

**polywrap**

**Brandbook**

# Creation

## THE BRAND

**polywrap** is born to be the universal solution for integrating any Web3 protocol into any application.

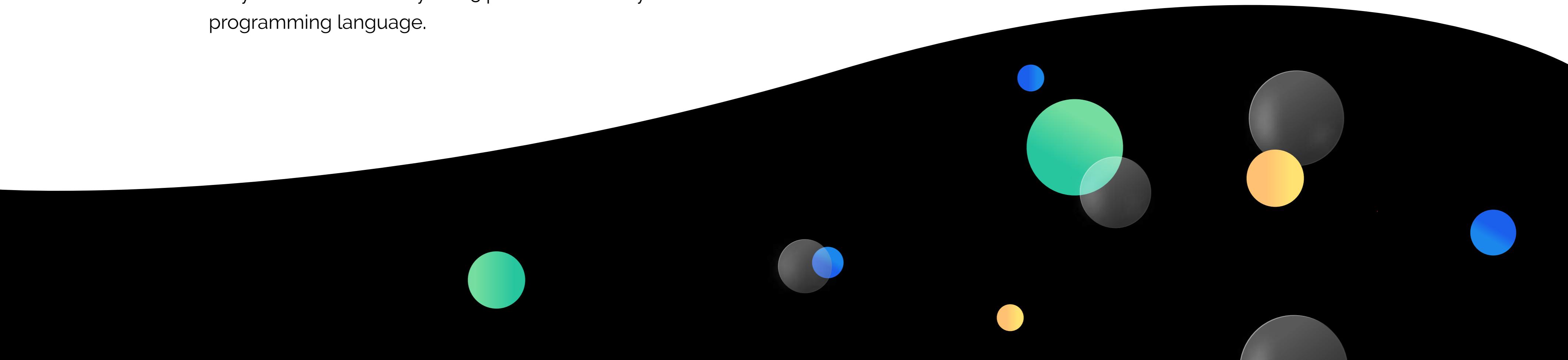
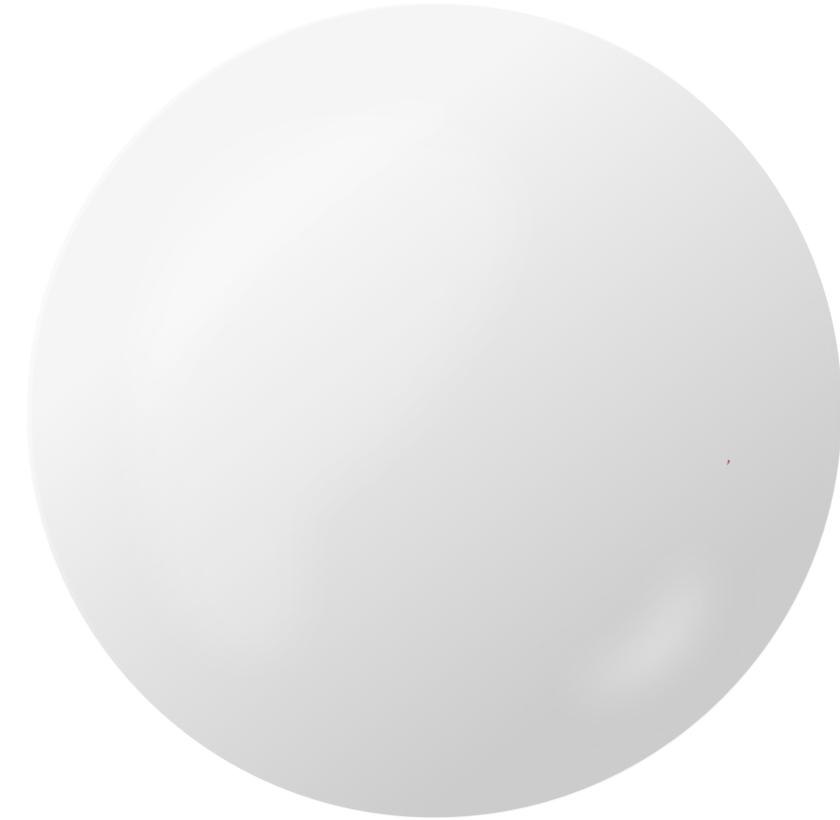
## THE NAME

It was created to represent the idea of multiplicity living together in one place. The word “**poly**” as the concept of *several* and the word “**wrap**” as the concept of everything *contained* together in a same atmosphere.

# The wrapper concept

The **wrapper** represents this living organic matter or cell with room for new elements to be born, created and fused. This wrap/cell stands for the open space for **creation & evolution**.

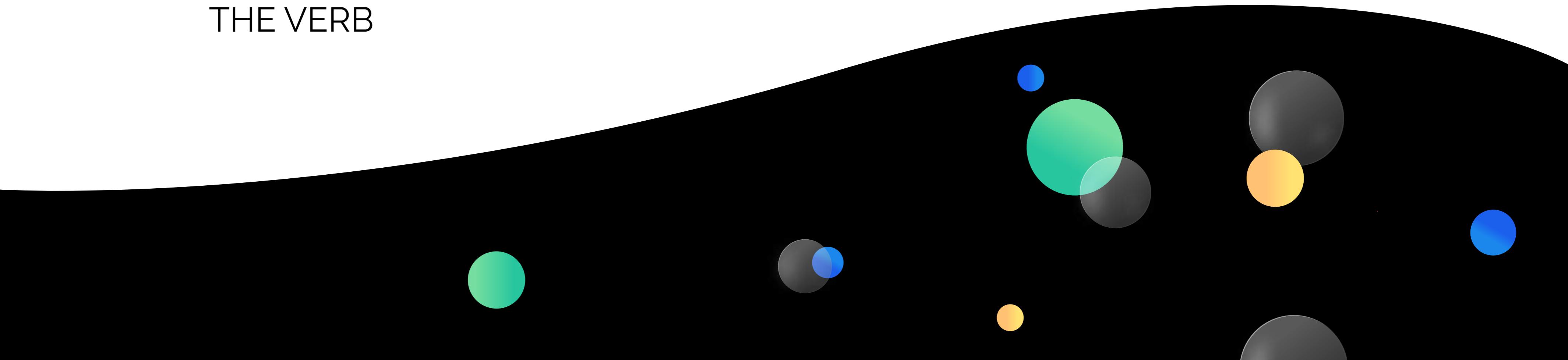
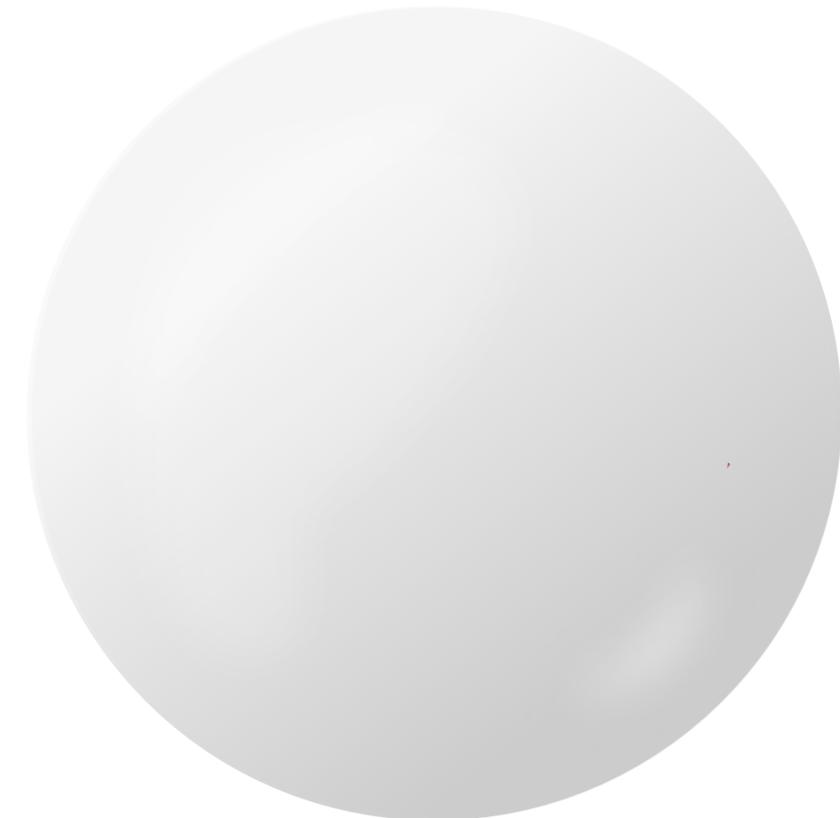
The **wrapper** was imagined to represent a living platform. This platform is alive thanks to an engaged community with open governance, that can collaborate and make it easy to interact with any web3 protocol from any programming language.



# Wrapper use

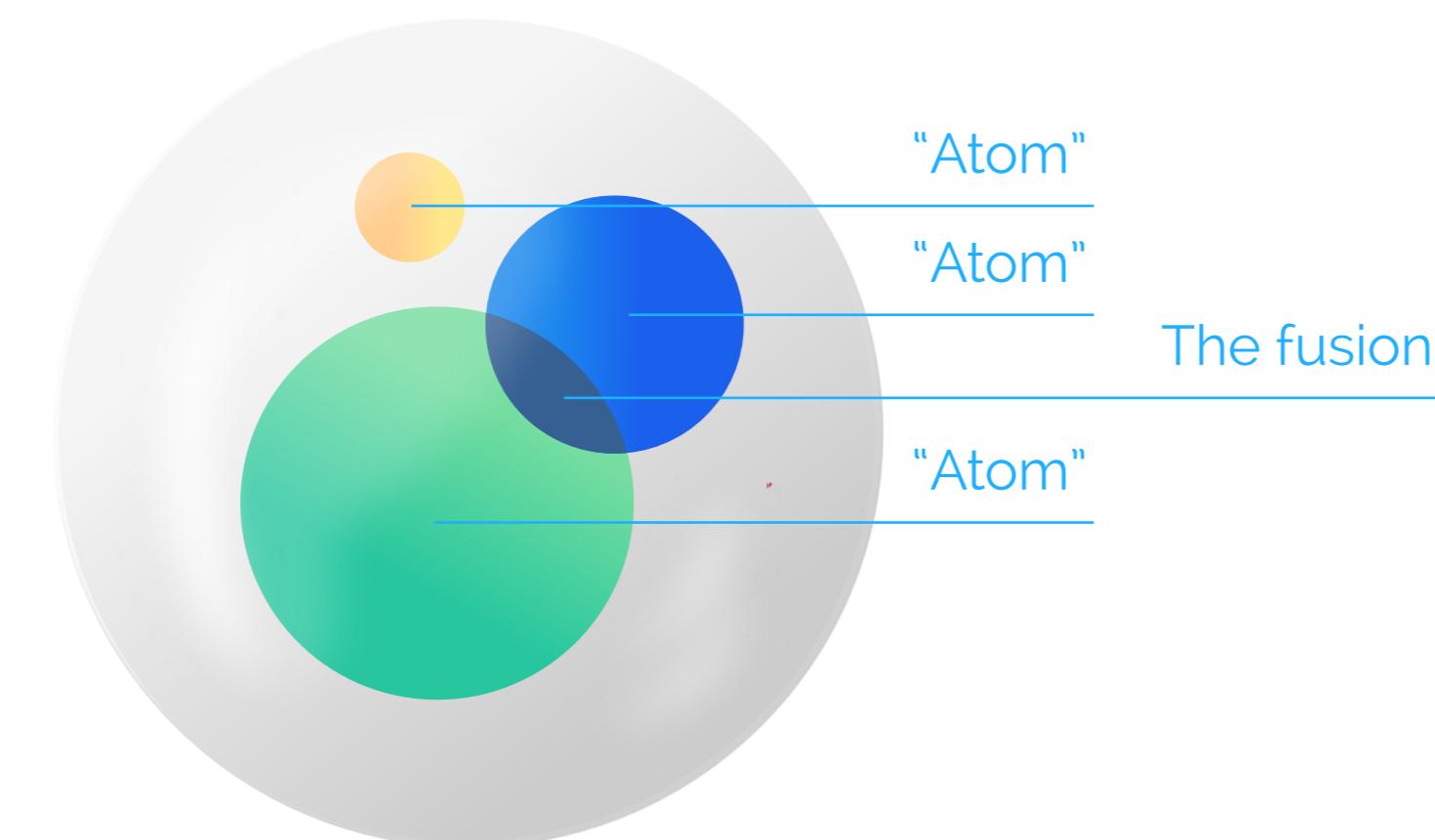
**THE WRAPPER**  
THE NOUN

**TO WRAP**  
THE VERB



# The atoms concept

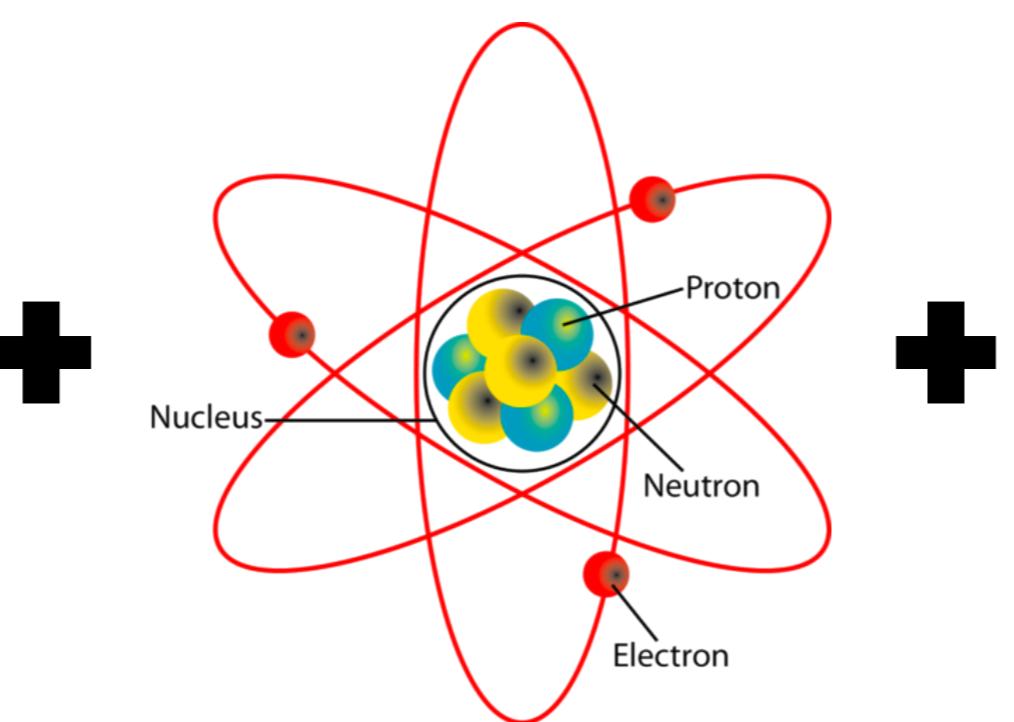
The **atoms** are represented with different colors and sizes. The idea of having two atoms/elements fusioning together, suggest the new creation of a **molecule** wich eventually will end with the creation of a **new wrapper**.



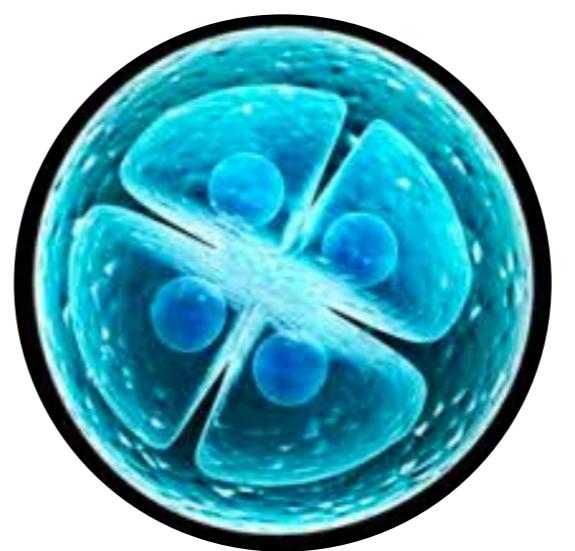
# The morphology



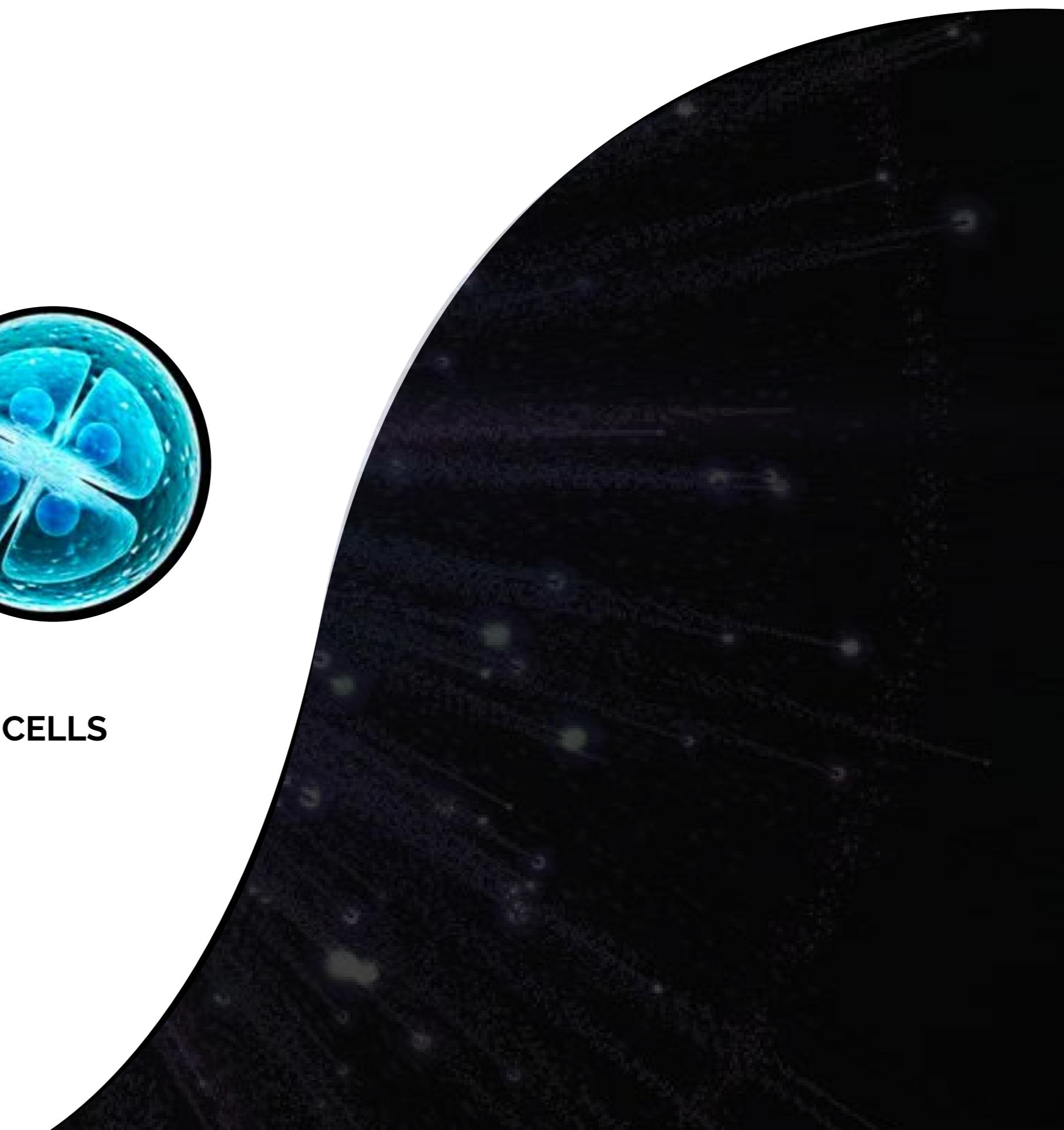
ENERGY



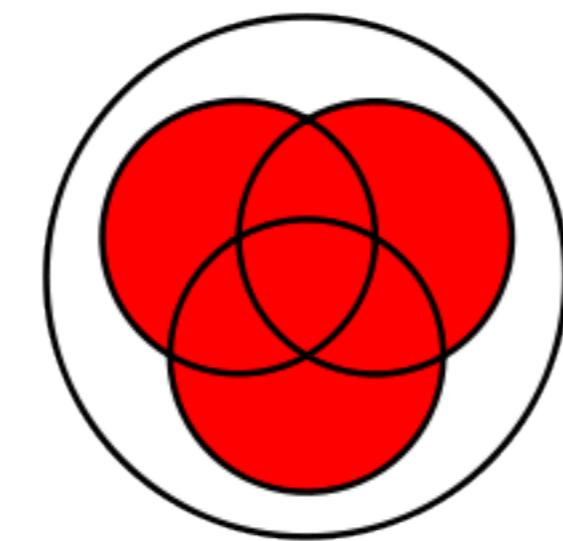
ATOMS



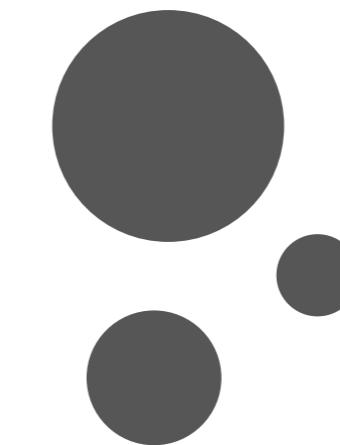
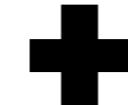
CELLS



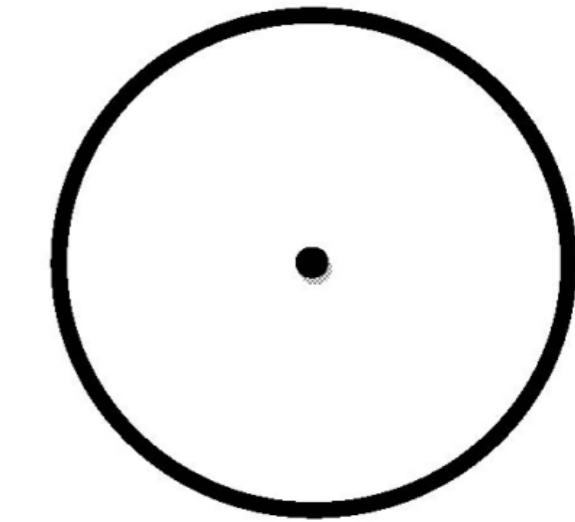
# The symbology



UNION



DIVERSITY

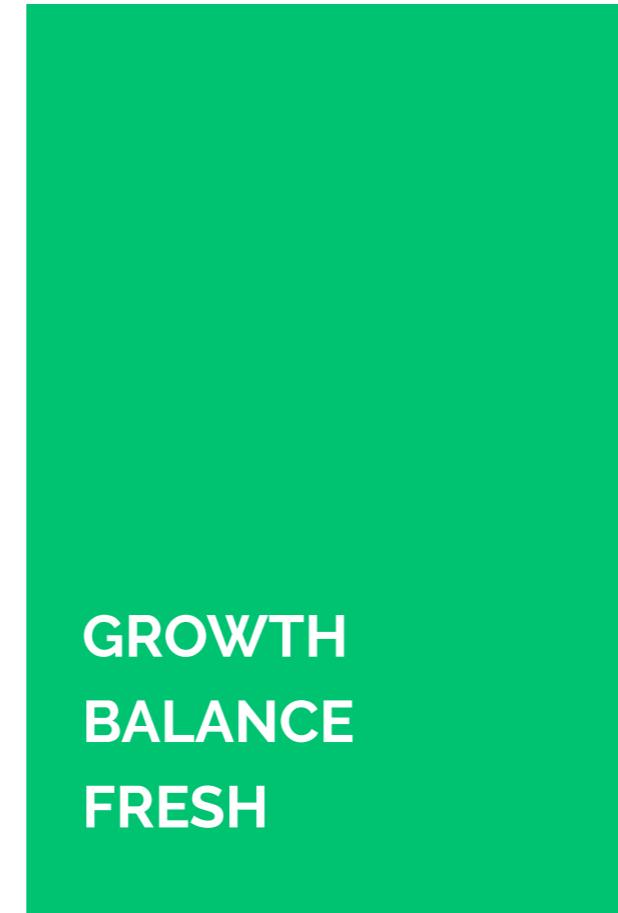


CREATION



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## The color feel



+



+



## **Brand Position & Narrative**

**BRAND  
VISION**

**“To unite the web3 ecosystem.”**

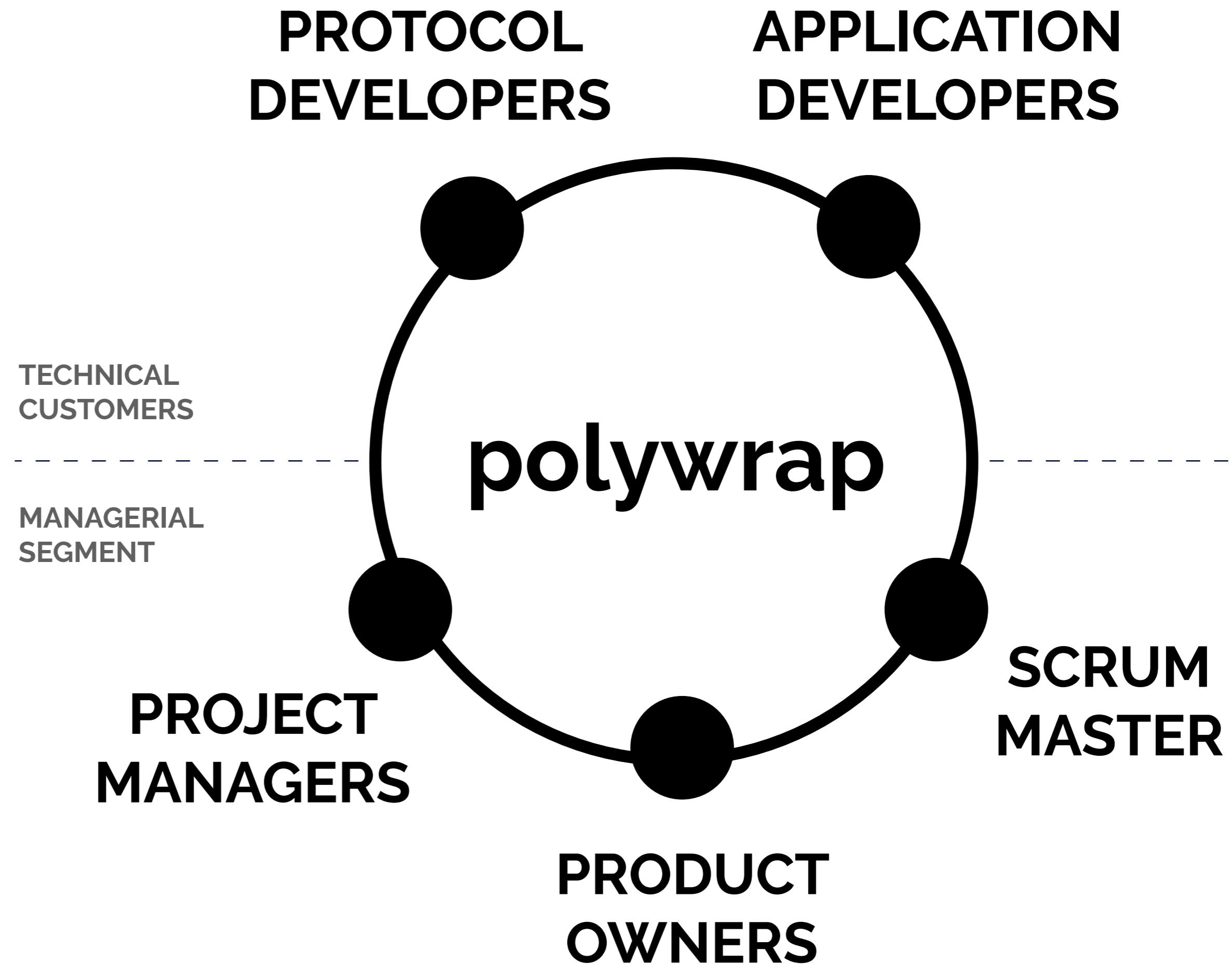
## Brand Position & Narrative

## BRAND MISSION

**“To be the universal solution for integrating any web3 protocol into any application. Powered by an engaged community with open governance collaborating with timeless creations for today and the future.”**

## Brand Position & Narrative

## Strategic Audiences





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## Technical Customers

Protocol Developers  
Application Developers

### THE PRODUCT

Allows easy integration of web3 protocols into any application.

### THE STACK

Follos a standard to create Wasm-based SDKs for protocols, and leverages a library browser (embeded, invisible, headless) that can connect to these protocols.

### THE HUB

All the APIs will be listed on a hub where protocol devs can post their APIs, and app devs can browse existing APIs



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## Managerial Segment

Project Managers  
Product Owners  
Scrum Master

### THE PRODUCT

Making easy to interact with any web3 protocol from any programming language.

### THE HUB

All the APIs will be listed on a “marketplace” where protocol developers can post their APIs, and app developers can browse existing APIs.



**polywrap**

# Brand Guidelines

# The Basics

This guideline aims to provide the guides for the correct application of all the elements that make up the Visual Identity of the brand **polywrap**.

The systematic and controlled implementation at all points of contact of the Brand, guarantees the construction of a solid and coherent image.



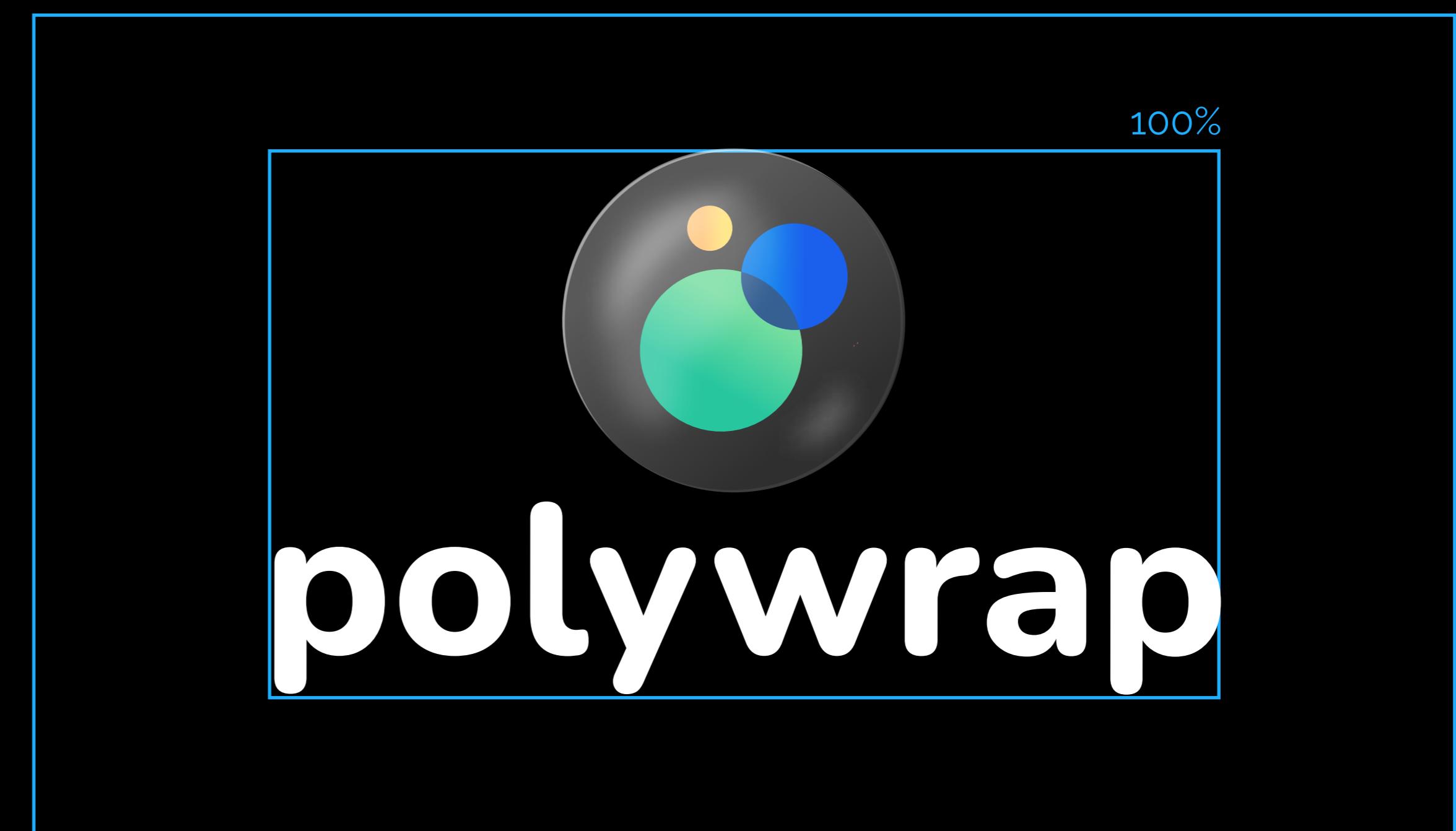
**polywrap**

# Space & minimum size

When you are using the brand with other graphic elements, make sure to give it some room to breathe.

The space surrounding the brand should be at least 150% of the width and height of the brand.

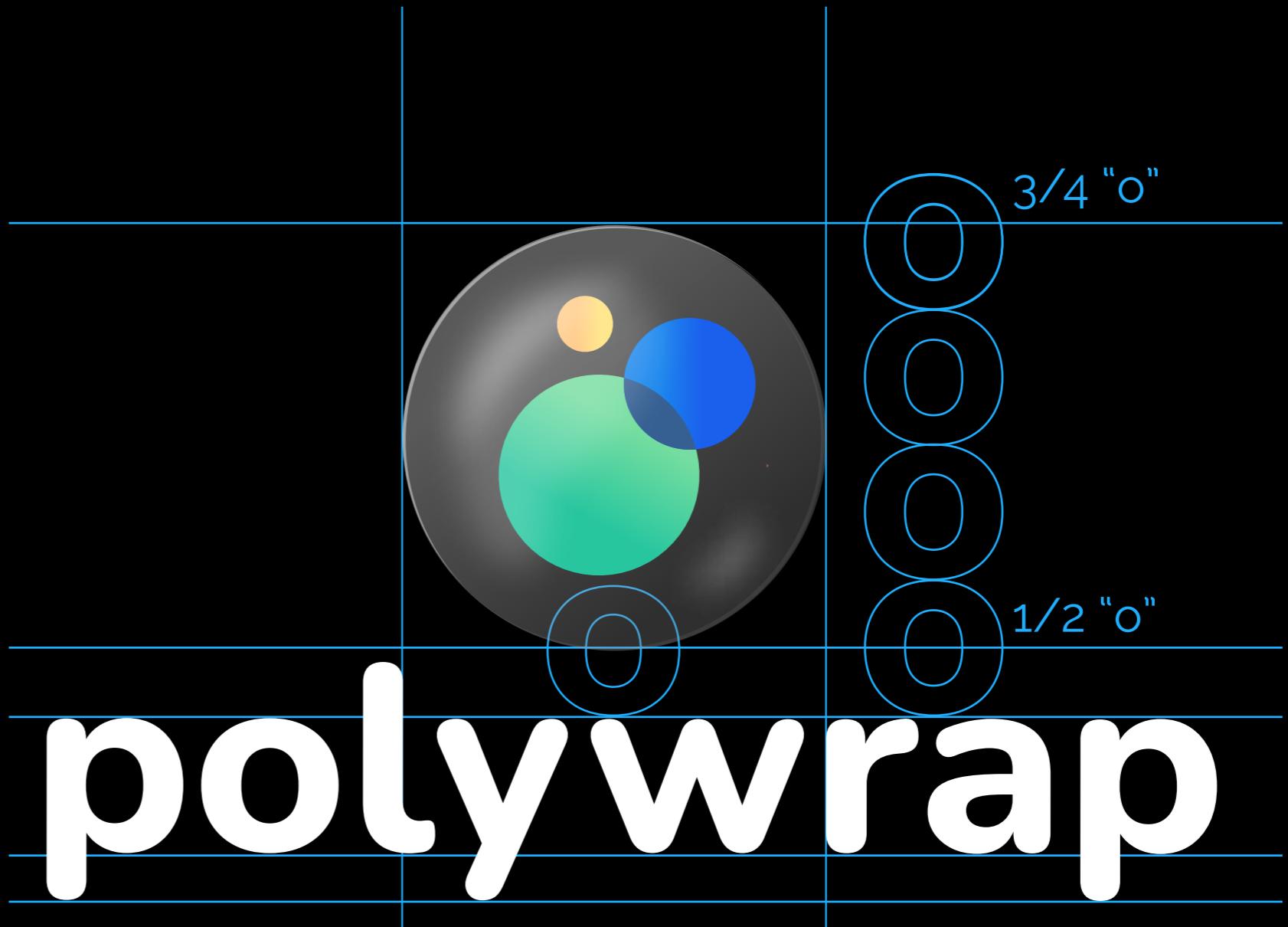
To ensure the brand maintains its visual impact, do not go any smaller than 30 px on the wrap.



# Shape

The brand was thought in this way so please do not modify or changed the proportions and the relationship between them.

Every item has been thought to match and relate between one another.



# Color

The brand should always when possible be applied with black background.

For white background you can see how to apply on the following section.

For no gradient applications with color please use the following provided alternatives.

For applications in grey please use the following provided alternatives.

Original alternative



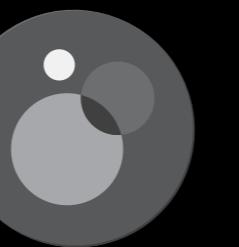
**polywrap**

Color with no gradient



**polywrap**

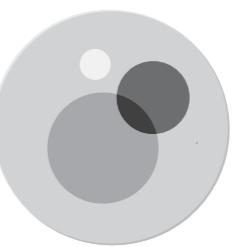
Grey scale no gradient



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# White Background

When the brand is applied with white background please use this adapted version.

A grey circle is applied in the back of the wrapper:

R: 241      G: 241      B: 242



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# polywrap

R: 241  
G: 241  
B: 242

# White Background

When the brand is applied with white background please use this adapted version.

A grey circle is applied in the back of the wrapper formed by the color:

R: 241      G: 241

B: 242



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# Social icons

When using the brand to represent your presence on social media we recommend the following applications with modifications for each specific case.

The following applications only function when they need to be inside a picture container for specific uses.

The applications without the logo **polywrap** are only allowed when there is another picture that already shows the complete brand with the **polywrap** logo next to it or has the name below (like apps).

Uses inside image containers

Square social icon



Rounded square social icon



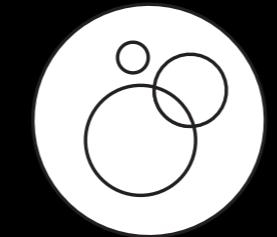
Rounded social icon



Uses inside image containers (only allowed if the logo polywrap is present next or below)



# Brand misuse



**polywrap**



Do Not -  
Apply outlines



**polywrap**



Do Not -  
change direction of gradations



**polywrap**



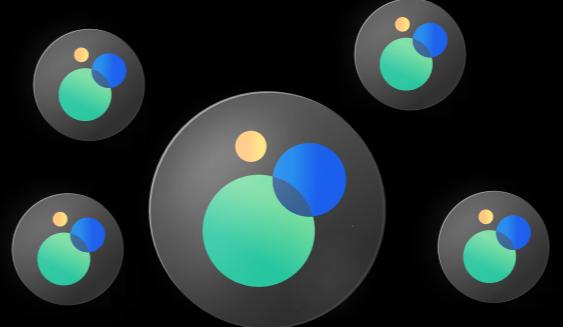
Do Not -  
fill with multiple colors



**polywrap**



Do Not -  
change orientation



**polywrap**



Do Not -  
multiply



**polywrap**



Do Not -  
skew, rotate or stretch

# Color

## Primary

### Green Gradient

Composition:

#74DD9F

#27C69F

-119.97°

## Secondary

### Blue Gradient

Composition:

#1B5FED

#1B87ED

179.2722°

## Tertiary

### Yellow Gradient

Composition:

#FFC272

#FFE272

0°

## Wrap Gradient

Composition:

#878787

#FFFFFF

127.4322°

35% transparency

## Black background

Composition:

#000000

## White background

Composition:

#FFFFFF

## Logo font

When using the logo font please respect the correct spaces and the font style "extrabold".

Do not use this text to explain things about the brand. Only use it for the brand and eventually in some brand communication (but limited).

**Nunito** helps to represent the idea of **the wrapper** being something smooth and solid enough to start creating new things.

**polywrap**

**Sans serif**  
**Nunito**  
**Extrabold**

# Brand Mockups





**TIME TO  
GET YOUR  
WRAP**

---



polywrap

# get wrapped

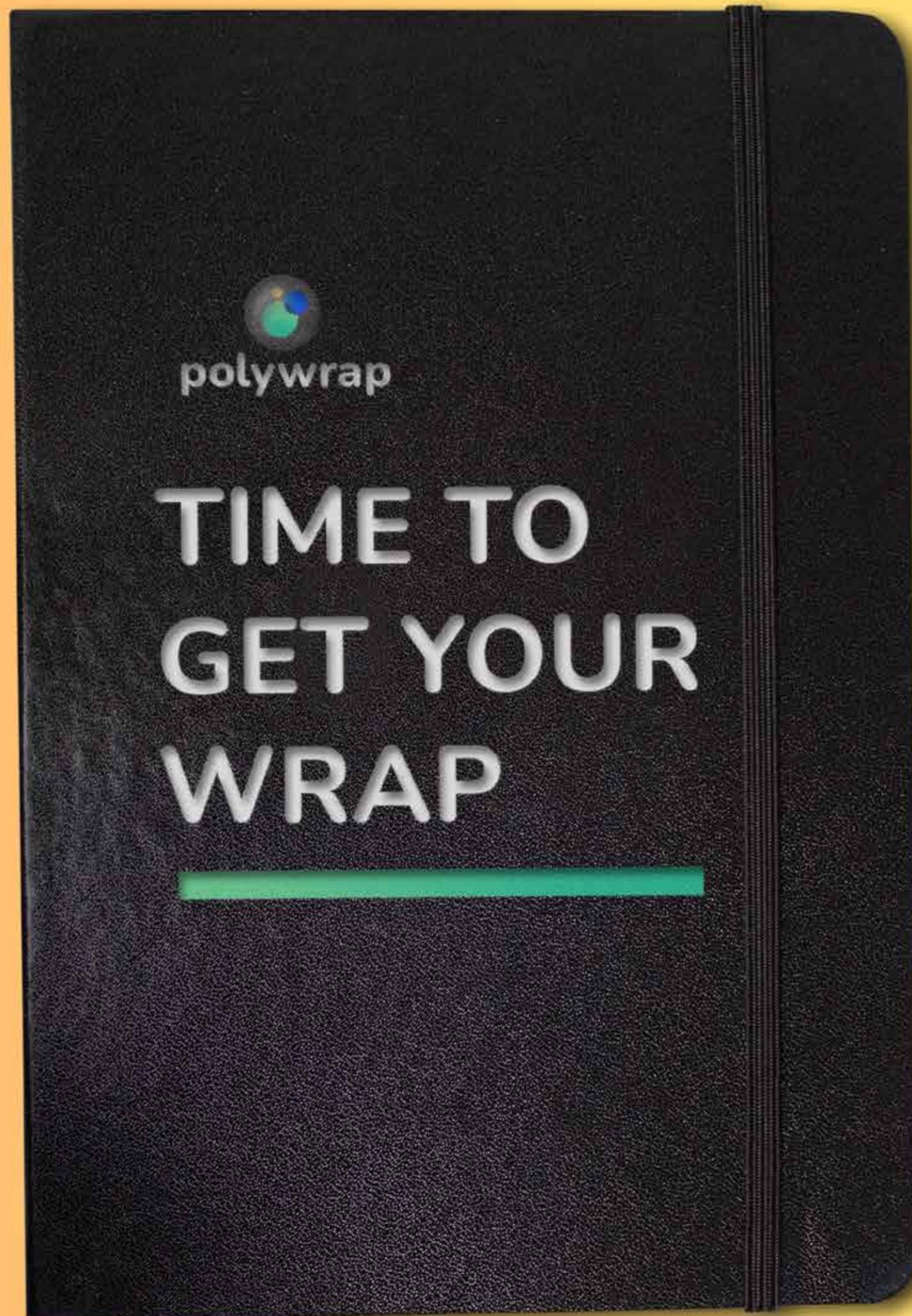
---

it's time





*polywrap*



# Wrapper creation

How wraps are born?

Examples storytelling:

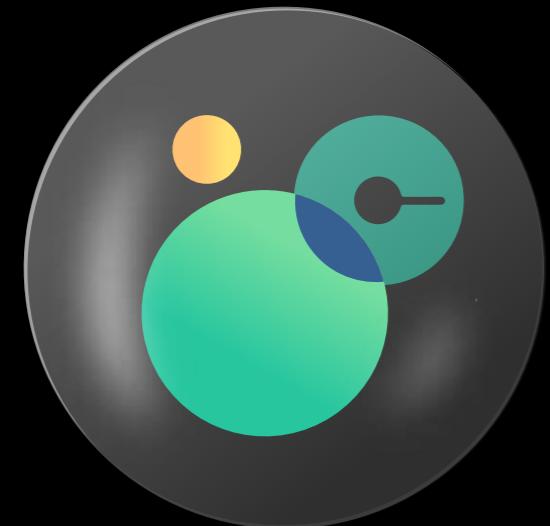


# polywrap



# Wrapper creation

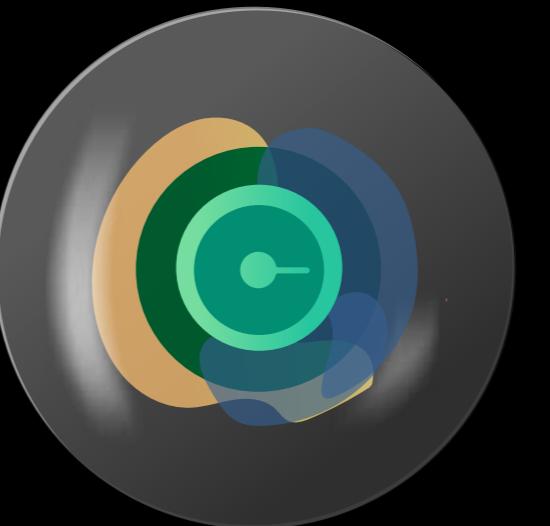
Examples storytelling:



**1)** Born inside the polywrap.



**2)** Starts growing and fusioning

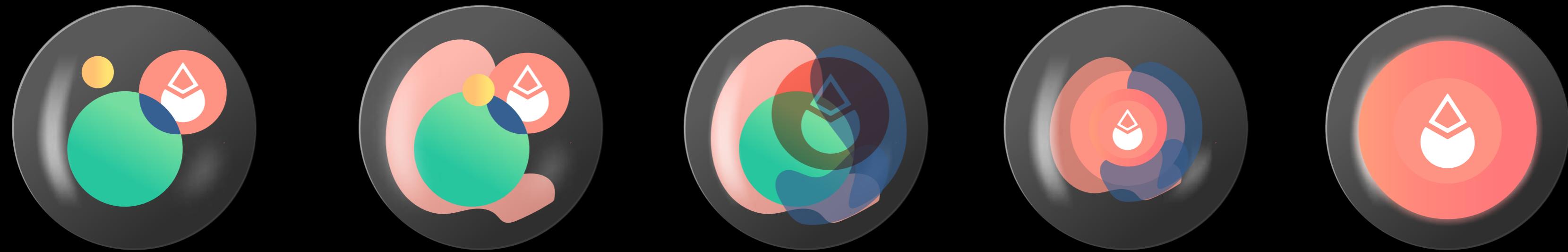


**3)** A new wrap is born.



# Wrapper creation

Examples storytelling:



**1) Born inside the polywrap.**

**2) Starts growing and fusing**

**3) A new wrap is born.**

# Wrapper creation

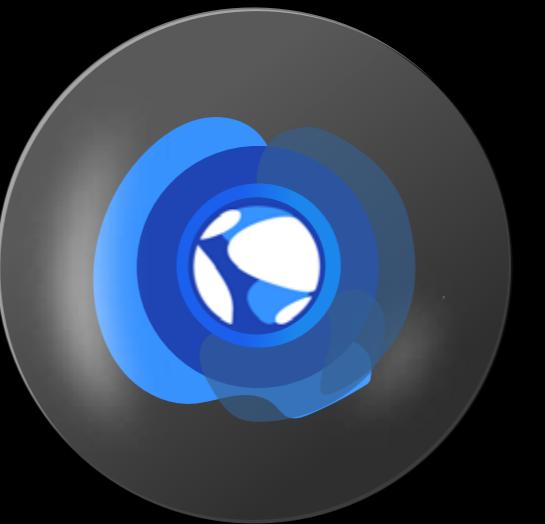
Examples storytelling:



**1)** Born inside the polywrap.



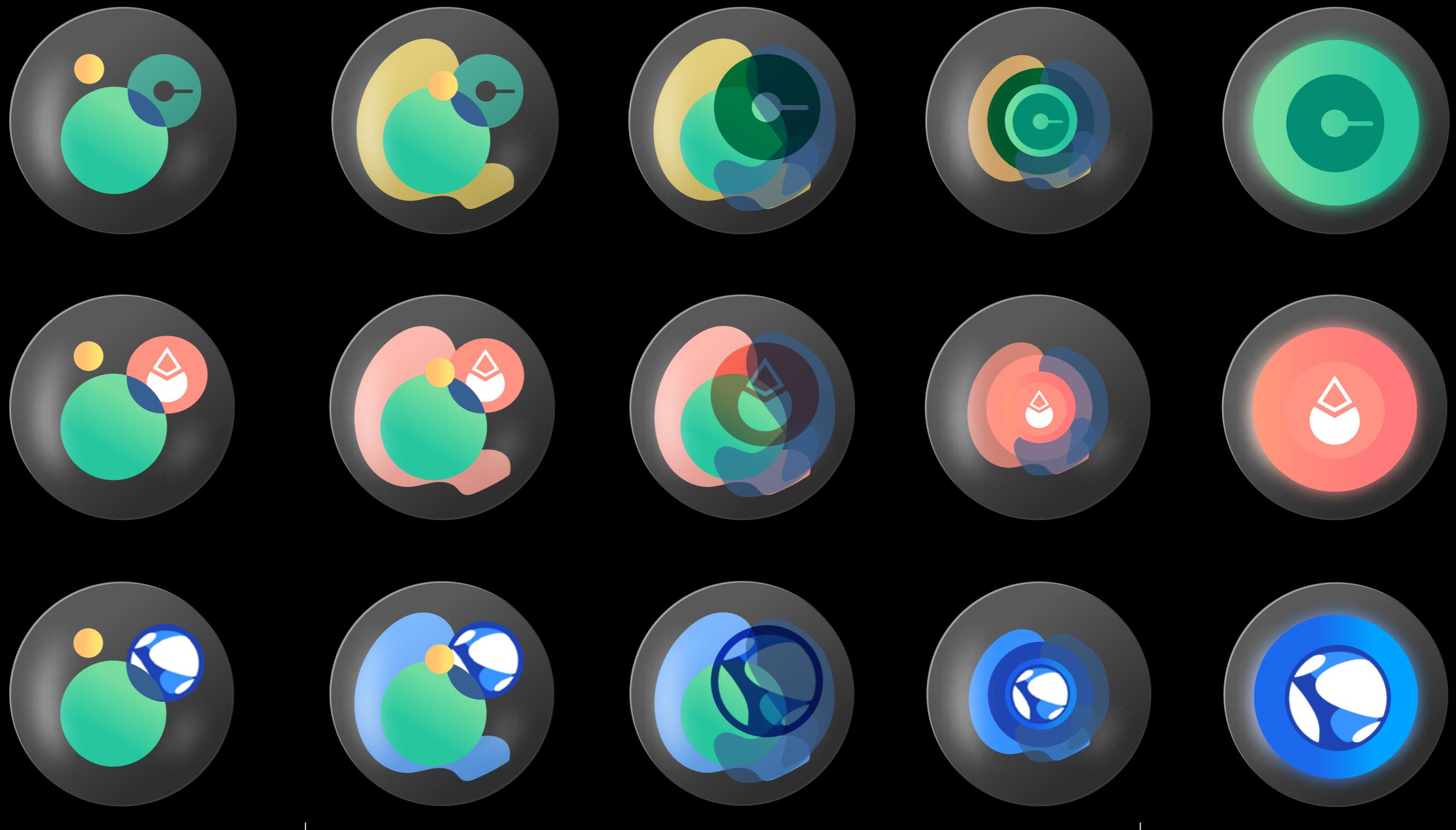
**2)** Starts growing and fusioning



**3)** A new wrap is born.

# Wrapper creation

Examples storytelling:



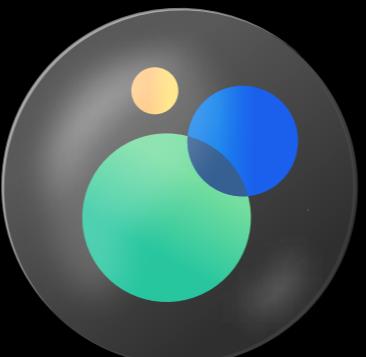
1) Born inside the polywrap.

2) Starts growing and fusioning

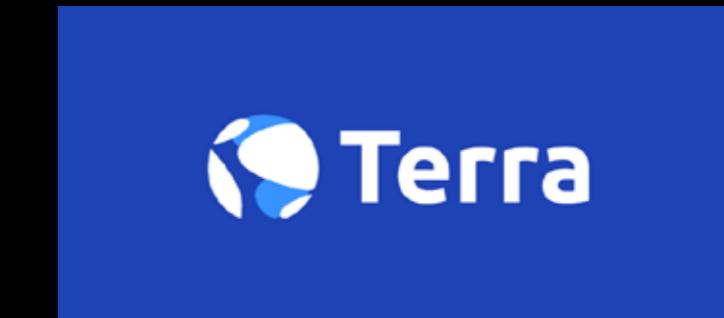
3) A new wrap is born.

# Wrapper creation

Examples storytelling:



# polywrap





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# The environment “matter”

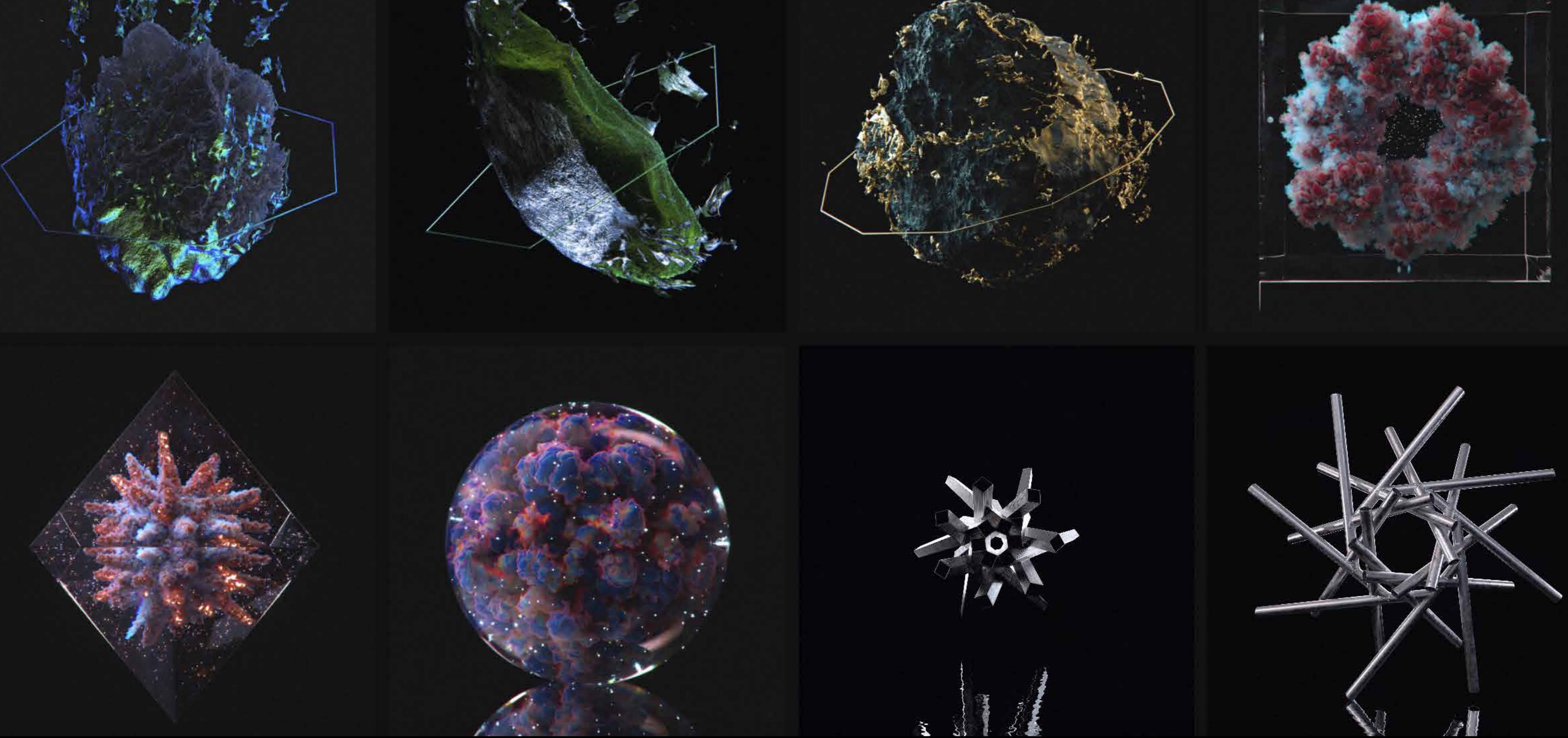


# polywrap

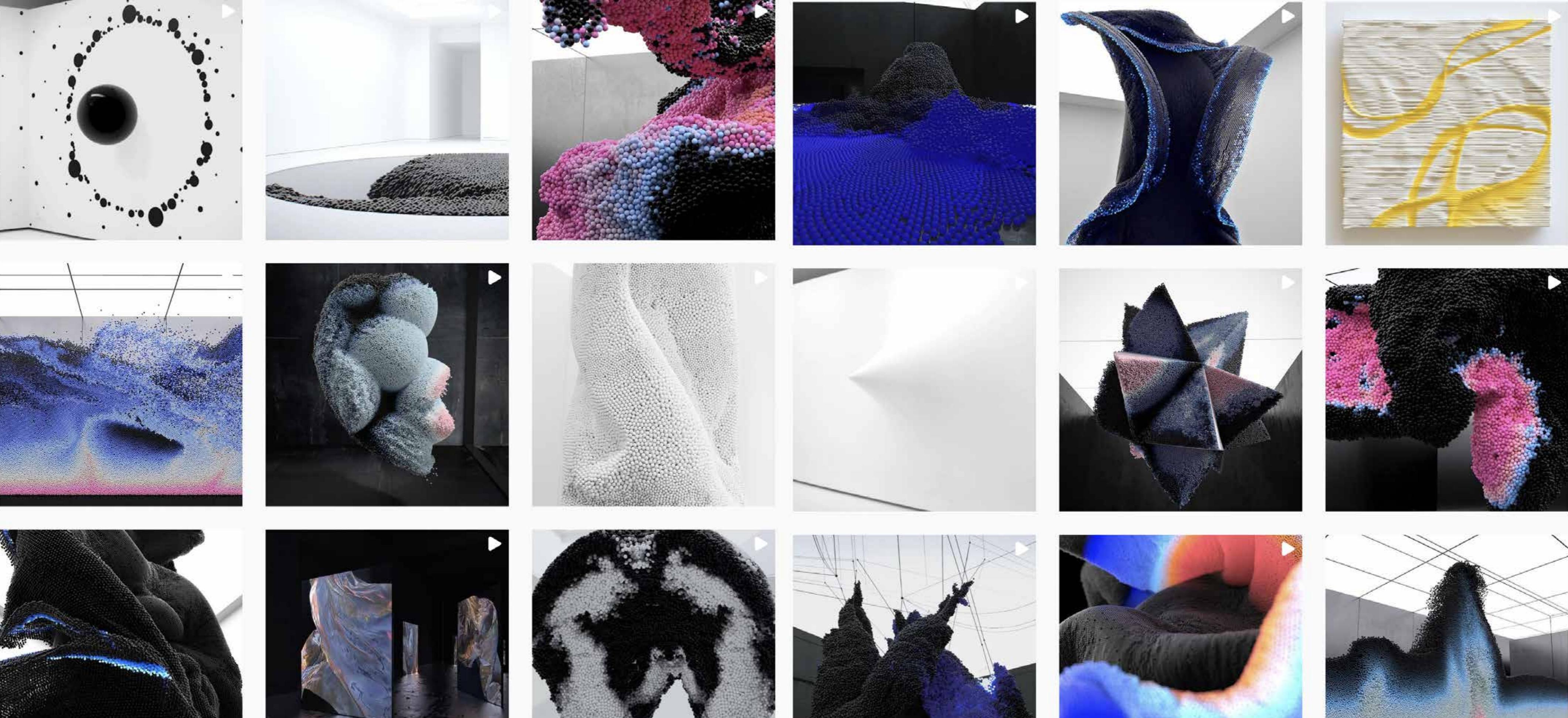
**polywrap** is just the beginning. It is the representation of the first wrap being created and alive.

But the environment then will start creating its own wraps and it will evolve by itself.

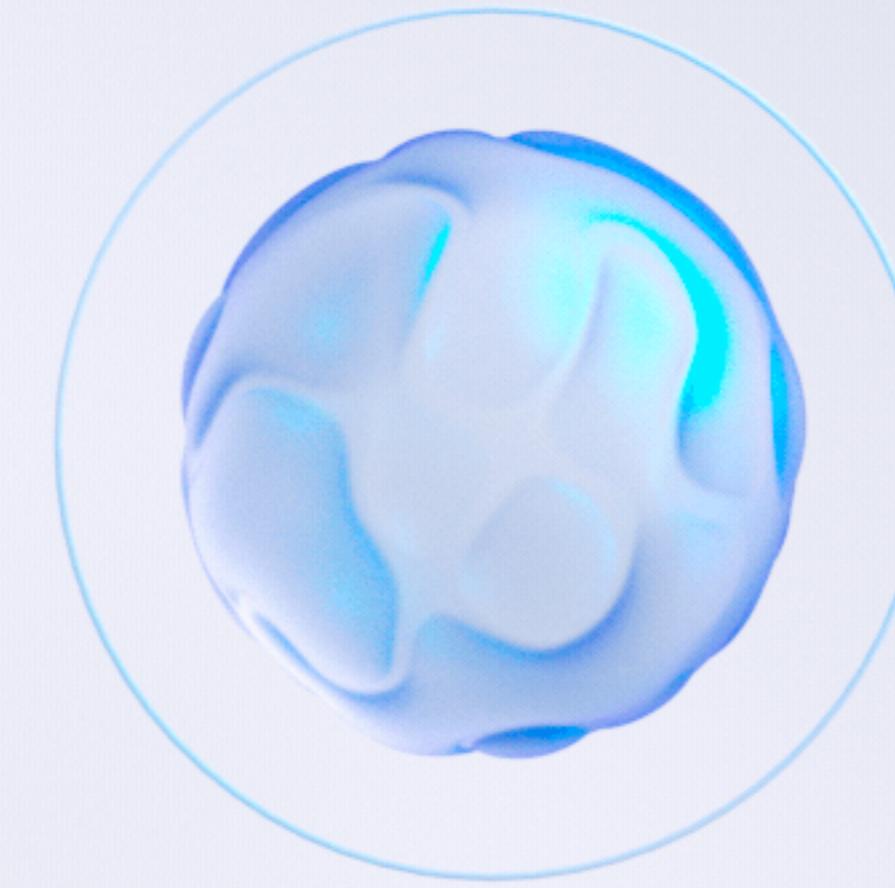
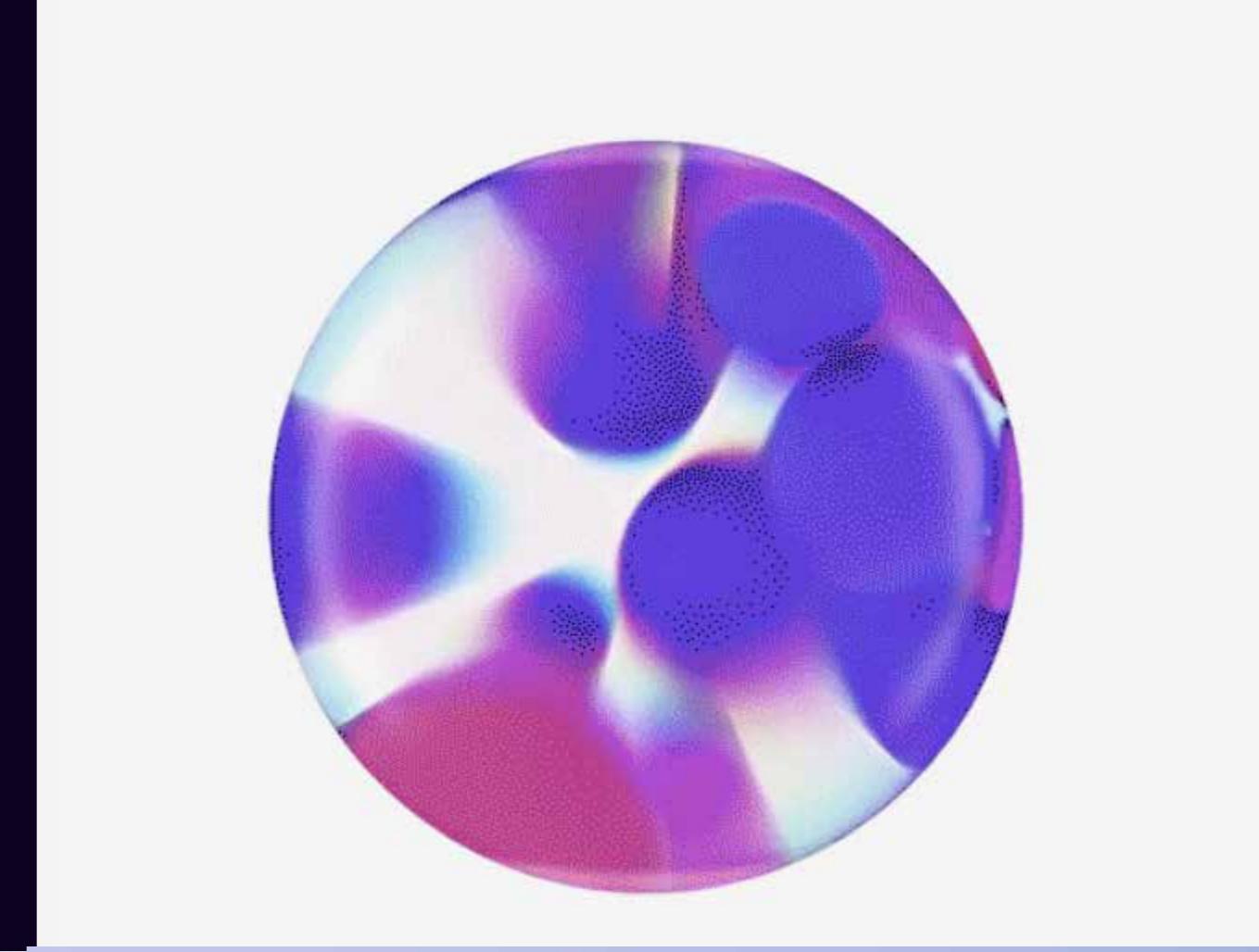
The following are references about how we imagine illustrating the **environment** for **polywrap**.



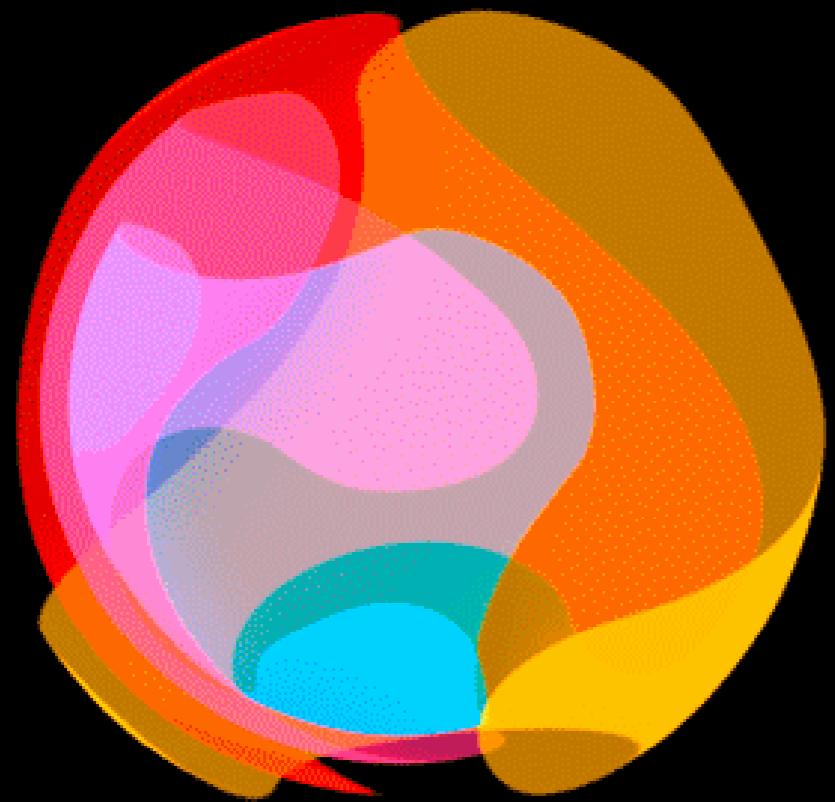
Reference of the kind of environment / world that **polywrap** is going to be creating.



We are the form and creation of new matter / atoms / molecules.  
New things being born and created.



We are the form and creation of new matter / atoms / molecules.  
New things being born and created.



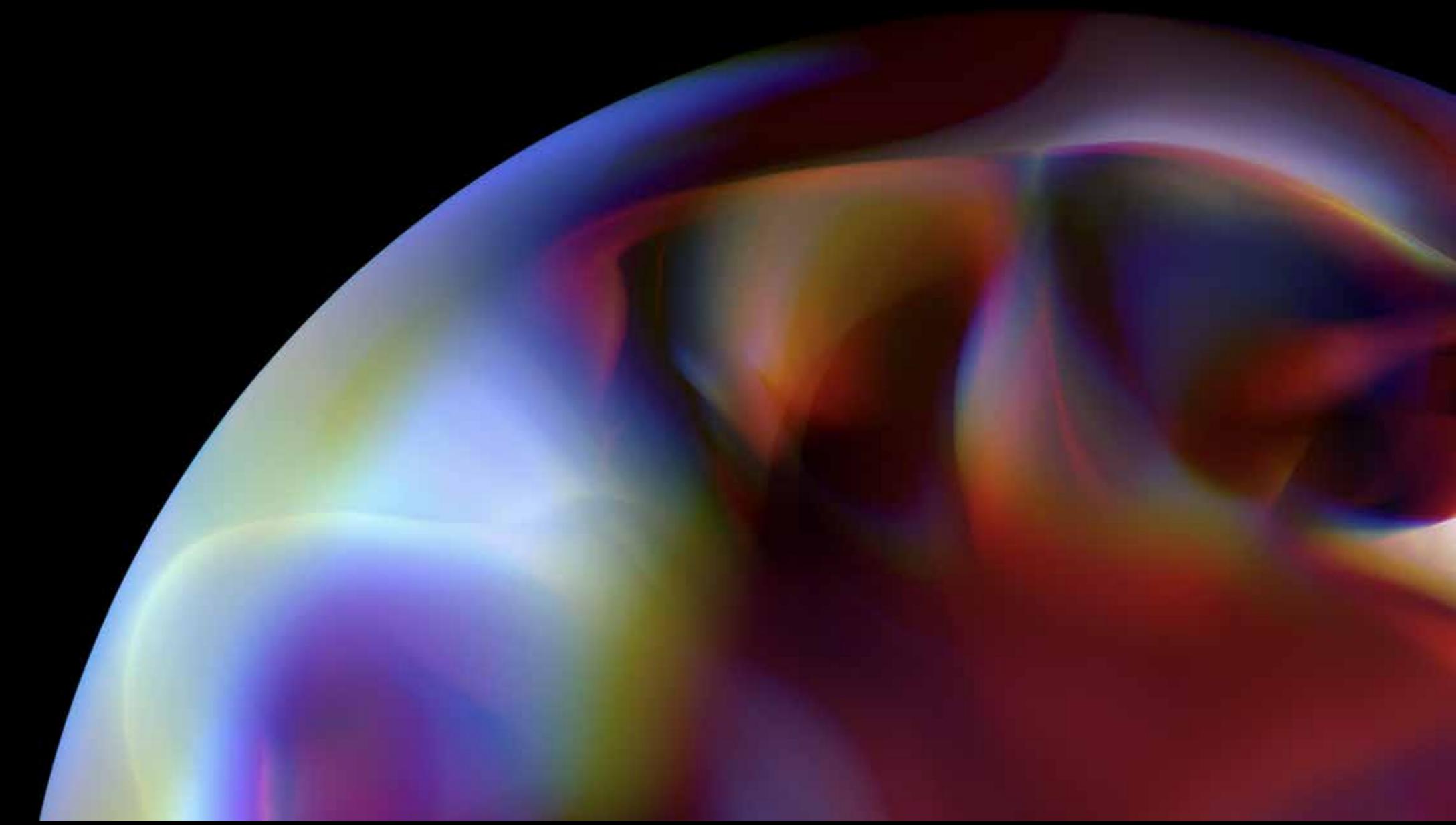
We are the form and creation of new matter / atoms / molecules.  
New things being born and created.



We are the form and creation of new matter / atoms / molecules.  
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New things being born and created.



We are the form and creation of new matter / atoms / molecules.  
New things being born and created.

**Questions?**  
[mery@dorg.tech](mailto:mery@dorg.tech)