



Proton Blockchain Brand Guidelines

2020

Table of Contents

Introduction	3	Incorrect Usage	9
Logo	4	Monogram/Mark	10
Staked	5	Color Palette	11
Logo with Tagline	6	Typefaces	12
Color Usage	7		
Clearspace	8		

Introduction

The power of the Proton brand relies on the consistent use of the brand guidelines throughout all communications regardless of medium. The following brand guidelines serve as a guide to ensure that the Proton team, community members and other stakeholders are consistent in representing the blockchains messaging, positioning and visual identity.

Please contact the Proton marketing team with any questions or for support:

PROTON MARKETING TEAM

hello@protonchain.com

Logo

For the logo to be as powerful and effective as possible, it should never be altered.



Minimum Reduction

To maintain full legibility never reproduce the logo at widths smaller than 1 inch (for print) or 60 pixels (for digital).



Stacked Logo

The stacked version of the logo is provided as an alternative to the primary logo



Minimum Reduction

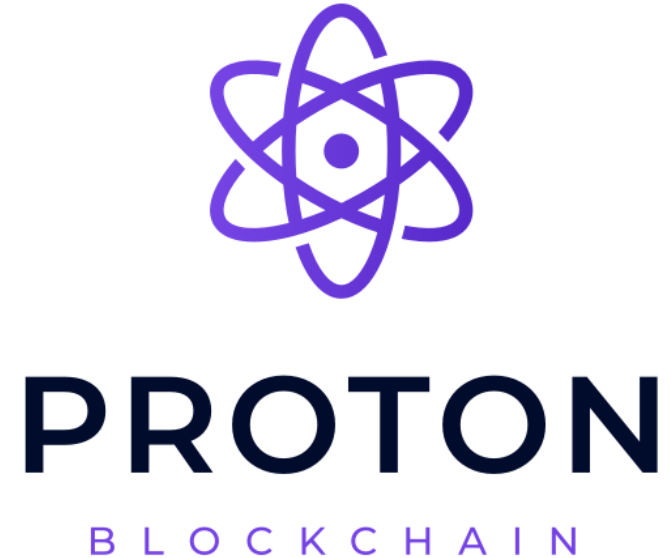
To maintain full legibility never reproduce the logo at widths smaller than 1 inch (for print) or 60 pixels (for digital).



Logo with Tagline

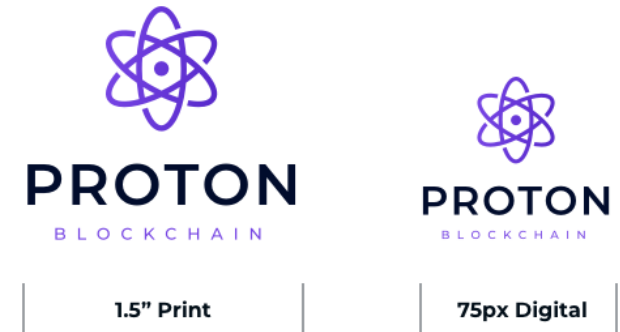
There is a proper layout and size relationship when using the tagline with the logo

Use the logo version with the tagline as often as possible. Some exceptions might include when prohibited by space limitations.



Minimum Reduction

To maintain full legibility never reproduce the logo at widths smaller than 1.5 inches (for print) or 75 pixels (for digital).



Color Usage



On light backgrounds, use our full-color logo.



On dark backgrounds, use our full-color logo with white text.



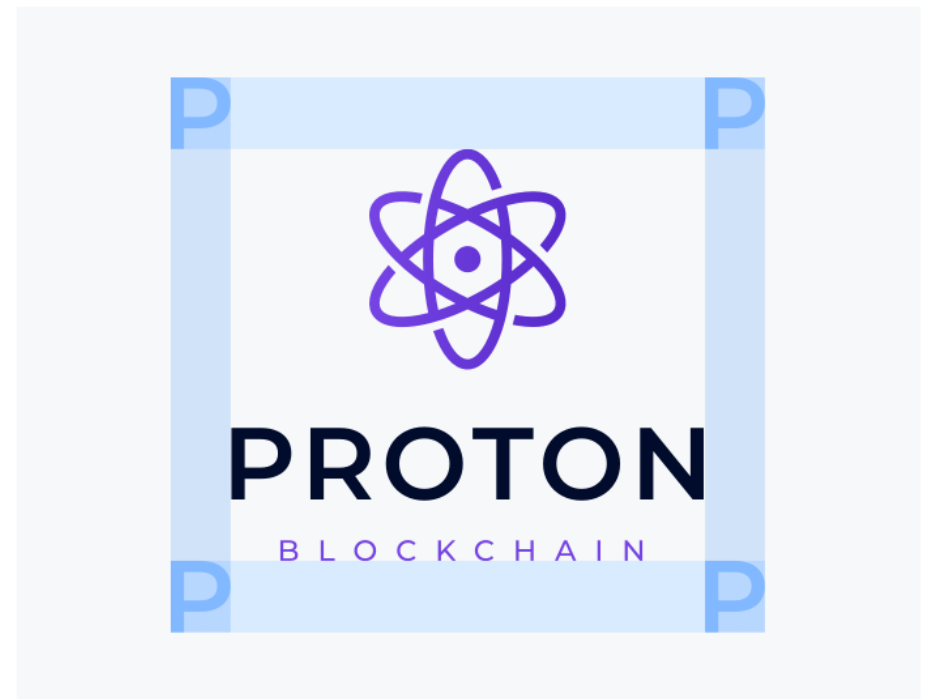
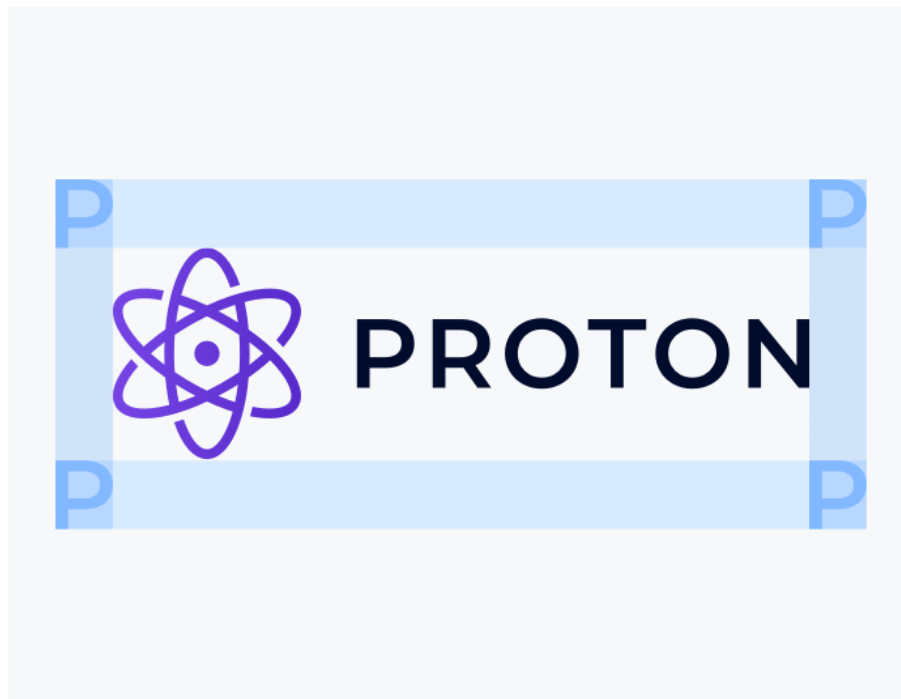
Printing one color? Use our dark logo.



On darker colored backgrounds, use our white logo.

Clearspace

Our logo should always have space to breathe.
We call the space around our logo the blue zone. Please don't put stuff in it.



Incorrect Usage



"Proton" should never be used without the proton symbol



Please kindly refrain from using a grayscale version of the logo.



Please don't use this or other themes with our logo.

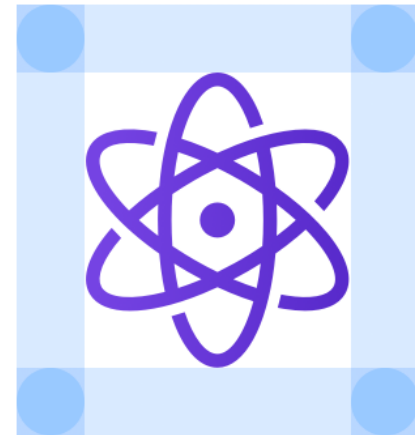


On darker colored backgrounds, use our white logo.

Monogram/Mark

The monogram/mark may be used in select instances with prior approval of the Proton marketing team:

1. Uses where the brand and brand name are clearly identified elsewhere in-situ, like a social media profile photo
2. Select applications with production limitations (e.g. exchange listings, lapel pins)



The exclusion area of the monogram should be 2x of the diameter of the circle at the center on the logomark

Minimum Reduction

When possible, avoid reproducing the monogram/ mark at widths smaller than 0.5" inches (for print) or 40 pixels (for digital).



0.5"
Print



40px
Digital

Color Palette

While embracing a much more colourful language in our brand communications, Proton Gradient is our resting colour, used only in situations where the brand palette is not being used.



Light Purple

#7543E3
R117 G67 B227
C43 M63 Y0 K11



Dark Purple

#582ACB
R88 G42 B203
C45 M63 Y0 K20



White

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0



Charcoal

#010C2C
R1 G12 B44
C17 M13 Y0 K83

Proton Gradient



Proton Purple

Dark Purple

Typography

Aa

Montserrat SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W

a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &

Aa

Montserrat Medium

A B C D E F G H I J K L M N O P Q R S T U V W

a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ &