SPACEANDTIME

Space and Time
The Brand Guide.

Latest update: December 2022

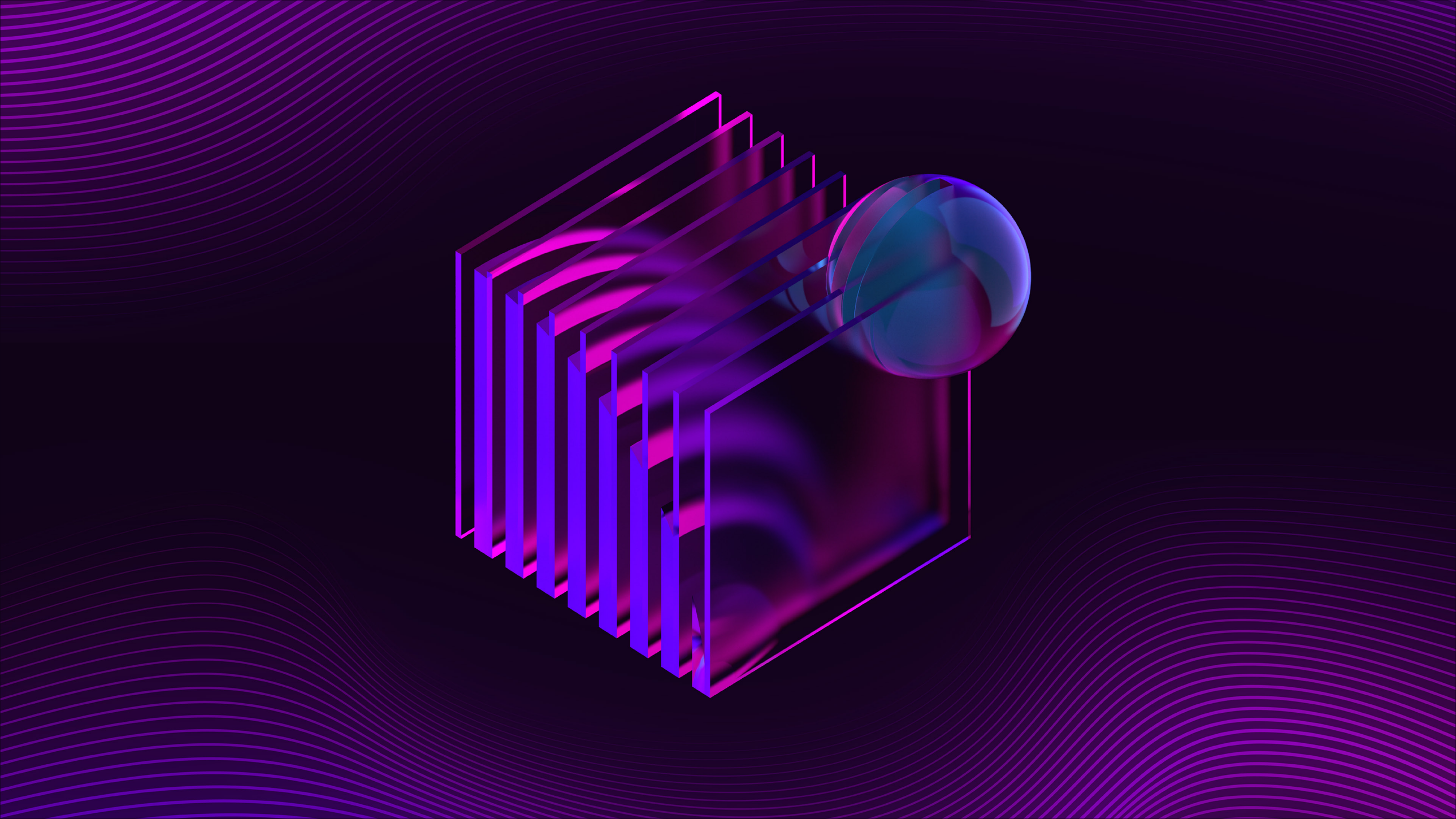
The Brand Guide Overview.

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: December 2022

SPACE AND TIME



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Space and Time
Who we are.

Space and Time is the first decentralized data warehouse, built to deliver tamperproof analytics to dapps and smart contracts.

We’re empowering the next wave of development for the trustless web.

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

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Space and Time
The Logo.

The Hexasphere is an intersection of geometries that embodies the Space and Time mission.

The separated circles represent the two types of query workloads: small, fast transactional queries, and large-scale analytics. The Space and Time decentralized data warehouse – represented as the hexagon – sits between the two, supporting both workloads and providing a contemporary interface for developers.

The refreshing asymmetry of the Hexasphere embodies a new wave of design and represents the future of data – blockchain-anchored, decentralized analytics.

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The Logo
Formats and orientations.

The approved orientations are the main horizontal logo with wordmark, vertical lockup with wordmark, and symbol only.

Main logo.

Vertical Lockup.

Hexasphere (symbol only).

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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.

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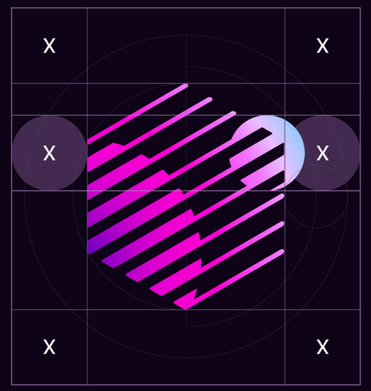
The Logo
Clear space.

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 three logo variations are described here.



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The Logo
Don’ts.

The structure, color, proportion, elements, or orientation of the logo must not be changed.
The three 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 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.

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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)

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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

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

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

The power of a trustless web

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

Decentralized Data.

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. →

Web3-native SQL for smart contracts. Build dapps that join tamperproof data indexed from major blockchains & off-chain sources, at enterprise scale. Fully decentralized, transactional and analytical, all in one.

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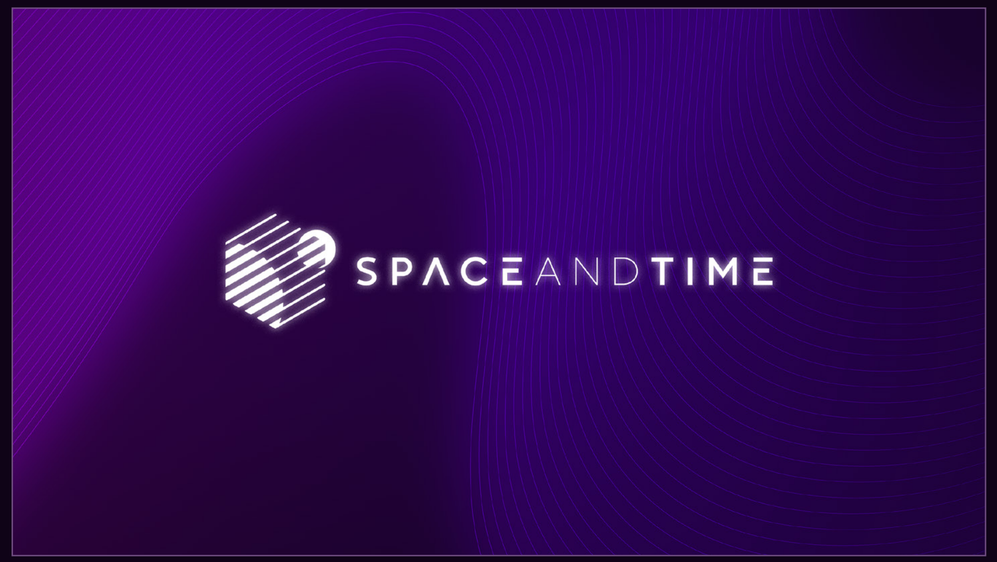
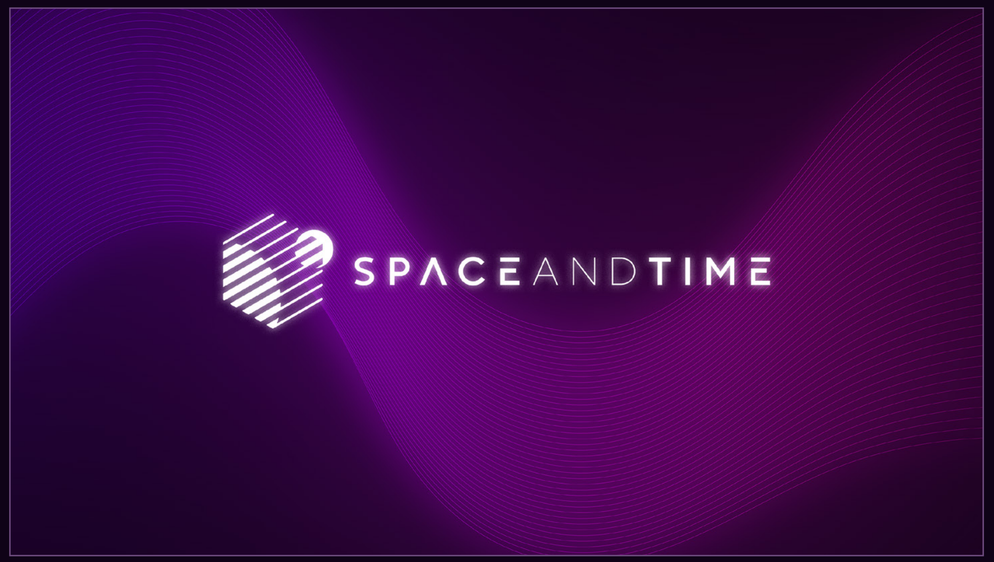
Space-Time Curvature.
Our brand’s original backgrounds.

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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