

Brand Guidelines

IDENTITY MANUAL



A Cross Chain Utility Asset

CONTENT MANUAL

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Mission Statement

“

MISSION
Cutting Edge Purpose Delivery

To build a scalable,
decentralized network of
computing power for the
people, by the people.

02.

Brand values

01.

Transparent

Blockchain technology offers a new paradigm for how users transact and share data on the network. All transactions on the Flux chain are open and transparent by default. The contract terms for all applications running on the Flux network may be examined by everyone.

02.

Decentralized

The Flux network is comprised of independent Decentralized System Administrators (DSA's) who contribute compute power to the Flux network. Anyone with the right equipment and knowledge may participate, increasing the number of nodes running on the network.

03. Scalable

Flux offers a very unique solution to scale rapidly and support any and all application that has been created. Supporting a Docker image allows for any coding language to be used to create your dApp. Flux acts as the decentralized Cloud Infrastructure

03.

Logo & Usage

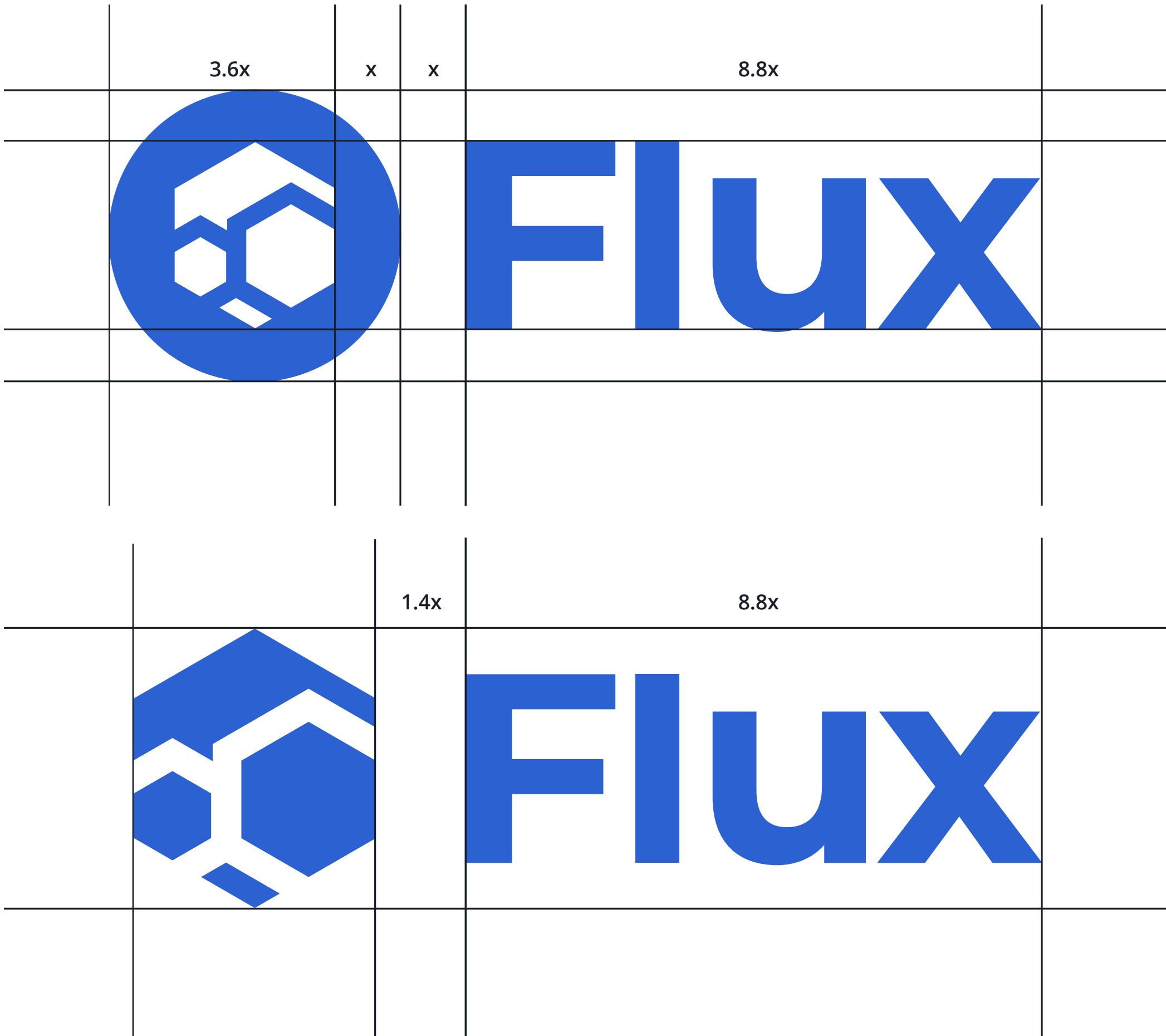
Logo Overview

Flux branding is a visual representation of our brand identity.

Starting from decentralized computing network, the Flow symbol synthesizes three blocks representing decentralized node power but at the same time functioning as a whole block. The name Flux represents the waves of information that it can run through our system and become unstoppable as long as our knot owners are all over the world. It's color is offering a young, secure and smart felling.

We strongly believe trust is what guides us and trust is what guide our network too.

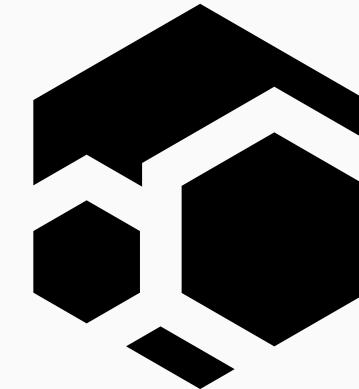
NEVER DISPLAY THE LOGO IN ANY COLOR OUTSIDE OF THESE COLOR GUIDES



Flux Symbol

Those symbol representation shall be used under space constrains and in relationship with the brand guidelines.

NEVER DISPLAY THE LOGO IN ANY COLOR OUTSIDE OF THESE COLOR GUIDES



Color Version

The default logo colors is Blue Wave, which we recommend you use in any context, if possible. For a special context, we also have negative and positive color instructions.

**NEVER DISPLAY THE LOGO IN ANY COLOR
OUTSIDE OF THESE COLOR GUIDES**



Negative Version

All logo models can appear in black and white as shown here if there is a need to do so.

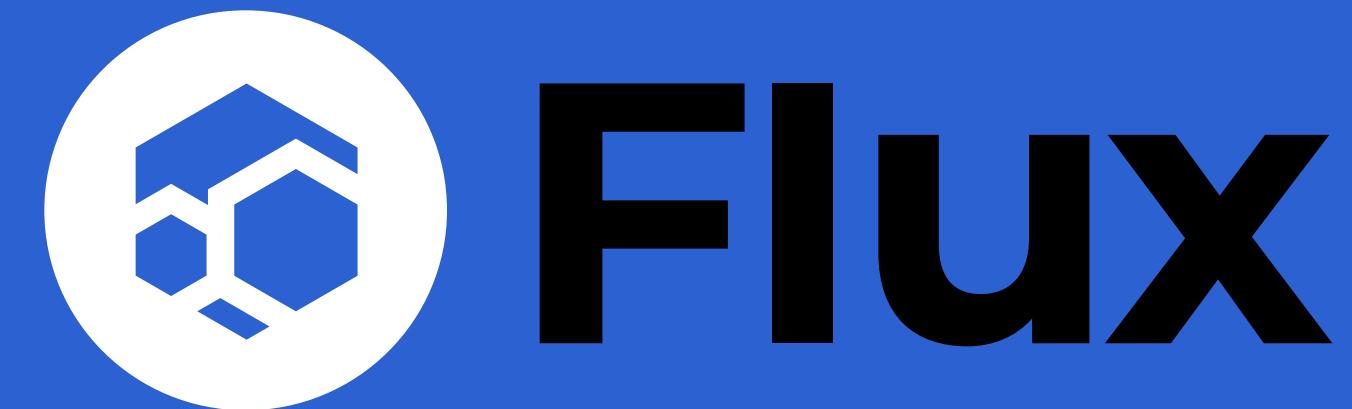
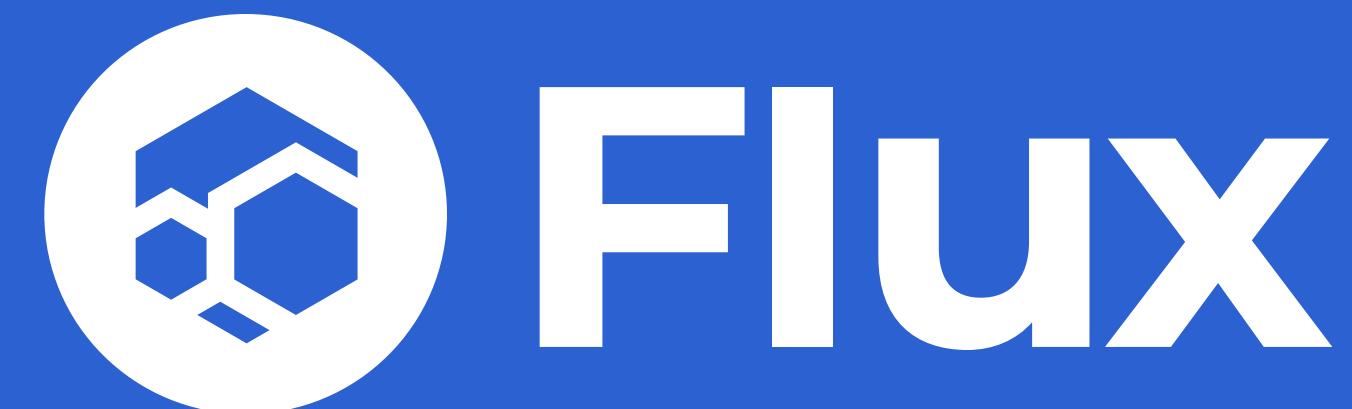
NEVER DISPLAY THE LOGO IN ANY COLOR OUTSIDE OF THESE COLOR GUIDES



Positive Version

All logo models can appear in black and white as shown here if there is a need to do so.

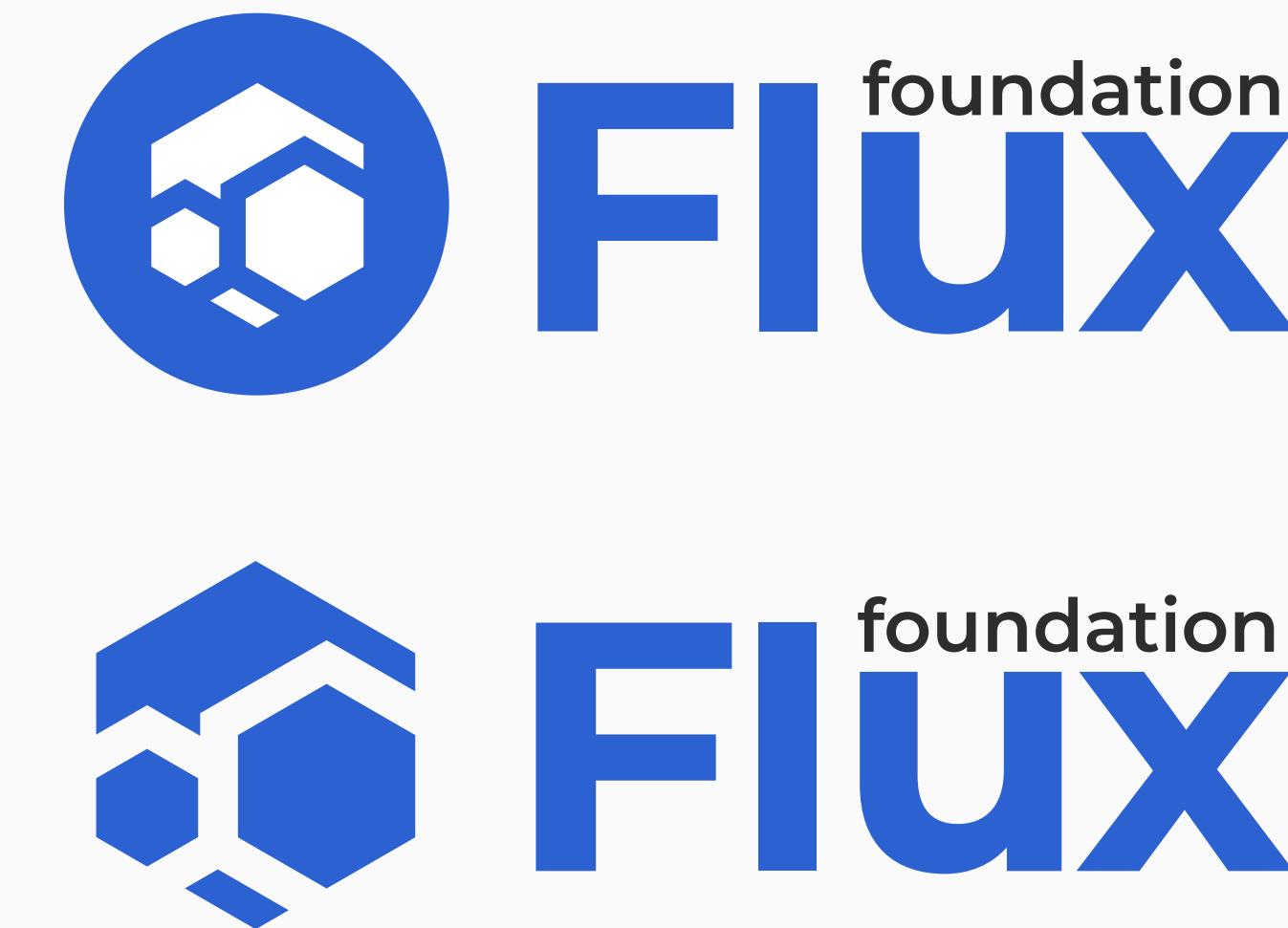
NEVER DISPLAY THE LOGO IN ANY COLOR OUTSIDE OF THESE COLOR GUIDES



Combination Logo Usage

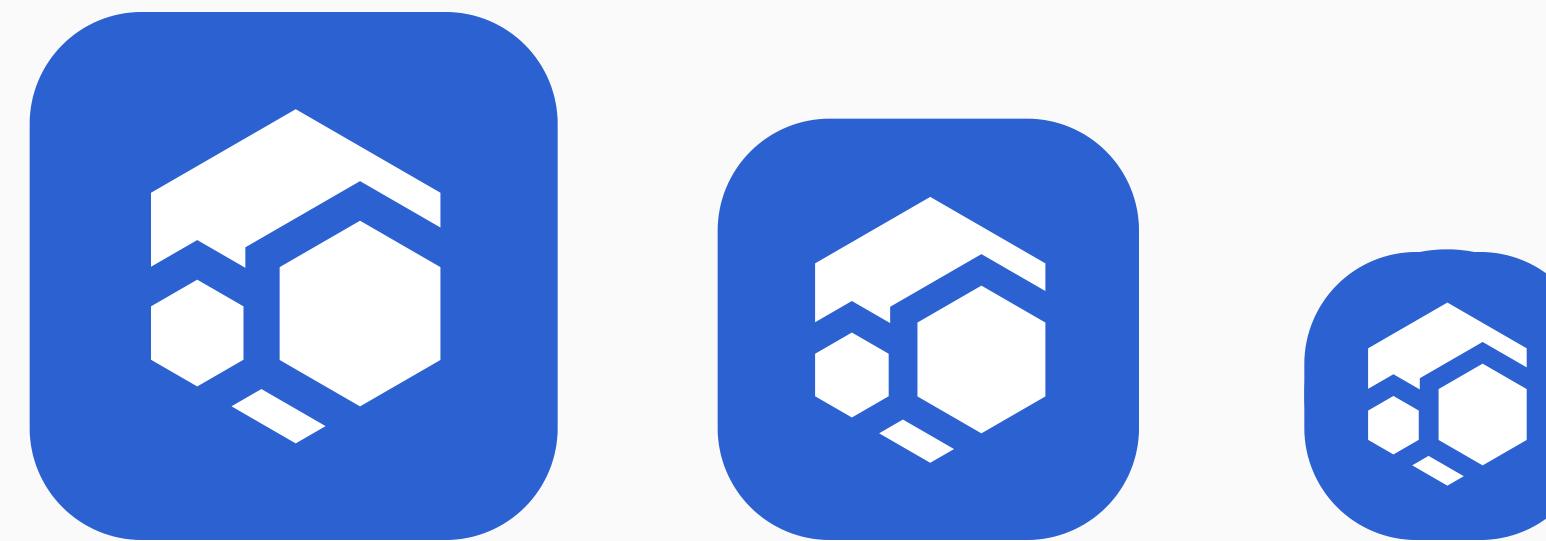
Here are examples of using Flux logo in organizations or product names

NEVER DISPLAY THE LOGO IN ANY COLOR
OUTSIDE OF THESE COLOR GUIDES



Social Media Presence

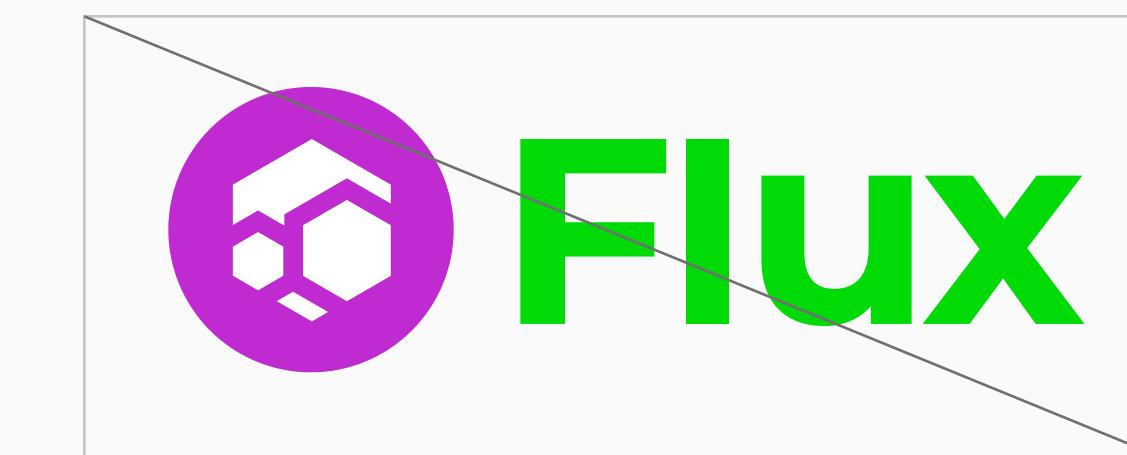
Flux logo can be used like a symbol for social media or for any instance that has space constraints.



Incorrect Logo Usage

Never change the font, colors or hierarchy of the logo. Use only the guidelines.

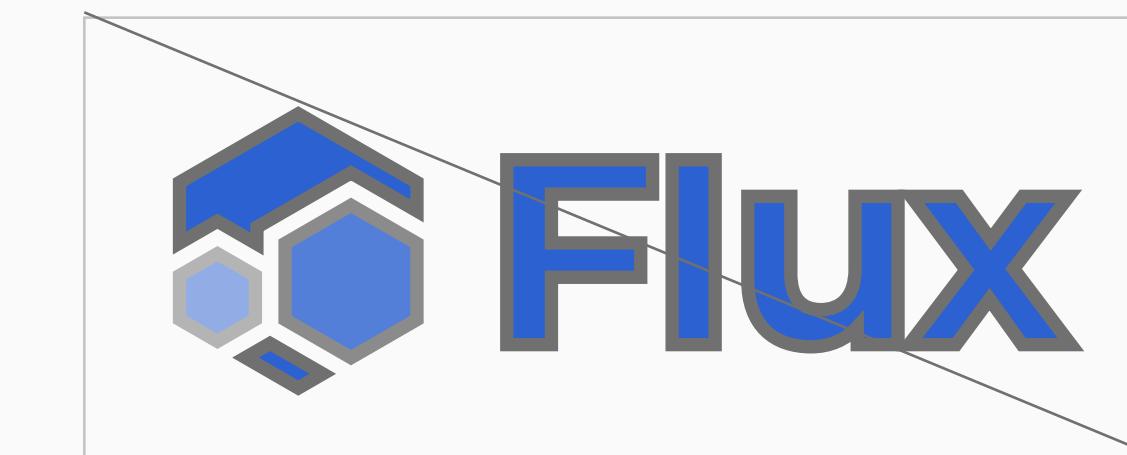
NEVER DISPLAY THE LOGO IN ANY COLOR, FORM OR HIERARCHY OUTSIDE OF THE COLOR GUIDES



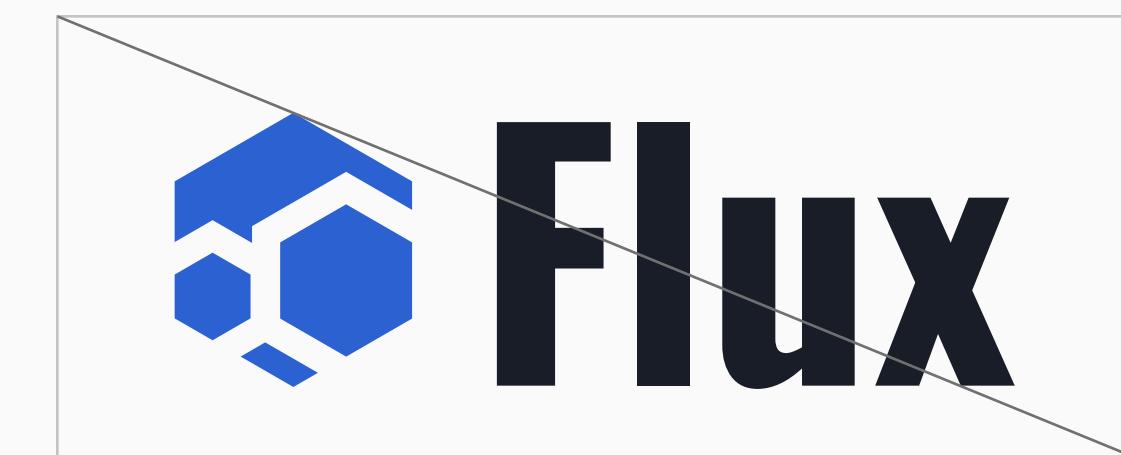
do not change the color



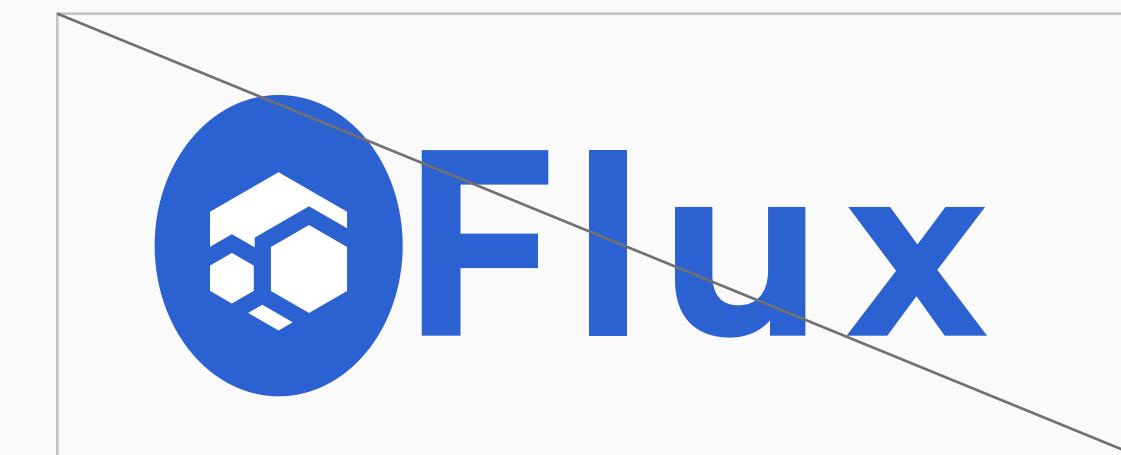
do not change the color



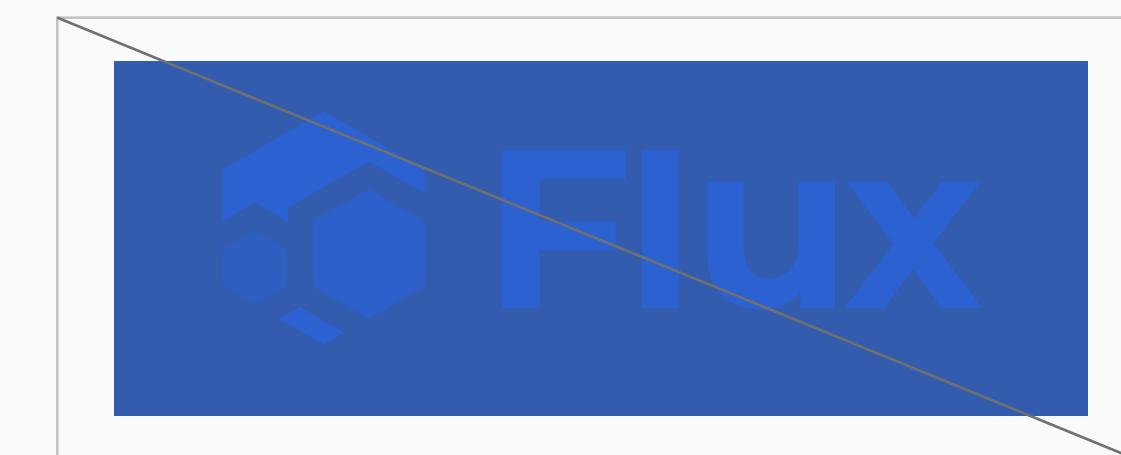
do not change the proportions of the logo



do not change the typeface



do not change the proportions of the logo



do not use color background that blend with the logo

Flux Decentralised Autonomous Organisation

NEVER DISPLAY THE LOGO IN ANY COLOR
OUTSIDE OF THESE COLOR GUIDES



JAN 2021

FLUX



BRAND IDENTITY

04+

Typeface Pairing

Typography

Primary

Montserrat

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! These are the types that make the city look so beautiful. The Montserrat Project began with the idea to rescue what is in Montserrat and set it free under a libre license, the SIL Open Font License.

Aa

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
01	02	03	04	05	06	07	08	09

Typography

Secondary

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans

Aa

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
01	02	03	04	05	06	07	08	09

Typography

Accent

Lora is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text.

A paragraph set in Lora will make a memorable appearance because of its brushed curves in contrast with driving serifs. The overall typographic voice of Lora perfectly conveys the mood of a modern-day story, or an art essay.

Lora

Technically Lora is optimised for screen appearance, and works equally well in print.

Aa

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
01	02	03	04	05	06	07	08	09

05.

Brand Colors

Primary Colours

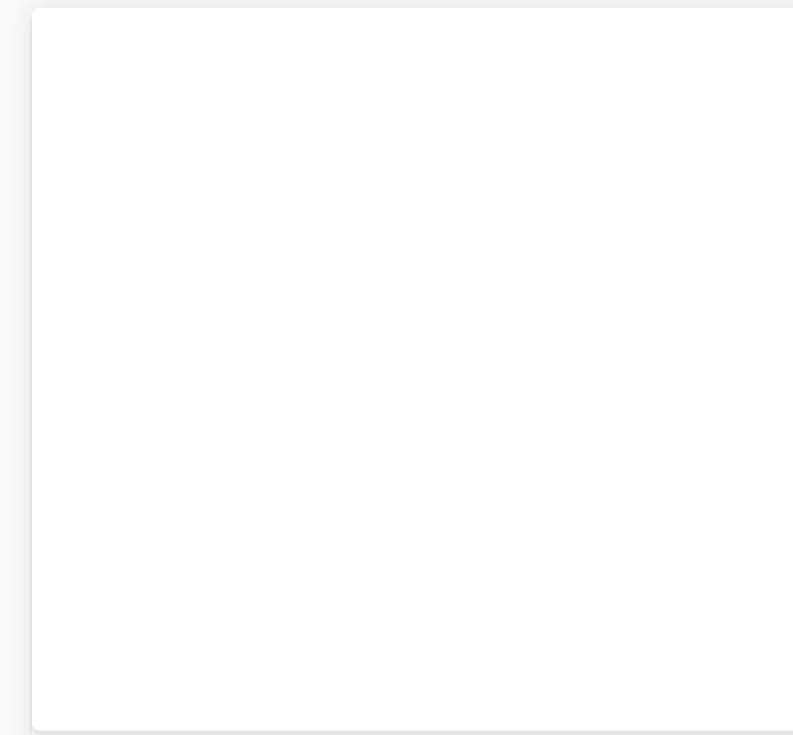
The color palette is essential for the identity and awareness of our brand. Building a consistent brand color that applies to all communication tools is essential and mandatory.



Blue Wave
#2B61D1



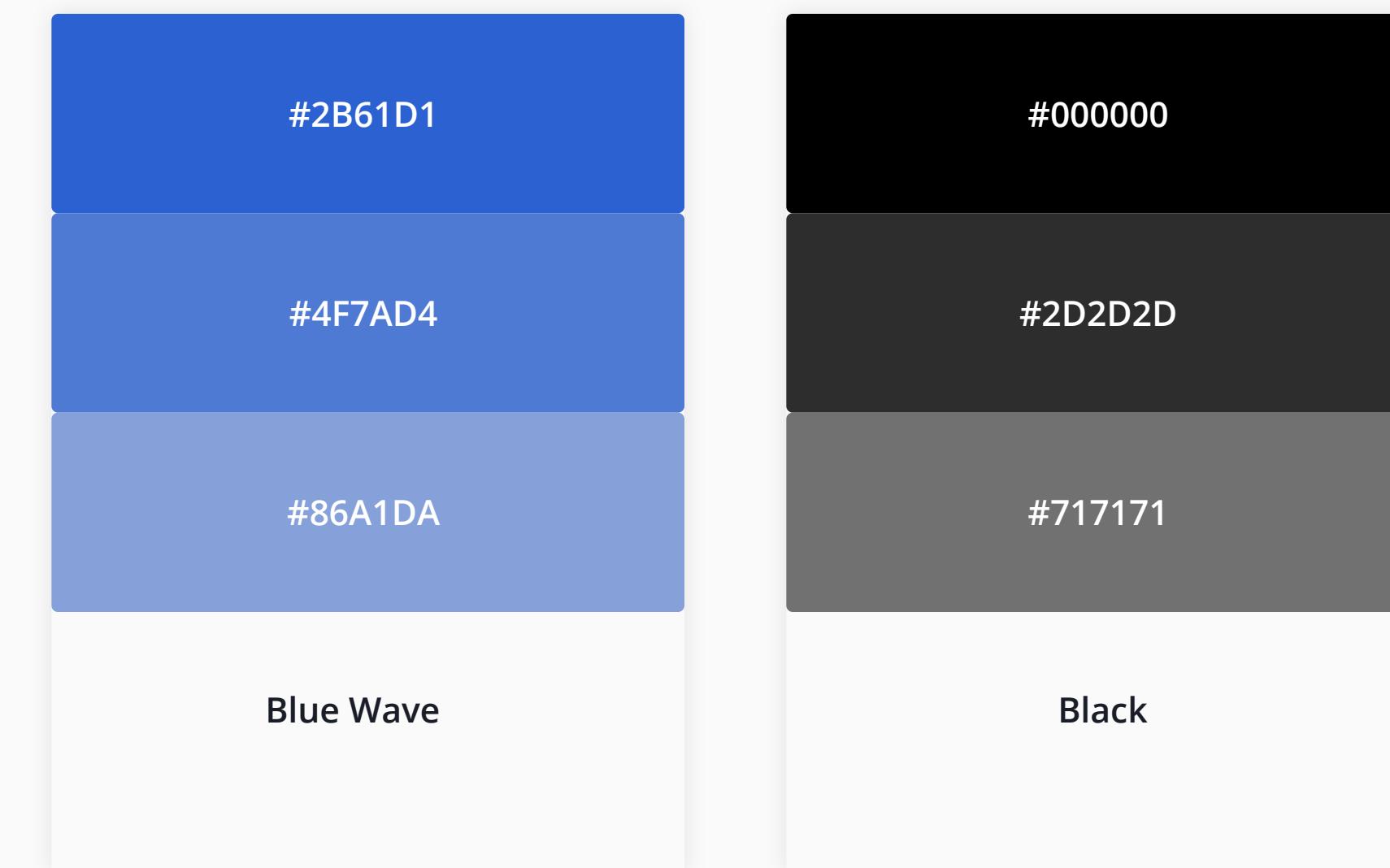
Black
#000000



White
#ffffff

Secondary Shades

The shades of our primary colors pallet adds flexibility and a new range of space that can be discovered.



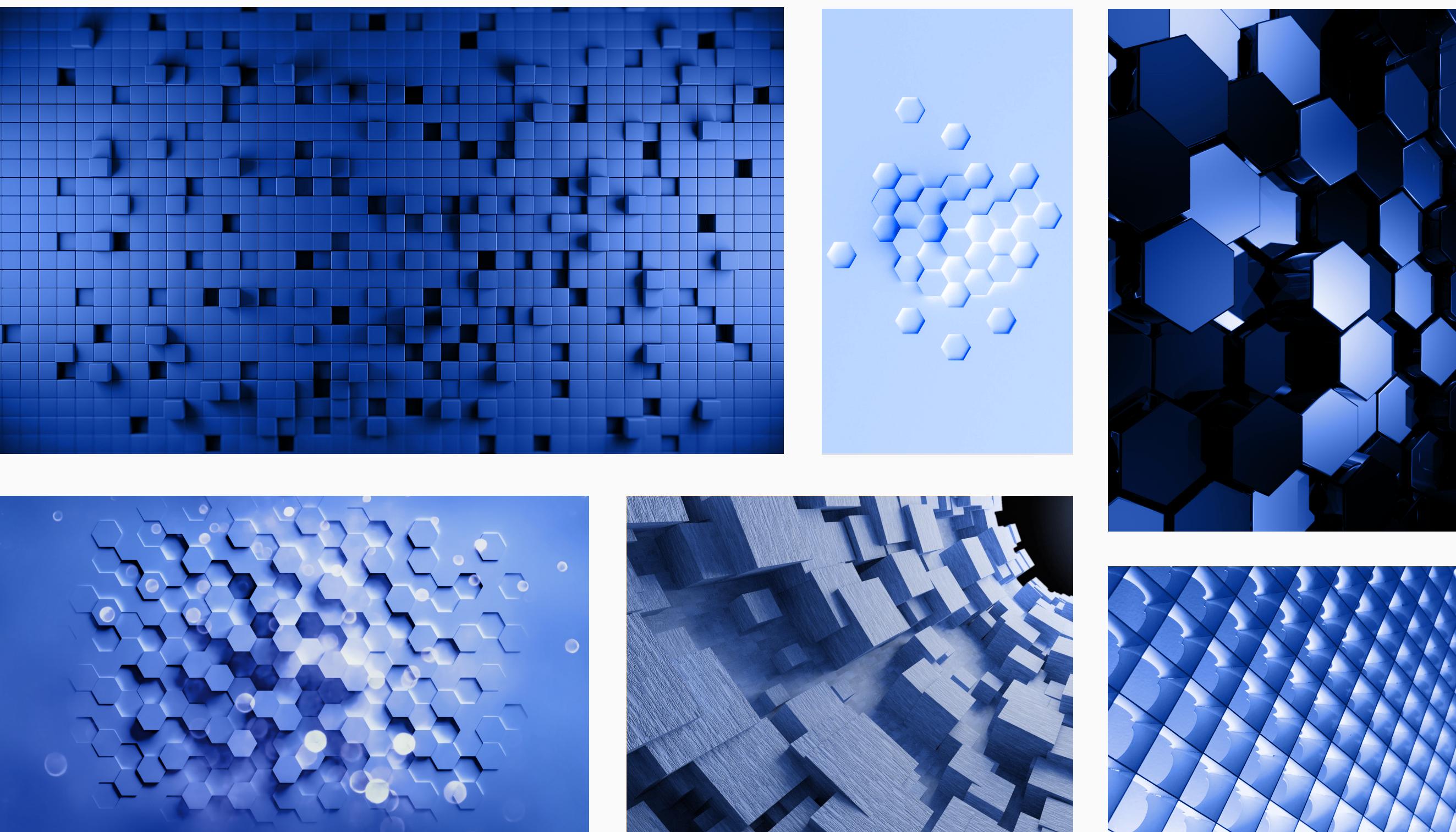
06.

Image Guidelines

Clean Shapes

To remain consistent in our identity brand guide, we recommend a projection of images that can be used to build consistency around our product.

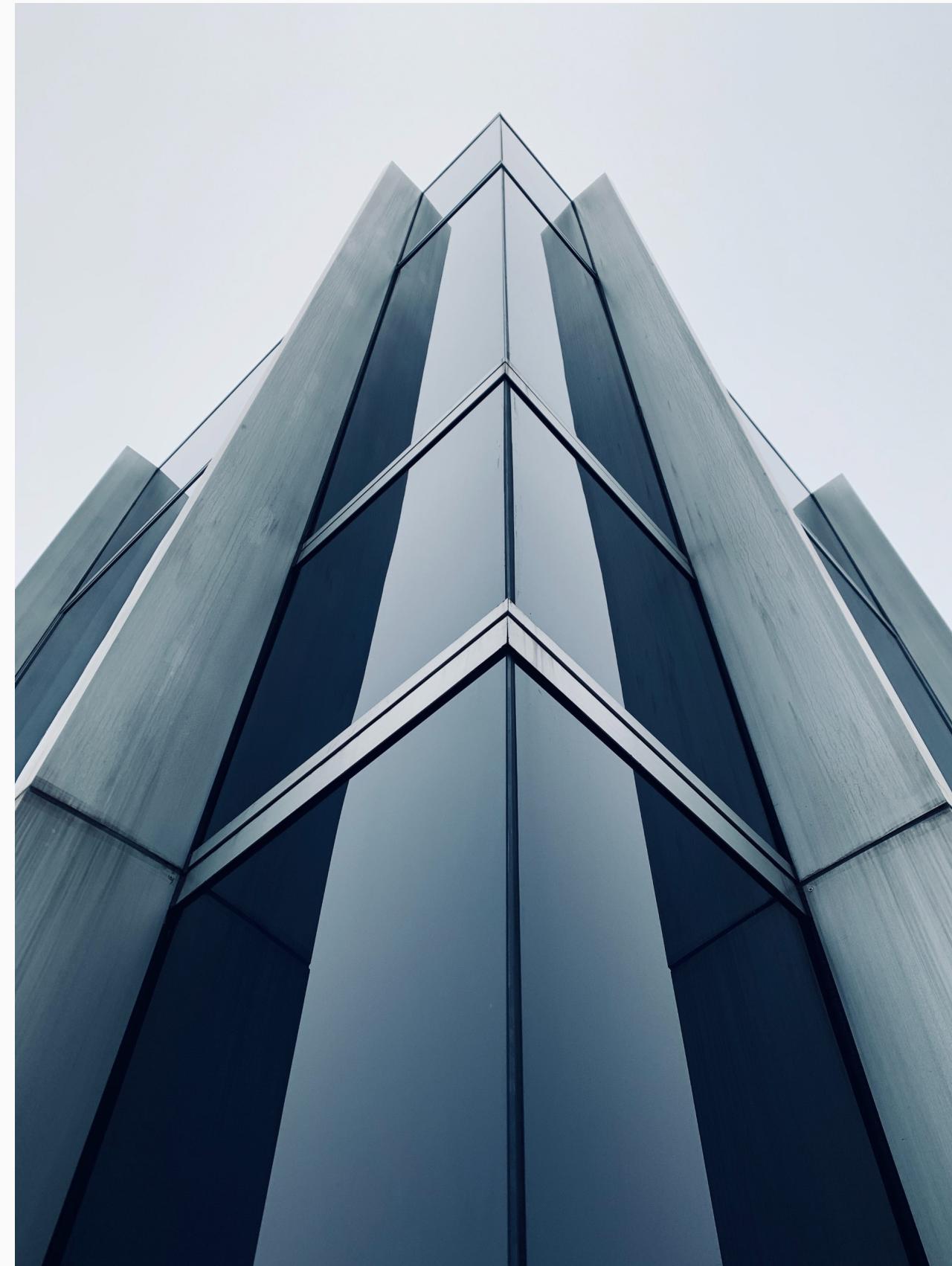
When using abstract images, we recommend using clean, geometric shapes in shades of blue. Providing a sense of technology, movement and connection by representing our network and how each part works as a whole.



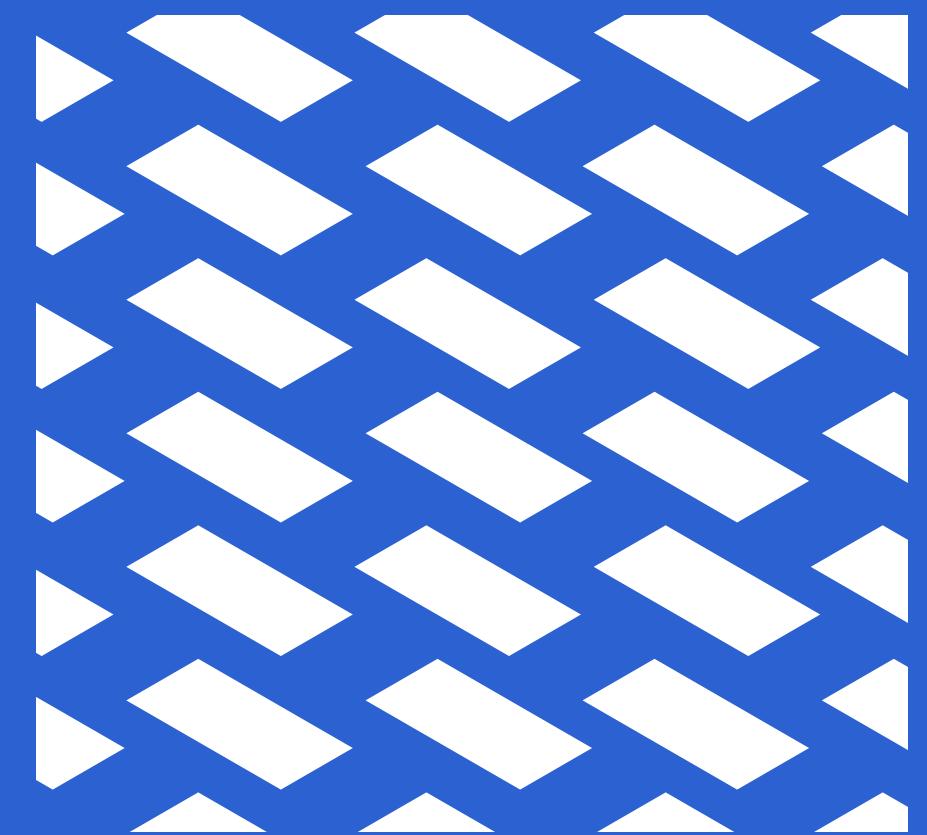
Institutional Buildings

To remain consistent in our identity brand guide, we recommend a projection of images that can be used to build consistency around our product.

When using places or buildings, we recommend that you use office buildings or abstract buildings that can give a sense of institutionality, technology and growth. These are used with shades of blue.



Patterns

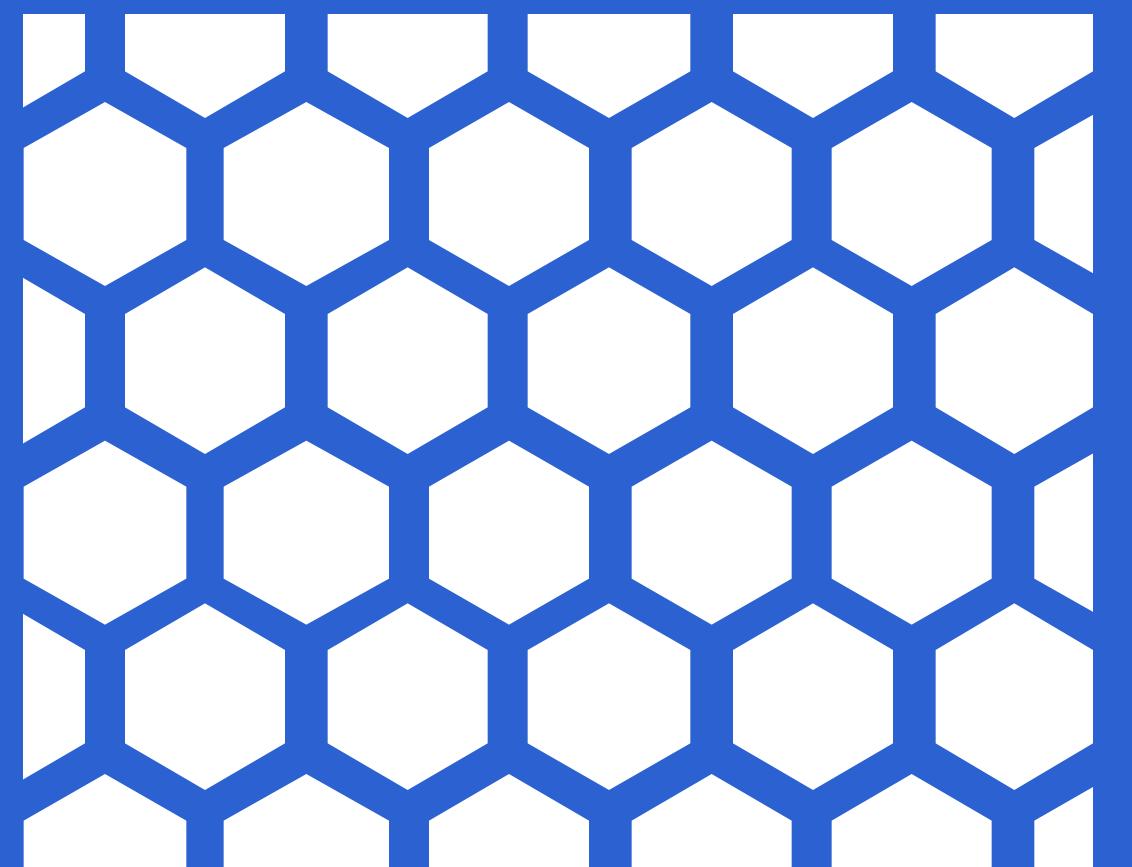


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Patterns



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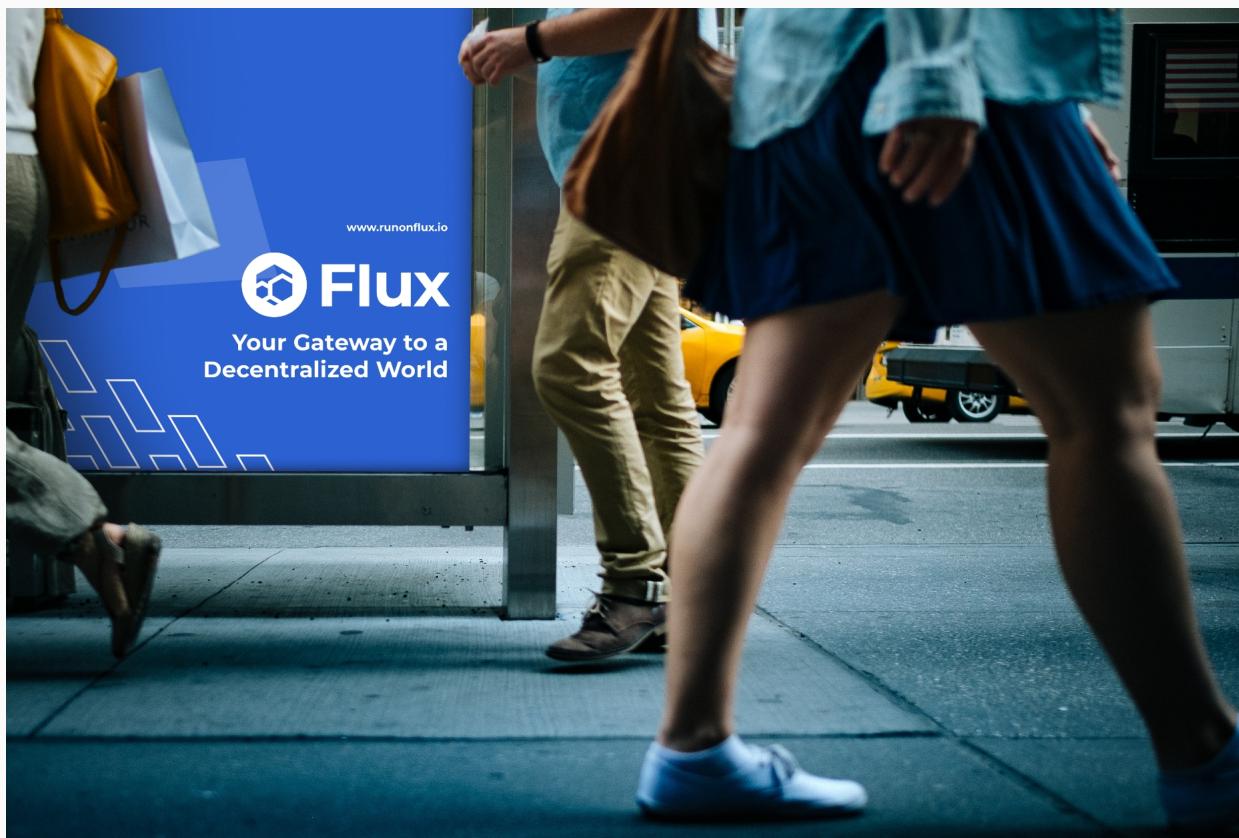


Governance Model Proposal

07. Collaterals

Mockup





Thank you

www.runonflux.io