Web3**API**

Brand Guidelines 2020

Web3API

BRAND GUIDELINE

www.website.com

Web3API

About

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 /github

@ yourname@email.com

ww.website.com

Table of
Content

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 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

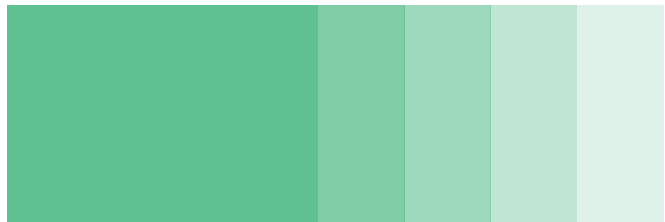Web3API

X

X

X

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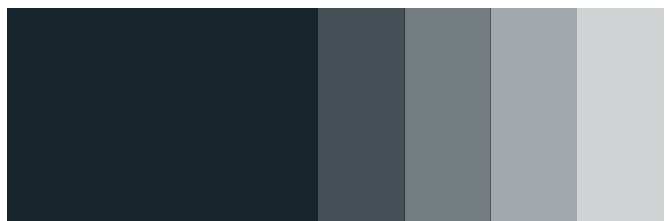
HEX   #60c093
RGB   96   192   147
CMYK   62   0   56   0

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

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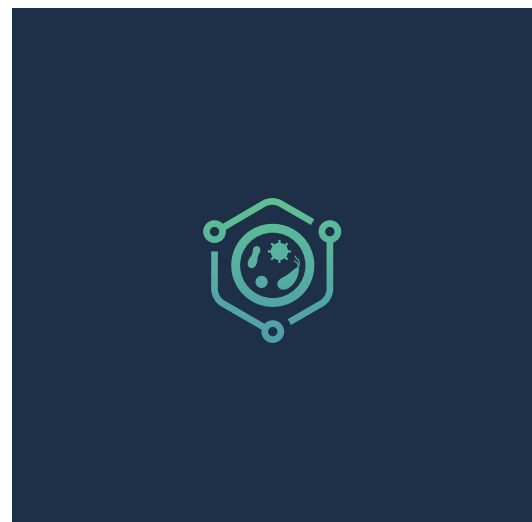**CMYK**   81   67   59   66

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

PRIMARY

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.

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

MONTSERRAT

Aa

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.

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

Web3**API**

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Tablet Display
Preview

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BRAND APPLICATION