



ACROSS

Visual Brand Guidelines

v.01

Background

INPUT VALUES: WHAT IS THIS PRODUCT GONNA DO?

- TRANSFER / SEND
- INSTANT / FAST
- INSURED / SAFE

MY THOUGHT PROCESS

I wanted to illustrate how to go from one place to another, safe and quick. That's where the name came from: getting **Across**

The brand should feel modern but still have a friendly, warm touch. Avoiding the typical crypto graphical attributes (rockets, space, techy components, blocks etc).

Something that is easy to recognize just by the colors, logo and the font.

Users should feel that this is the quickest, cheapest and most secure way to move crypto between chains.

"They'll help me get there"

Friendly



Techno

We help you get there

without fuzz

For everyone

Easy to use

Helpful community

Honest

Modern tech

Minimalistic design

Straight lines

Instant

MEMES VS BRAND

Memes and personal content can basically be whatever the creator wants it to be. There are no visual constraints, but using the right colors and font should be encouraged.

Visual content coming from the Across team/DAO should follow the Brand Guidelines in a more strict form. The Guidelines can be updated and/or changed along the way.

Logo

- Always flat, no shadow or 3D
- Not skewed or rotated
- Only with these colors

PRIMARY

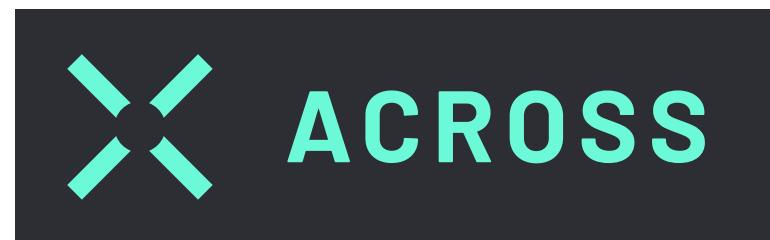


SECONDARY

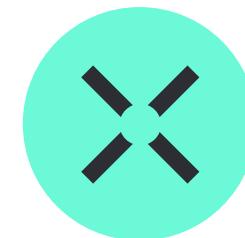


LOGO VARIANTS

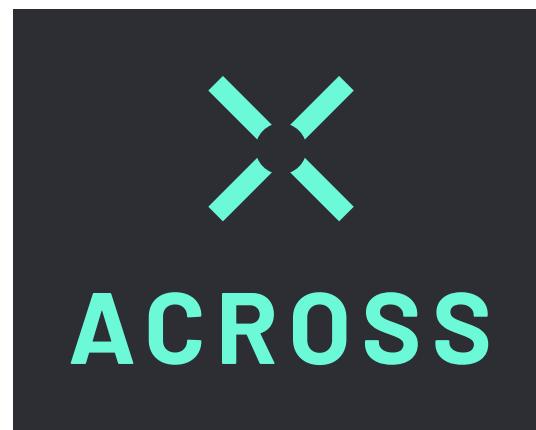
Horizontal



Without wordmark



Vertical



LOGO / WORDMARK SIZE & DISTANCE: Rule of Thumb

Keep some spacing between logo and wordmark (but don't overdo it)

LIKE THIS



NOT LIKE THIS



Too tight



Too tight



Too much space



WORDMARK LETTER SPACING

When creating the logo + wordmark use 10% letter spacing. This is not applicable when using the name in plain text

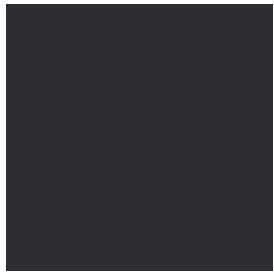


Colors & Font

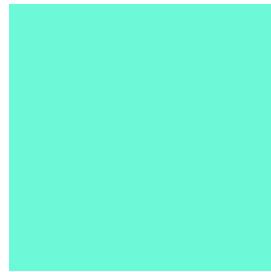
COLORS

PRIMARY

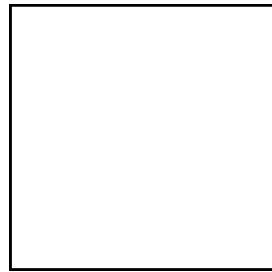
#2D2E33



#6CF9D8

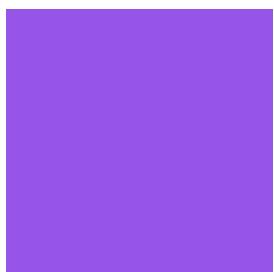


#000000



SECONDARY

#9654E9



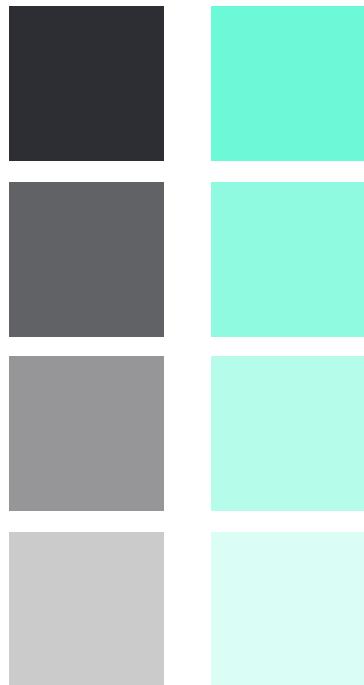
#F9856C



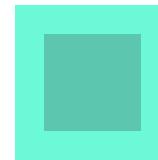
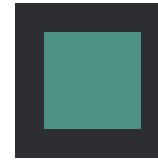
For links, alerts

Error color

OPACITY



Opacity on top of solid color (examples)



FONT

PRIMARY

Barlow
Barlow
Barlow

SECONDARY

Barlow
Barlow
Barlow



Other graphics

PATTERN

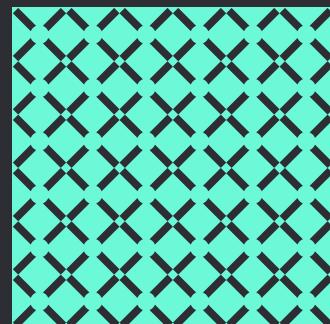
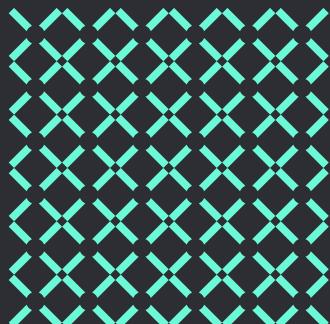
The pattern could be used as a background image on Twitter & blog posts etc.

Use opacity on the pattern when having content on top

Like this

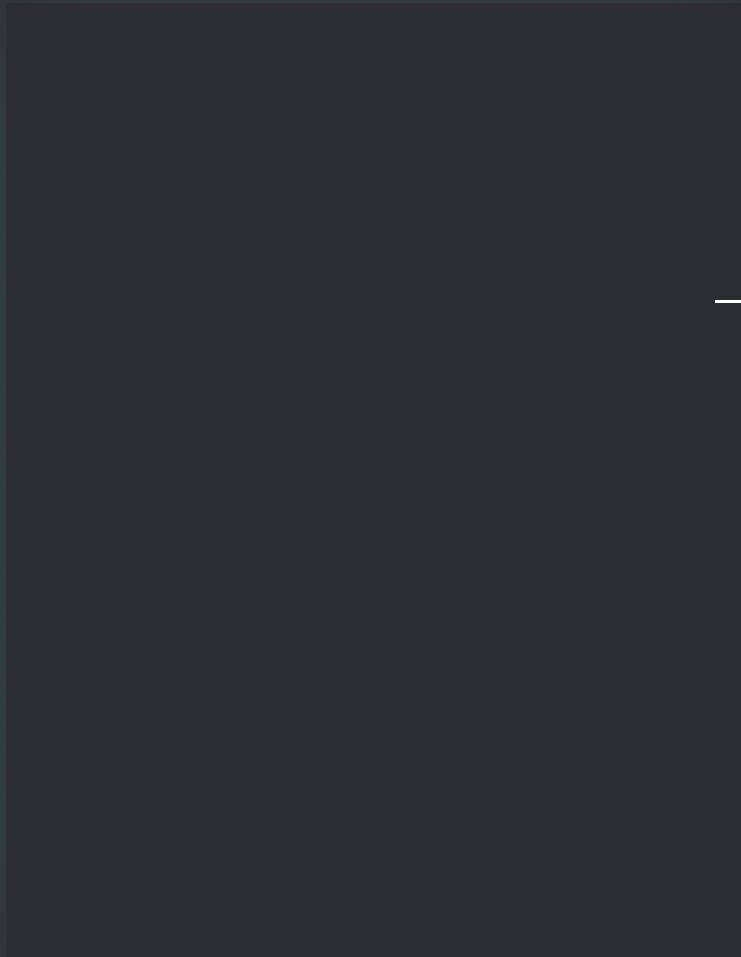
12% opacity

The pattern could also be used with full opacity but without other content competing for attention.

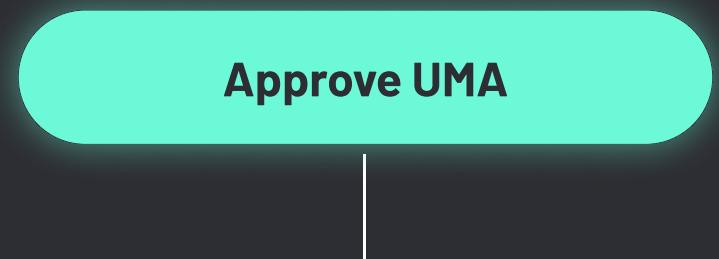


GLOW

Glow is used to give focus to important areas. Do not overuse it and/or combine it with too much other graphical material since that will devalue the “focus aspect”.



— Example background
area with glow



Example hovering a button