SPACE AND TIME

Space and Time
The Brand Guide.

Latest update: January 2025

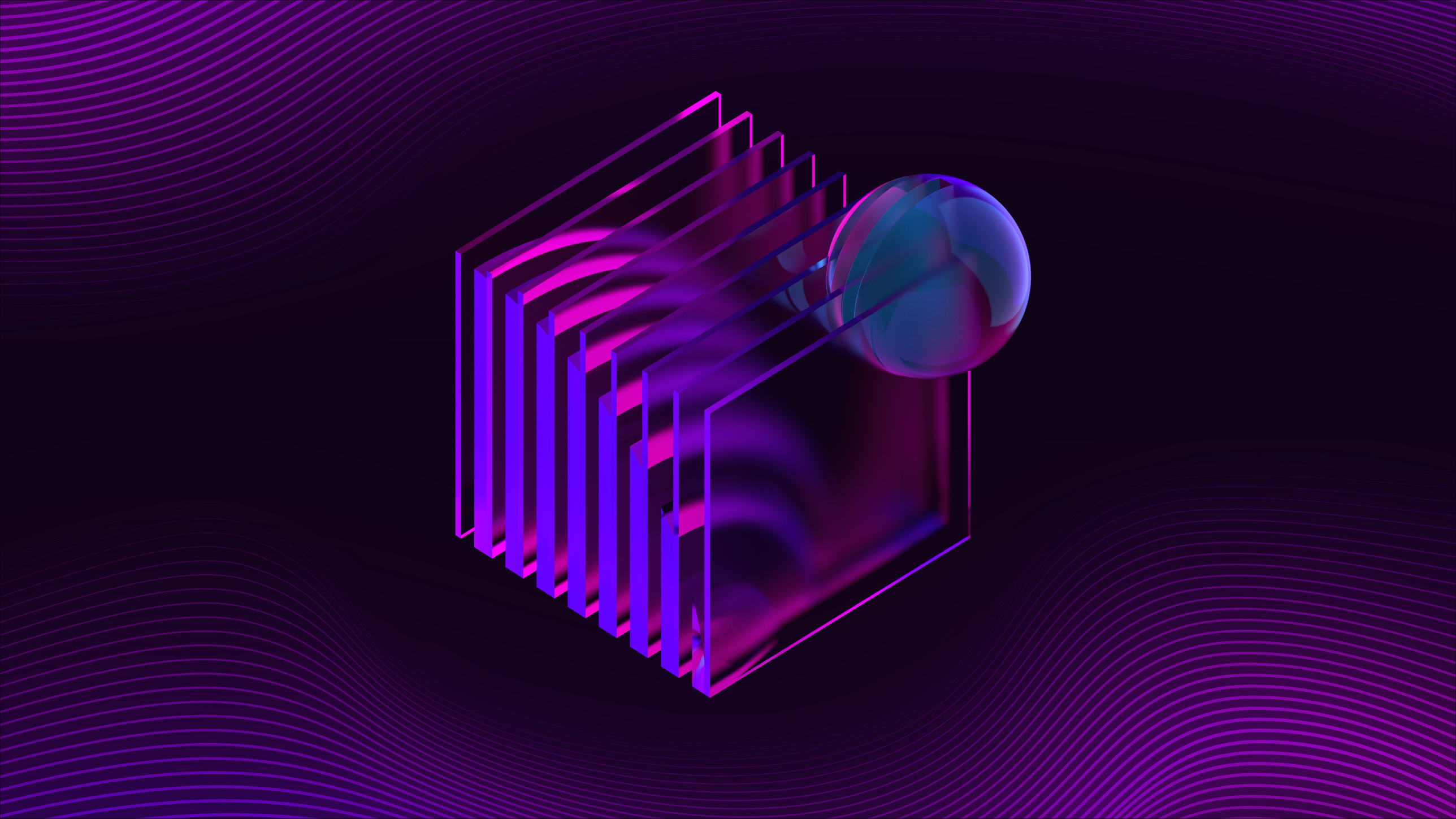
The Brand Guide Overview.

The Space and Time brand guide book provides a comprehensive template for developers, creators, press, and partners.

This brand guide outlines how to utilize our logo, colors, fonts, and branding for promoting Space and Time.

Latest update: January 2025

SPACE AND TIME



Index.

Space and Time

The Brand

SPACE AND TIME

Space and Time
Who we are

Space and Time (SXT) is building the future of AI x blockchain.

The brand guide exists to define the identity of SXT for creators, community members, partners, and press.

SPACE AND TIME

Space and Time
The Hexasphere

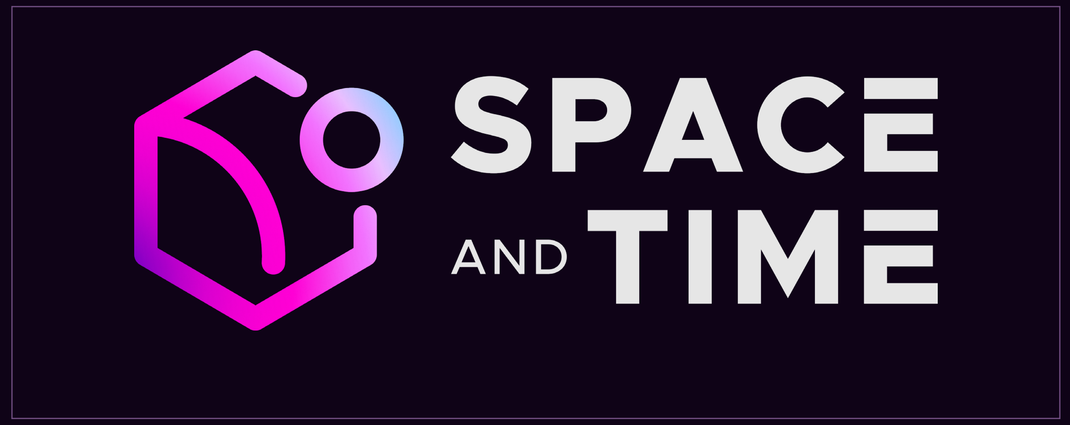
SXT is where AI and blockchain intersect. The Hexasphere illustrates the core of our mission.

The two circles, representing AI and blockchain, converge at the hexagon, which represents the SXT network.

The asymmetry of the Hexasphere embodies a new wave of design and represents the future of data – a future empowered by SXT.

The Logo
Formats and orientations

The approved orientations are the main logo with wordmark and the Hexasphere symbol by itself.



Main logo.

Hexasphere (symbol only).

The Logo
Color and background

Color and white versions should be used against dark backgrounds. The black version should be used against lighter backgrounds.

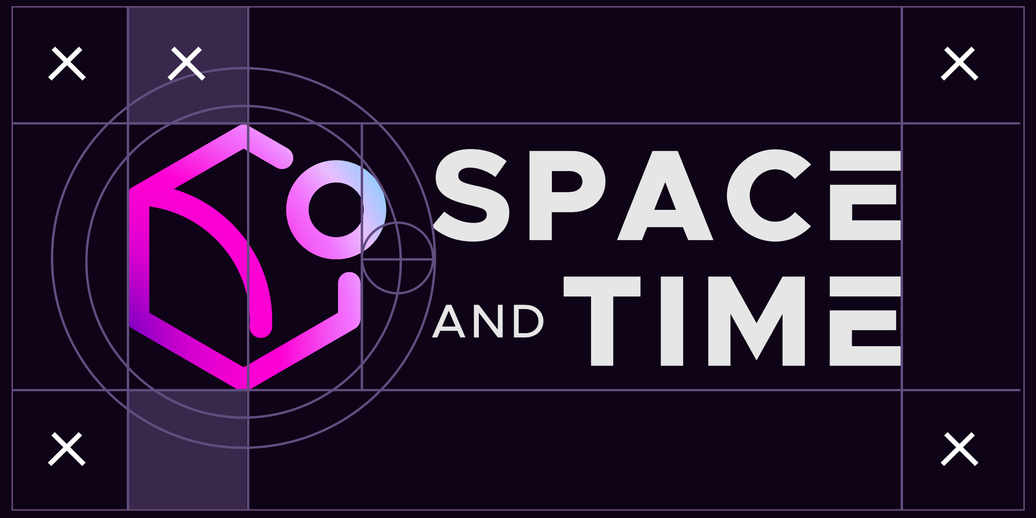
Main logo on dark background.

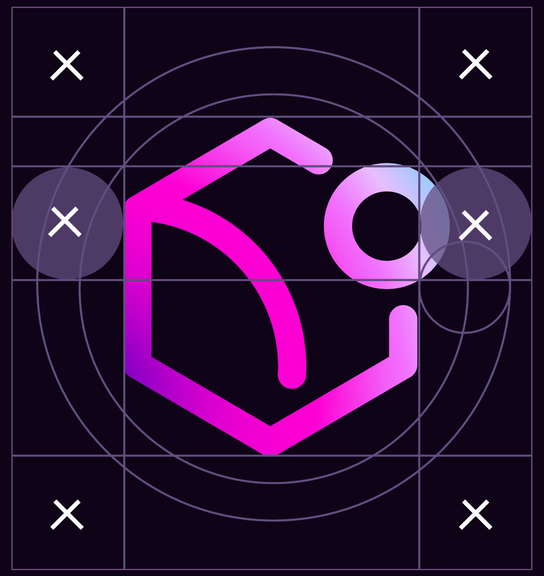
White logo on dark background.

Dark logo on light background.

The Logo
Clear space

To keep the logo from becoming cluttered by surrounding content, such as other logos, text, or the edge of a page, a specific amount of space must be reserved around the logo. The minimum offsets for the two logo variations are described here.

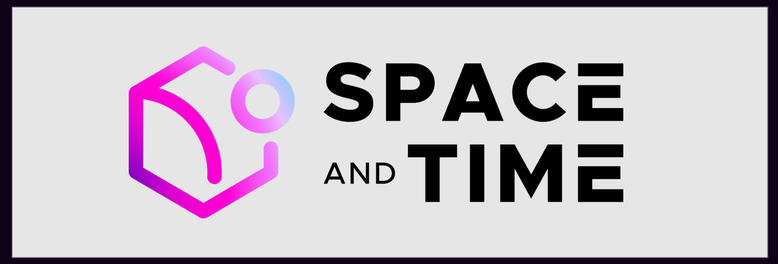




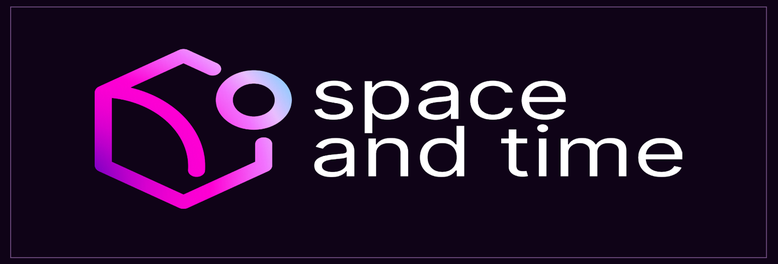
The Logo
Don’ts

The structure, color, proportion, elements, or orientation of the logo must not be changed.
The two approved logo versions should be used in their original forms.

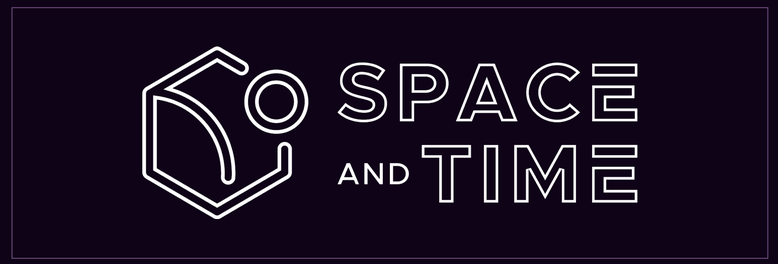
The logo should not be used in sizes or resolutions in which text and the Hexasphere’s details become unrecognizable. Below are some examples of unapproved logo use.



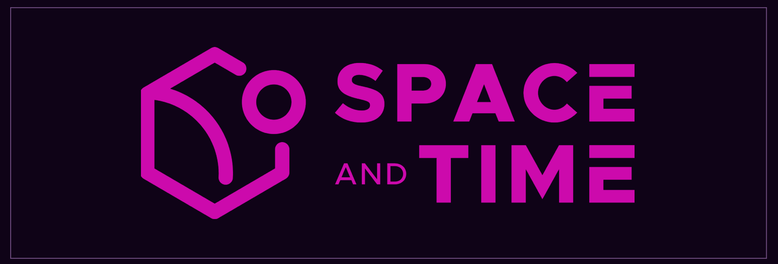
Don’t apply the main color logo version on a light background – use the solid black variant instead.



Don’t alter, stretch or change the logo and the wordmark typeface.



Don’t use an outlined version.



Don’t apply fill colors, gradients or images on the logo.

The Brand
Our color palette

Our color palette is striking and flexible to create impact in all communications. It projects a bright and vibrant energy.

Electric Purple
HEX #5000BF
HSV (265, 100, 75)

Neon Magenta
HEX #CC0AAC
HSV (310, 95, 80)t

Main Color Gradient

Nebula Black
HEX #100217
HSV (280, 90, 9)t

Nebula Silver
HEX #6F4D80
HSV (280, 40, 50)

Off White
HEX #E6E6E6
HSV (0, 0, 90)

The Brand
Typography

This section outlines the fonts to be used in any communication and design space.

Inter

Semi Bold 600

Inter

Regular 400

JetBrains Mono

Regular 400

The Brand
Typography applications

Preserve the font style, weight, and color pairings suggested bellow.

Jetbrains Regular should always be used as a small accent font or section divider

Building the future of AI x Blockchain

Headers are to be set in Inter Semibold, with clear differentiation from the other type sizes

SXT Chain

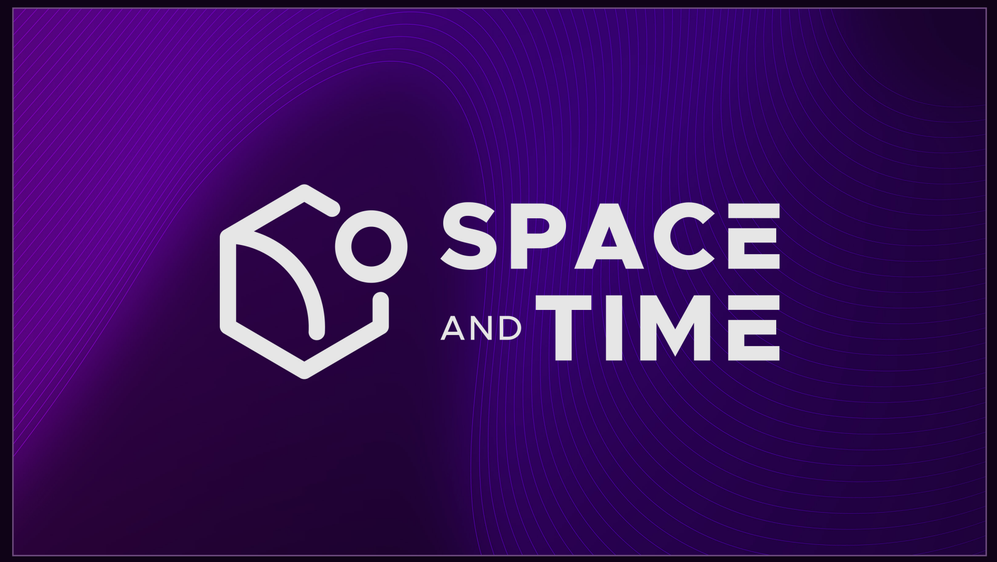
Body copy should be at least 1/3 of the Headers' type size and be set in Inter Regular. Line height should be at least 6pt difference from type size and set at 65% tint of our Off-White color.

Prompt-to-SQL + instant charts & dashboards.
Publish queries as REST APIs with a click.
Ingest new streams with a few keystrokes.

The Brand

Space-Time curavture.
Our brand’s original backgrounds.

The provided images are approved for use in social posts,
press, and other media about Space and Time.



Want to reach out?

Contact us at marketing@spaceandtime.io

Download our file kit at spaceandtime.io/brandkit.

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