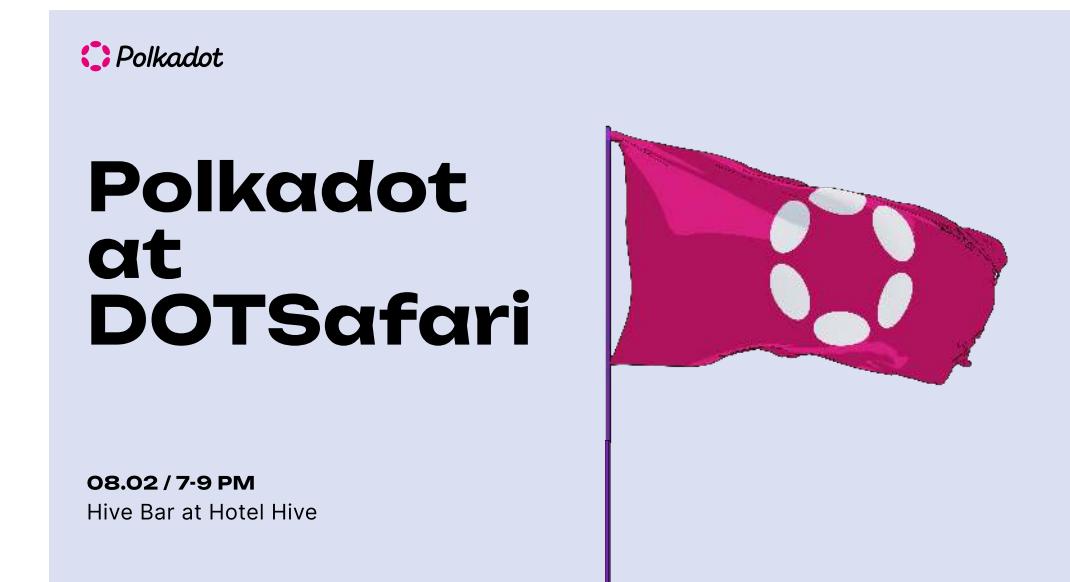
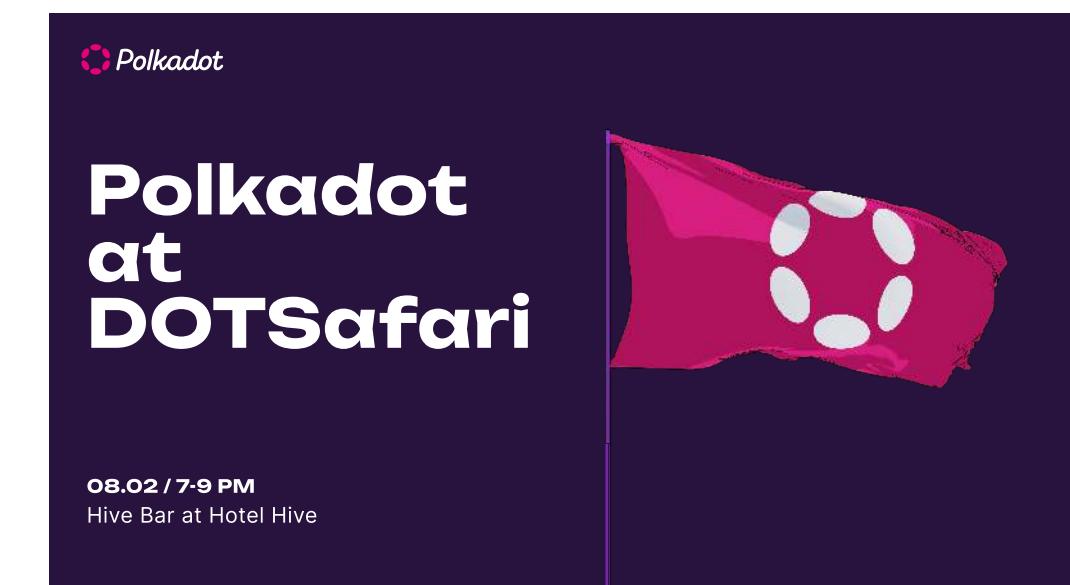
[Download Assets](#)

ECOSYSTEM EVENTS: LAYOUTS - CUSTOM

Dynamic

Custom
Illustration

Calm

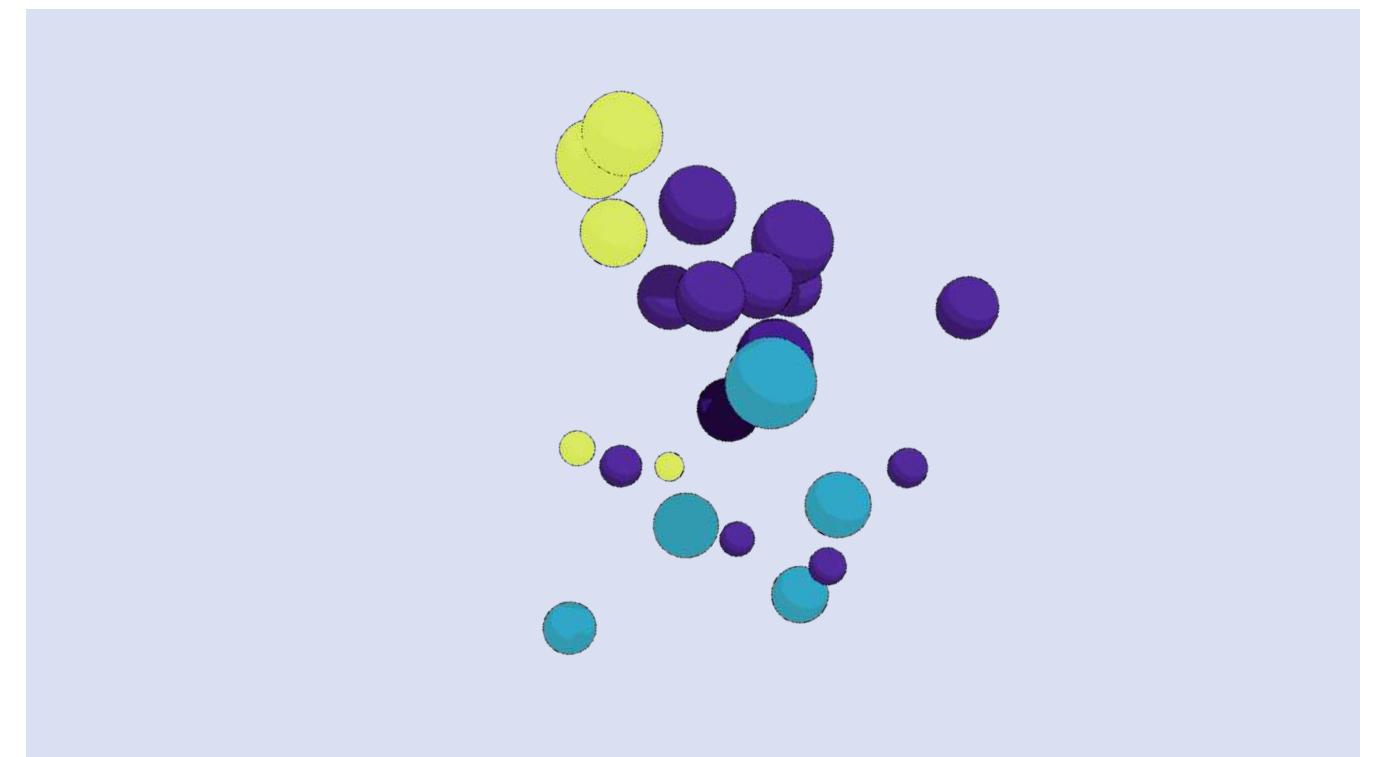


ECOSYSTEM EVENTS: KEY VISUALS - PHOTOGRAPHY

PHOTOGRAPHY IMAGERY

To extend our brand identity into still photography, video, and motion graphics, consistency is key. By maintaining the same approach to color, graphic treatment, mood, and realistic subject matter, we can support the Polkadot brand and create an immediately recognizable look for Polkadot lifestyle imagery.

To effectively communicate the Polkadot brand using imagery with location, it is important to maintain a consistent approach to lighting, color, subject, composition, and mood, as well as integrating the generic illustration elements.



+



+



[Download Assets](#)

ECOSYSTEM EVENTS: LAYOUTS - PHOTOGRAPHY

Dynamic

Photography Visual

Calm



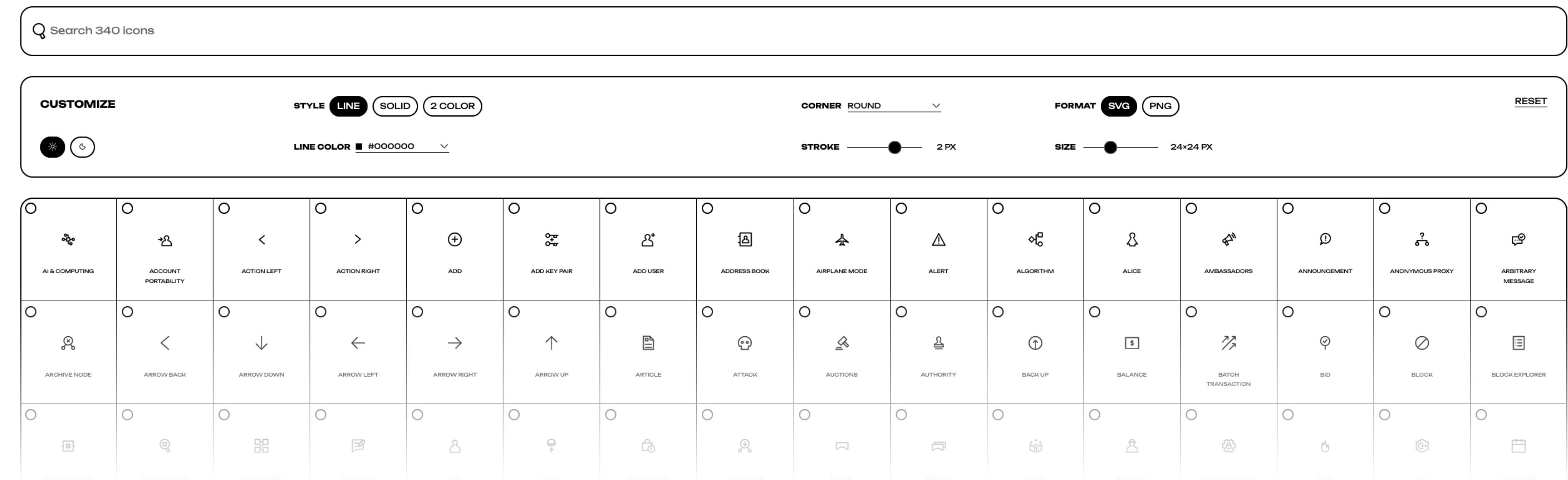


Icons

ECOSYSTEM EVENTS: DON'TS - LOGO

ICONS

Polkadot's icons are meant to be read at a glance. Typically, icons will be used on web experiences, software, UI designs, instruction manuals, but can be extended to print and other brand expressions.



[Download Assets](#)

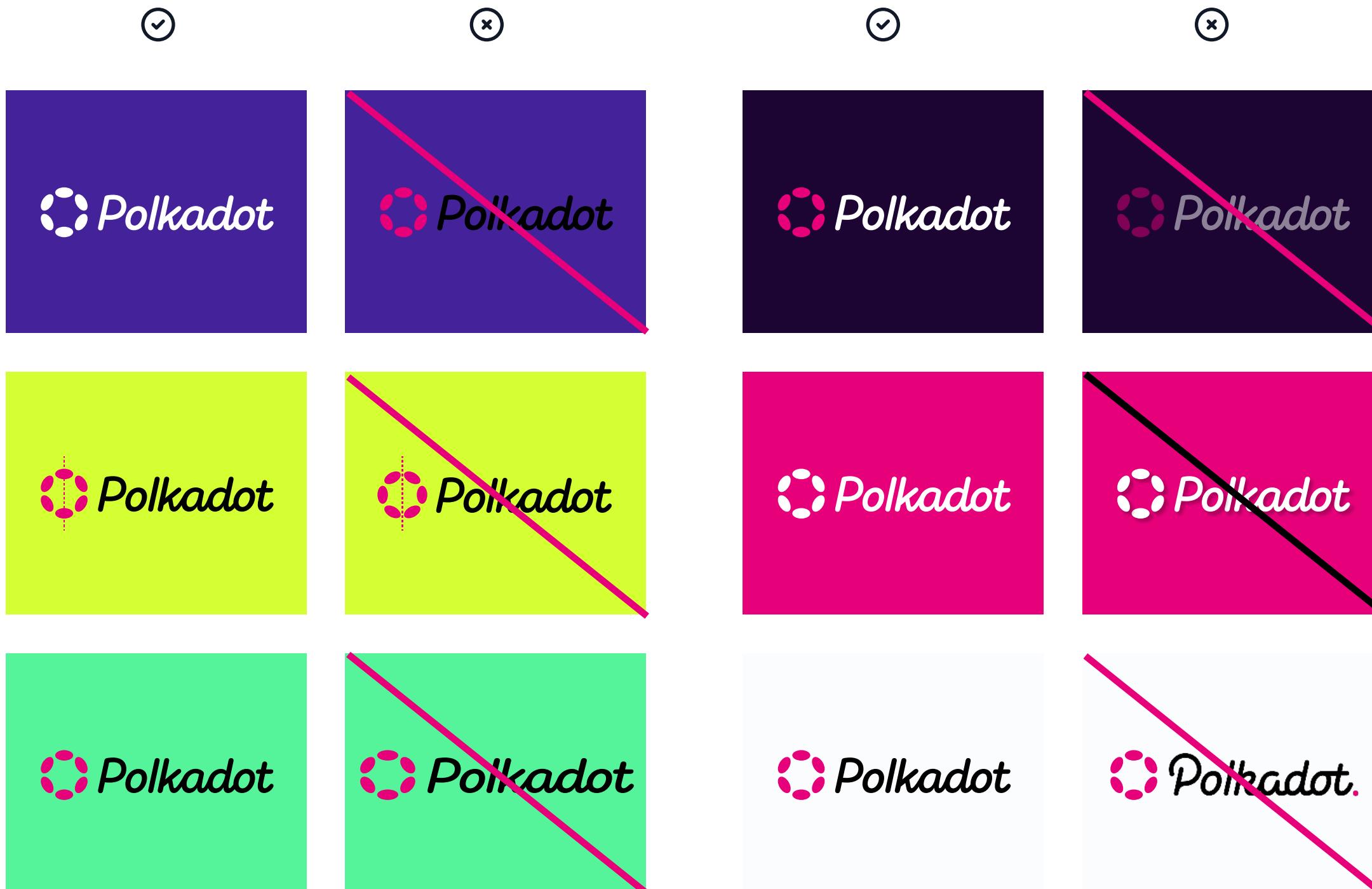


Dont's

ECOSYSTEM EVENTS: DON'TS - LOGO

LOGO

Please use the logo with as much purity as you can. Do not stretch, alter and adjust the size and ratio. Do not alter the color and the space around the logo. Make sure the logo is eligible when used in any marketing collateral

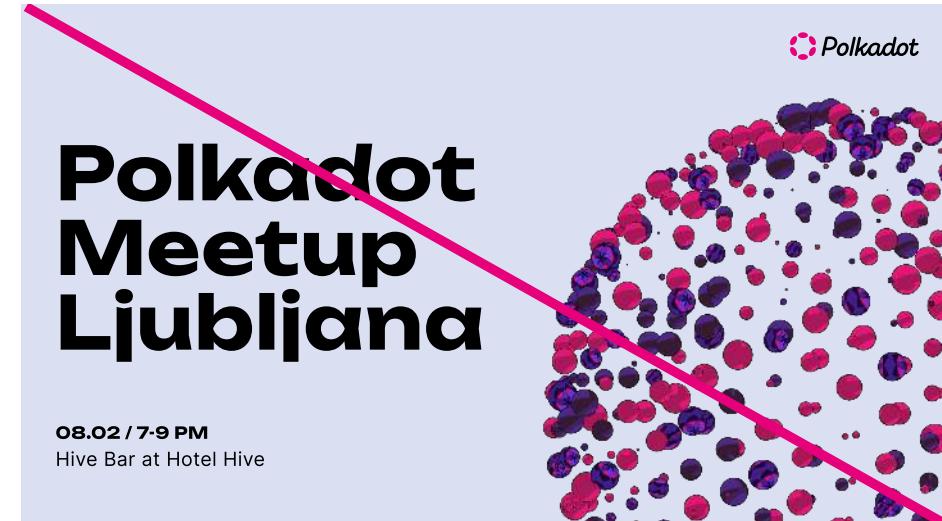


ECOSYSTEM EVENTS: DON'TS - LAYOUT

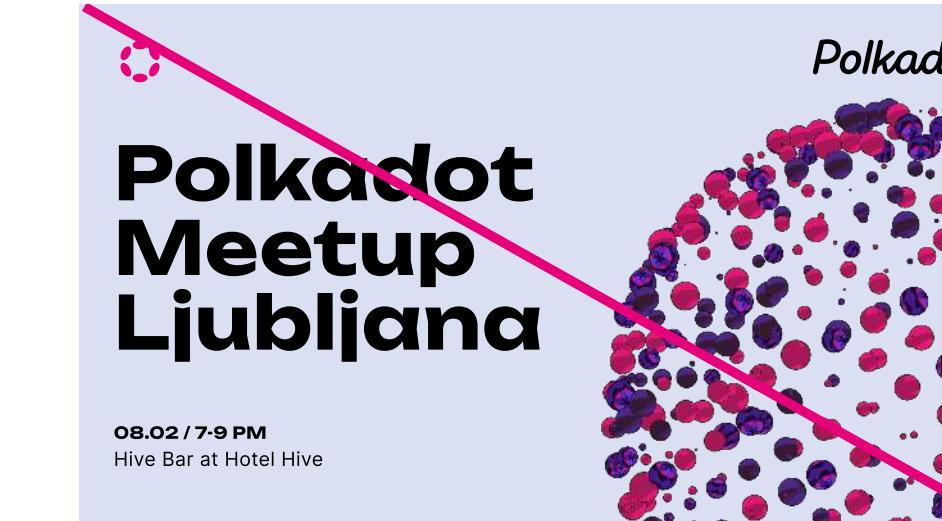
LAYOUT

. We want to encourage consistency across platforms, environments and media sizes. The layout can be adjusted to meet the needs of our product, or various canvas sizes.

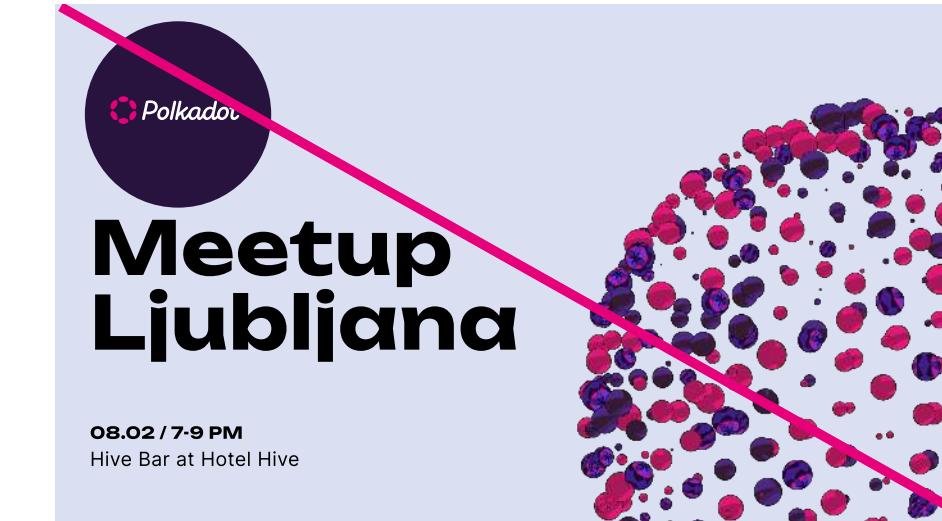
Low density layouts use greater space between elements, helping to guide the viewer through different types of digital or print content. Blank space from a design perspective, provides a sense of control and ease. It is in the DNA of great design and a key part of our guidelines.



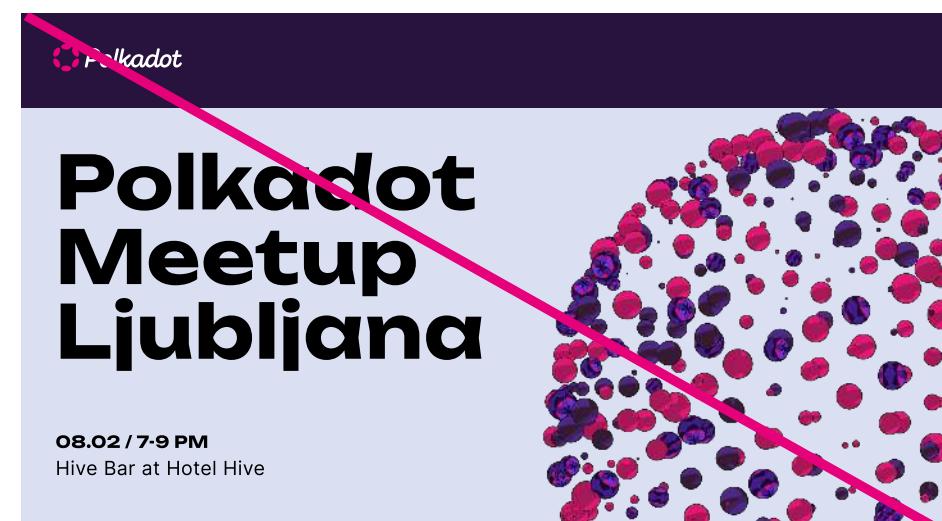
Do not place the Polkadot Logo in any corner other than in the upper-left.



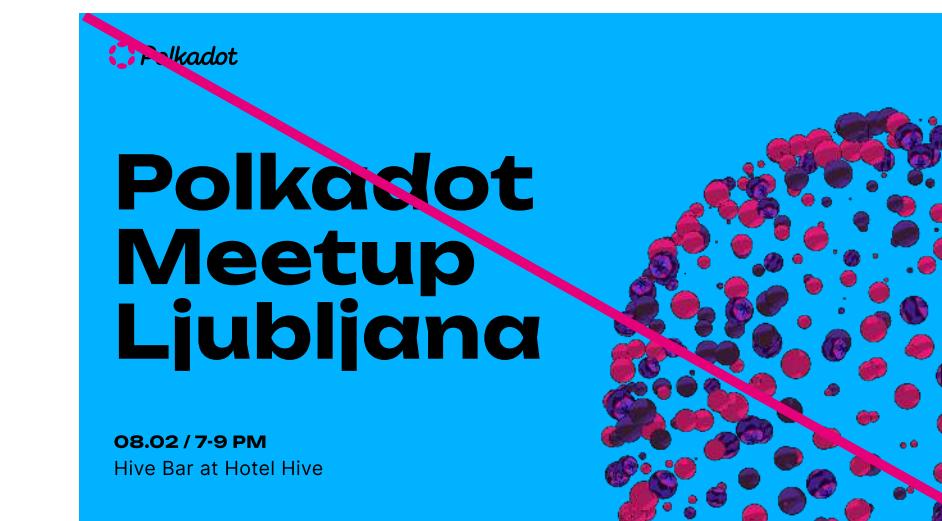
Do not deconstruct the Polkadot Logo under any circumstances



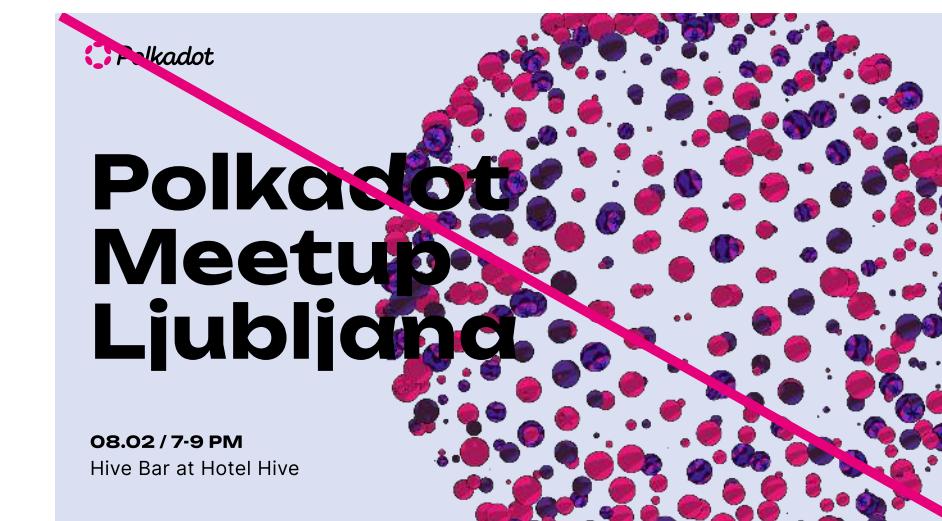
Do not combine the Polkadot Logo with any other graphic element.



Do not modify the layout by adding or subtracting any other graphic element.



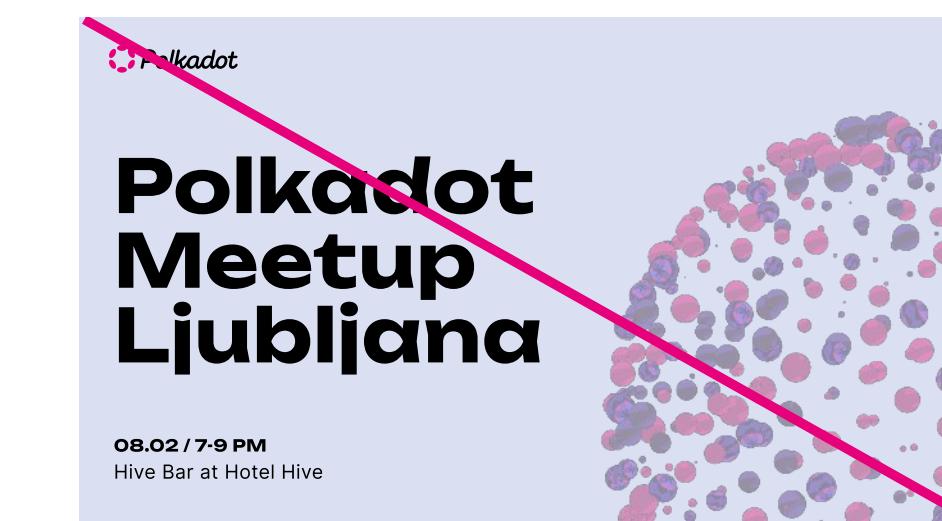
Do not use any of the secondary colors as the backgrounds.



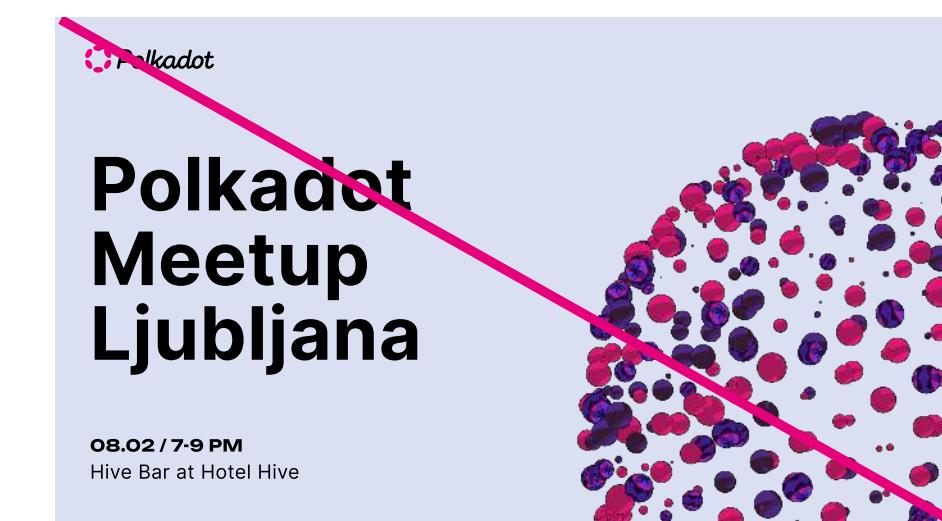
Do not obstruct the legibility of the text under any circumstances



Do not constrict the safe space around the Polkadot logo under any circumstances.



Do not modify the provided key visuals under any other circumstances



Do not use any other fonts for titles other than the Polkadot official font: Unbounded



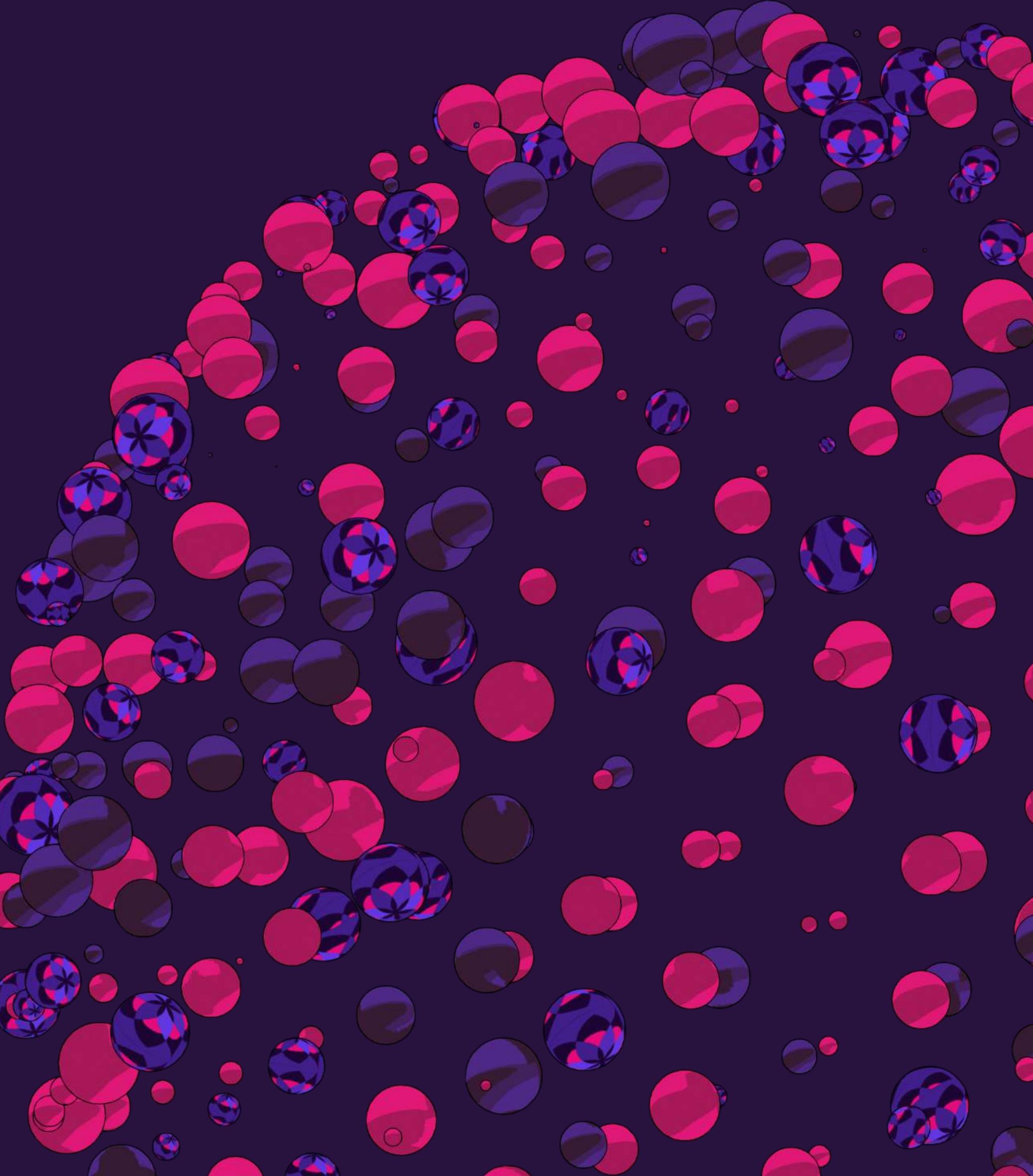
Applications



Polkadot Meetup Social Mixer in DC feat. Gear Protocol

08.02 / 7-9 PM

Hive Bar at Hotel Hive

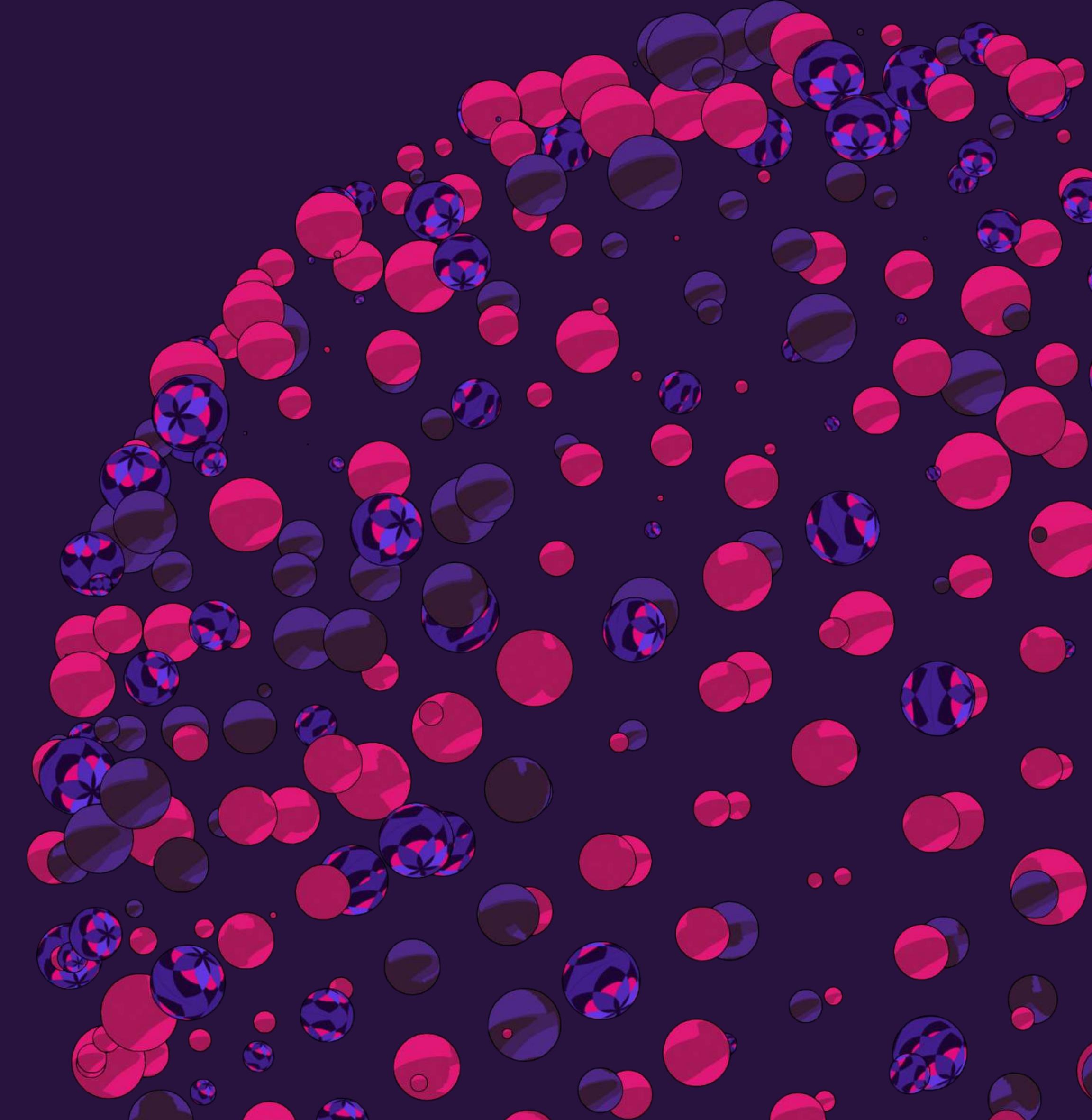




Polkadot Meetup Ljubljana

08.02 / 7-9 PM

Hive Bar at Hotel Hive

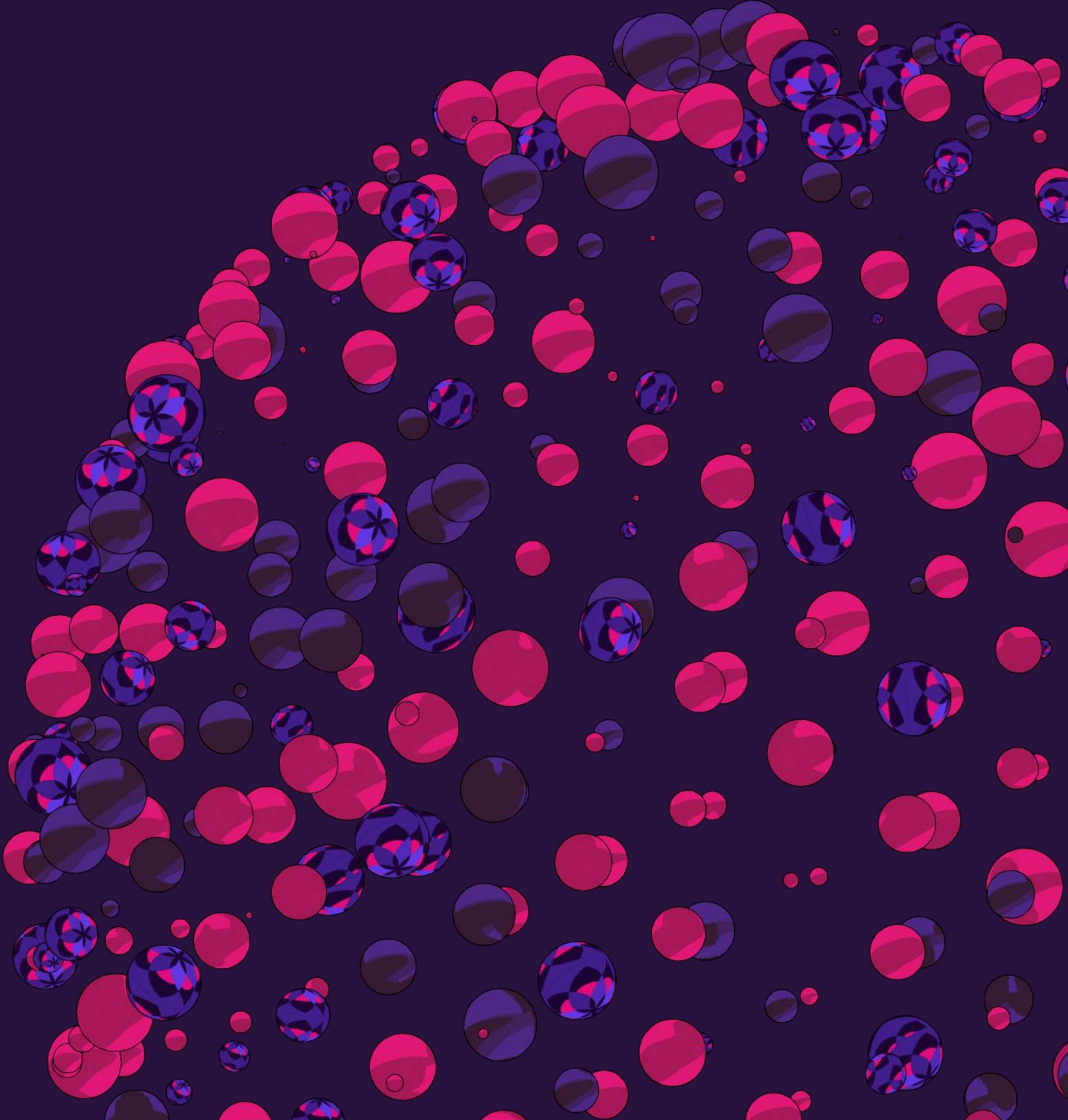




Polkadot Meetup Budapest

08.02 / 7-9 PM

Hive Bar at Hotel Hive

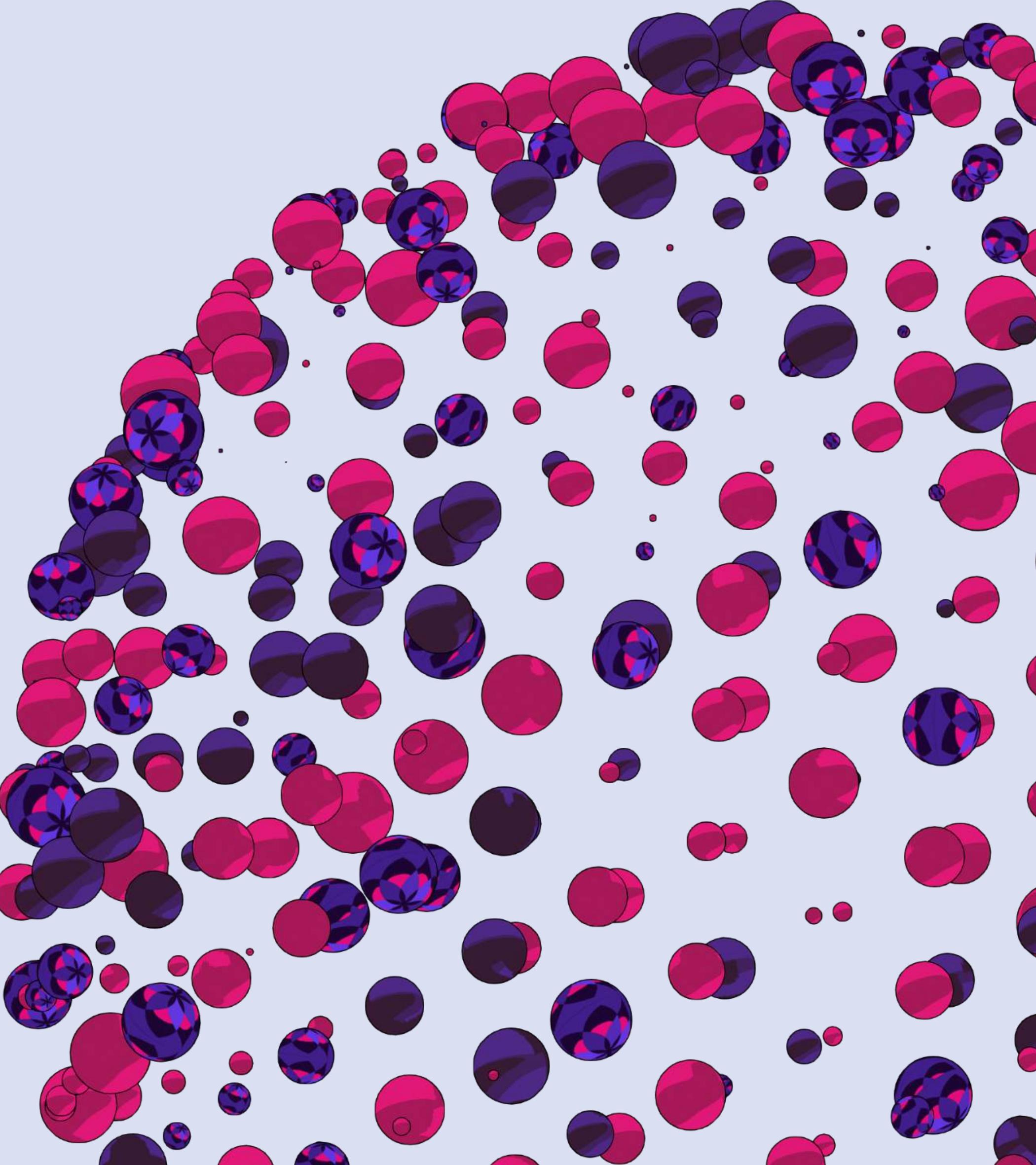




Polkadot Meetup Social Mixer in DC feat. Gear Protocol

08.02 / 7-9 PM

Hive Bar at Hotel Hive

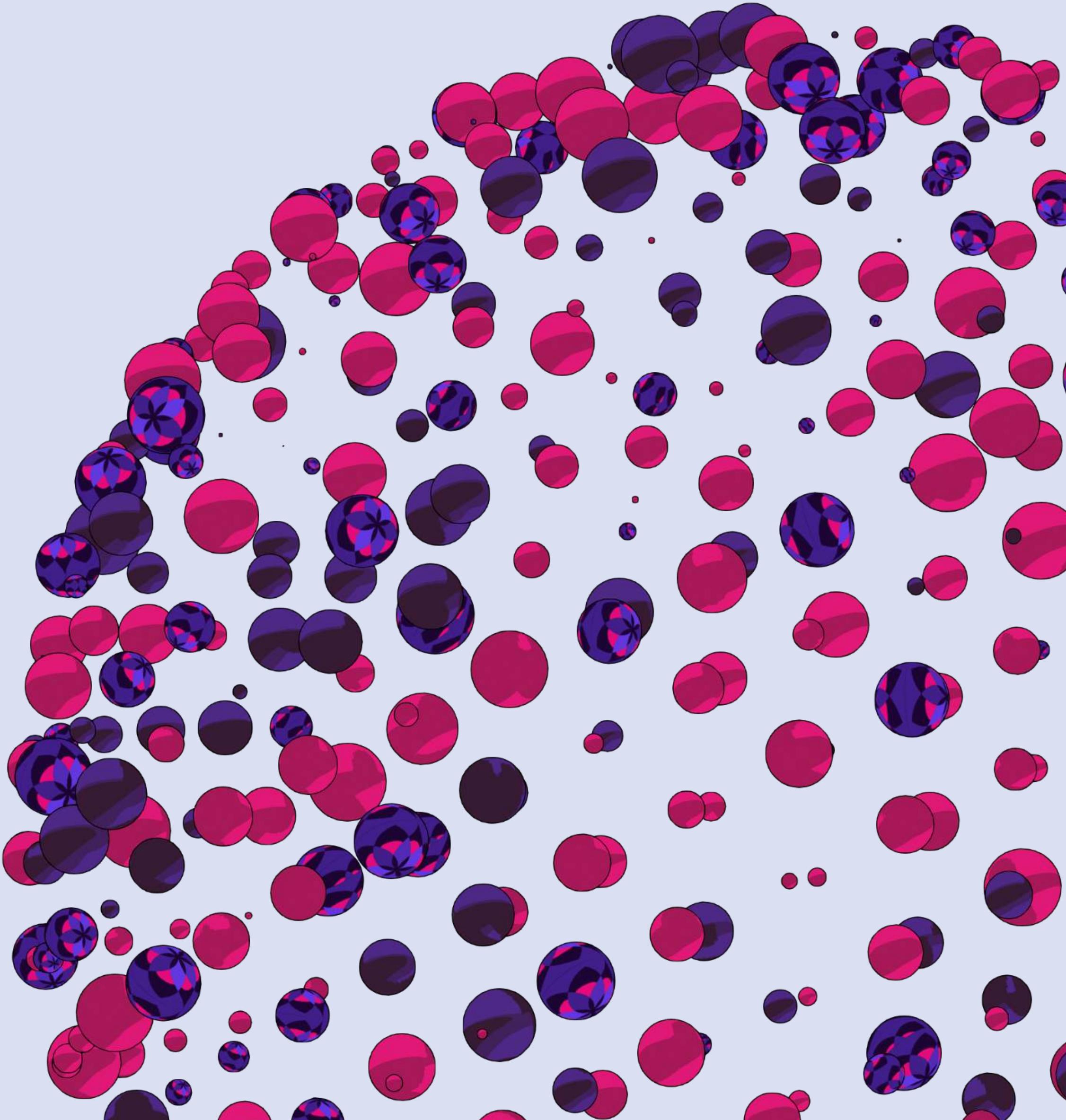




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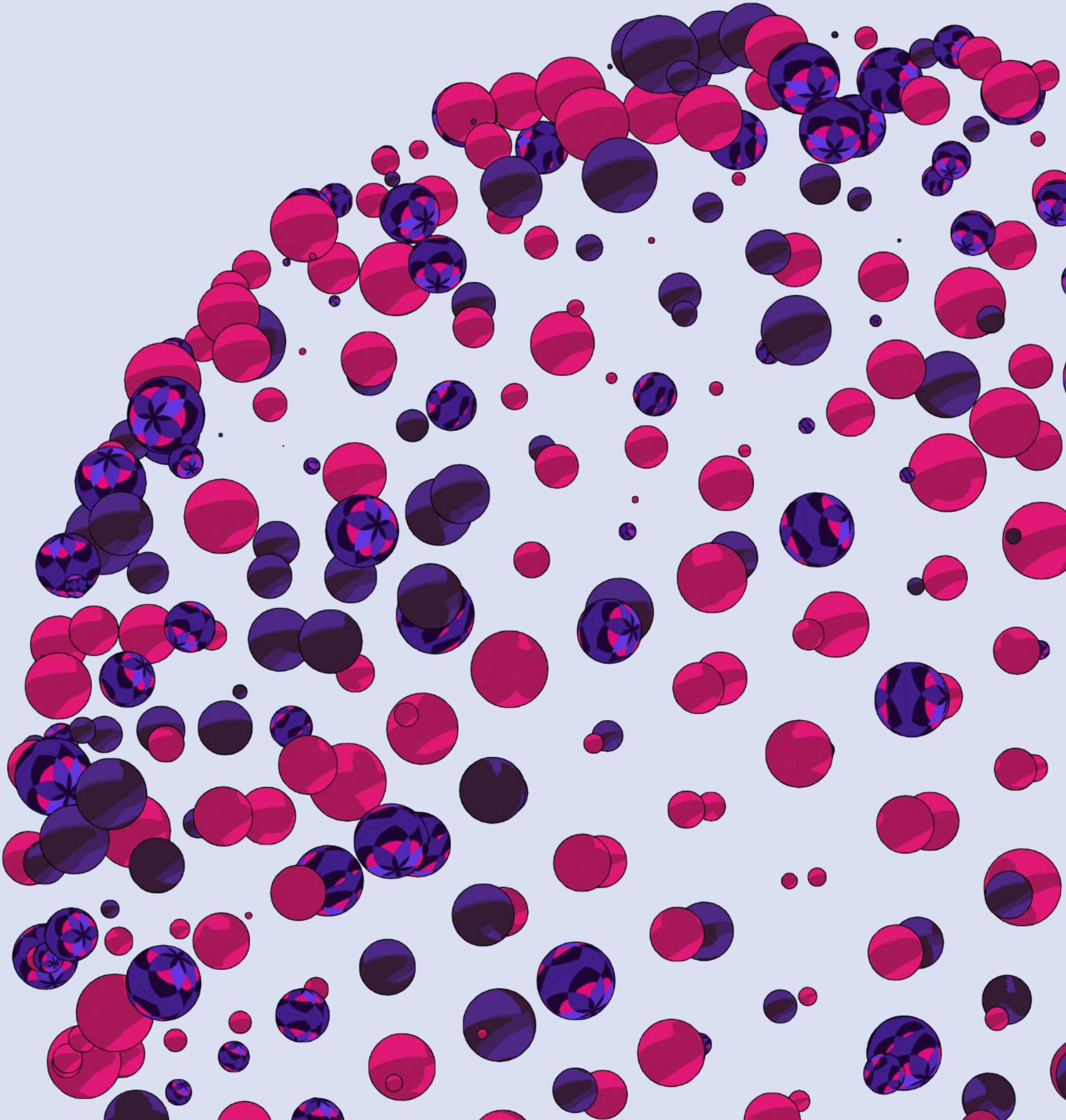




Polkadot Meetup Budapest

08.02 / 7-9 PM

Hive Bar at Hotel Hive



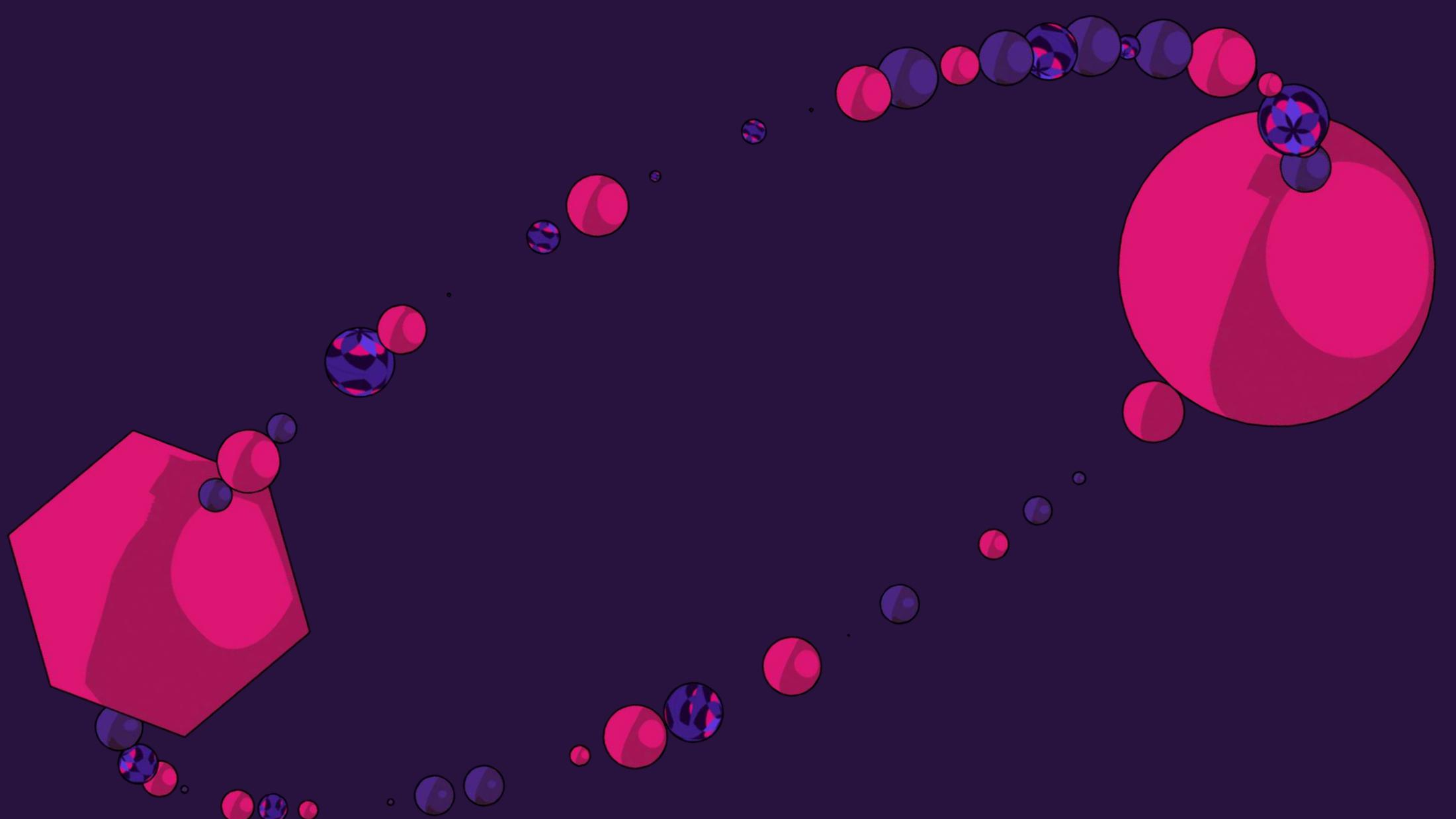


Interoperability for Web3

Polkadot in 2023

08.02 / 7-9 PM

Hive Bar at Hotel Hive

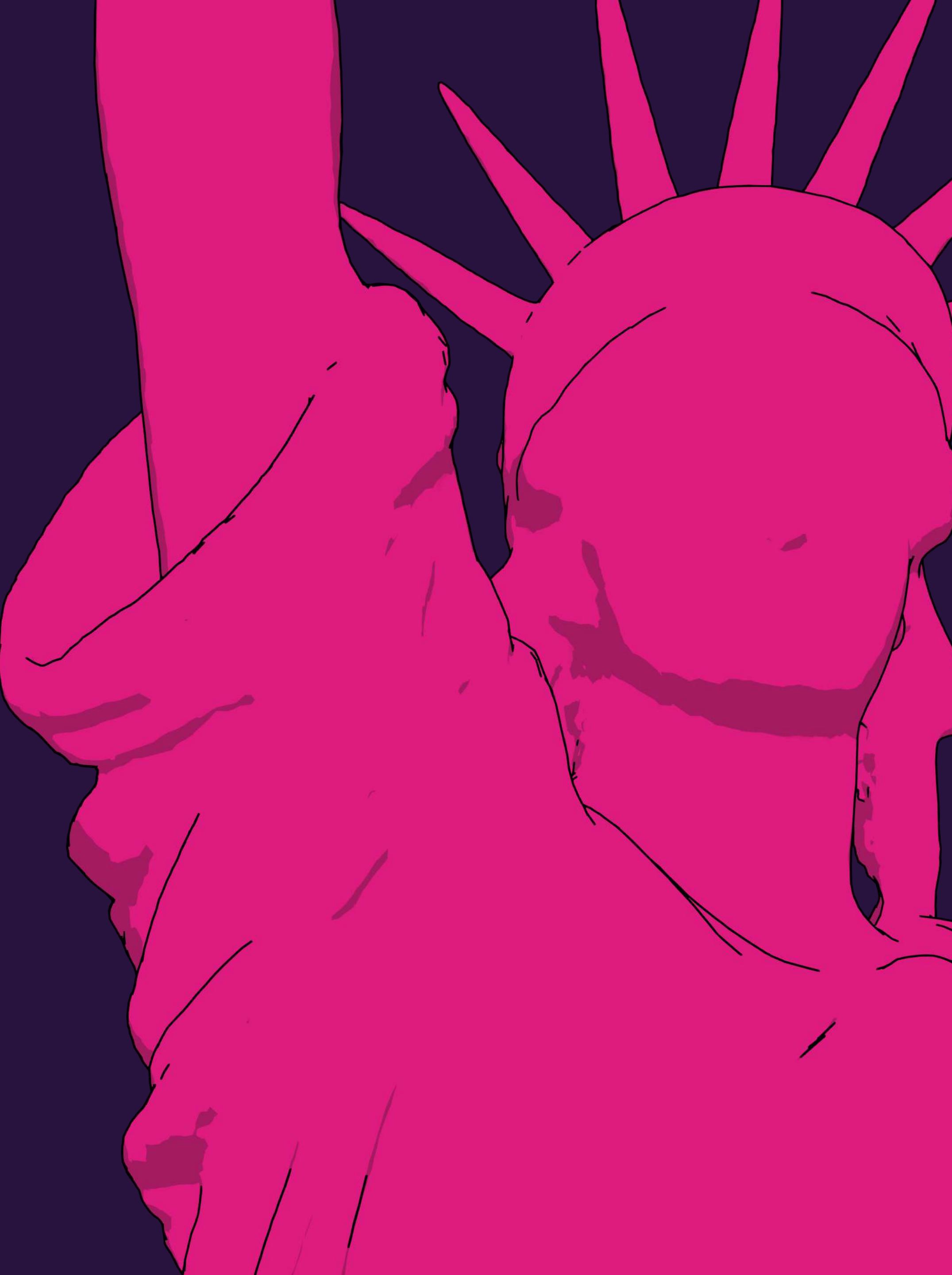




Polkadot at DOTSafari

08.02 / 7-9 PM

Hive Bar at Hotel Hive

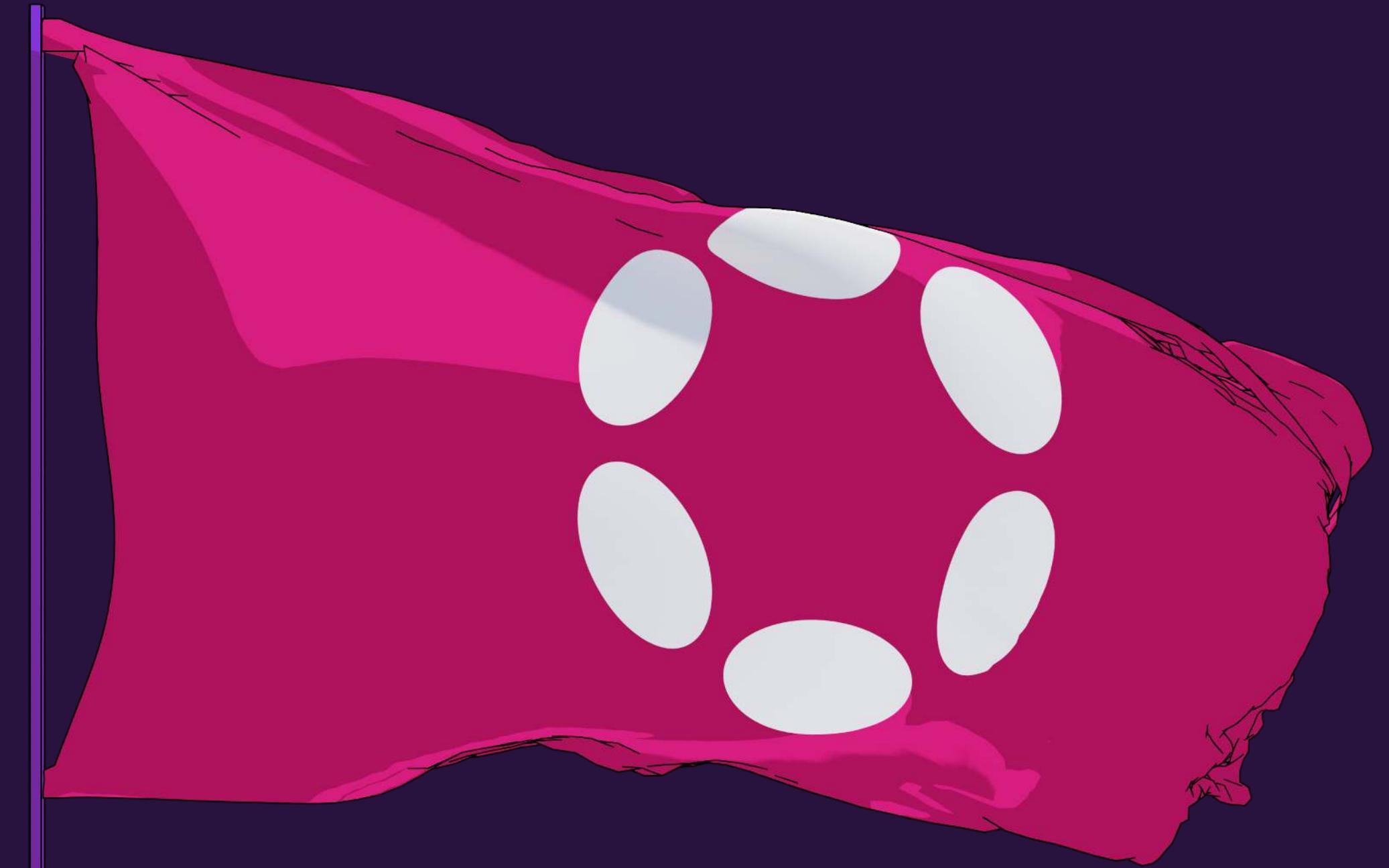




Polkadot at DOTSafari

08.02 / 7-9 PM

Hive Bar at Hotel Hive



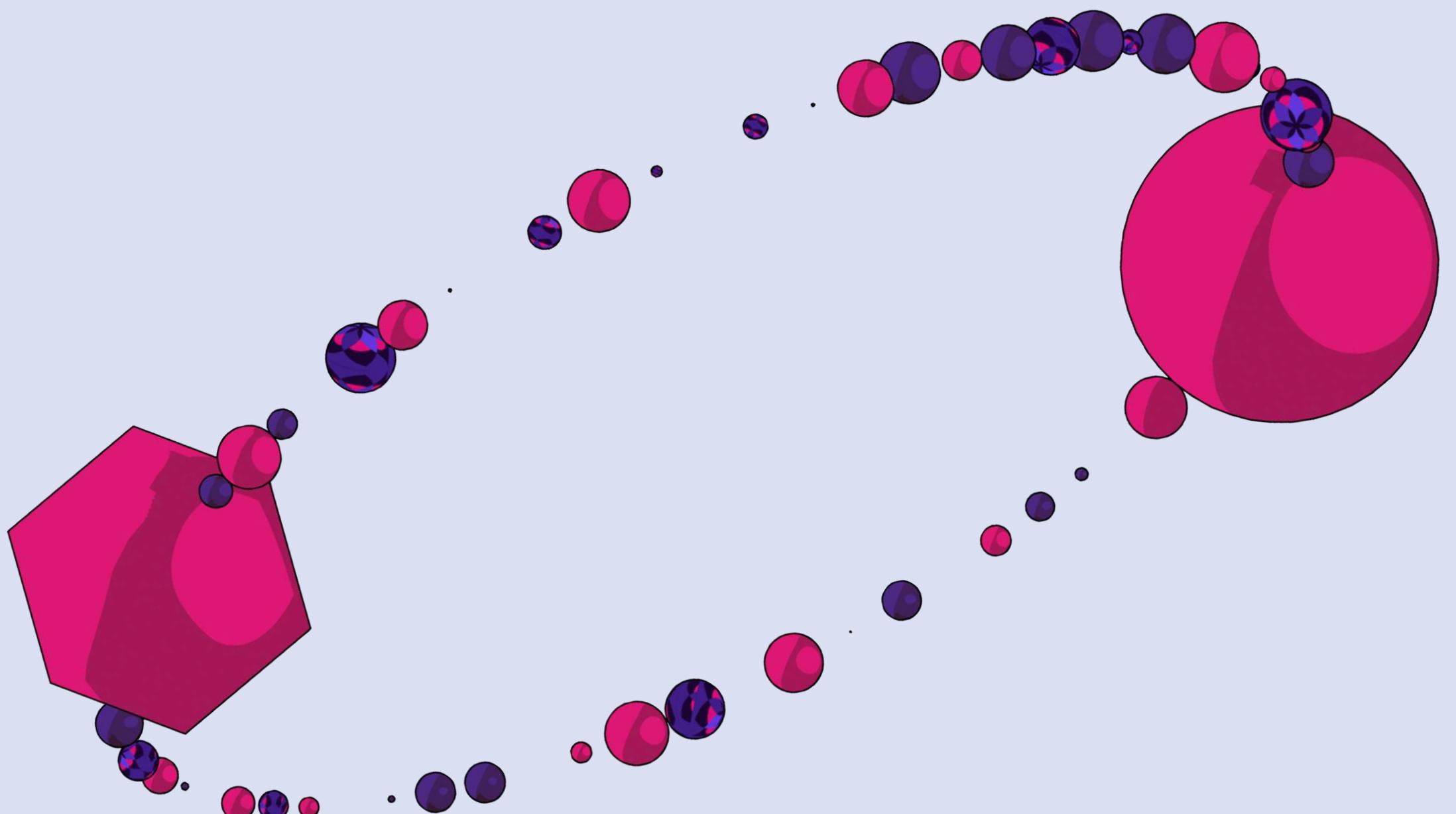


Interoperability for Web3

Polkadot in 2023

08.02 / 7-9 PM

Hive Bar at Hotel Hive





Polkadot at DOTSafari

08.02 / 7-9 PM

Hive Bar at Hotel Hive

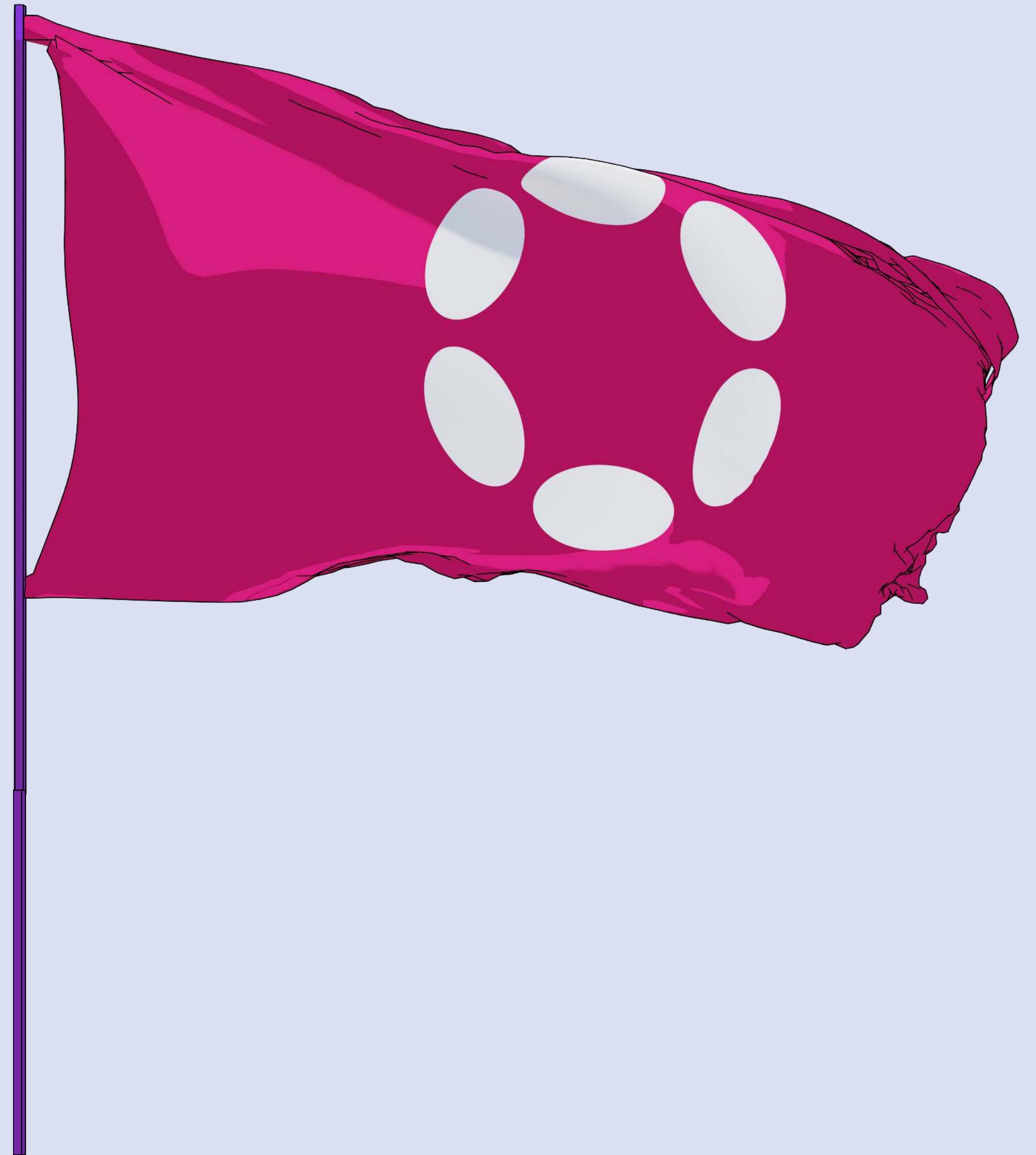




Polkadot at DOTSafari

08.02 / 7-9 PM

Hive Bar at Hotel Hive





Polkadot Meetup Social Mixer in DC feat. Gear Protocol

08.02 / 7-9 PM

Hive Bar at Hotel Hive





Polkadot Meetup Ljubljana

08.02 / 7-9 PM

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