After all the hard work invested into forking and building upon a passive yield farming protocol, we want to make sure a cohesive brand design follows suite

Minimum size

The smallest the logo should be represented is 100px high.

Primary logo

Fantohm's upgraded identity is something the team cherishes. Voted by the most enthusiastic community members, it now has no sharp corners and is slick to look at. We have kept the bright and comfortable Honey and Gold colors, but also made the middle of our cute ghost more simple. Unbothered, happy, curious even. This is the ethos of Fantohm and our very warm community.

FANTOHM

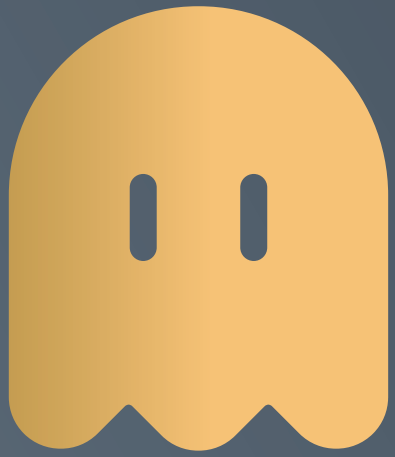
Primary logo with colors on dark background

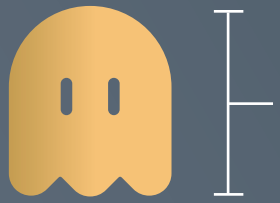
FANTOHM

Primary logo with negative colors on bright background

FANTOHM

Primary logo on white background





Maximum size

The biggest the logo should be represented is 100px high

Secondary logo

Fantohm's secondary logo is interchangable to the primary logo, but should never be used next to the primary logo. For instance, the secondary logo shouldn't be used as the profile picture if the primary logo is used for the header – it looks repetitive and isn't a good use of the brand elements.

Colors

We decided on 4 base colors for our new logo. When we have a Navy or White background, we accent our logo with a beautiful blend of Gold and Honey. This contrast brings out the simple yet elegant elements. When the background is Honey, we do the opposite and contrast that with a blend of Navy and Smog.

Honey

R **247** G **199** B **117**
C **3** M **25** Y **61** K **0**
HEX **F7C775**

Smog

R **102** G **114** B **129**
C **62** M **45** Y **34** K **19**
HEX **667281**

Gold

R **204** G **165** B **81**
C **3** M **25** Y **70** K **23**
HEX **CCA551**

Navy

R **60** G **67** B **78**
C **75** M **61** Y **47** K **46**
HEX **3C434E**

Typography

Typography is a powerful brand tool when used consistently. This set of typefaces best represents the bold and modern feel of the brand and should be used in all print and web applications.

Montserrat ExtraBold

Use for headlines

The quick brown fox jumps over the lazy dog

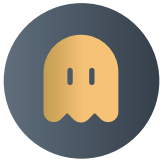
Montserrat Light

Use for body copy.

The quick brown fox jumps over the lazy dog

Icons

Our primary logo will be used for most of our social media accounts when working with a bright background, and our secondary logo will be used for darker backgrounds. Both tertiary and quaternary logos will be used for the same purpose but when the logo is over 100px.

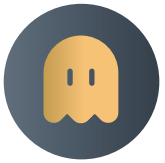


PRIMARY

Fantohm (FHM)

SECONDARY

Staked Fantohm (sFHM)



PRIMARY

Social media

SECONDARY

For dark backgrounds

TERTIARY . LOGO SIZE OVER 100px

Social media

QUATERNARY . LOGO SIZE OVER 100px

For dark backgrounds

www.fantohm.com