

Web3API
Brand Guidelines 2020



 /github

 @ yourname@email.com

 www.website.com



BRAND GUIDELINE

www.website.com

2020

About

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01

Logo System

PRIMARY LOGO

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



Size of the icons

MONOCHROME VERSION



Black



White



Grey

CLEAR SPACE

The minimum size for the logo is a 120px or 1 inch, and should never be smaller than 30mm in length.



X = Width of letter “A”



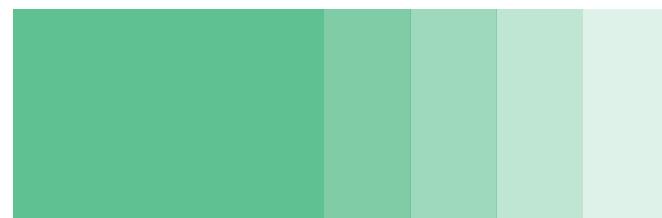
02

Color Palette

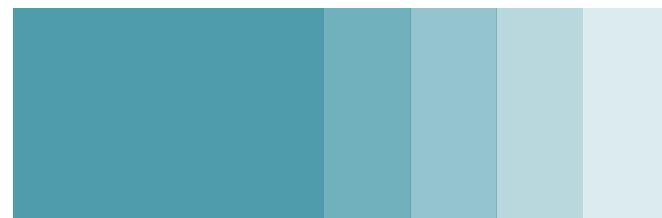
PRIMARY COLOR

The brand has multiple official colors, these colors have become recognizable identifier for the brand. Colors are used most prominently in our logo and our graphic element.

HEX #60c093
RGB 96 192 147
CMYK 62 0 56 0



HEX #529dad
RGB 82 157 173
CMYK 68 24 28 0



HEX #1c272d
RGB 28 39 45
CMYK 81 67 59 66



02

Logo Usage

CORRECT !



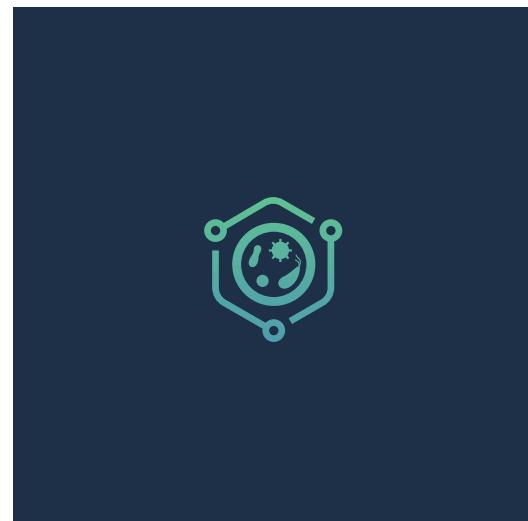
- ✓ Leave clear space around the logo.



- ✓ Scale logos proportionately



- ✓ Using correct logo on background



- ✓ Use the icon when need a small logo

WRONG !



✗ Add elements



✗ Distort logo



✗ Using background similar
primary color.



✗ Separate elements or
split color

02

Typography

TYPOGRAPHY

We've had one typefaces designed especially for us to work alongside our logo and other design elements : **Montserrat**.

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

MONTSERRAT

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

TYPOGRAPHY

AaBbCc123

Montserrat Light

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Montserrat Regular

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AaBbCc123

Montserrat Medium

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Montserrat Semibold

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AaBbCc123

Montserrat Bold

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BRAND APPLICATION

Mobile Designs
Preview



Tablet Display
Preview



BRAND APPLICATION

