Brand Guidelines
2022

Harmony

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Who We Are

We're building open consensus for *ten billion people.*

Innovation inspires us, but a higher purpose maps the way.
We choose to foster equality, respect privacy, and celebrate life. And because of that,
we're not just technology leaders with a big idea,
we're agents of a better future.

If we succeed in uniting developers to build the Harmony platform, the resulting marketplace of decentralized economies will support the greater good of people everywhere—for generations to come.

Our Values

What we believe

Equality and privacy are necessary

Our vision

Well-being for ONE and all

Our misson

1000x the world’s decentralized economies

Our position

Open consensus for 10B people

Our Voice

We are REVOLUTIONARY

Harmony is building an open consensus platform to 1000x the world's decentralized economies.

We are BRILLIANT

Our vision, skills, and proven expertise light the way forward.

We are COMPASSIONATE

We seek well-being for every person on Earth. We build for an equitable future.

We are ONE

We support individual freedoms through community-driven thinking.

Our Tone & Language

We say	We avoid saying
Open	Connected
Consensus	Blockchain / Cryptocurrency
Decentralized economy	Economy (alone)
Platform	Product / Internet
Build	Engineer
Impactful	Performance
One and all	Peer-to-peer
Well-being	Joy
Empower	Powerful
Global-scale	Global (alone)

Our Purpose

Open Consensus for 10B People
Harmony for One and All

Open Consensus:
Open source, public and community-driven.
Core protocol technology

10 Billion:
Resource planning for everyone, in the future.
The maximum population of the Earth.

Harmony:
Unity, accord, agreement, balance, consensus.

ONE and All:
Reference to both one-to-many, and many-to-many.
“ONE” having dual meaning (1) one-individual,
and (2) one-whole; everyone.
All meaning everyone now and in the future.

.

Balance

Innovation inspires us, but a higher purpose maps the way.
We choose to foster equality, respect privacy, and celebrate life.
And because of that, we’re not just technology leaders with a big idea, we’re agents of a better future.

As the name suggests, **Harmony** is driven by balance, comfort and equity within innovation. Our forward-thinking actions cannot compromise compassion, equality and privacy.

Our visual identity communicates comfort, sleekness, softness, relatability, trust, excitement, boldness, unity; **Harmony, ONE**

Snapshot

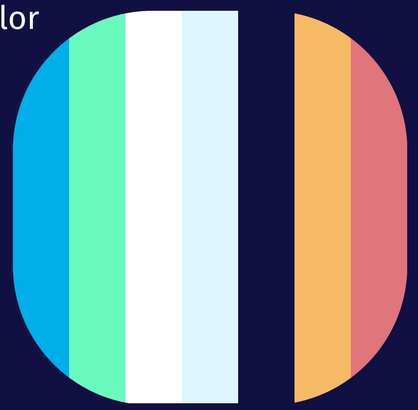
Logo

Harmony

Harmony

Icon

Color



Typography

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

Graphic Patterns

Iconography

Get the asset package here

Logo

Get the logos here

Variations - Multi

Harmony

Harmony

Harmony

Harmony

Variations - Solid

Harmony

Harmony

Harmony

Harmony

Orientation

To retain the visual integrity of the Logo, natural orientation and minimum size rules have been defined:

Natural orientation:
The clear space for the logo is equal to at least half the height of the Logo.

Minimum size:
The full logo should never be used under 3mm / 20pt high.

Natural orientation

Minimum sizing

Sizability

The logo is designed to scale systematically based on use case and pixel dimension, providing continuous brand recognition regardless of resolution.

This also allows the logo to be used as a token at smaller sizes.

120pt

80pt

50 pt

20 pt

Correct Uses

Default logo is preferable on white background.

White logo can be used on contrasting backgrounds

Solid primary color logo can be used on white background

Incorrect Uses

Do not scale disproportionately.

Do not use a secondary color for full logo.

Do not use logo outline.

Incorrect Uses

Do not change the gradient direction.

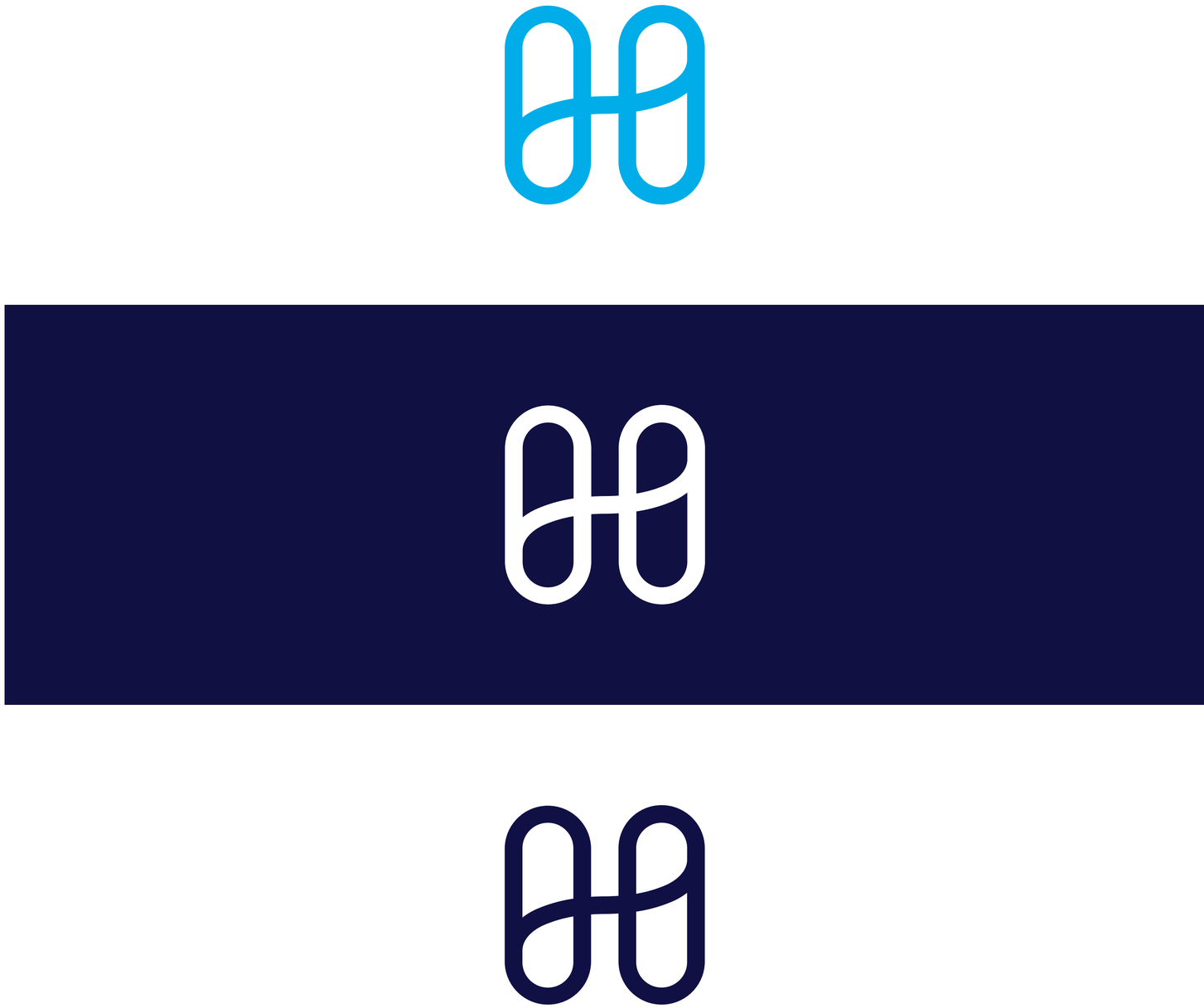
Do not compromise the visibility of the logo.

Do not use tagline on a small scale.

Icon

Variations - Gradients

Variations - Solids



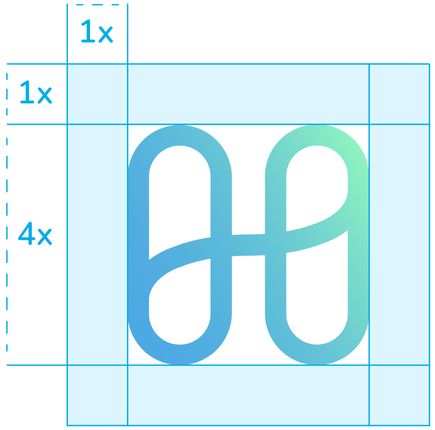
Orientation

To retain the visual integrity of
the icon, natural orientation and
minimum size rules have been defined:

Natural orientation:
The clear space for the logo is equal
to at least a quarter the height of the Logo.

Minimum size:
The full logo should never be used
under 2mm / 16pt high.

Natural Orientation



Minimum Size

Sizability

The logo is designed to scale systematically based on use case and pixel dimension, providing continuous brand recognition regardless of resolution.

This also allows the logo to be used as a token at smaller sizes.

120pt

80pt

50 pt

16 pt

Correct Uses

Default icon is preferable on white background.

White icon can be used on contrasting backgrounds

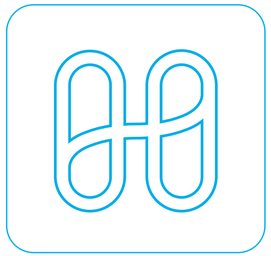
Solid primary color icon can be used on white background

Incorrect Uses

Do not scale disproportionately.

Do not use secondary colors for solid icon.

Do not use the outline of the icon.

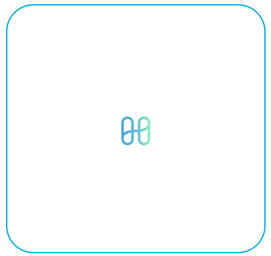


Incorrect Uses

Do not change the direction of the gradient.

Do not compromise the visibility of the icon

Do not use a gradient on a small scale icon



Color

 Get the colors here

Color

Primary Palette

The **Harmony** primary palette is made up of 4 colors:
- Cyan Process
- Aquamarine
- Faint Azure
- White

Color values are detailed in HEX, RGB, CMYK, HSB, and PMS Coating.
Please always use the correct color value for consistency.

Cyan Process

HEX	00AEE9
RGB	0, 174, 233
CMYK	82, 5, 0, 0
HSB	194, 100, 91
PMS	C 2995

For Merchandise

HEX	0088B0
RGB	0, 136, 176
CMYK	100, 28, 20, 0
HSB	193, 100, 69
PMS	C 7704

Aquamarine

HEX	69FABD
RGB	105, 250, 189
CMYK	59, 0, 48, 0
HSB	153, 57, 98
PMS	C 333

Faint Azure

HEX	DDF6FF
RGB	221, 246, 255
CMYK	13, 0, 0, 0
HSB	194, 12, 100
PMS	C 7457

White

HEX	FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
HSB	N/A, 0, 100
PMS	N/A

Secondary Palette

The **Harmony** secondary palette is made up of 3 colors:
- Russian Violet
- Sunray
- Candy Pink

Color values are detailed in HEX, RGB, CMYK, HSB, and PMS Coating.
Please always use the correct color value for consistency.

Russian Violet

HEX	101042
RGB	16, 16, 66
CMYK	100, 99, 35, 47
HSB	240, 75, 25
PMS	C 274

Sunray

HEX	F7BA64
RGB	247, 186, 100
CMYK	0, 33, 77, 0
HSB	33, 59, 96
PMS	C 1365

Candy Pink

HEX	E0757C
RGB	224, 117, 124
CMYK	1, 71, 39, 0
HSB	355, 47, 87
PMS	C 709

Usage

Color plays an important role in the **Harmony** brand, and should be used appropriatly, following principles outlined on this page.

Iconography
Artistic details

Line
Signpost
Links
Folios
CTA
Highlights

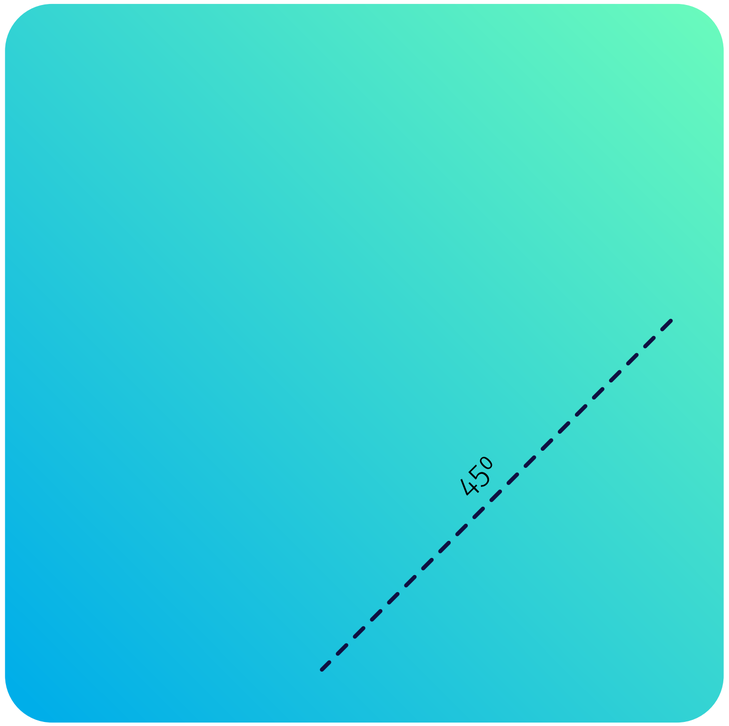
Background
Text

CTA

Cyan Process	00AEE9
Russian Violet	101042
Faint Azure	DDF6FF
White	FFFFFF
Aquamarine	69FABD
Sunray	F7BA64
Candy Pink	E0757C

Gradient Guide

Aquamarine
69FABD



Cyan Process
00AEE9

Freedom Gradient Composition:

Approx.:

40% 35% 10% 5% 5% 5%

Typography

Radical Social Change Radical ONEs Radical Social Change Radical Creativity Radical Markets Radical Fairness Radical ONEs Radical Social Change Radical Fairness Radical ONEs Radical Social Change Radical Fairness Radical ONEs Radical Social Change

Primary Typeface

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

Ex. Light
Light
Regular
SemiBold
Bold
ExtraBold
Black

Our primary typeface is **Nunito**, a clear, bold and friendly rounded font.
To ensure consistency, use the specified type settings defined on this page.

Usage:
- Logotype
- Headlines
- Sub-heads

Logo
Nunito Regular
Stylized

Harmony

Headline
Nunito Bold
Leading: 85%
Kerning: Optical
Tracking: -25

Scaling Cross-Chain Ethereum Applications

Sub-heads
Nunito Semi-Bold
Leading: 66.67%
Kerning: Optical
Tracking: -10

This is a sub-header, read all about it.

Secondary Typeface

Fira Sans

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

Thin
Ex. Light
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

Our secondary typeface is **Fira Sans**, a clean, bold and practical geometric font.
To ensure consistency, use the specified type settings defined on this page.

Usage:
- Body text
- Input fields
- Descriptors

Body text
Fira Light
Leading: 100%
Kerning: Optical
Tracking: 0

Harmony's bridges can connect any Proof-of-Work and Proof-of-Stake chains. Our FlyClient architecture is fully trustless and highly gas-efficient. Currently, our bridges for Ethereum and Binance Smart Chain secure tens of millions cross-chain assets.

Developers simply change Chain ID and enjoy faster EVM executions identical at the bytecode level.
They can use their familiar and standard Web3 tooling to easily migrate to Harmony.

Input fields
Fira Light
Leading: 100%
Kerning: Optical
Tracking: 0

Enter your email to subscribe to our monthly newsletter SUBMIT

Descriptors
Fira Medium
Leading: 100%
Kerning: Optical
Tracking: 0

Transaction Processing...
Success! ✓

Tertiary Typeface

Mulish

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

Ex. Light
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black
Ex. Black

Our tertiary typeface is **Mulish**, a minimal, cubic, typographical display font. To ensure consistency, use the specified type settings defined on this page.

Usage:
- Video thumbnails
- Data transcription
- Outstanding projects

ONE
wallet

Language Support

Cyrillic / Russian

Nunito

Алая вспышка осветила силуэт зазубренного крыла.

Алая вспышка осветила силуэт зазубренного крыла.

Vietnamese

Nunito

Bầu trời trong xanh thăm thẳm, không một gợn mây.

Bầu trời trong xanh thăm thẳm, không một gợn mây.

Arabic

Baloo Bhaijaan 2

الحب سماء لا تمطر غير الأحلام

الحب سماء لا تمطر غير الأحلام

Hindi

Baloo 2

अंतरिक्ष यान से दूर नीचे पृथ्वी शानदार ढंग से जगमगा रही थी।

अंतरिक्ष यान से दूर नीचे पृथ्वी शानदार ढंग से जगमगा रही थी।

Japanese

M Plus Rounded 1c

彼らの機器や装置はすべて生命体だ。

彼らの機器や装置はすべて生命体だ。

Korean

Gothic A1

모든 인류 구성원의 천부의 존엄성과 동등하고 양도할 수 없는 권리를 인정하는

모든 인류 구성원의 천부의 존엄성과 동등하고 양도할 수 없는 권리를 인정하는

Chinese (simplified)

Noto Sans SC

鉴于对人类家庭所有成员的固有尊严及其平等的和不移的权利的承认，
乃是世界自由、正义与和平的基础

**鉴于对人类家庭所有成员的固有尊严及其平等的和不移的权利的承认，
乃是世界自由、正义与和平的基础**

Greek

M Plus Rounded 1c

Ήταν απλώς θέμα χρόνου.

Ήταν απλώς θέμα χρόνου.

Hebrew

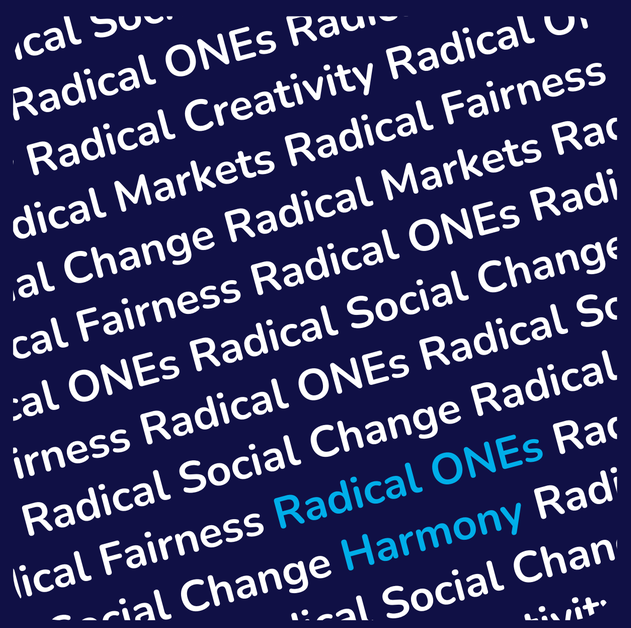
M Plus Rounded 1c

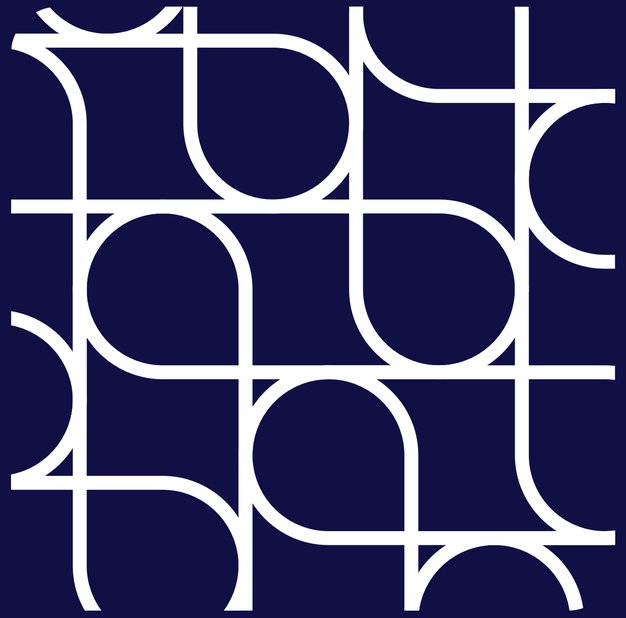
אז הגיע הלילה של כוכב השביט הראשון

אז הגיע הלילה של כוכב השביט הראשון

Graphic Patterns

Patterns are utilized within the **Harmony** visual ecosystem to increase visual impact across many brand platforms, both digital and material.





 Get the patterns here

Type Pattern

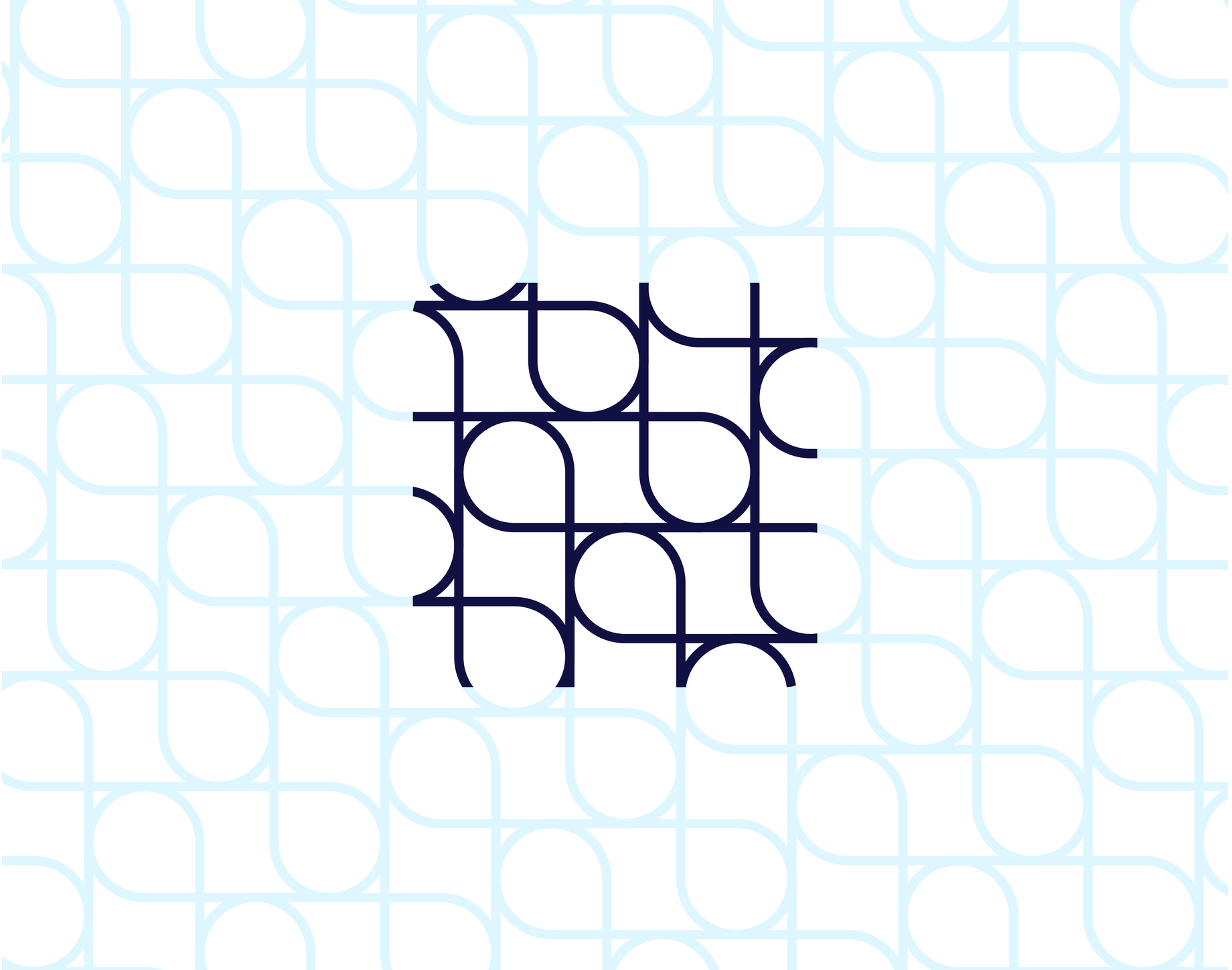
This type pattern's main use is for assets which utilize the brand's **tone & voice.**
This pattern reflects **Harmony**'s values and is to be used accordingly.

Monogram

This monogram's main use is for assets which utilize the brand's **visual identity.** It is to be used for visual impact.

Loop Pattern

The loop pattern's main use is for assets which utilize the brand's **innovative qualities.** This pattern reflects **innovation** and is to be used accordingly



Line Pattern

This line pattern's main use is for **visual enhancement** or **collaborative projects.** This pattern consists of **customizable** dots in blue, which can be used to create any shape which is appropriate to a specific project.

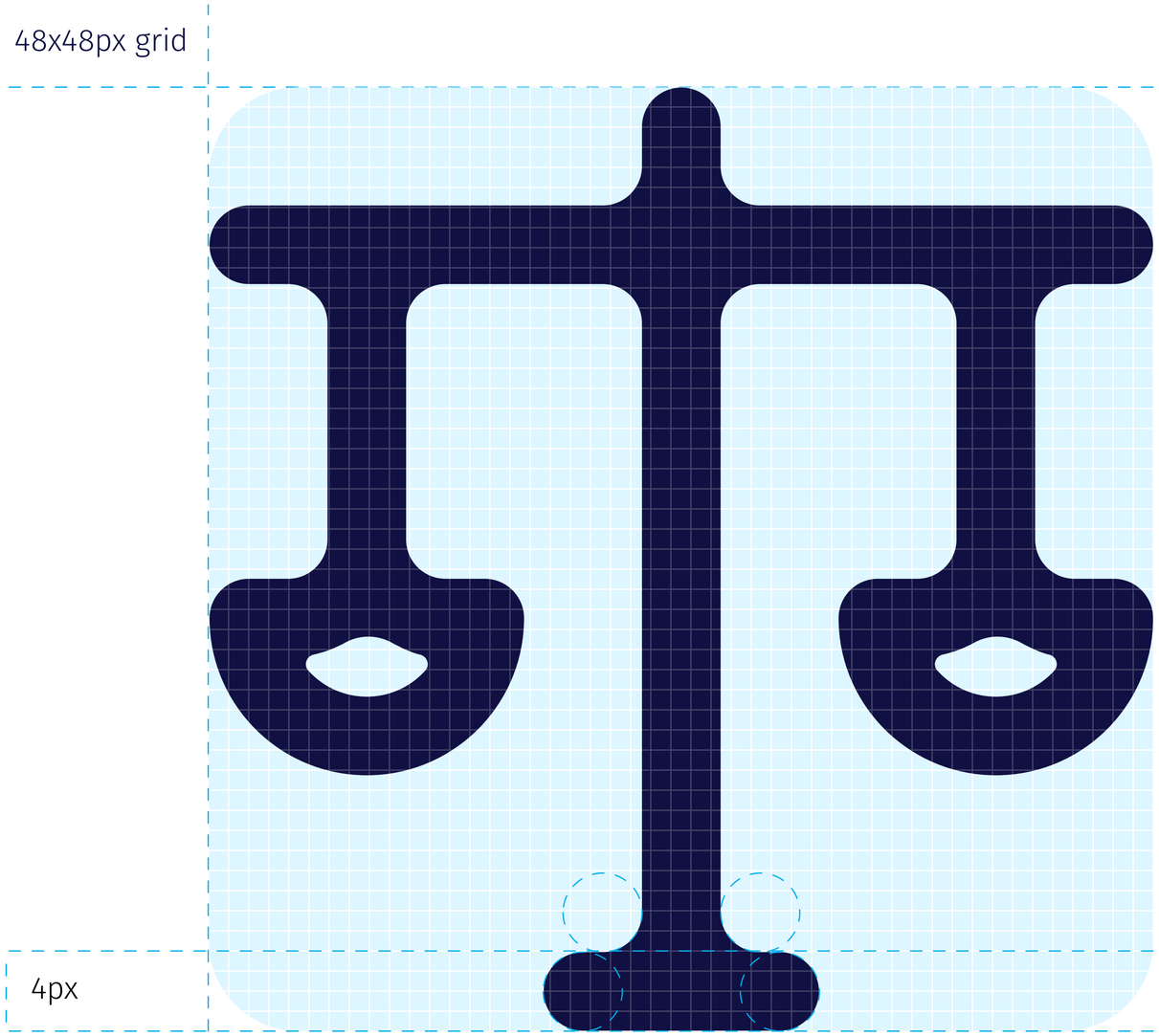
Iconography

 Get the icon family here

Composition

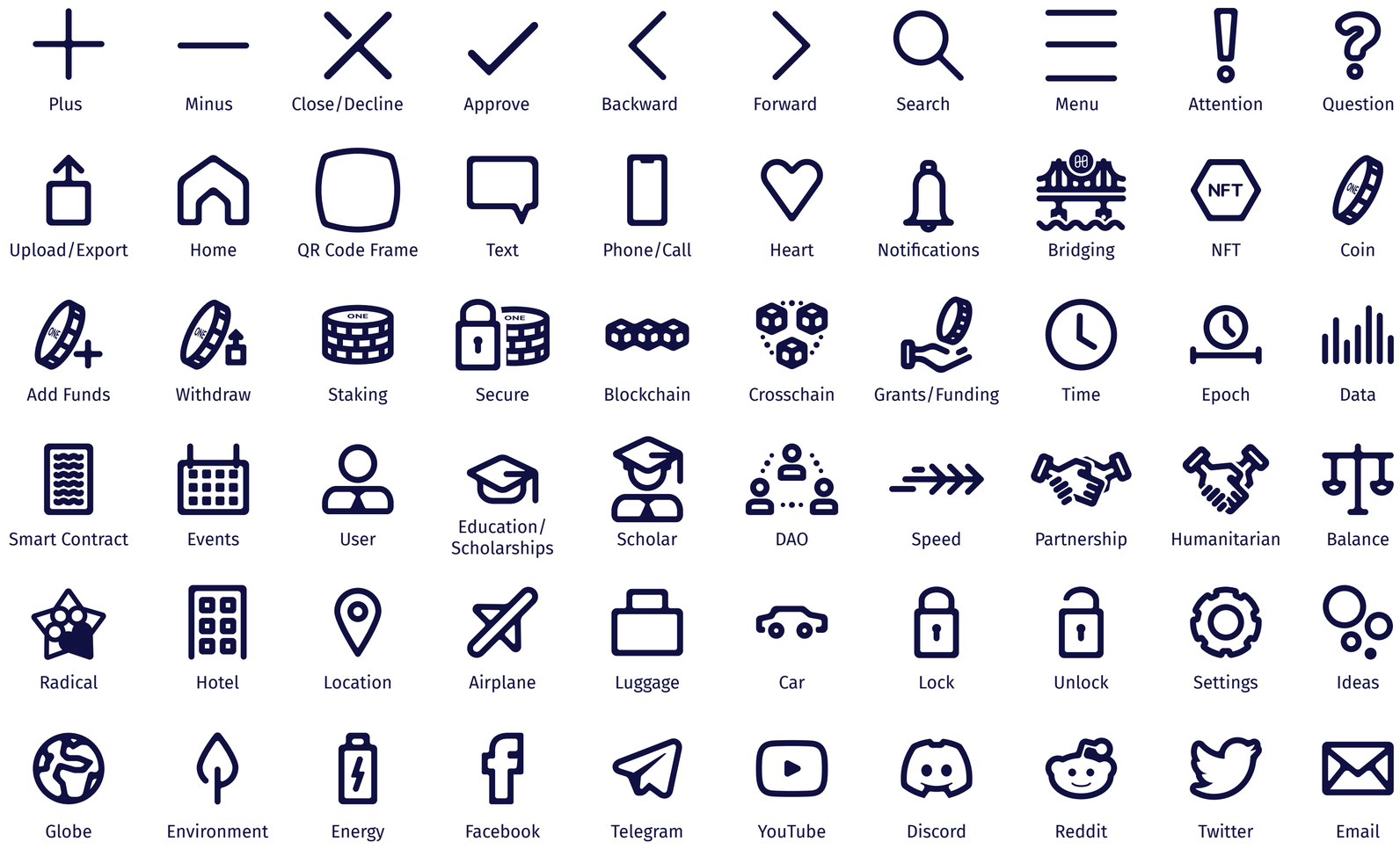
To create **Harmony** throughout our icon family, there are 3 main rules to follow:

- 48px height (firm) x 48px width (best)
- 4px line weight
- rounded corners + edges



Icon Family

The icon family follows the principles stated above, and is to be expanded with time according to those same principles.



Introduction

How do we implement our branding into the physical platform?

Balance

Our visual identity communicates comfort, sleekness, softness, relatability, trust, excitement, bol dness, unity; **Harmony, ONE**

This rationale follows into the physical form, manifests through emphasis on sleekness, comfort and softness

Applications

Merchandise

Tee-shirt

Hoodie

Jogger

Harmony
EST. 2018
SF - BAY AREA, CA
Harmony
EST. 2018
SF - BAY AREA, CA

Cropped Sweater

Hat

Sock

Bag

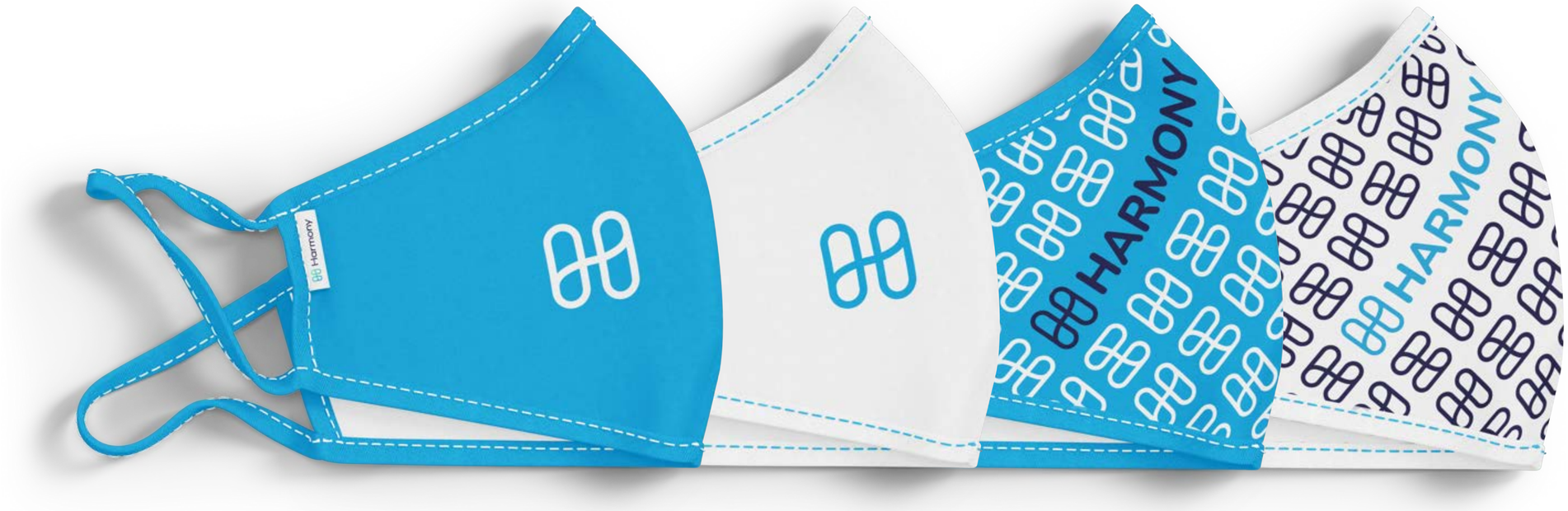
Staff Polo

Staff Jacket

Mug

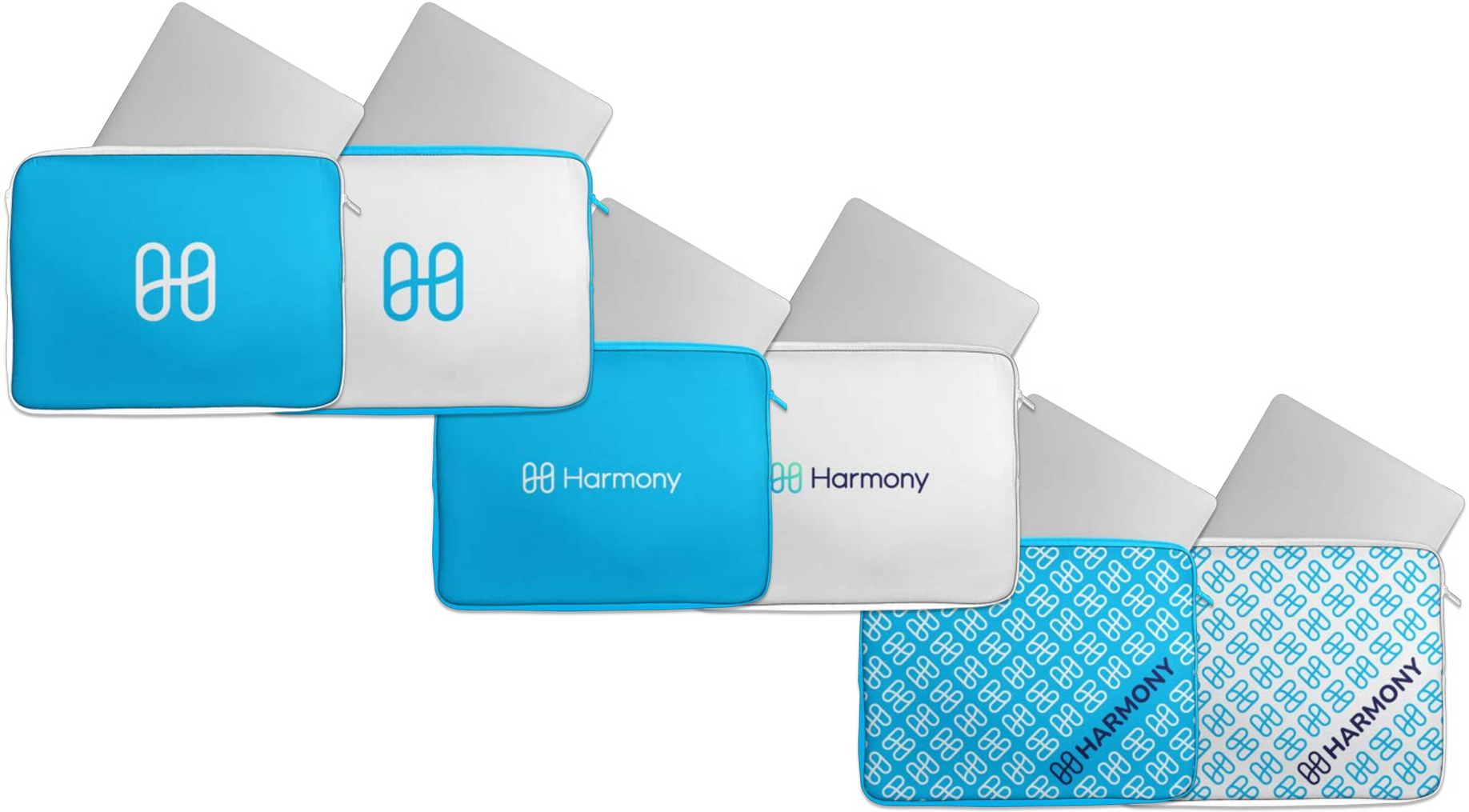
Phone Case

Face Mask



Insulated Bottle

Laptop Sleeve



Leather Notebook

Event Balloon

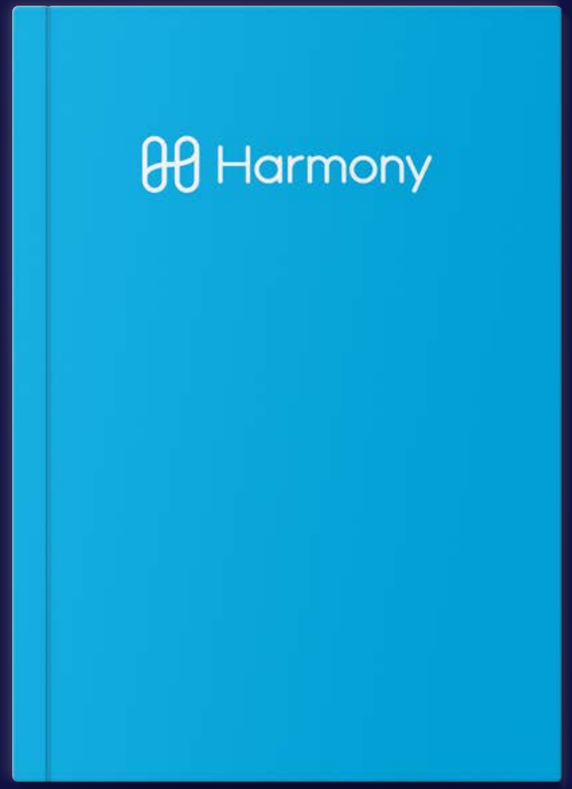
Event Signage

Roll-Up Banner

Stationary

Letterhead

Folder

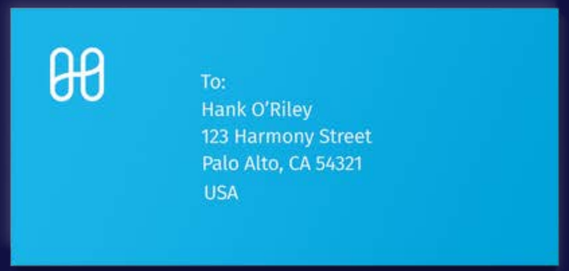


Pencil

Flashdrive

Businesss card front

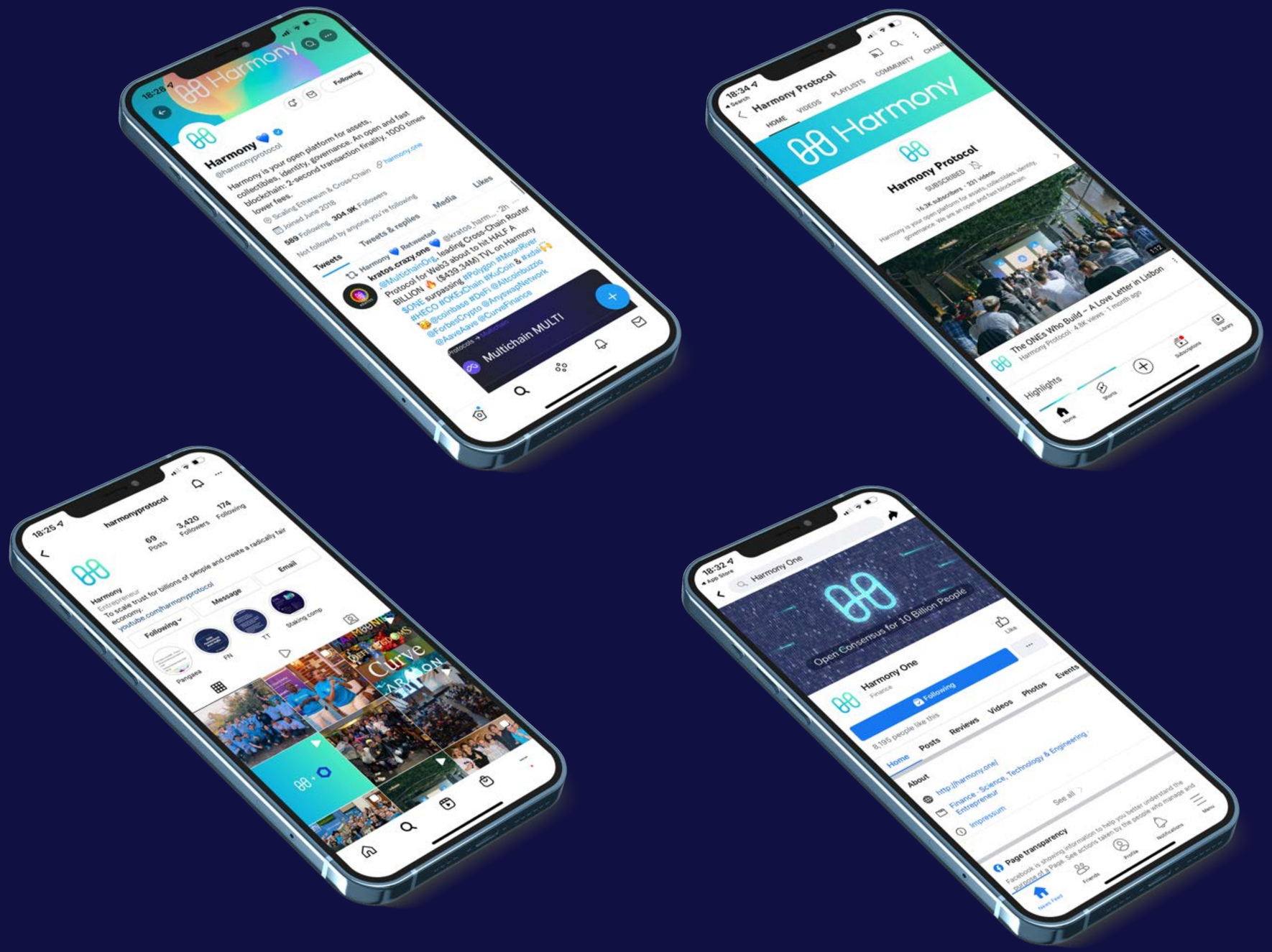
Businesss card back



Letter back

Letter front

Social Media



For more information
regarding brand guidelines & assets
please contact:
creative@harmony.one

Guidelines & PDF
by Eilam Meintser
meintser@pm.me