

**Cardano  
Foundation**

**Brand Guidelines**

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# 1.0 Logo

Logotype	05
Logo mark	07
Rules of usage	08

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# 2.0 Colors

Primary colors	11
Gradients	12

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# 3.0 Typography

Primary font	14
Google workspace font	15

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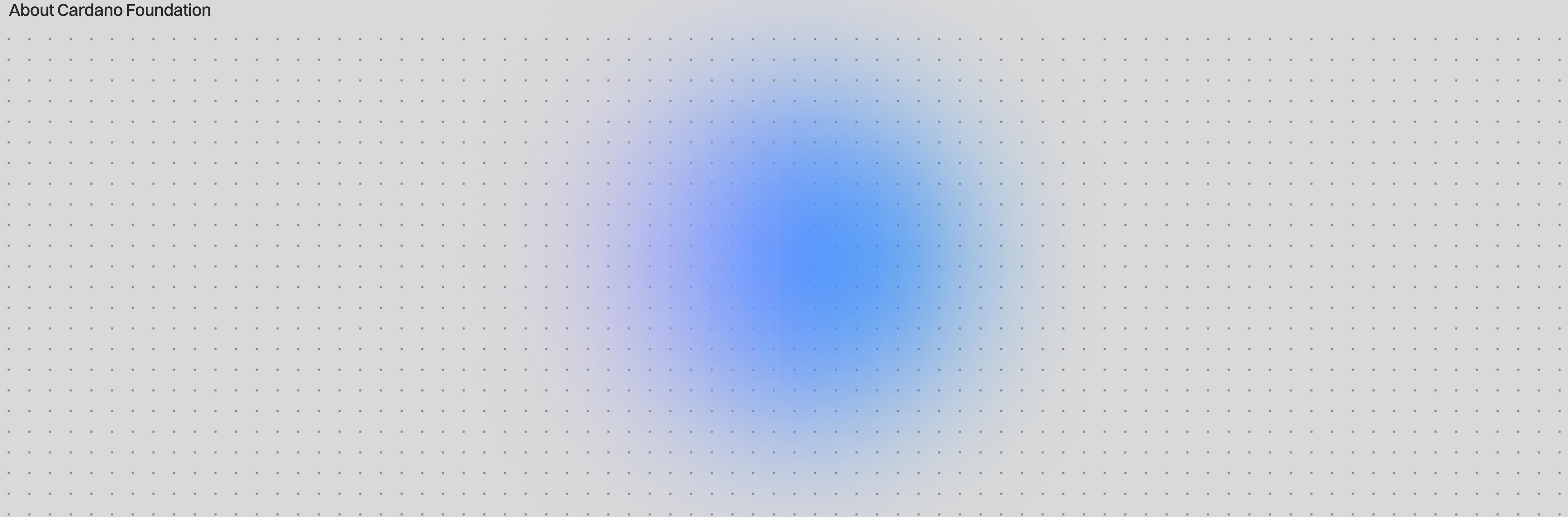
# 4.0 Gradient Shapes

Gradient shapes	17
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# 5.0 Assets

Social assets	20
Social profile	21



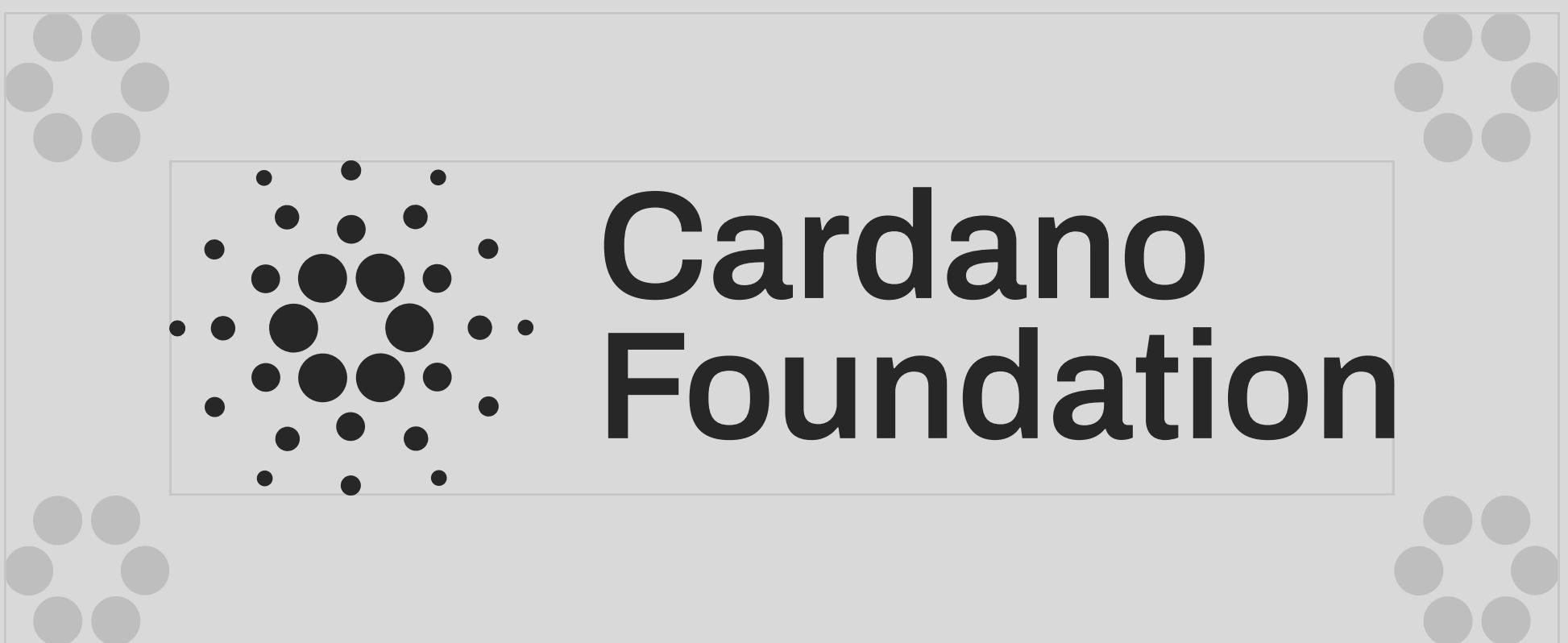
The Cardano Foundation is an independent, Swiss-based not-for-profit organization tasked with advancing Cardano as a public infrastructure across a wide range of industries.

The Foundation works to scale the diversity, quality, and quantity of on-chain activities.

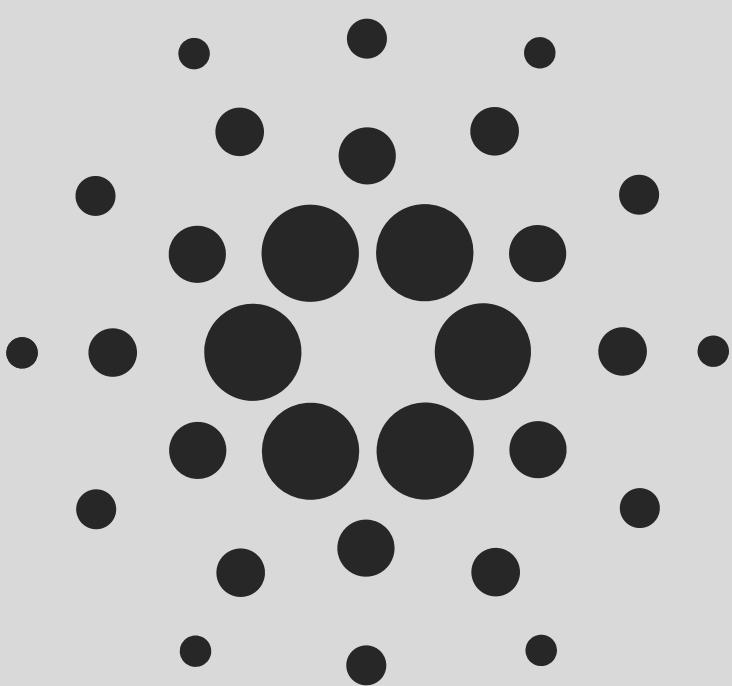
# 1.0 Logo

Logotype	05
Logomark	07
Rules of usage	08





The safe space is an area where no elements should be placed so as to preserve the visual impact from external factors.





min. 40px



Avoid scaling individual elements



Avoid shadow effects



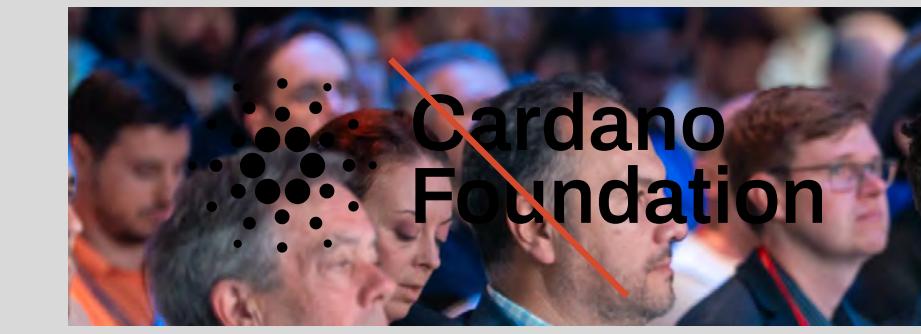
Avoid stretching or compressing



Avoid rotating the logo



Avoid changing the colour of the logo



Avoid placing logo on busy images

Do not change the shape, proportions, or spacing between the elements in both logomark and logotype.

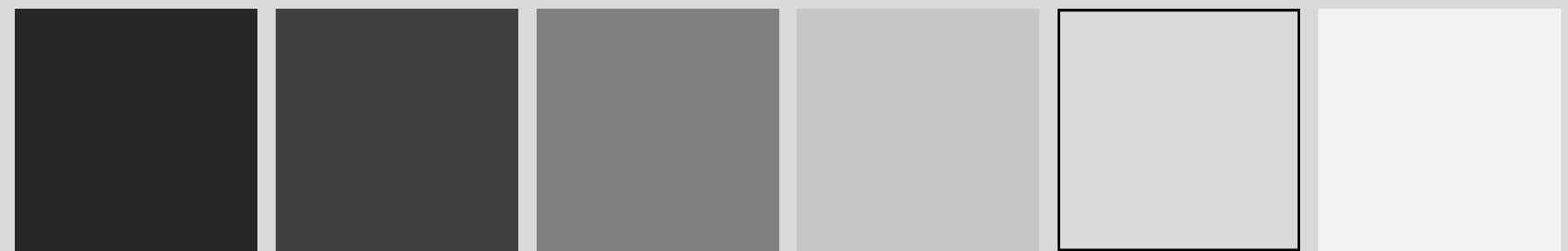
# 2.0 Colors

Primary colors

11

Gradients

12

**Grey****Grey1000**

#272727

**Grey800**

#404040

**Grey600**

#808080

**Grey400**

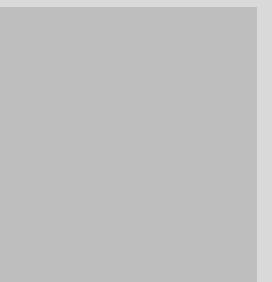
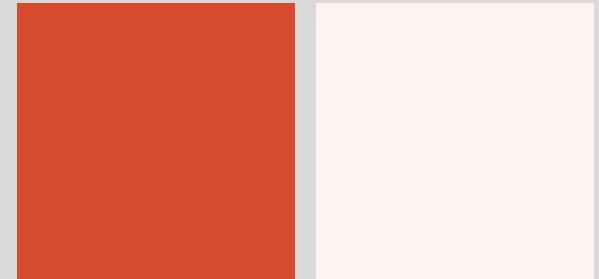
#C6C6C6

**Grey200**

#D9D9D9

**Grey50**

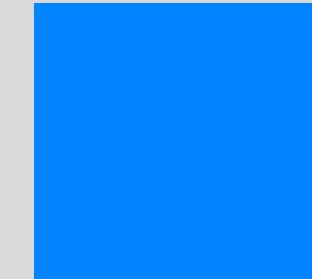
#F2F2F2

**Transparent Grey****T-Grey150**#272727;  
0.15**Red****Red1000**

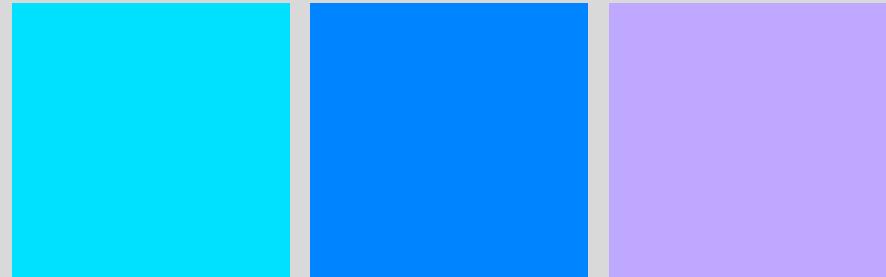
#D64A2E

**Red50**

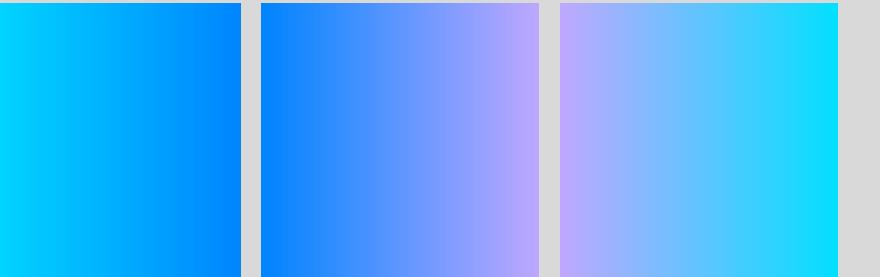
#FEF3F1

**Blue****Blue1000**

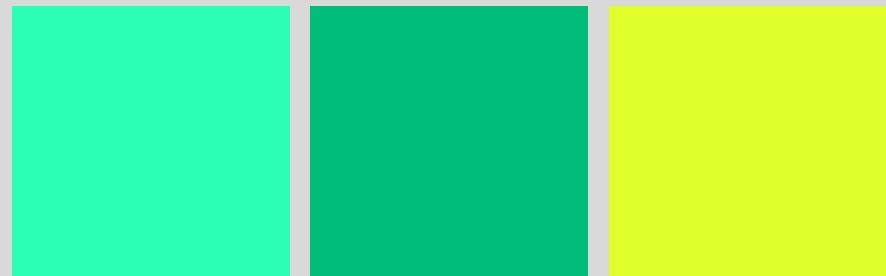
#0084FF

**Blue**

**Blue 1**      **Blue 2**      **Blue 3**  
#00E0FF      #0084FF      #BFA8FF

**Gradient Blue**

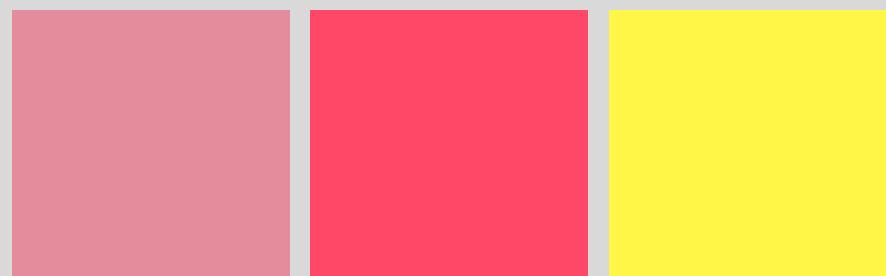
**Blue 1+2**      **Blue 2+3**      **Blue 3+1**  
#00E0FF      #0084FF      #BFA8FF  
#0084FF      #BFA8FF      #00E0FF

**Green**

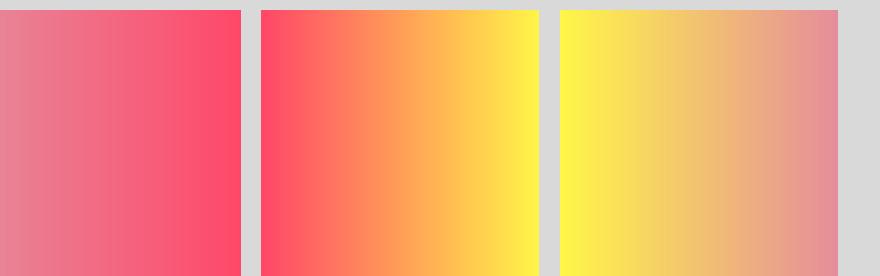
**Green 1**      **Green 2**      **Green 3**  
#2BFFB3      #00BE7A      #E1FF2B

**Gradient Green**

**Green 1+2**      **Green 2+3**      **Green 3+1**  
#2BFFB3      #00BE7A      #E1FF2B  
#00BE7A      #E1FF2B      #2BFFB3

**Red/Yellow**

**Red 1**      **Red 2**      **Red 3**  
#E58C9C      #FF4768      #FFF647

**Gradient Red**

**Red 1+2**      **Red 2+3**      **Red 3+1**  
#E58C9C      #FF4768      #FFF647  
#FF4768      #FFF647      #E58C9C

# 3.0 Typography

Primary font

Google workspace font

14

15

PRIMARY TYPEFACE

**Headlines, Title****Switzer Bold**

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmn opqrstuvwxyz  
0123456789!@#\$%^&\*()\_-+{}[]. $\geq\leq?$ ~

PRIMARY TYPEFACE

**Body****Switzer Regular**

ABCDEFGHIJKLM NOPQRSTUVWXYZ  
abcdefghijklmn opqrstuvwxyz  
0123456789!@#\$%^&\*()\_-+{}[]. $\geq\leq?$ ~

Helvetica Neue is to be used on Google workspace in place of the Switzer font family.

PRIMARY TYPEFACE

## Headlines, Title

# Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()\_-+{}[],.≥≤?~

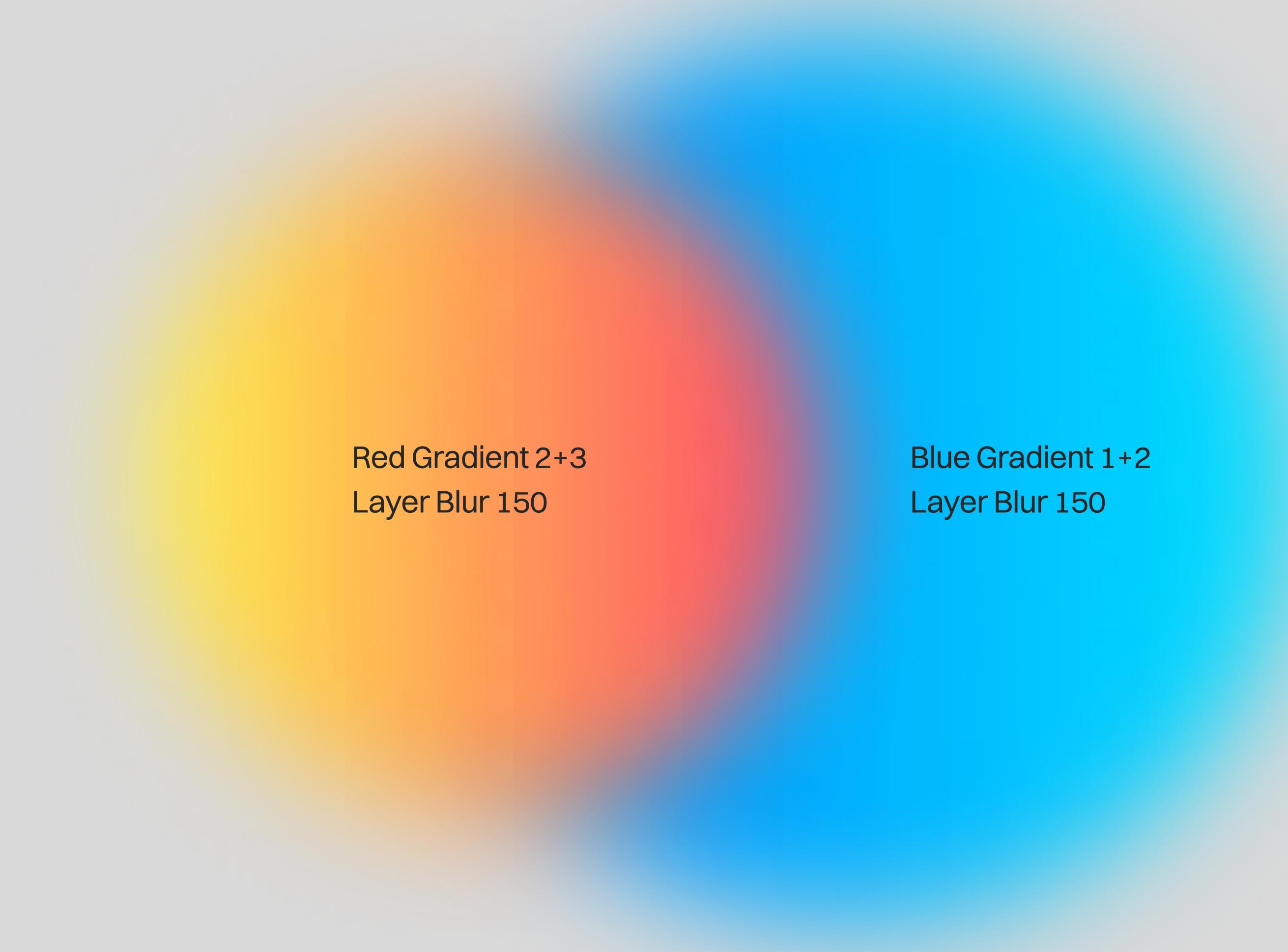
PRIMARY TYPEFACE

## Body

# Helvetica Neue Regular

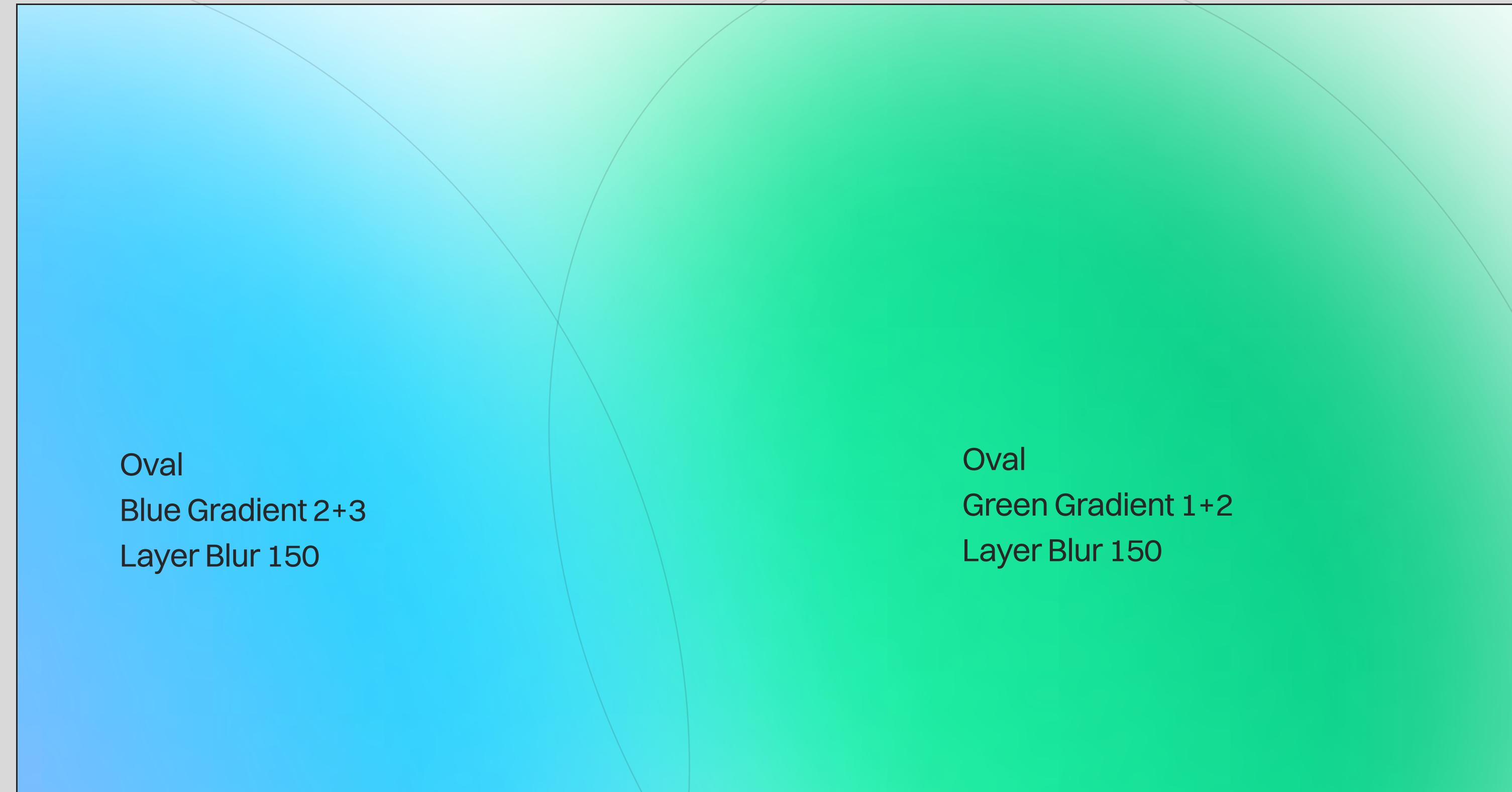
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()\_-+{}[],.≥≤?~

# 4.0 Gradient Shapes



Red Gradient 2+3  
Layer Blur 150

Blue Gradient 1+2  
Layer Blur 150



# 5.0 Assets

Social assets

20

Social profile

21

