



ELASTOS

Brand Guidelines
March 2025

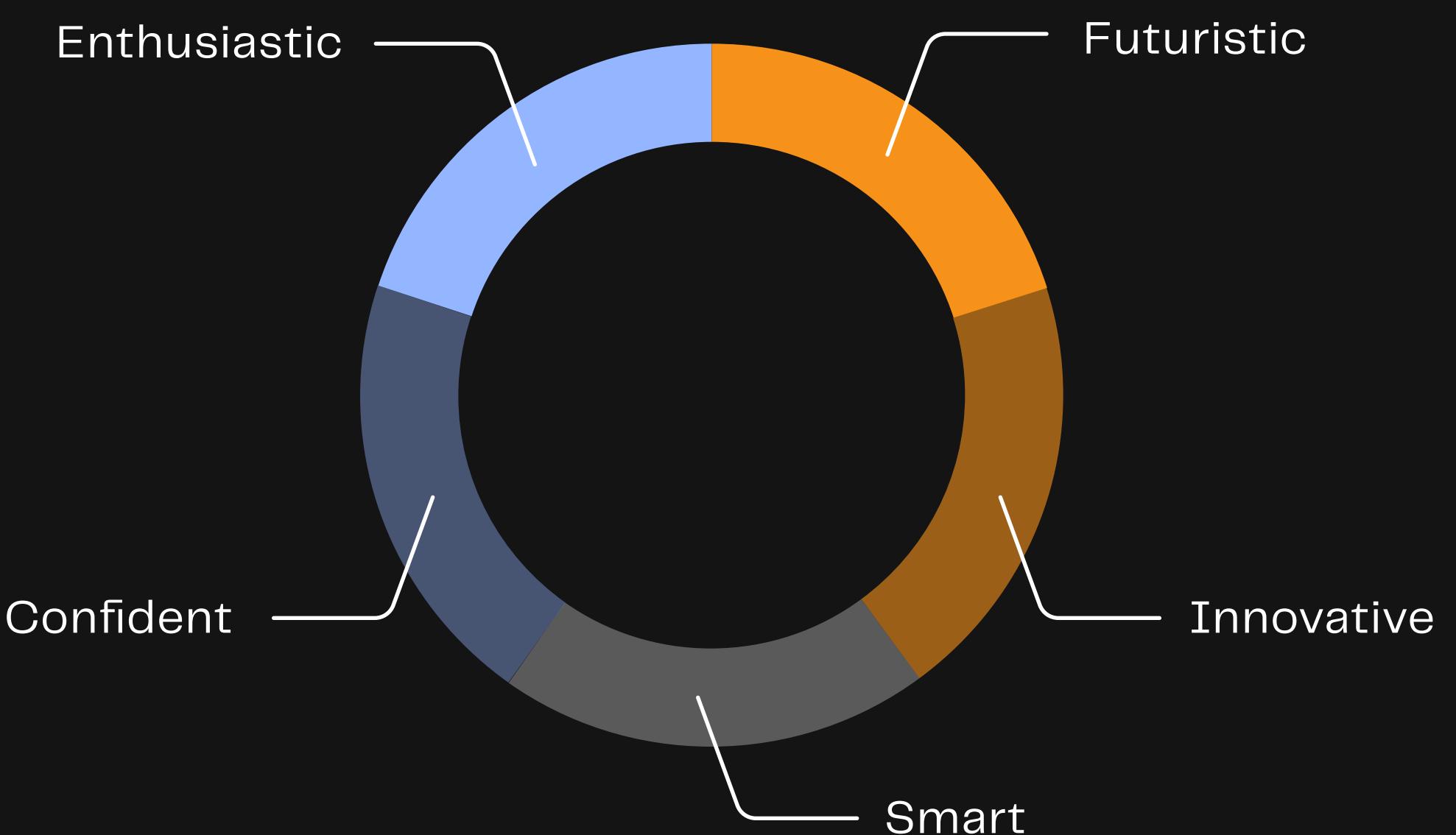
Our Guidelines

The Elastos brand is more than an abstract concept; it represents our vision and it encompasses all of the experiences that people associate with us. To protect the integrity of the visual and verbal expression of the Elastos brand, it is critical to follow the guidelines below.

This comprehensive communication system includes all of the key elements you will need – logos, typefaces, colors, and more – to broadcast a consistent tone, appearance, and feel for all communication materials.

We invite you to absorb this information and reference it often to become an informed correspondent of the brand. All graphical assets and elements are available on request. If you need anything further, please contact us.

Elastos's Character



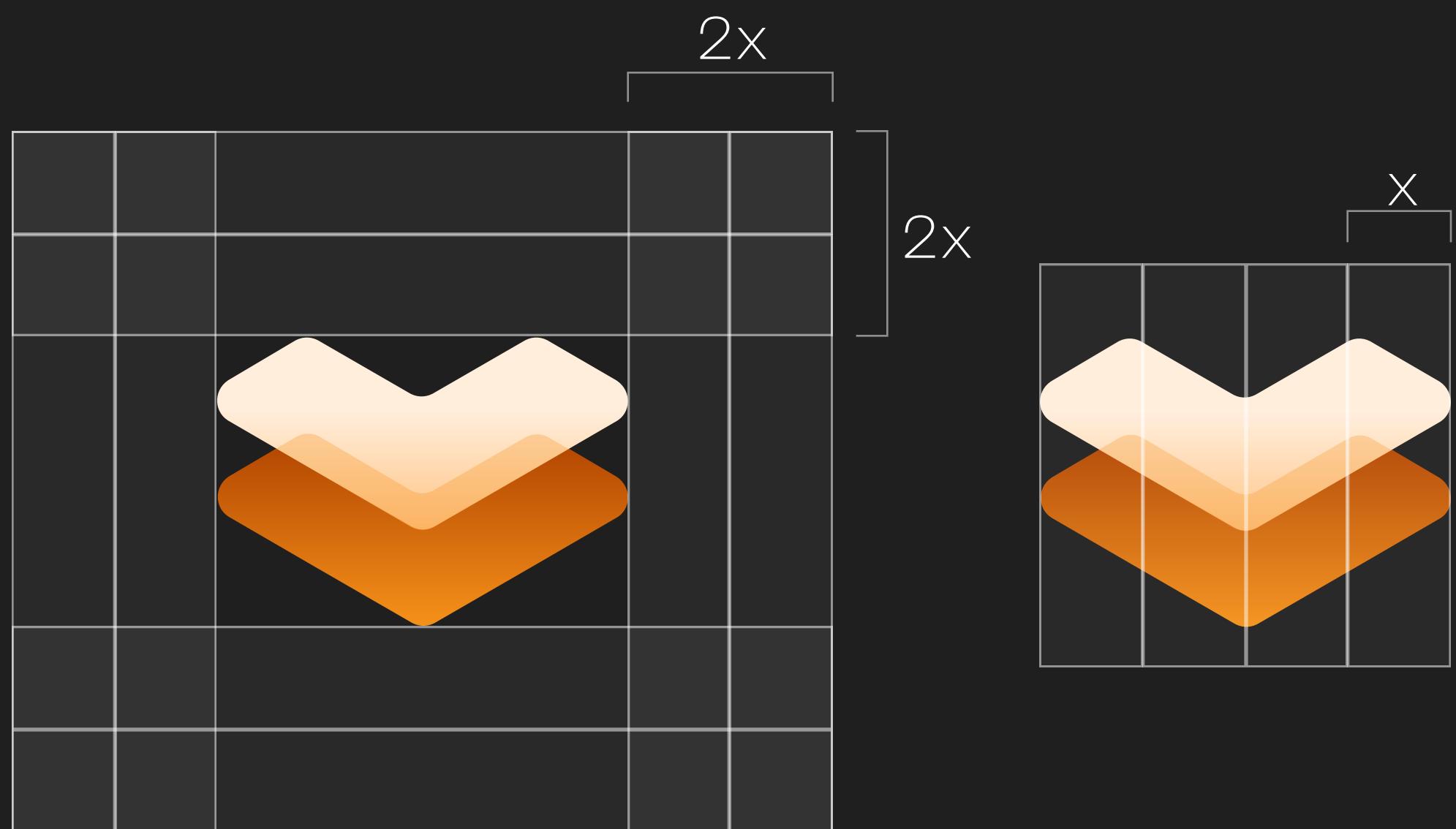
Logomark

Used to represent a brand, it can be placed as a standalone logomark without any text.



Logomark Clearance

Used to represent a brand, it can be placed as a standalone logomark without any text.



ELASTOS Logo

The logo that combines both a symbol (logomark) and text (logotype) into a single design. This versatile format allows placement in both vertical and horizontal orientations and is not used without the logomark.

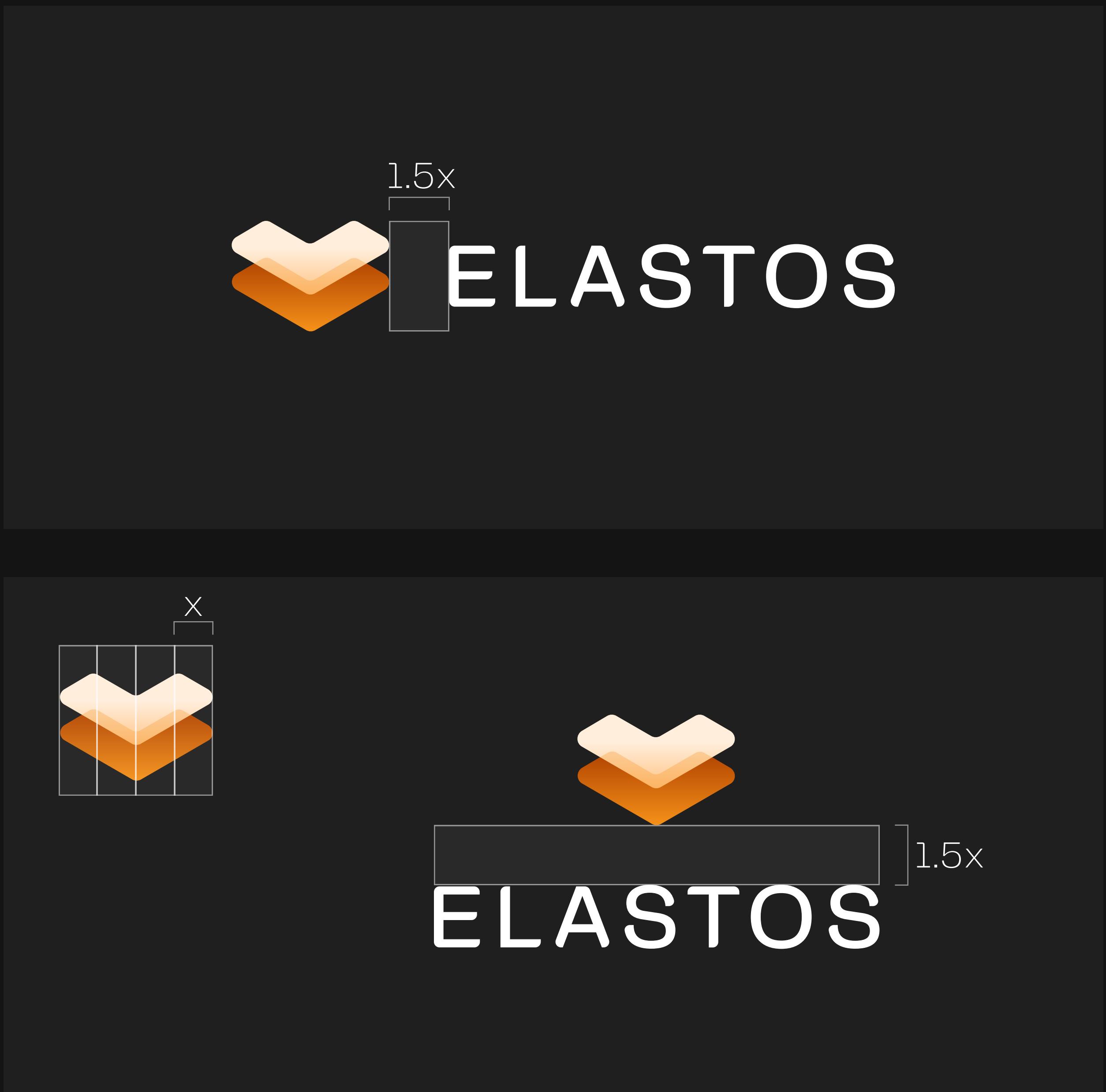


ELASTOS



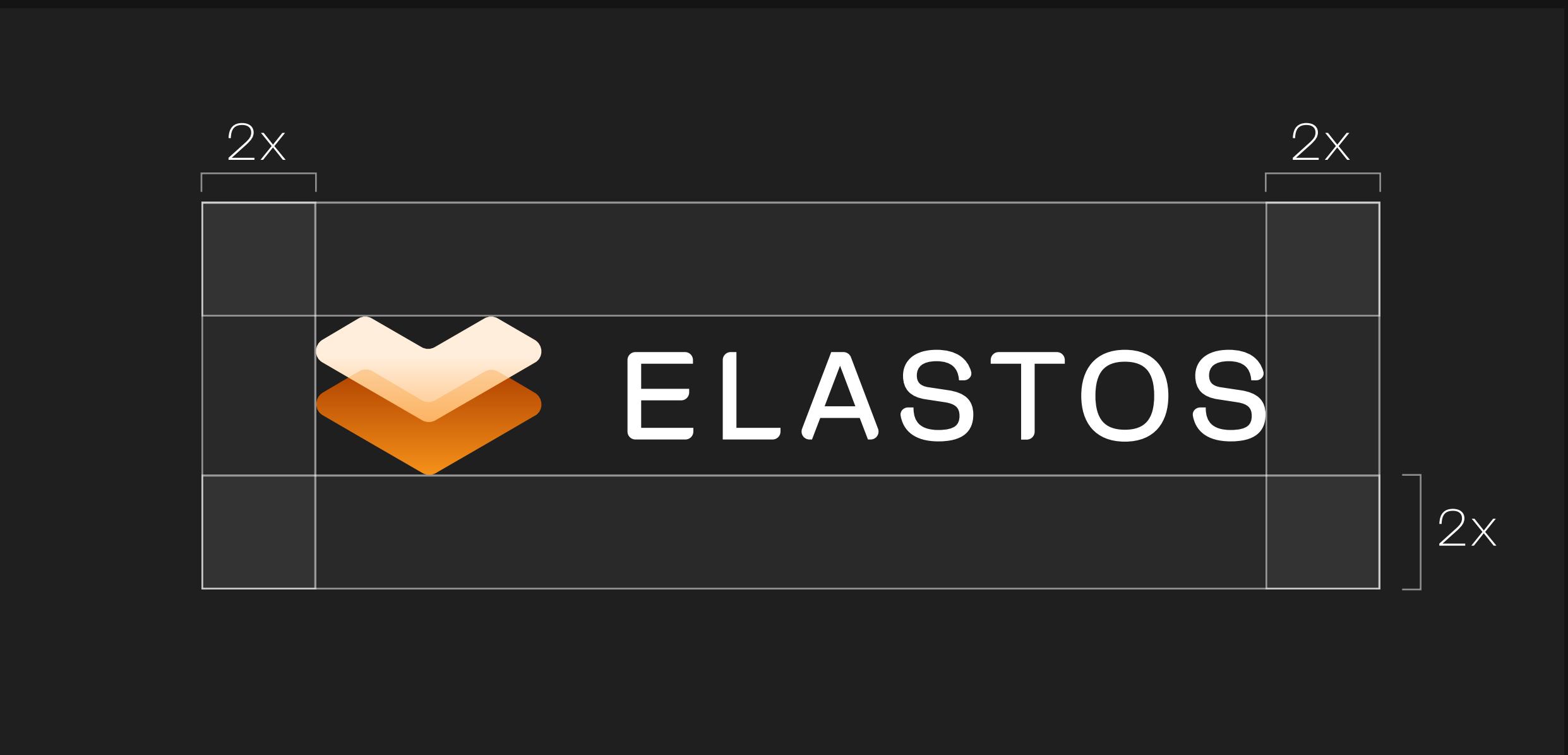
ELASTOS Logo Lockup

The logo that combines both a symbol (logomark) and text (logotype) into a single design. This versatile format allows placement in both vertical and horizontal orientations and is not used without the logomark.



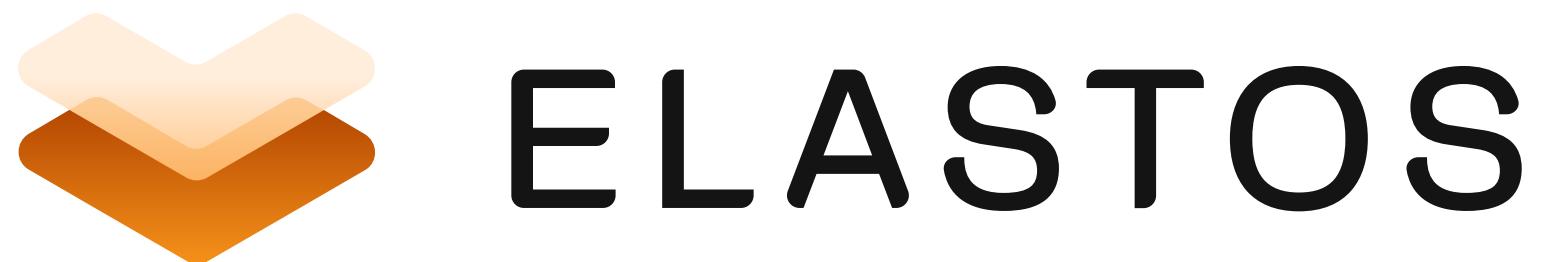
ELASTOS Logo Clearance

The logo that combines both a symbol (logomark) and text (logotype) into a single design. This versatile format allows placement in both vertical and horizontal orientations and is not used without the logomark.



Logo Color

When a quieter brand presence is necessary, such as on a website header, letterhead, or business card, the logo should be placed on a white or black background.



Logo Common Misuse

For consistency and legibility, our logo shouldn't be altered in any way.



ELASTOS



ELASTOS



Don't alter the colors of our logo.

Don't stretch, squeeze or rotate our trademarks.



ELASTOS



ELASTOS



Do not rearrange the text in our logo.

Don't add effects or shadows to our logo.



ELASTOS

ELASTOS



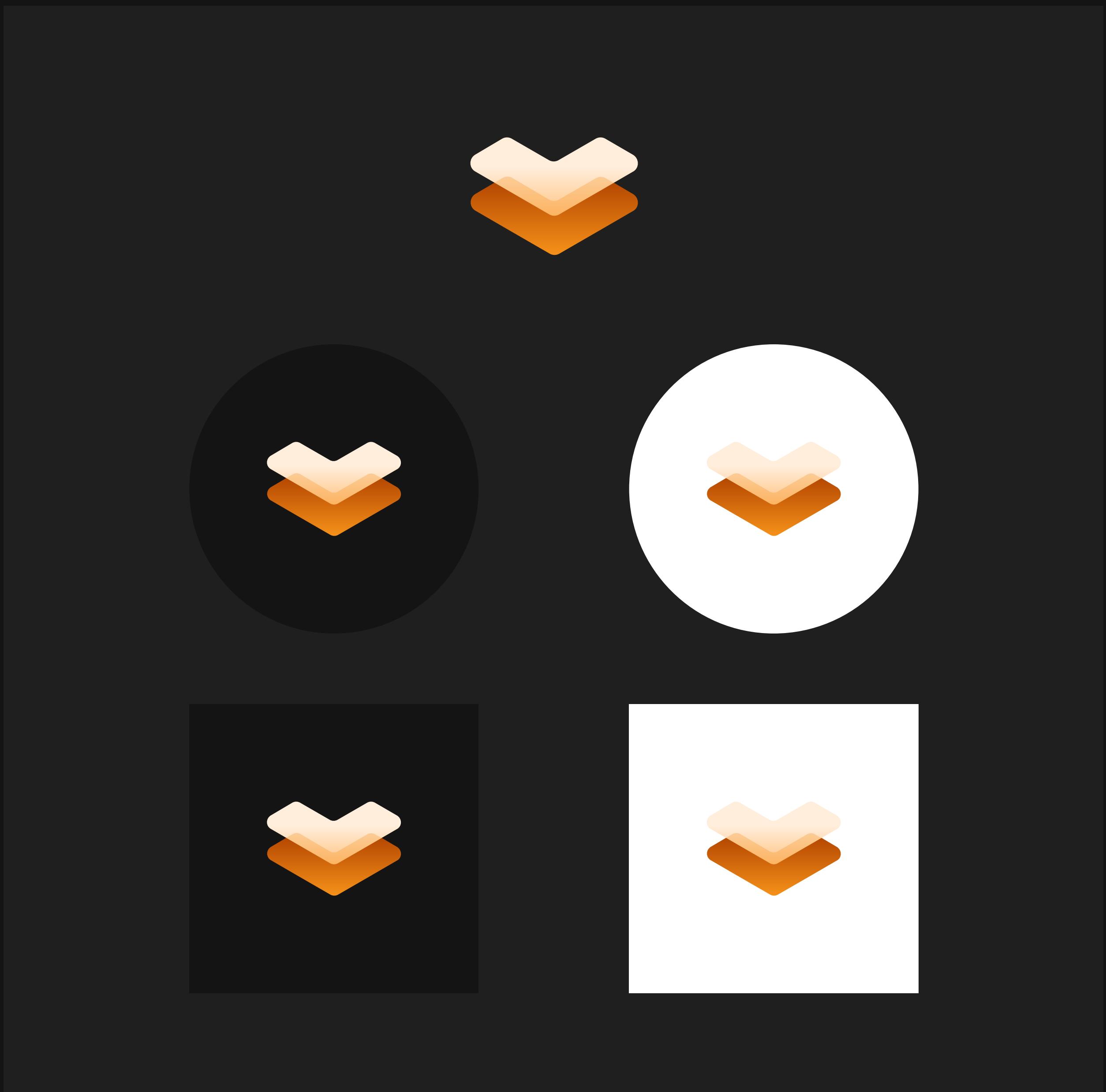
Do not set the logo in stroke.

Don't outline our logo.



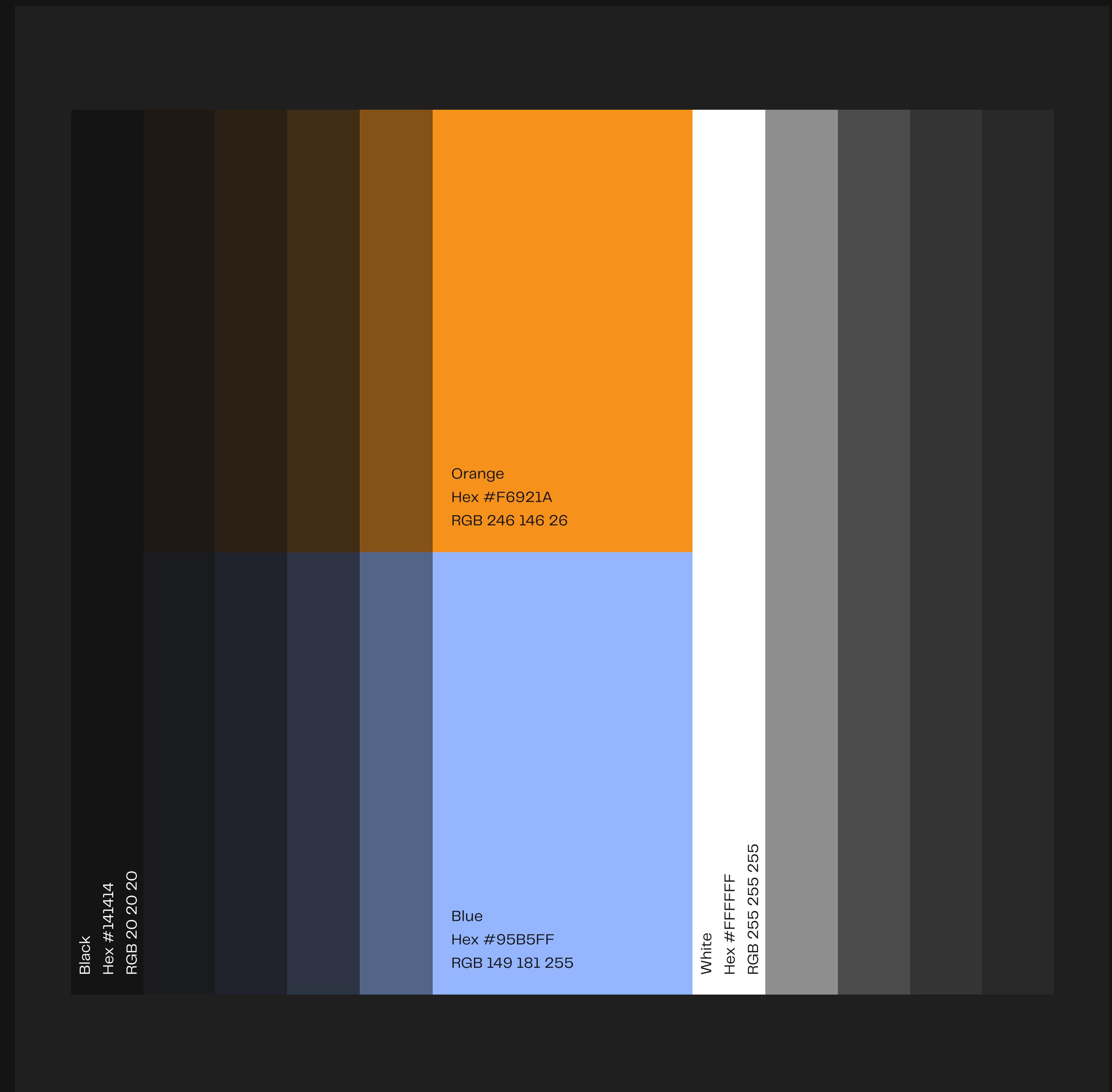
Avatars and Icons

The icon is only available in our core palette of black or white, with no other color combinations.



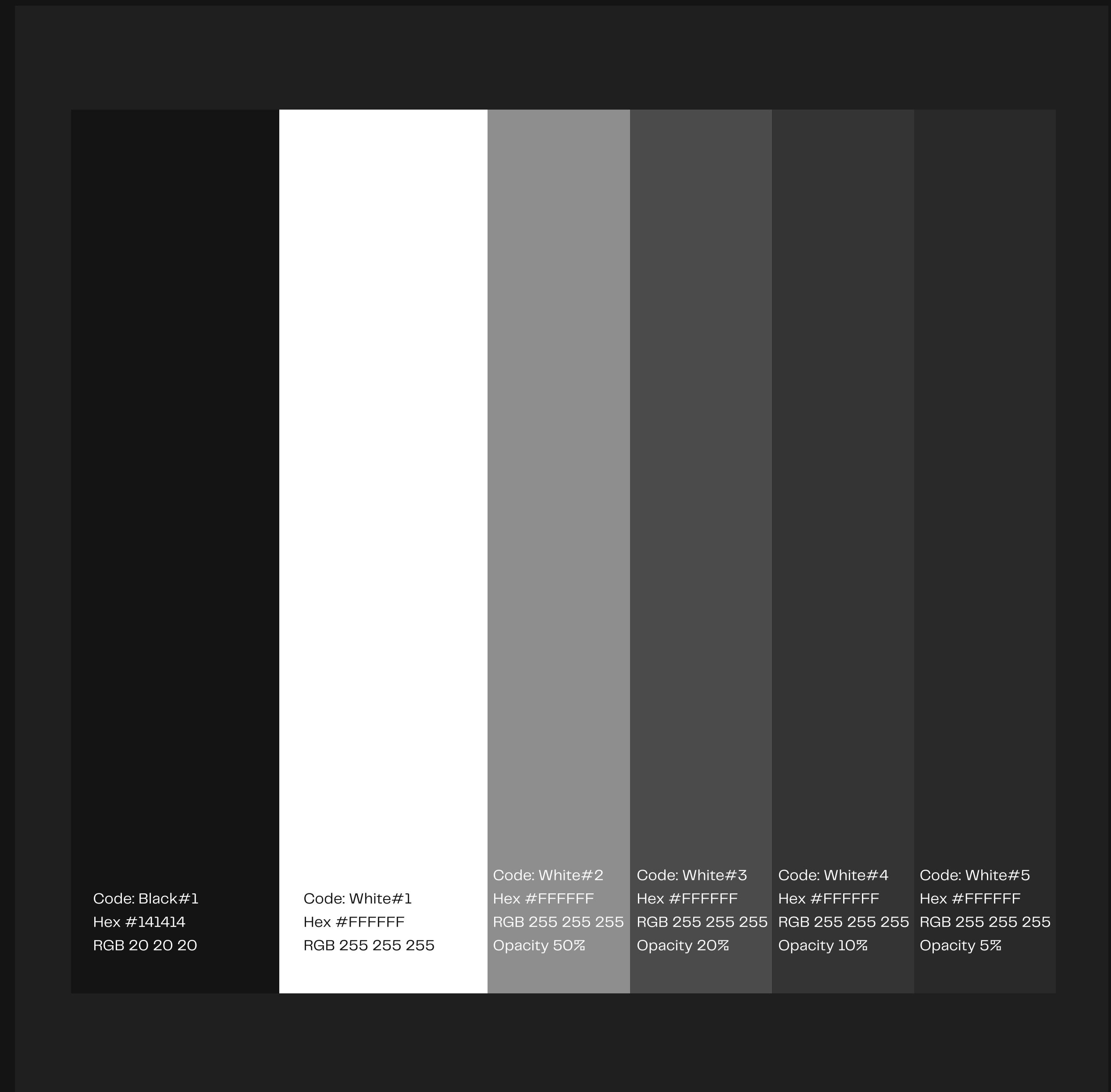
Colors

Each shade should be used in its designated role within our visual materials to maintain a cohesive and harmonious brand experience. Orange and blue may be adapted to varying opacities as needed, but the core shades must remain identifiable.



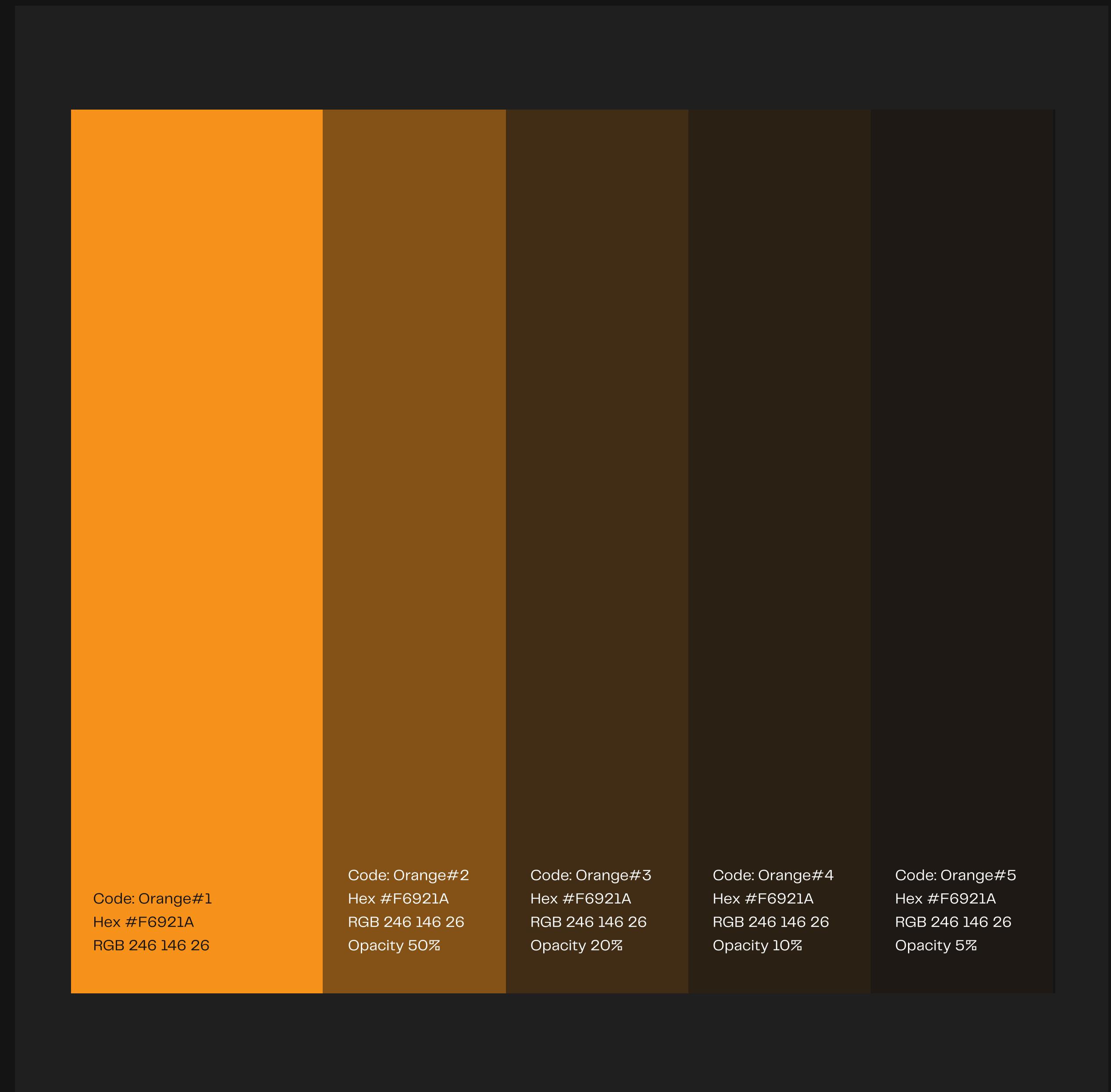
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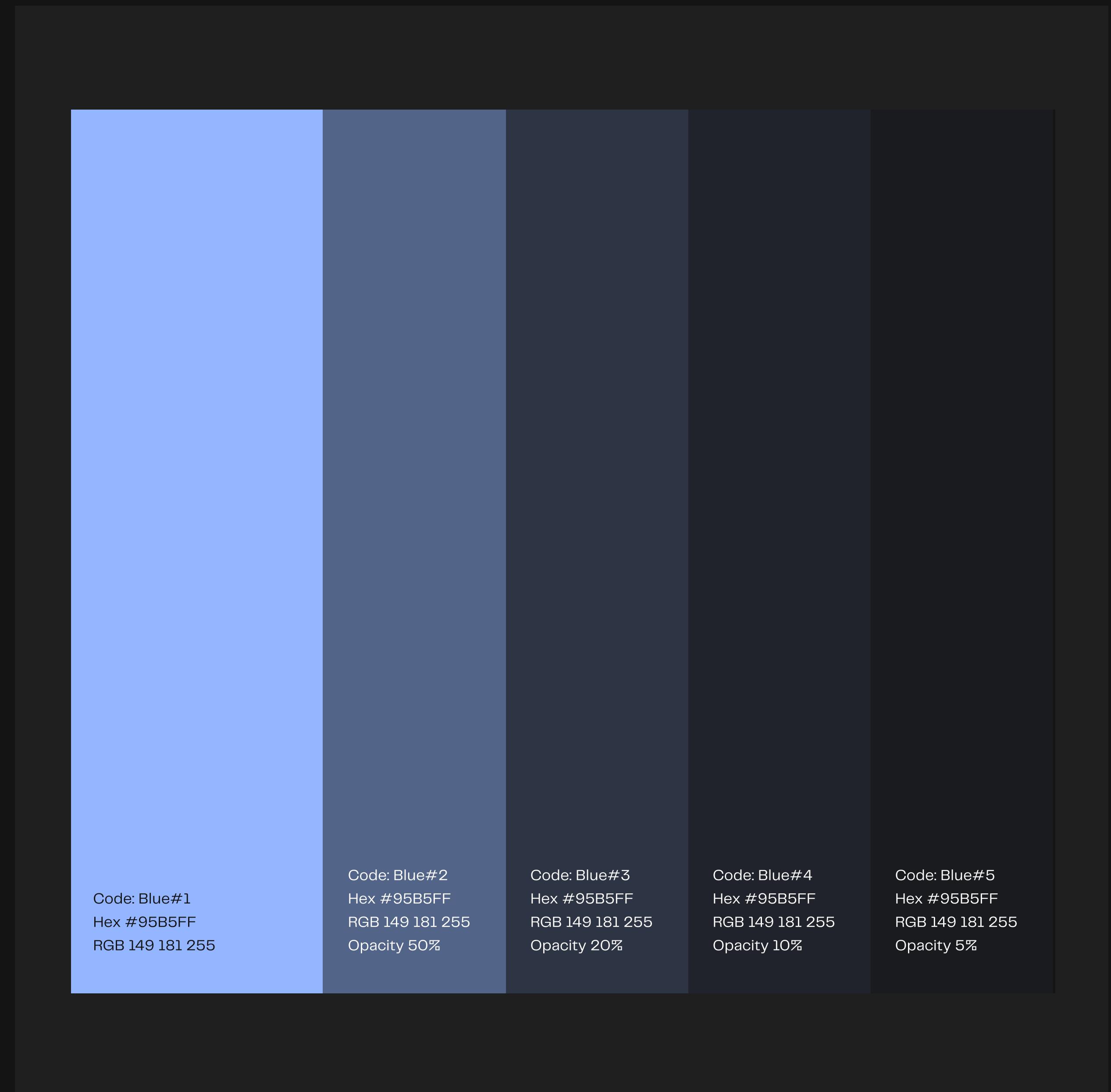
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Typography

PP Telegraf is the cornerstone of our textual content, serving as the primary typeface. Used in two weights—PP Telegraf Ultralight and PP Telegraf Regular—it provides versatility in communication, from compelling headlines to detailed body text.



PP Telegraf

AaBbCcDdEe123
AaBbCcDdEe123

Typography Mix and Hierarchy

PP Telegraf Ultralight is used 90% of the time, while PP Telegraf Regular is used 10%.

Use PP Telegraf Ultralight at all times for both headings and body copy.

Headings: PP Telegraf Ultralight | Leading: 100 to 150% | Tracking: 2% to 4%

BodyCopy: PP Telegraf Ultralight | Leading: 100 to 150% | Tracking: 2% to 4%

In Case: PP Telegraf Regular | Leading: 100 to 150% | Tracking: 2% to 4%

*Use only when it is truly necessary to separate topics.



Typography Mix in Use

Too Tight



Too Loose



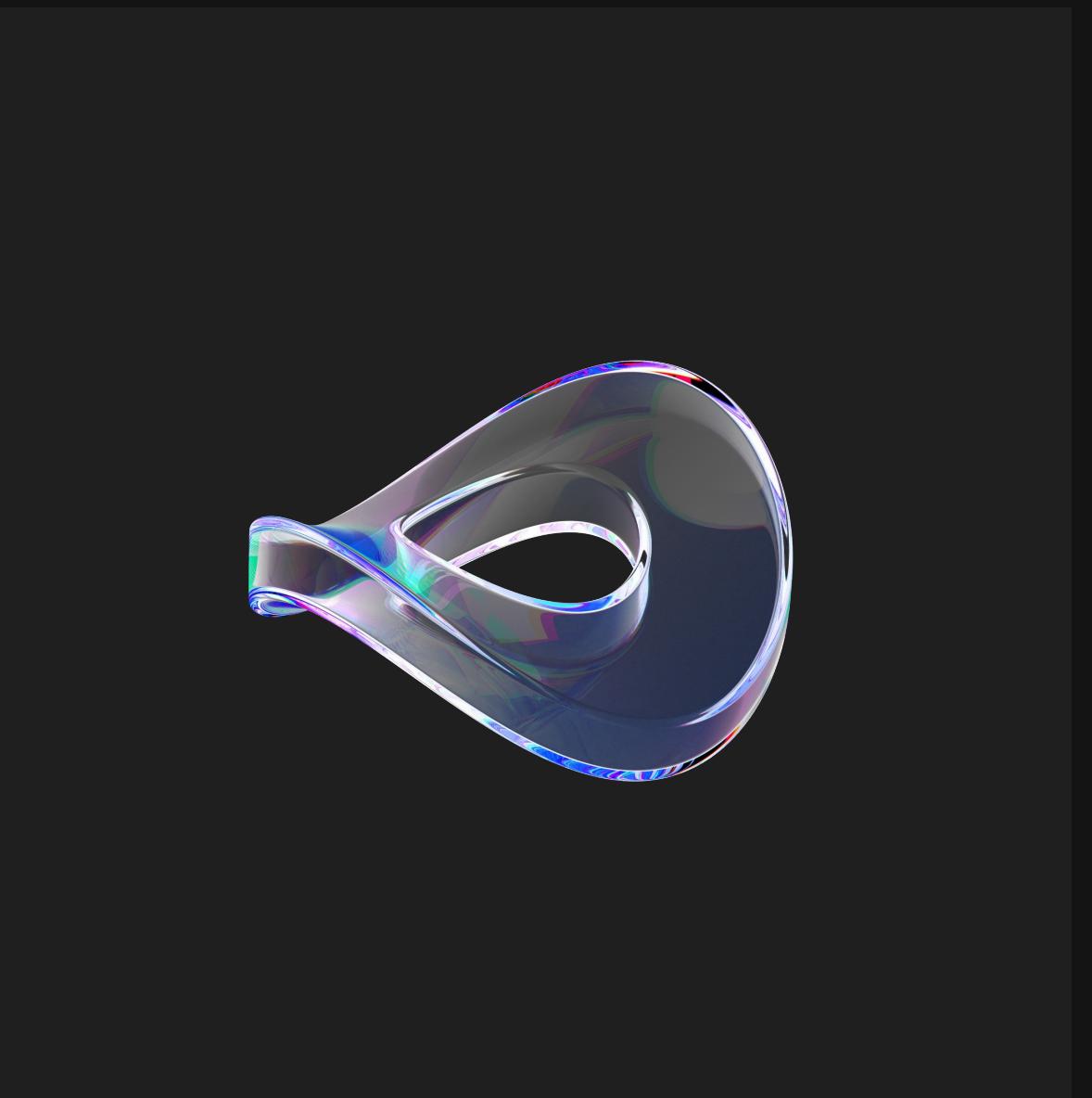
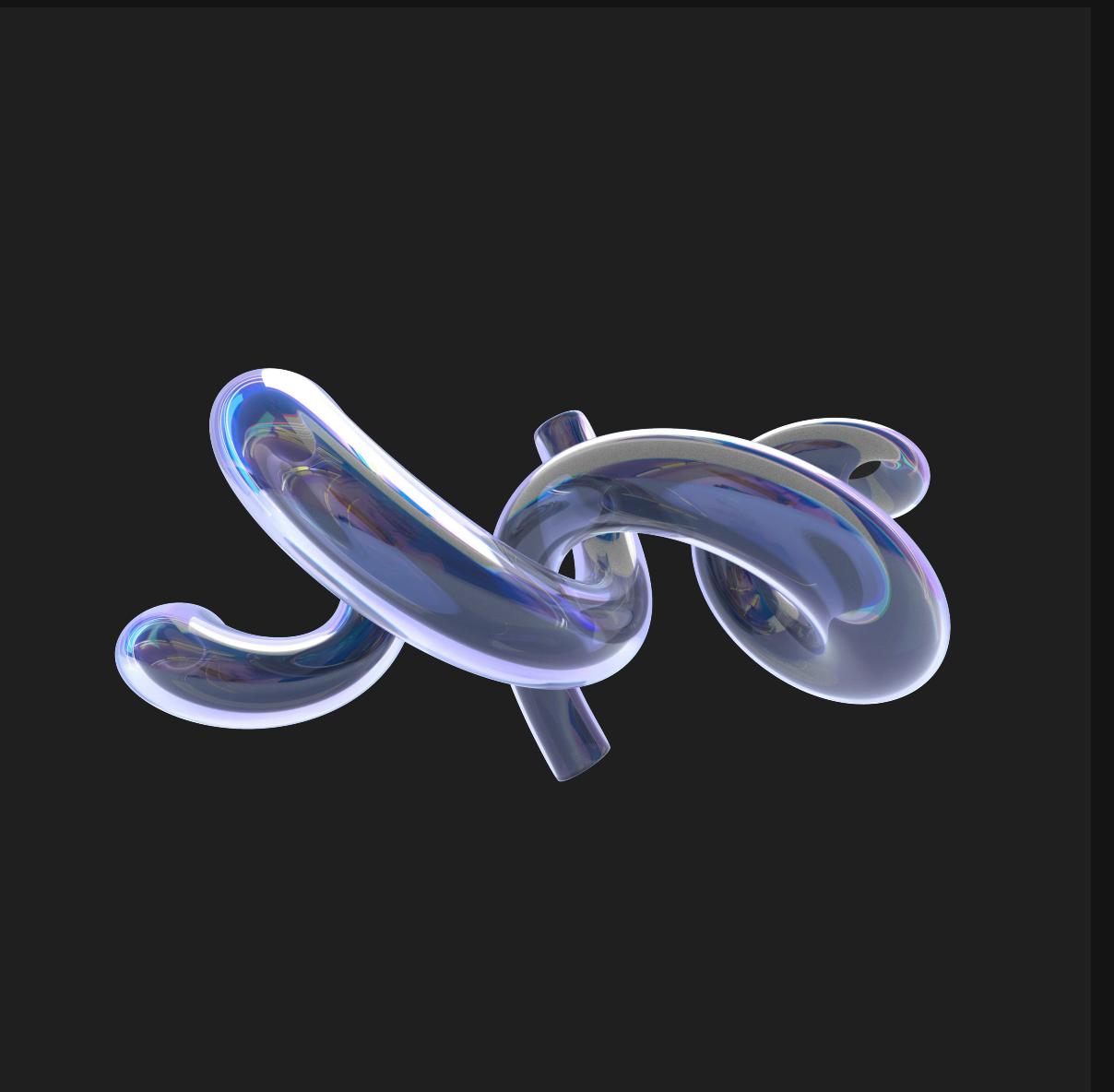
Using PP Telegraf
Regular on its own



Brand Assets #1

These assets bring a cutting-edge, futuristic feel to our branding, with 3D glass and gradient elements enhancing the brand's high-tech, Web3, or blockchain aesthetic.

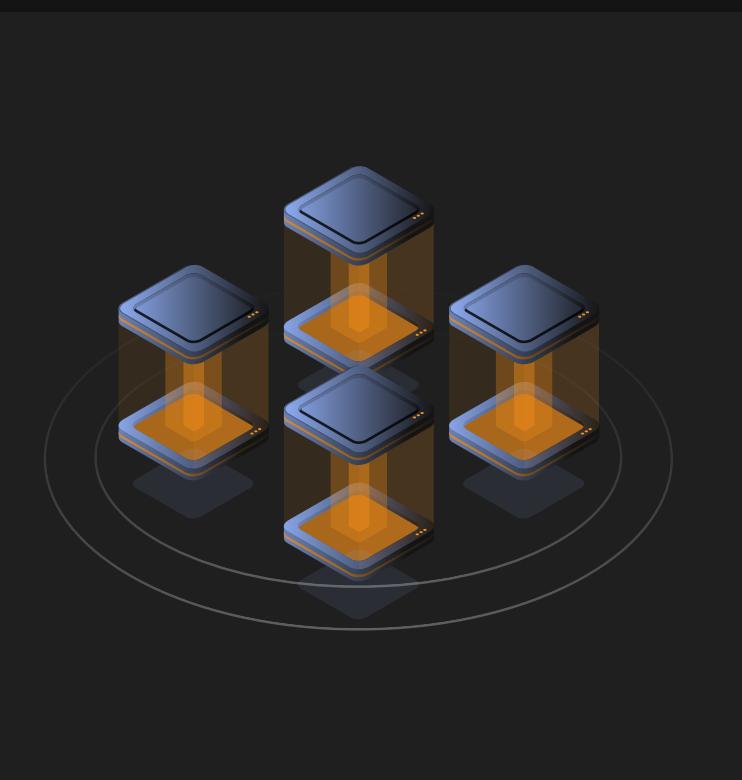
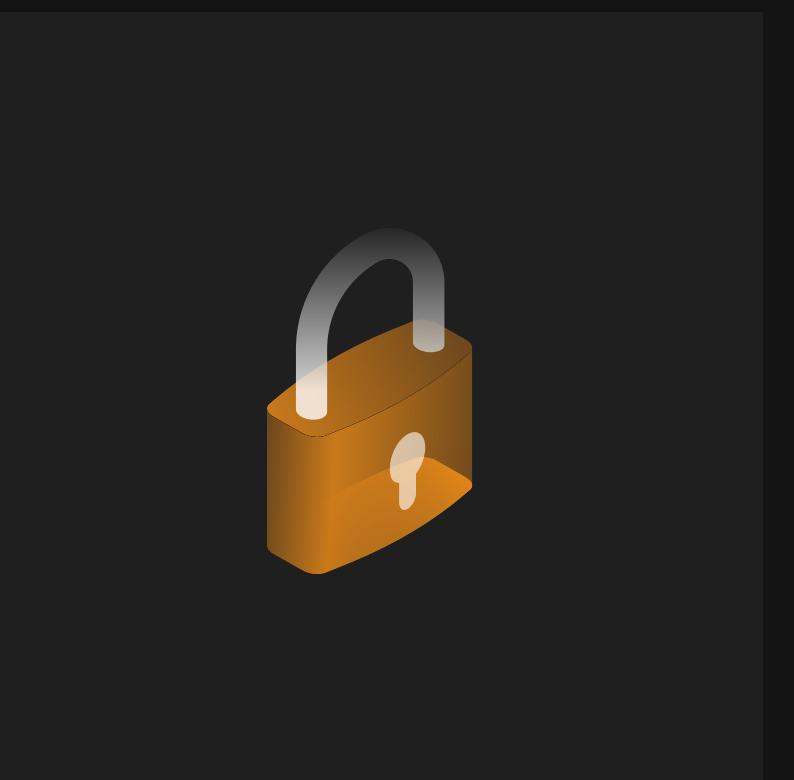
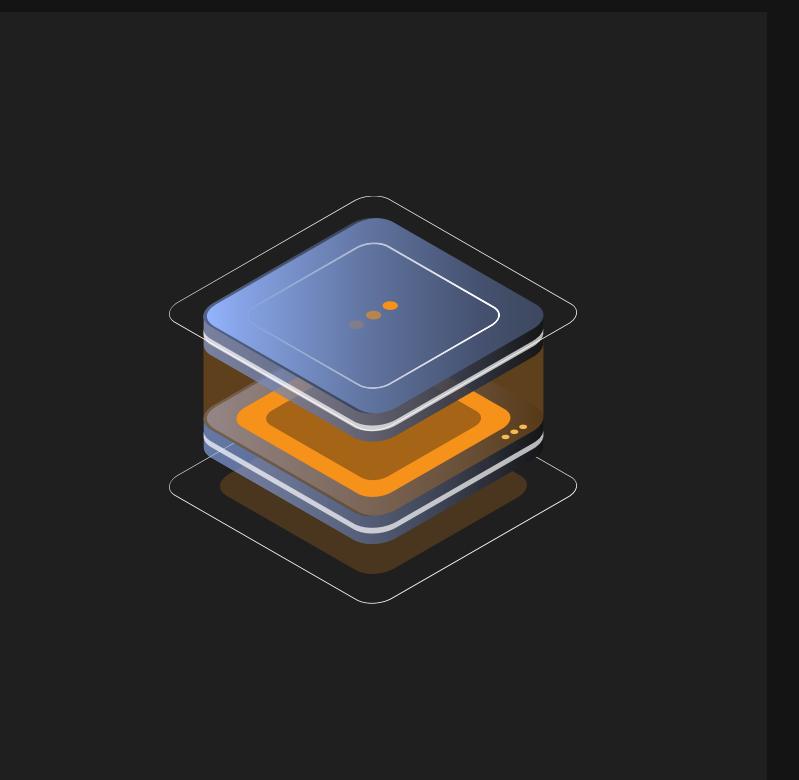
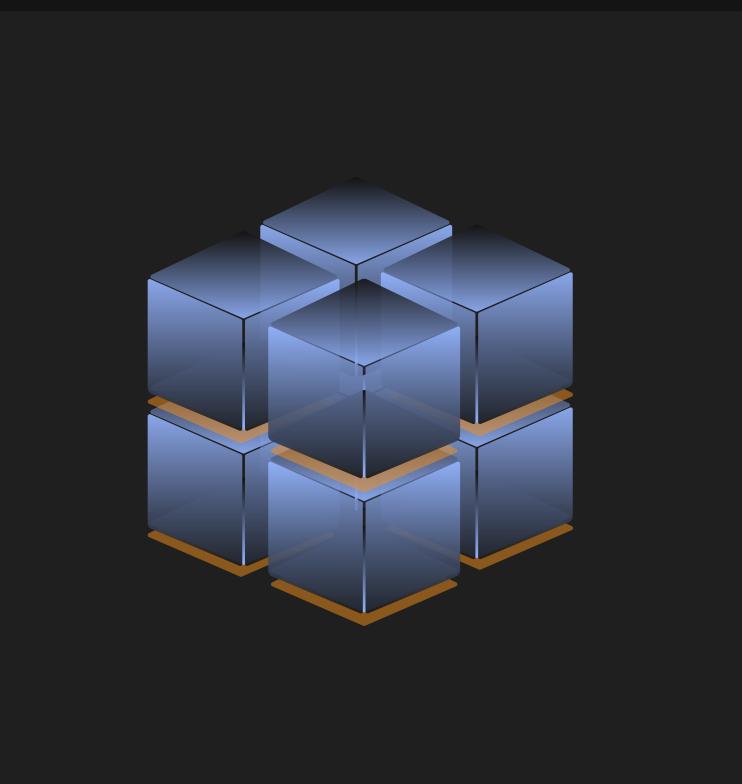
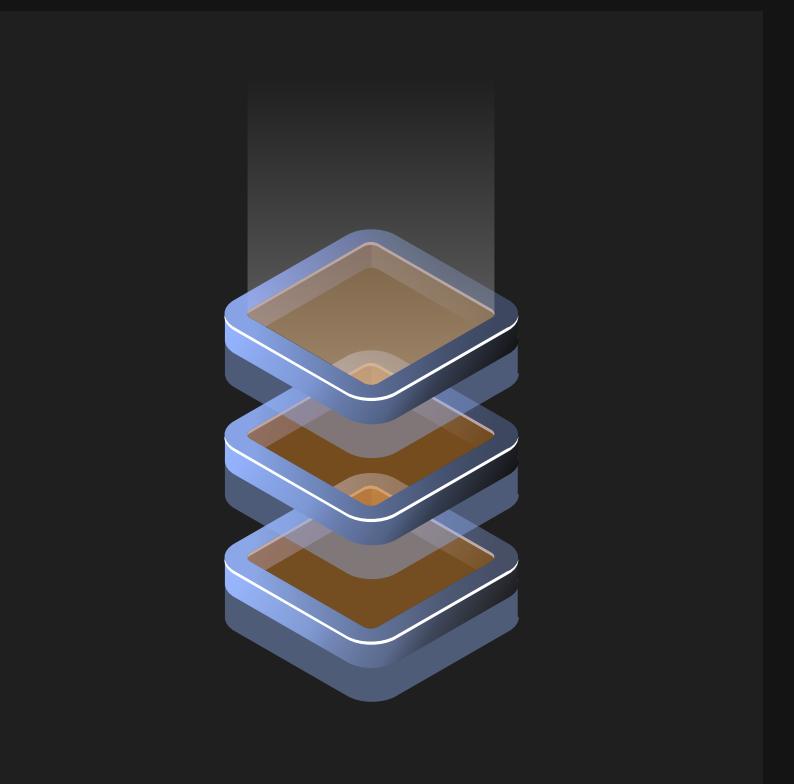
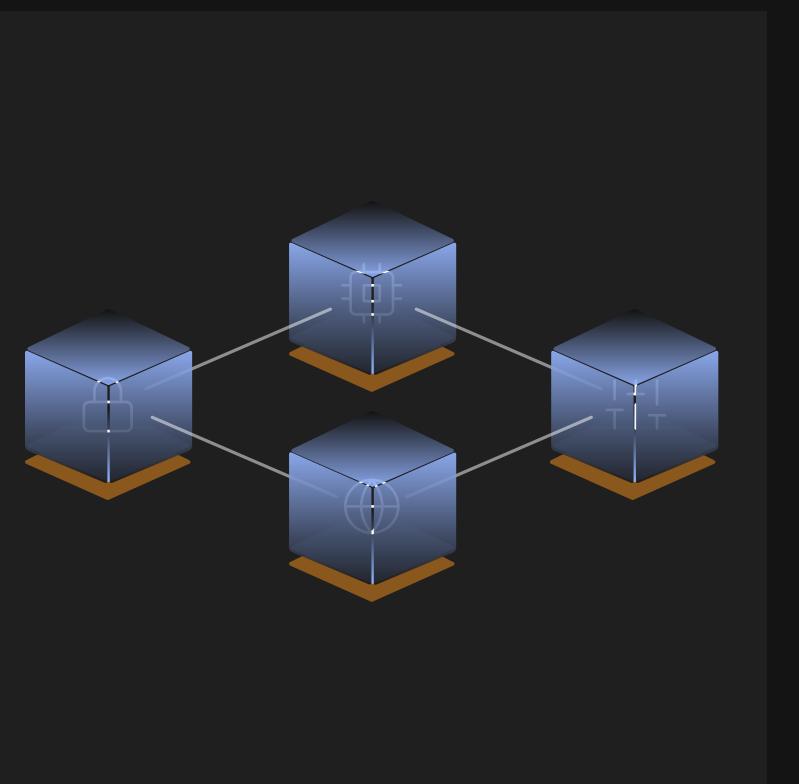
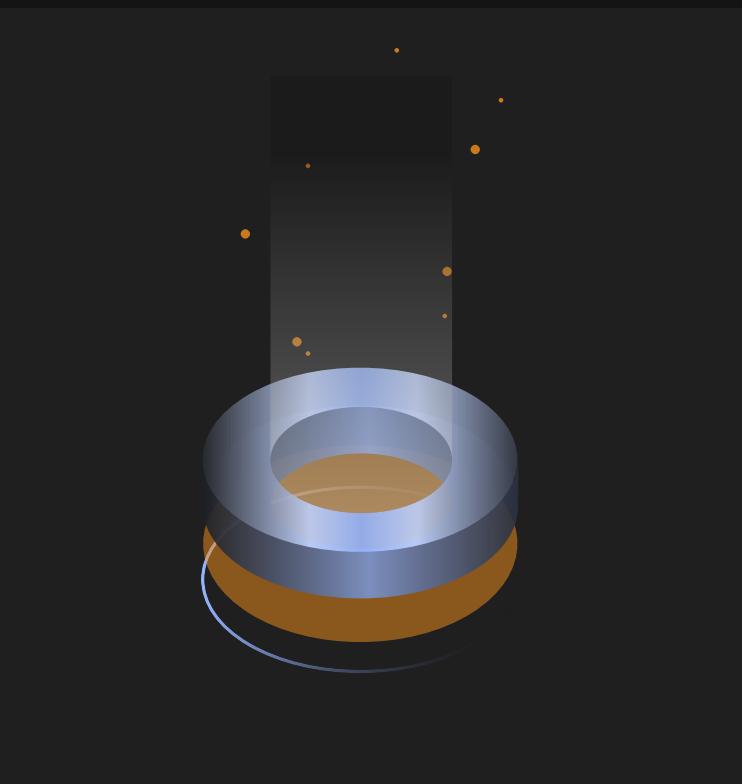
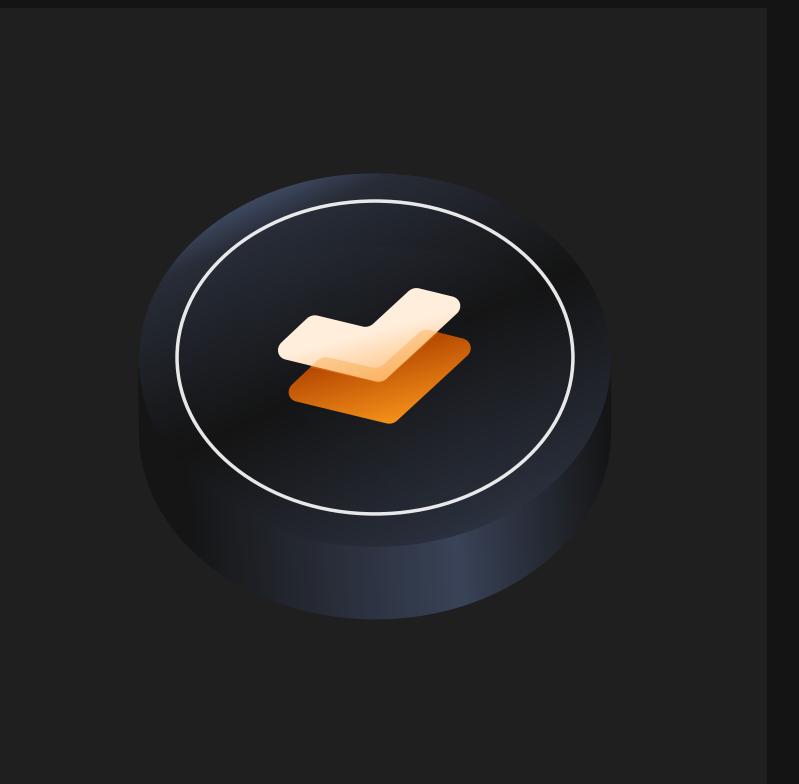
Use these 3D glass render assets on the website or banners where needed.



Brand Assets #2

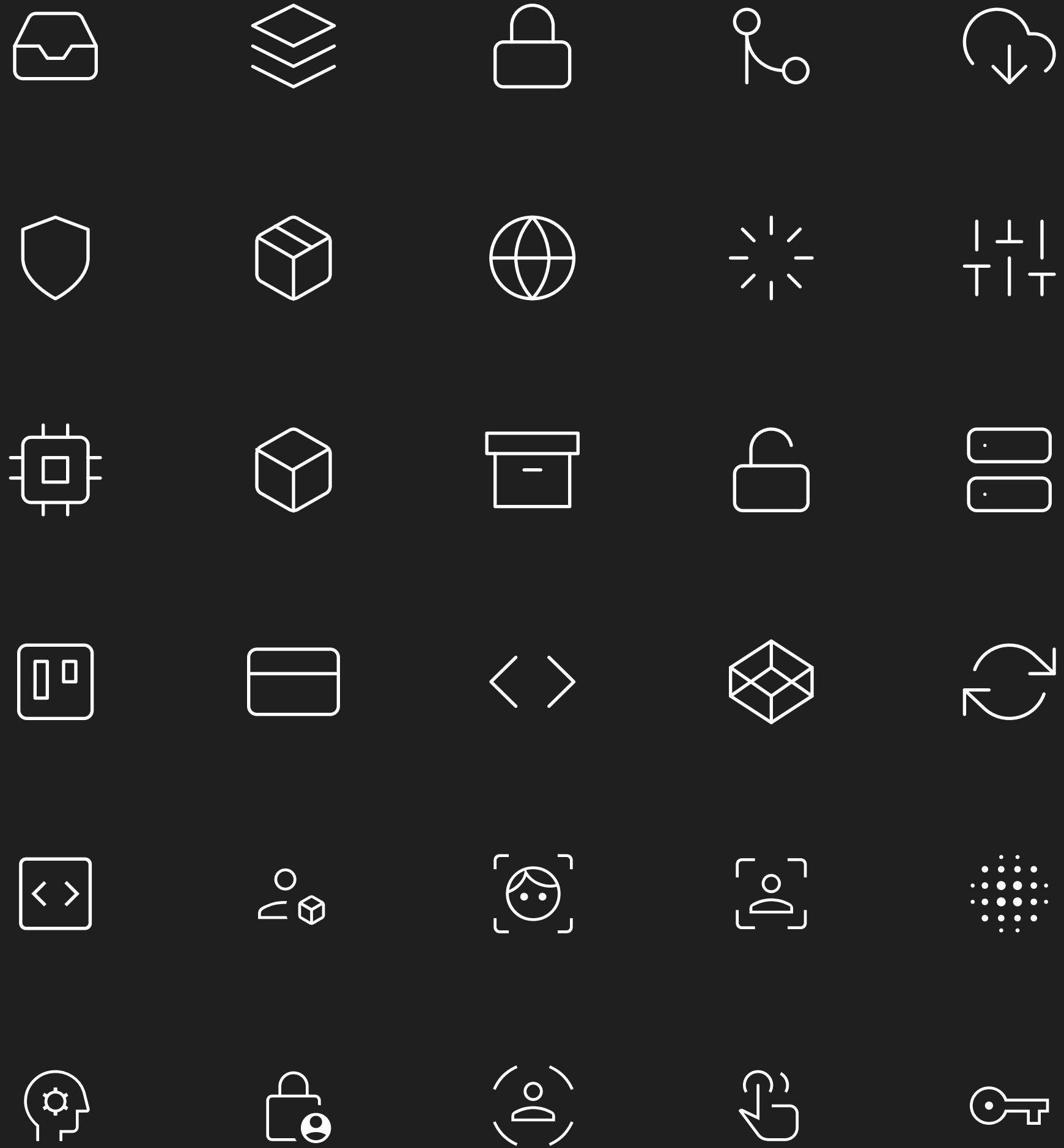
These assets bring a cutting-edge, futuristic feel to our branding, with 3D glass and gradient elements enhancing the brand's high-tech, Web3, or blockchain aesthetic.

Use this 3D vector style to represent the brand's identity on banners as needed.



Brand Assets – Icons

The outlined icon style is used to represent the brand's identity on websites and banners as needed.



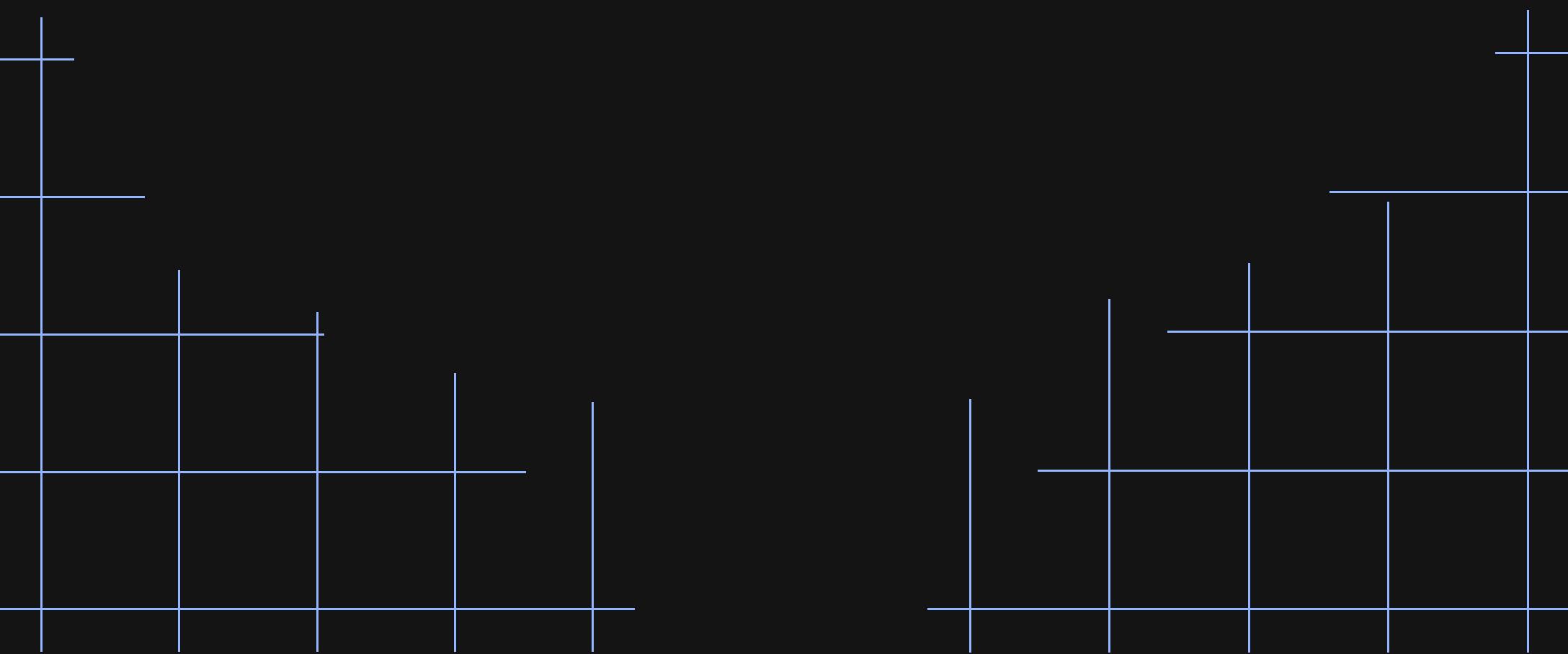
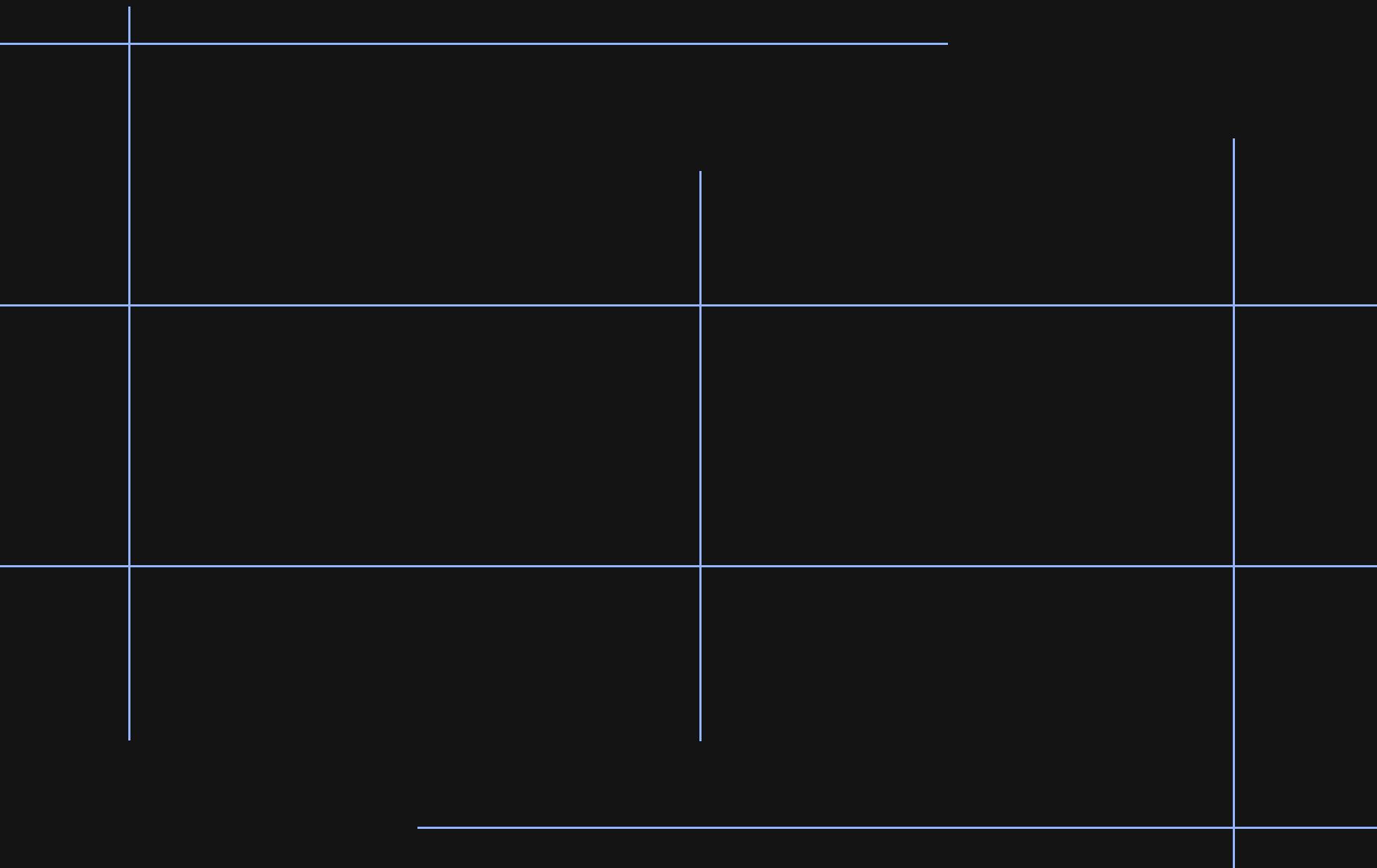
Graphic Elements #1

Part of our graphical style includes elements and assets derived from the Elastos logo. We maintain this style for backgrounds and individual graphical assets as needed. Here are two color examples.



Graphic Elements #2

Another aspect of our graphical style incorporates elements and assets with a minimalistic and futuristic design. We maintain this style for backgrounds and individual graphical assets as needed.



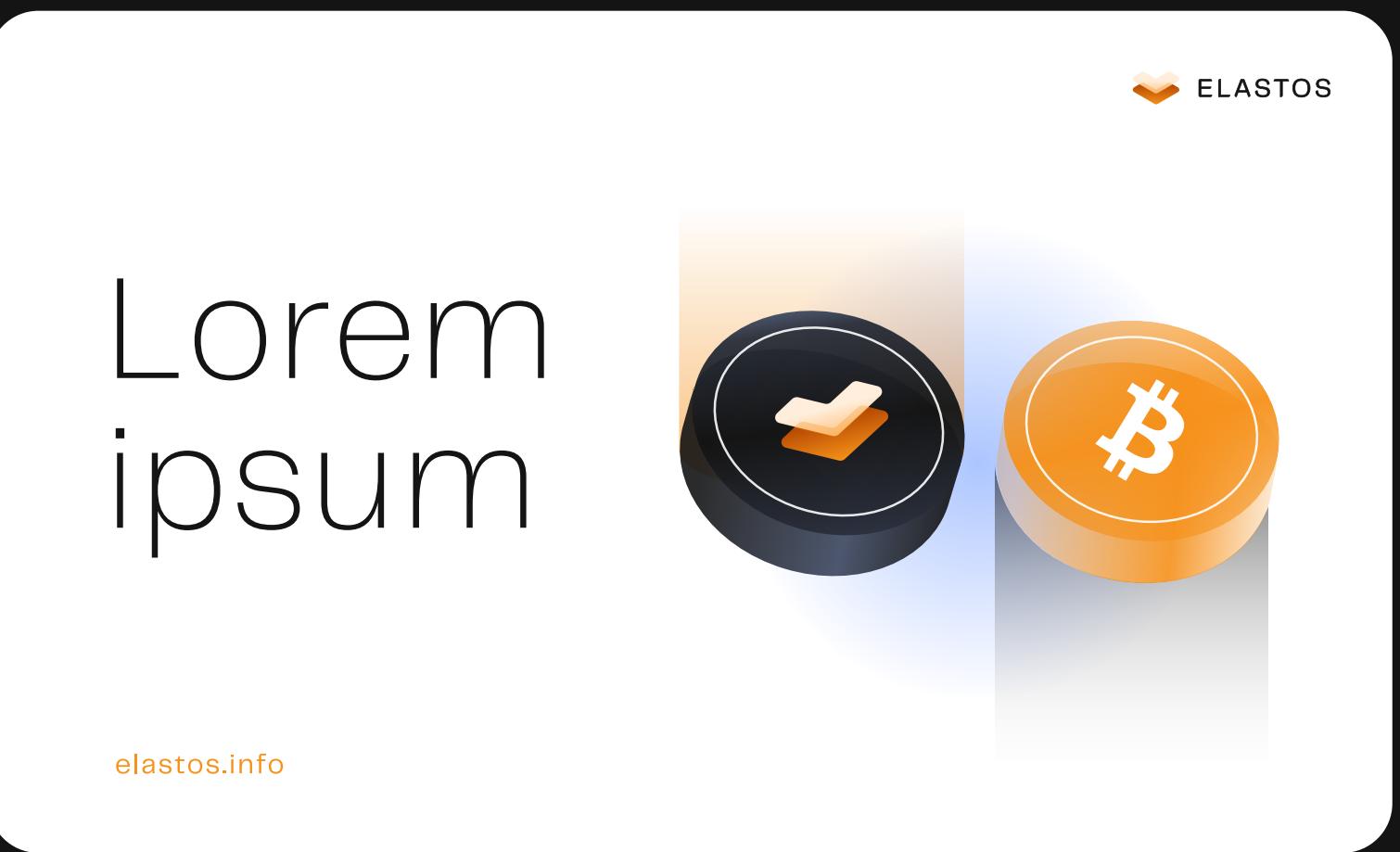
Banner Templates #1

Use PP Telegraf Ultralight as the main font, incorporating orange and blue as needed. Add or create brand assets (3D, Vector) related to the topic while maintaining a minimalistic style.



Banner Templates #2

Use PP Telegraf Ultralight as the main font, incorporating orange and blue as needed. Add or create brand assets (3D, Vector) related to the topic while maintaining a minimalistic style.



Banner Templates #3

Use PP Telegraf Ultralight as the main font, incorporating orange and blue as needed. Add pictures related to the topic while maintaining a minimalistic style.

