

Web3API  
Brand Guidelines 2020



 /github

 @ yourname@email.com

 www.website.com



# BRAND GUIDELINE

[www.website.com](http://www.website.com)

2020

# About

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01

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# Logo System

# PRIMARY LOGO

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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

---

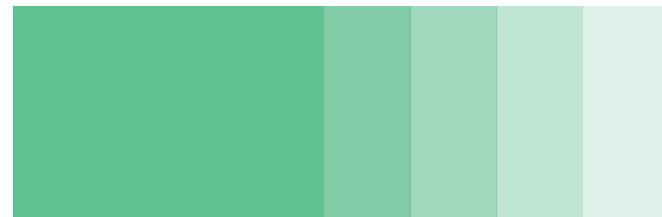
## Color Palette

# PRIMARY COLOR

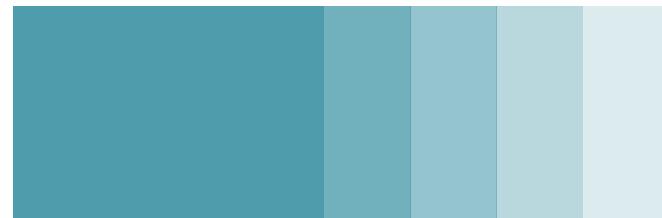
---

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

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# Logo Usage

# CORRECT !



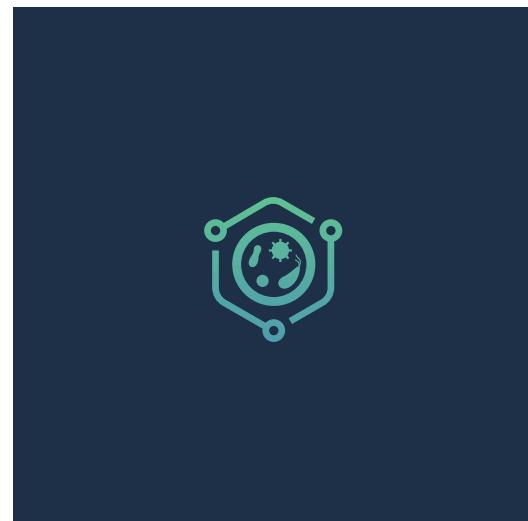
- ✓ Leave clear space around the logo.



- ✓ 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

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# Typography

# PRIMARY

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Aa

## CODEC PRO

Codec Pro is the newest incarnation of the Codec family, developed in 2017 by Francesco Canovaro, Cosimo Lorenzo Pancini and Andrea Tartarelli as a research on the subtleties and the variations on the theme of the geometric sans-serif design.

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### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

### ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

### Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

### Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

# SECONDARY

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Aa

## 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.

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### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

### SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

### ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

### Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()

# BRAND APPLICATION

Mobile Designs  
Preview



Tablet Display  
Preview



# BRAND APPLICATION

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