



Brand Guide v3

Horizontal 1

TAIKO

TAIKO

Horizontal 2



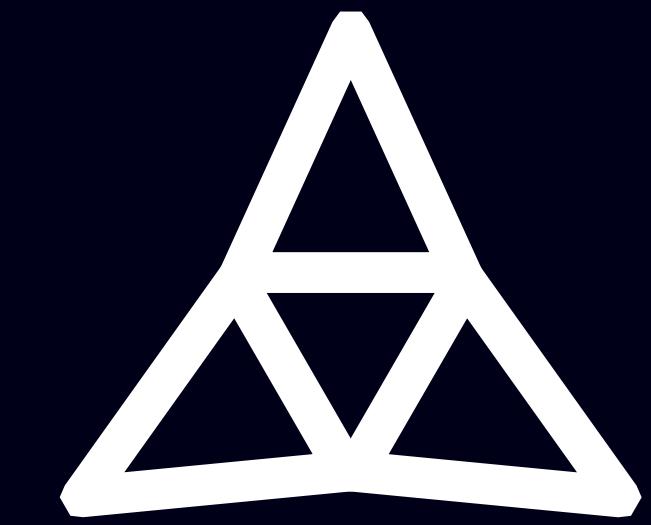
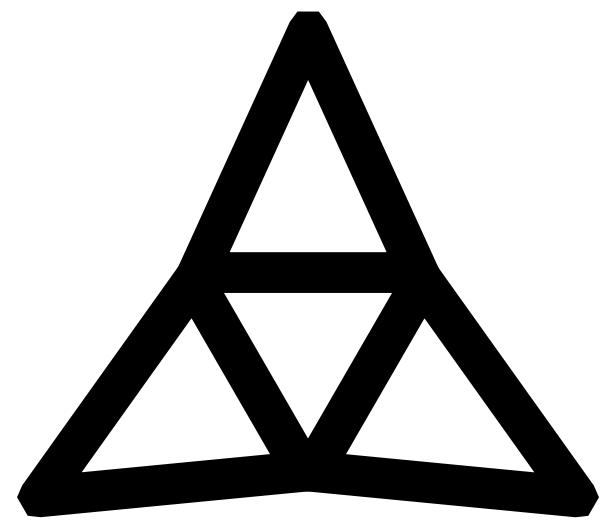
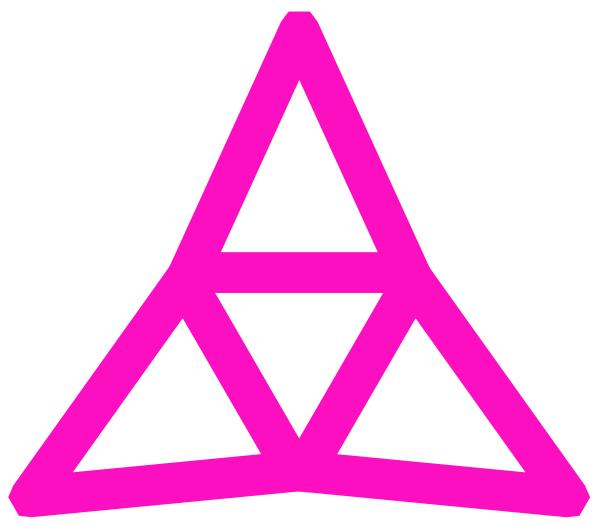
Vertical



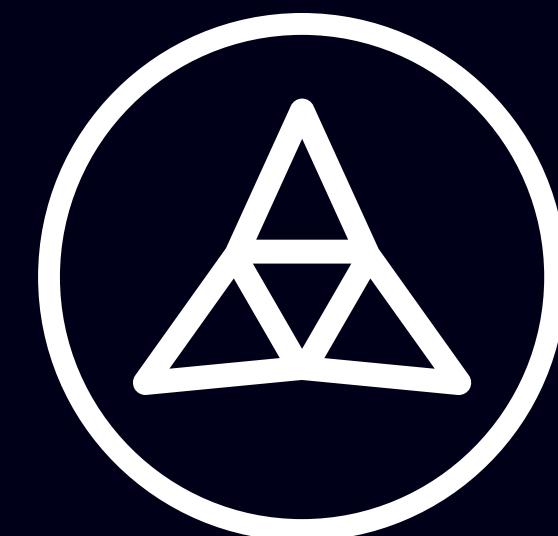
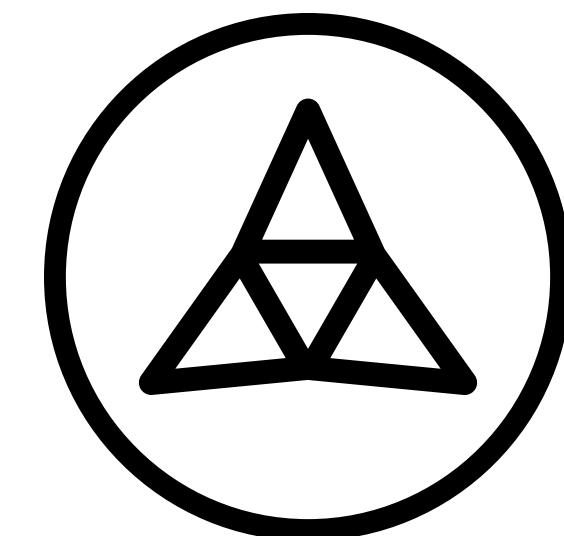
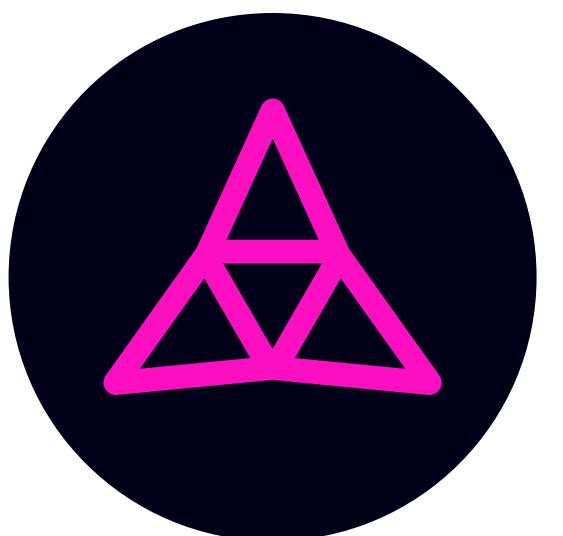
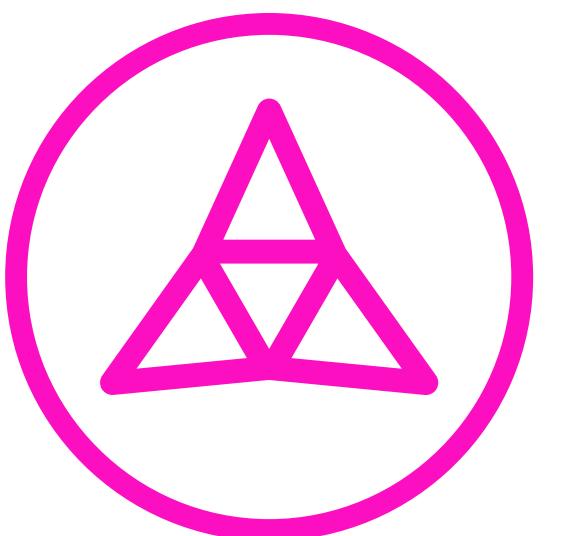
Square

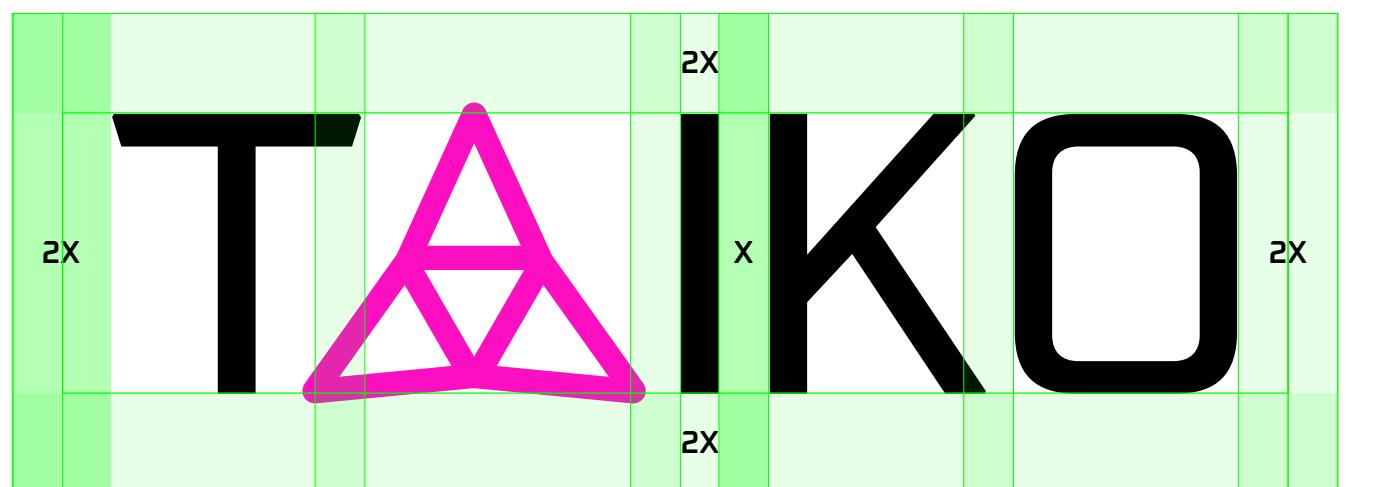


Logo

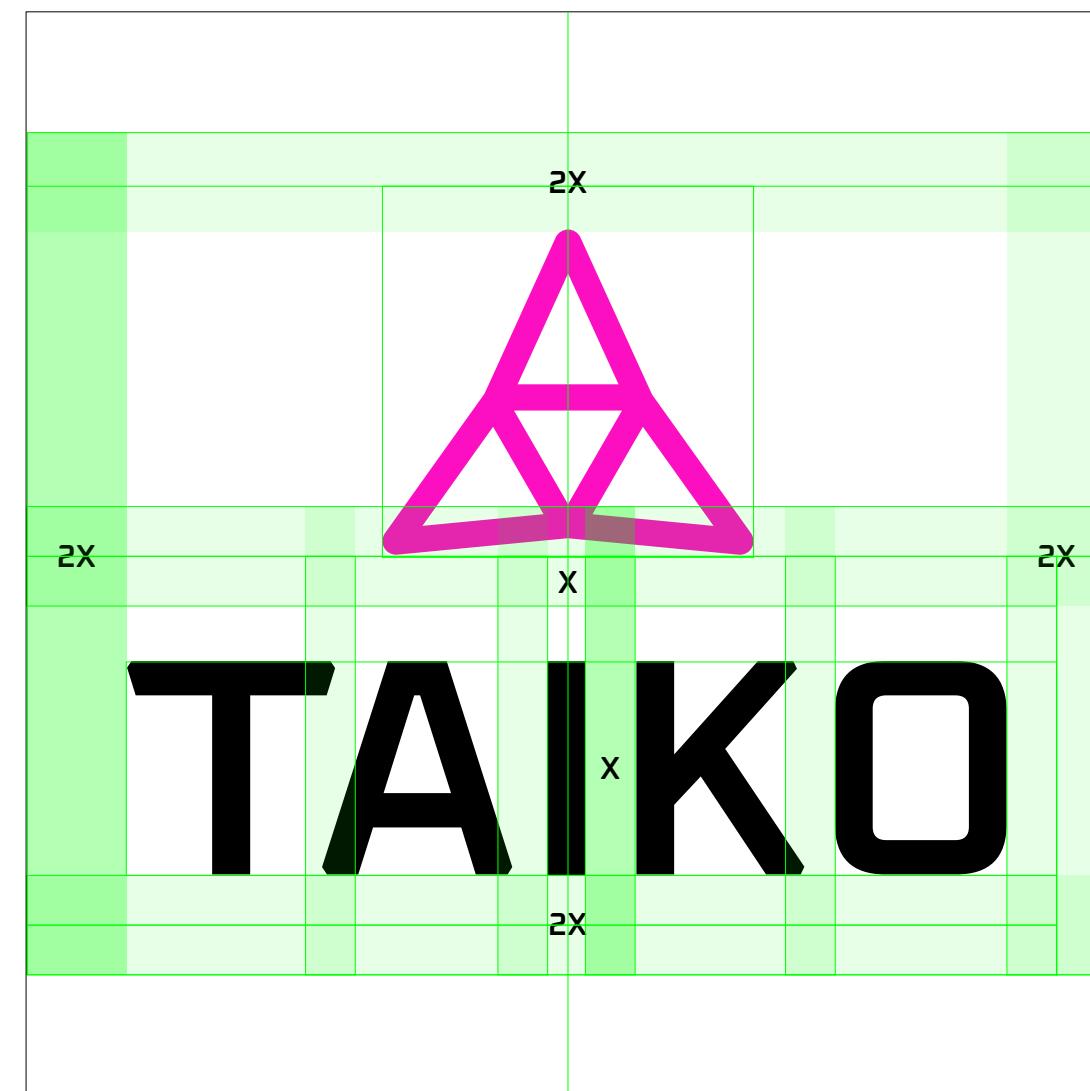


Token

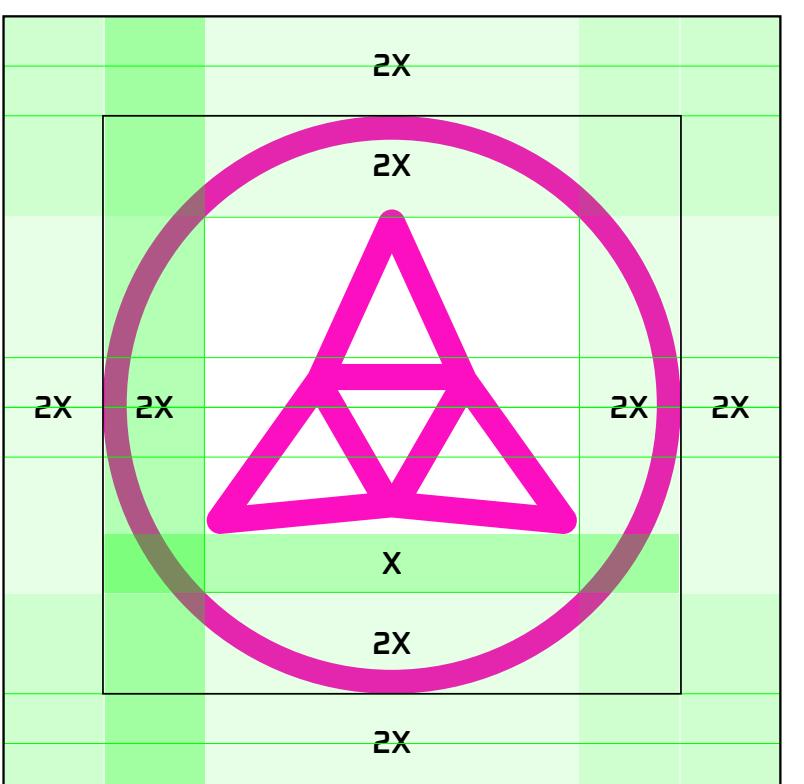




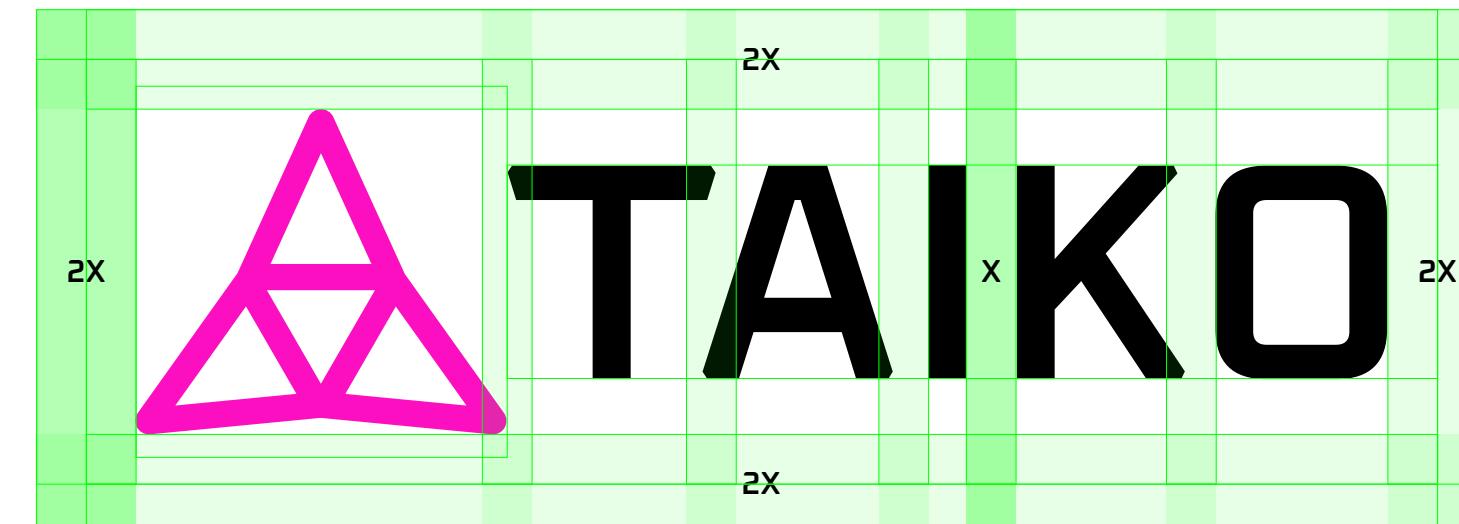
Official logo (horizontal 1)



Vertical / squared variation

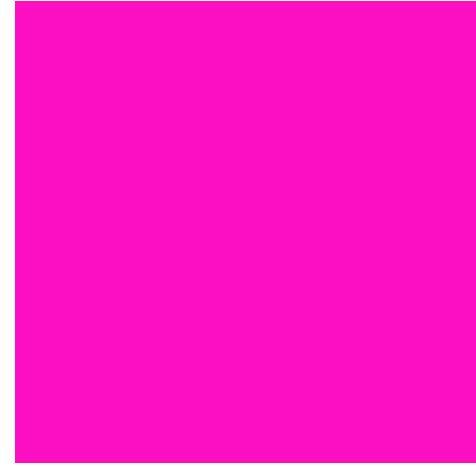


Token logo



Horizontal 2

Colours



Fluo

#fc0fc0



Black

#000000



White

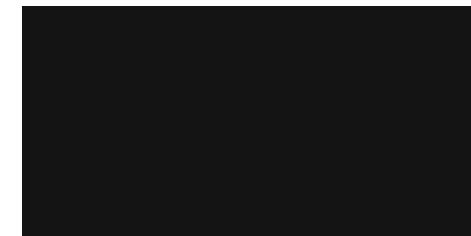
#ffffff

Secondary Colours



Fluo dark

#d313ae



Dark grey

#141414



Navy Brighter

#020230



Fluo bright

#ff56d5



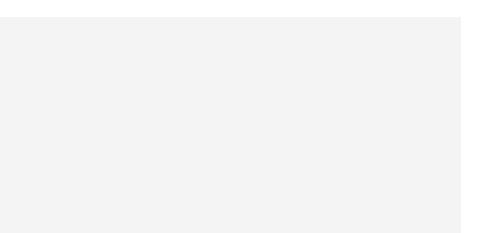
Dark Mode text

#cccccc



Light Mode text

#9b9b9b



Light Grey

#f4f4f4

The screenshot shows the Taiko Labs homepage. The header features the Taiko logo (a pink triangle icon) and navigation links for BLOG, WHITEPAPER, DISCORD, GITHUB, and TWITTER. Below the header, there's a large banner with the text "Unlocking Web3" and "Get ready to experience the future of Ethereum". Three callout boxes highlight features: "Accessible" (Cheap tx fees, High throughput, Seamless dApp migration, Permissionless network), "Inclusive" (Censorship-resistant, Ethereum's security, Experienced developers, Fair system), and "Open" (Ethereum infrastructure, Open source, Community-centric, Transparent). The footer contains the copyright notice "© Taiko Labs 2022".

This screenshot shows the same Taiko Labs homepage as above, but with a dark background. The text and icons are white or light-colored to stand out. The "Unlocking Web3" banner and feature callouts are identical to the first screenshot.

examples of key visual

Global font for the Brand Identity: Oxanium

<https://fonts.google.com/specimen/Oxanium>

Ideal for headlines, titles, standalone text element

Font Bold

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
0 1 2 3 4 5 6 7 8 9

Font Medium

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
0 1 2 3 4 5 6 7 8 9

Font Regular

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
0 1 2 3 4 5 6 7 8 9

Font Light

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
0 1 2 3 4 5 6 7 8 9

A decentralized zkRollup layer 2 for Ethereum

OXANIUM

Taiko

Taiko scales Ethereum in a manner that emulates Ethereum as closely as possible - both technically and non-technically. More specifically, Taiko is an Ethereum-equivalent ZK-Rollup, scaling Ethereum by supporting all EVM opcodes in a layer-2 architecture that is decentralized, permissionless, and secure.

Secondary font for the Brand Identity: Inter

<https://fonts.google.com/specimen/Inter>

Ideal for blocks of text, long text

Font Bold

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
0 1 2 3 4 5 6 7 8 9

Font Medium

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
0 1 2 3 4 5 6 7 8 9

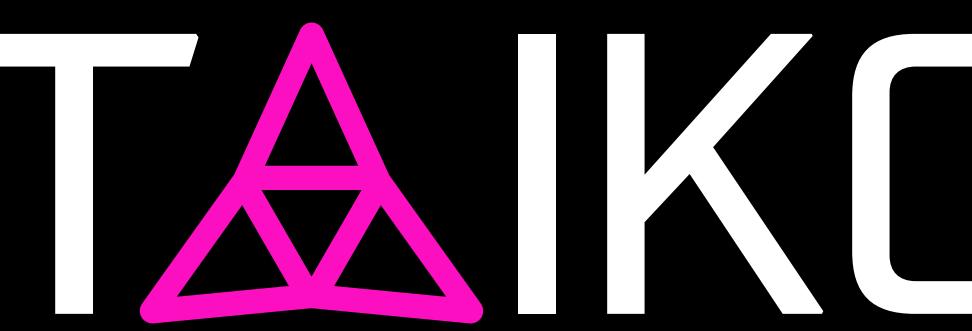
Font Regular

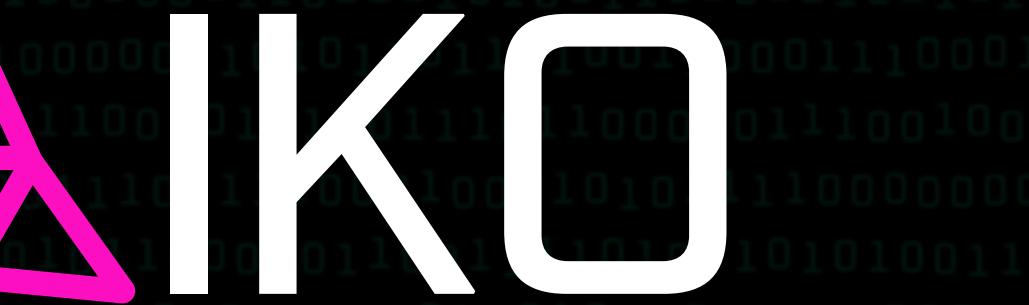
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Font Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
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0 1 2 3 4 5 6 7 8 9

TAIKO



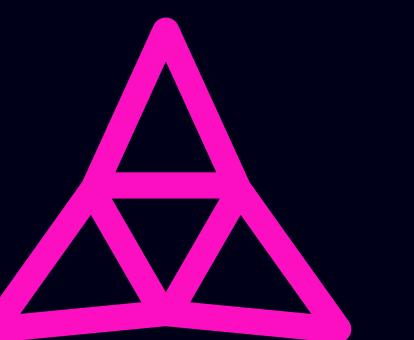


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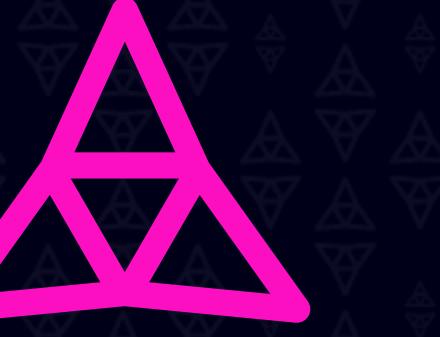
TAKO



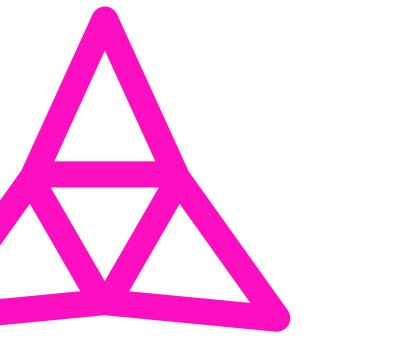
TAIKO



TAIKO



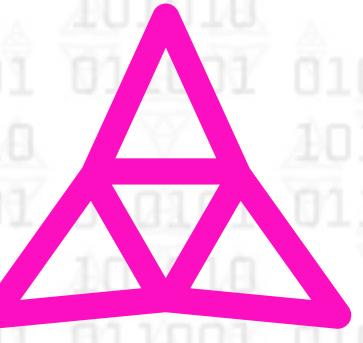
TAIKO



TAIKO



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