



Brand Guidelines



Primary

Full



Shorthand



Primary logos with a gradient background should be used most of the time, with the shorthand logo being used where there isn't sufficient space for the other.

Gradient

Full



Shorthand



Gradient logos should be used where a light background is needed.



Dark

Full

Shorthand



Dark logos should be used for single colour print material.

Light

Full

Shorthand



Light logos should be used on dark backgrounds.

Ecosystem Logos



DAO



Primary

Full



Primary

Short



Gradient

Full



Gradient

Short



Dark

Full



Light

Full

Ecosystem



Primary

Full



Primary

Short



Gradient

Full



Gradient

Short



Dark

Full



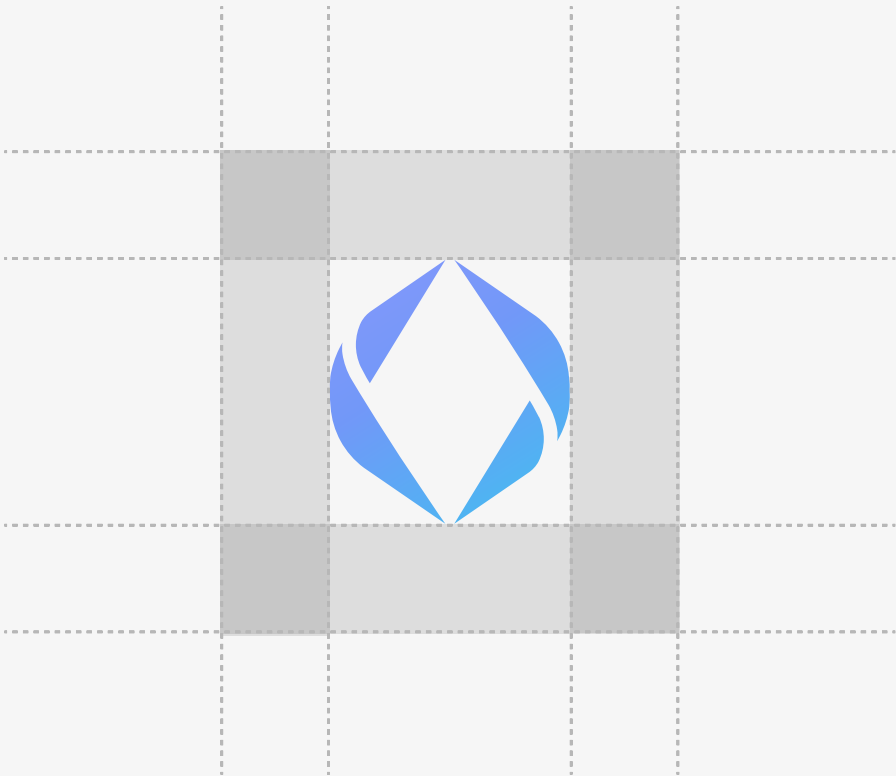
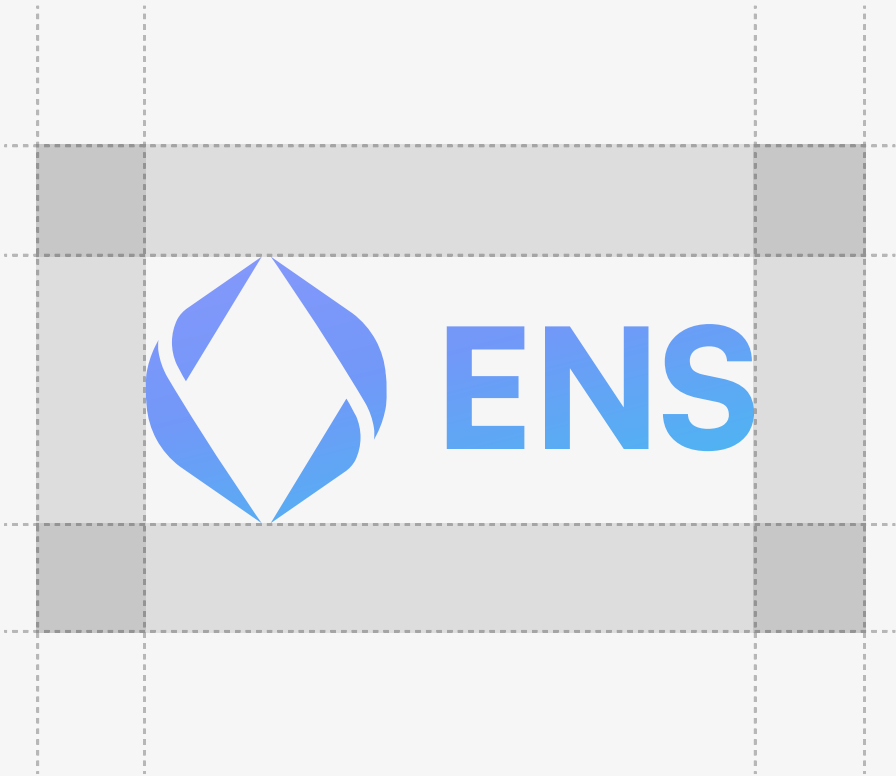
Light

Full

There is no monochrome shorthand variants of any ecosystem logo, because it would be indistinguishable from the ENS branding.



Leave space around the logo.





Satoshi

Satoshi is used across the ENS ecosystem. When using Satoshi, use stylistic sets 1, 3, and 4. Letter spacing should be set to -1%. For paragraphs, line height should be set to 120%.

For most titles, a custom font weight of 830 is used on Satoshi Variable.

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
0123456789

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Custom

Custom Italic

Black

Black Italic

The quick brown fox jumps over the lazy dog.

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Colours



Gradients

Blue / ENS

linear-
gradient(330.4deg,
#44BCF0 4.54%,
#7298F8 59.2%,
#A099FF 148.85%)

Purple / DAO

linear-
gradient(323.31deg,
#DE82FF -15.56%,
#7F6AFF 108.43%)

Green / Ecosystem

linear-
gradient(323.31deg,
#73A6F2 -15.56%,
#42C2AB 108.43%)

Core colours

Blue

#5298FF

Red

#FE7878

Green

#4CD984

White

#FFFFFF

Black

#333333

Orange

#E7AE59

Shades and opacities

Grey 1

#F6F6F6

Grey 2

#9B9BA7

Grey 3

#454545

Secondary

Core

Opacity 60%

Tertiary

Core

Opacity 25%

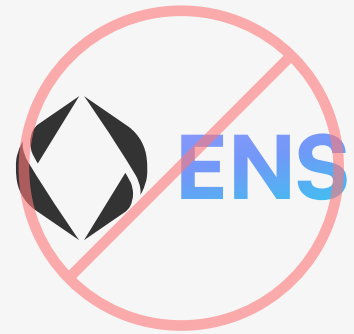
Logo misuse



Do not use the type without the mark



Do not change the transparency of the logo



Do not separate the type and mark colours



Do not vertically stack the type and mark



Do not change element spacing



Do not outline the logo



Do not change the logo proportions



Do not recreate the logo with other typefaces



Do not use mismatching ecosystem gradients

