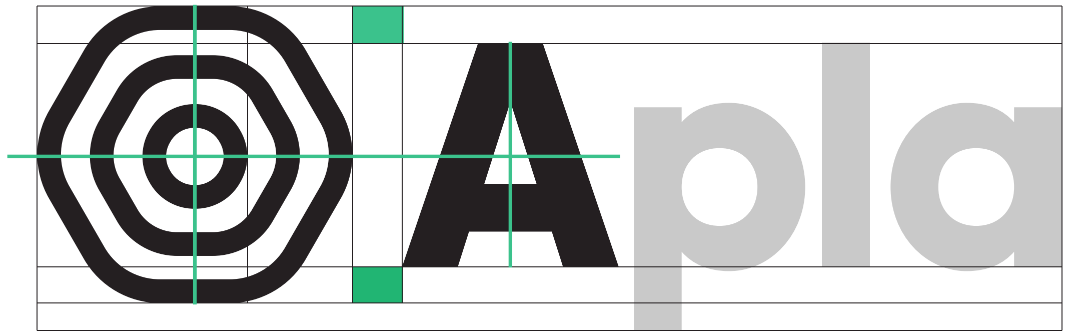
Apla

Guideline

Logotype

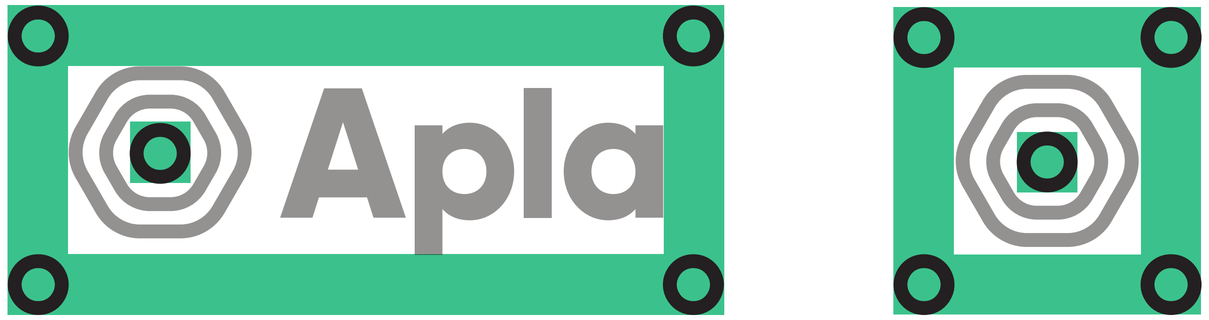
Structure

Sign is alligned accordingly to the capital letter height.



Clear space

Logotype’s clear space equals the size of a sign’s central cirle.



Primary & secondary logotypes

Used for majority of applications: complete (sign and wordmark) and short version (sign alone).

Alternate version: small

For small-sized applications the use of smaller logotype version is advised. Proportions of this logotype are optically adjusted to ensure better legibility on smaller formats.

Alternate version: simplified

Squared and simplified logotype's version.

Background guidelines

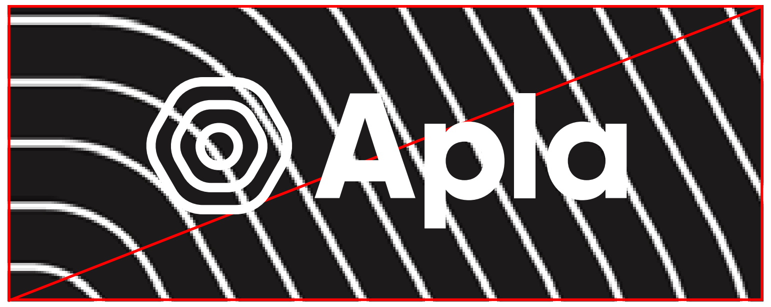
White logotype is applied on black background and darker photos.

Black logotype is applied on white background and bright photos.

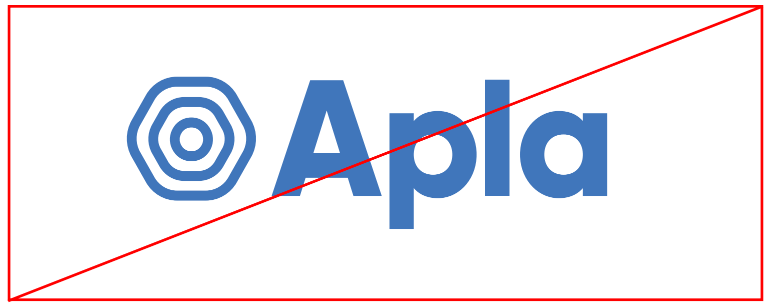
Logotype application over colourful backgrounds (excluding black and white) presumes the use of a white or black padding as a background.

Logotype's minimised version is applied on smaller and rounded formats (social media, favicons).

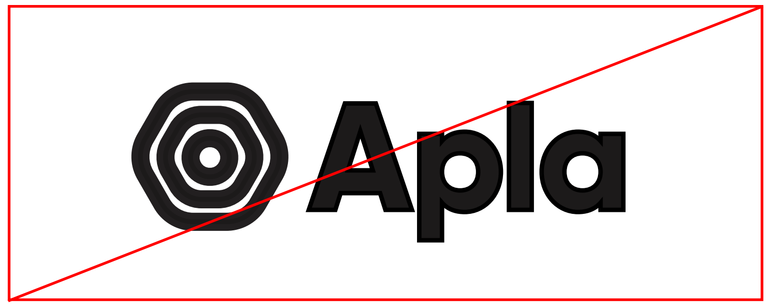
Application misuse



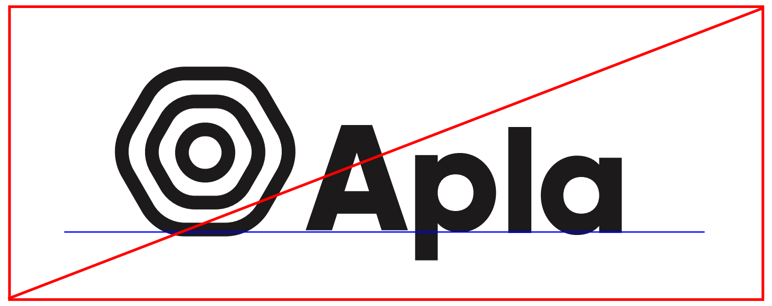
Do not use the logo on a multi-coloured background



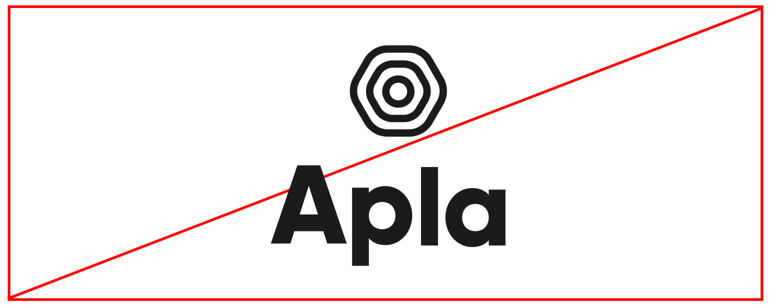
Do not use any colours excluding ones of primary palette (page 3)



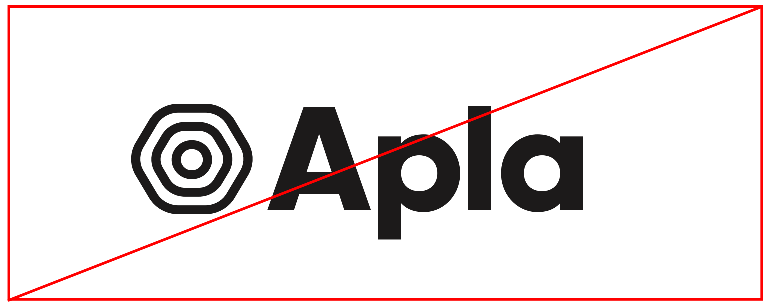
Do not adjust the lines width



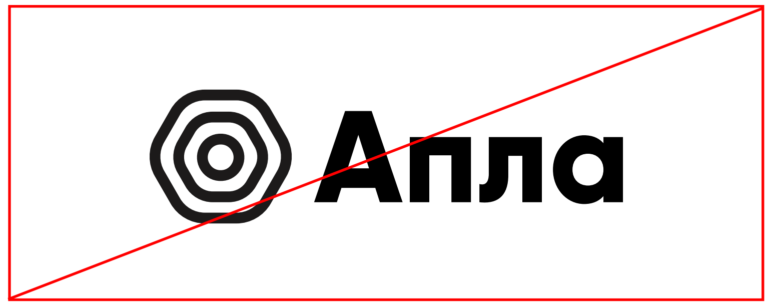
Do not alter the default allignment

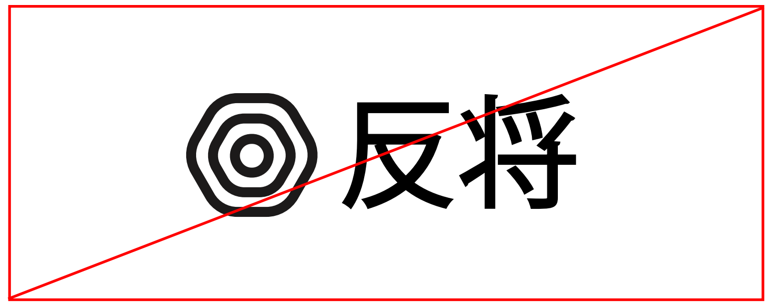


Do not change the composition and elements location

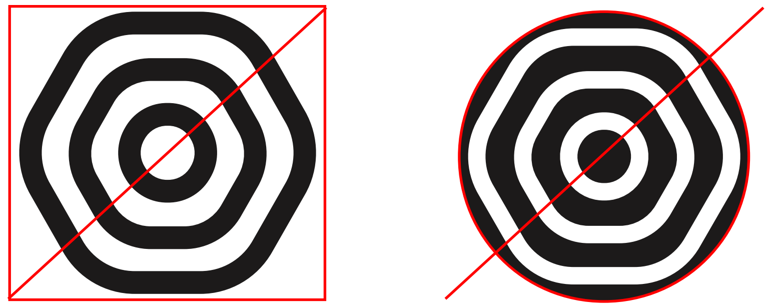


Do not change the proportions and the original size of the logotype





Do not translate the original language of the brandname



Do not use the sign or logotype without a clear space

Colours

Primary colours

Majority of applications presume the black and white palette.

Black colour has deminished contrast for smoother perception when used as a background colour.

White

C0%
M0%
Y0%
K0%

#FFFFFF

Custom black

C71%
M67%
Y65%
K78%

#1C1A1A

Secondary colours

Used for highlighing or stressing the details.

Red

#F03F60

Green

#3AC28B

Blue

#6084DE

Typefaces

This unique font pairing is used for all branded layouts.

Gilroy
extrabold

Headlines and important messages

+

Graphik
Regular

Body text and descriptions

Layout example:

Access control mechanism

Application user interfaces are written in Protypo, a special language of the template engine. The functions and constructions of the Protypo language enable you to obtain values from the database, build forms for transferring values to contracts and performing other operations. Application user interfaces are written in Protypo, a special language of the template engine. The functions and constructions of the Protypo language enable you to obtain values from the database, build forms for transferring values to contracts and performing other operations.

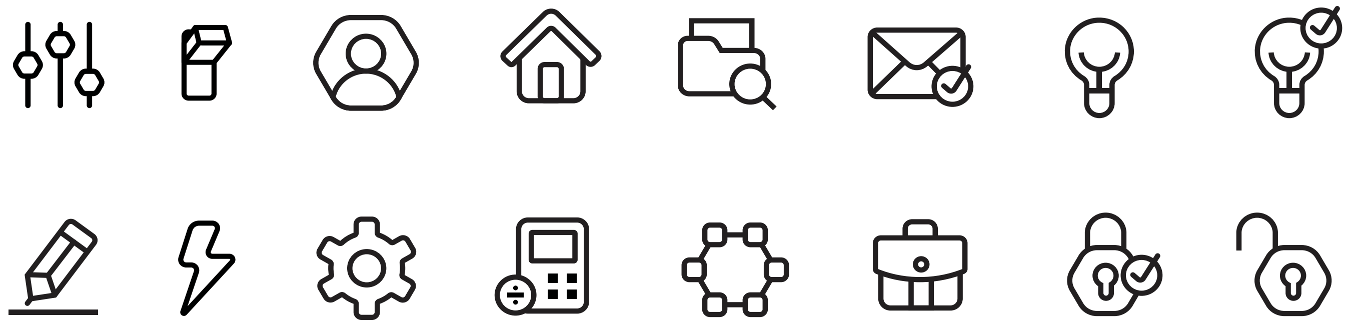
Font styles

H1	Gilroy / ExtraBold	Public blockchain platform
H2	Gilroy / ExtraBold (≈ 2/3H1)	Visual interface designer building
H3	Gilroy / ExtraBold (≈ H1x1/2)	Ontological shell for implementing a single semantic design environment
Text	Graphik / Regular (≈ H1x1/3)	The visual interface designer allows to easily and quickly customize the appearance of application pages without resorting to HTML code. It is used to add text blocks, form and navigation elements of application pages design environment
T2	Graphik / Regular (≈ H1x1/2)	The visual interface designer allows to easily and quickly customize the appearance design
T3	Graphik / Regular (≈ H1x1/4)	The visual interface designer allows to easily and quickly customize the appearance of application pages without resorting to HTML code. It is used to add text blocks, form and navigation elements of application pages design environment

Graphics

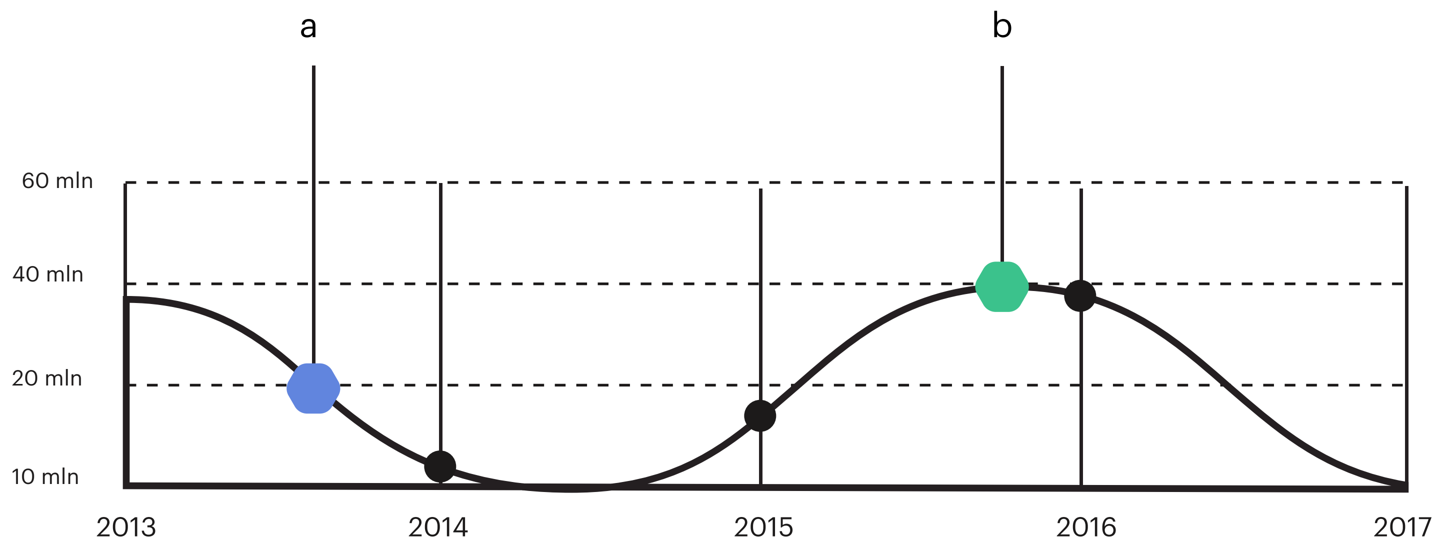
Icons

Monochromatic images made of simplistic shapes



Slope chart

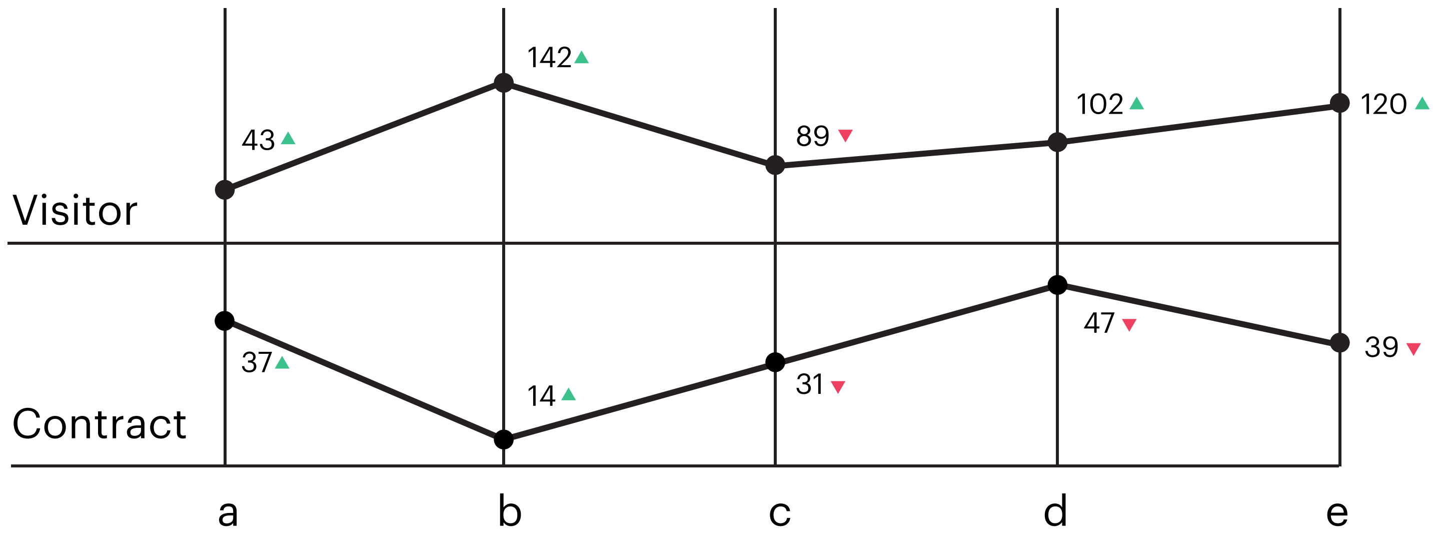
Charts are build by a simple, single-coloured lines and plenty of clear space. For highlighting and details emphasis use the secondary colours (page 3).



Sample chart 1: Bitcoin investment portfolio

Sequence chart

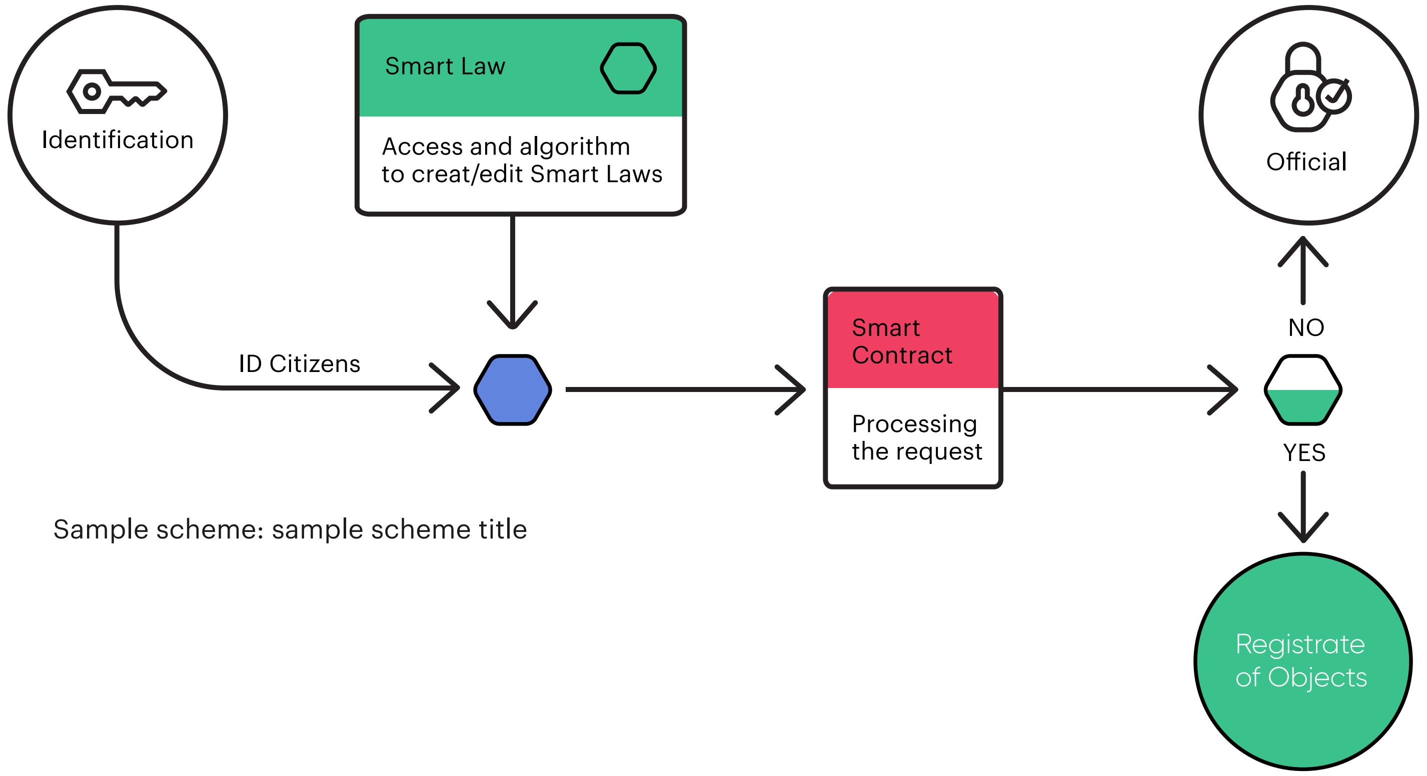
Various styles of charts are permissible as long as their design follows the key guidlines: one-coloured base, simple elements and moderate use of secondary colours for stressing and highlighting.



Sample chart 2: sample chart title

Schemes

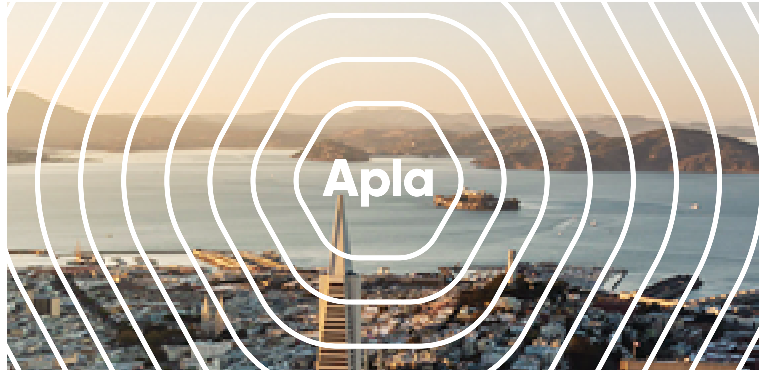
Recommended use of large arrows, non-detailed icons and text placed within a spacious shapes. Usage of a logotype-inspired shapes is welcomed.


Identification
Smart Law
Access and algorithm to creat/edit Smart Laws
ID Citizens
Smart Contract
Processing the request
Official
NO
YES
Registrate of Objects

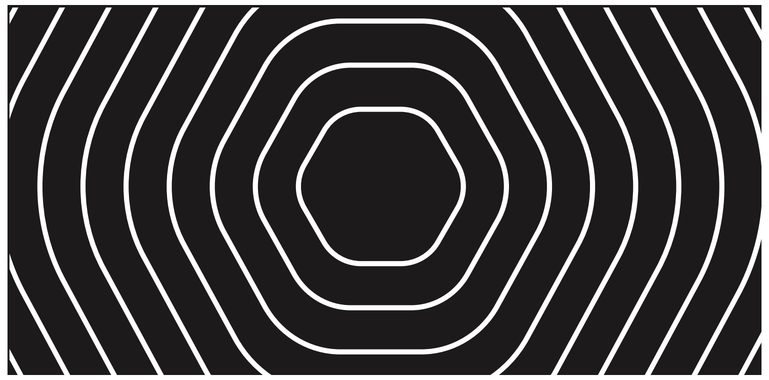
Sample scheme: sample scheme title

Pattern

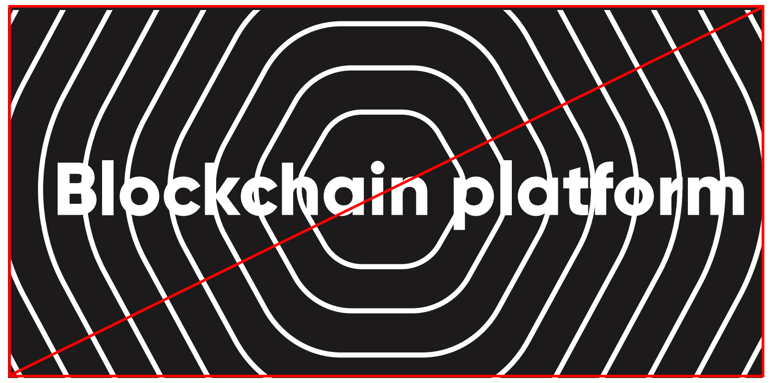
Constructed by a rhythmic linear repeatition that exceeds the given format.



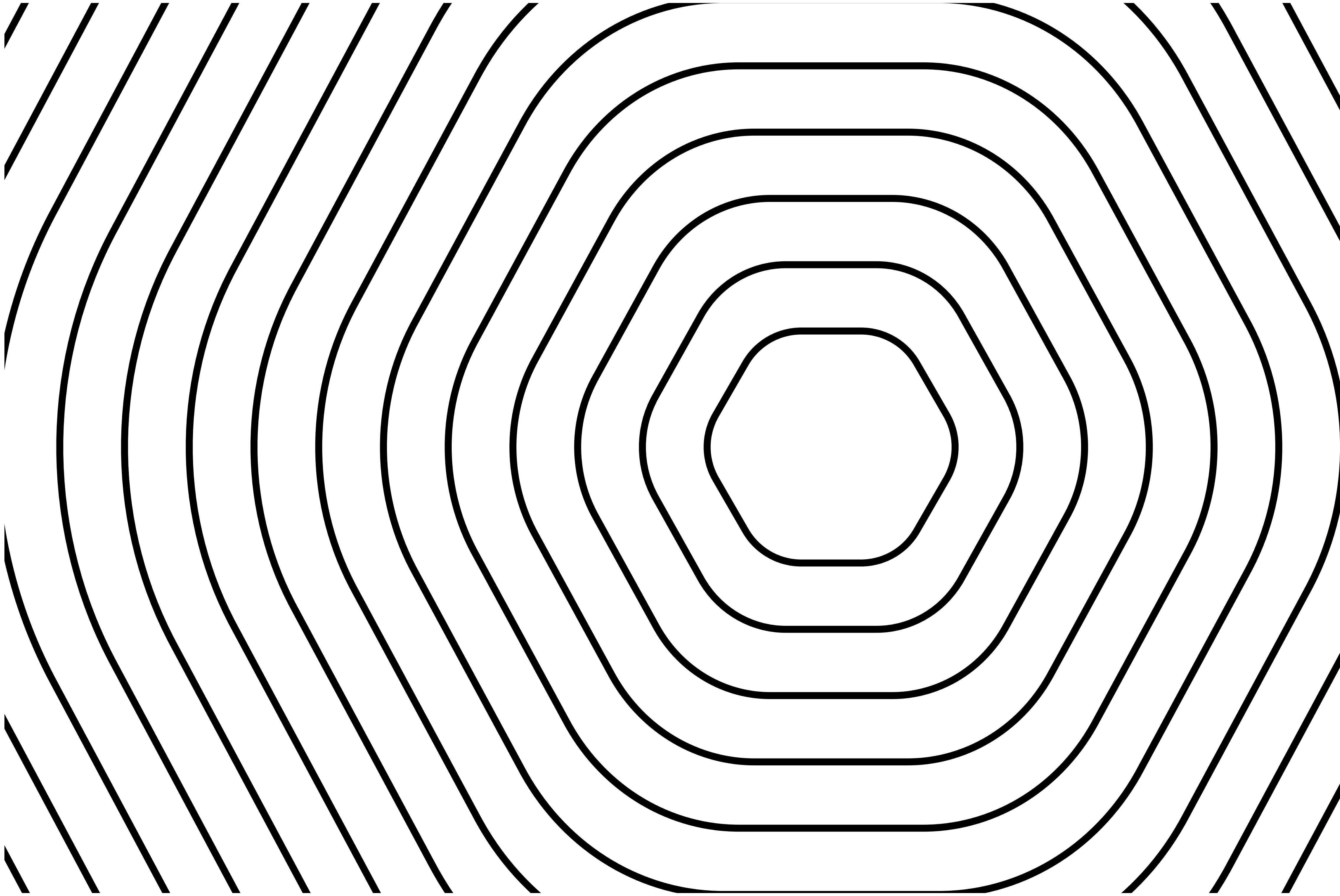
Patterns use over photos is permitted.



Main colour can be white or black.


Blockchain platform

Text must not exceed the limits of the smallest shape in the center.



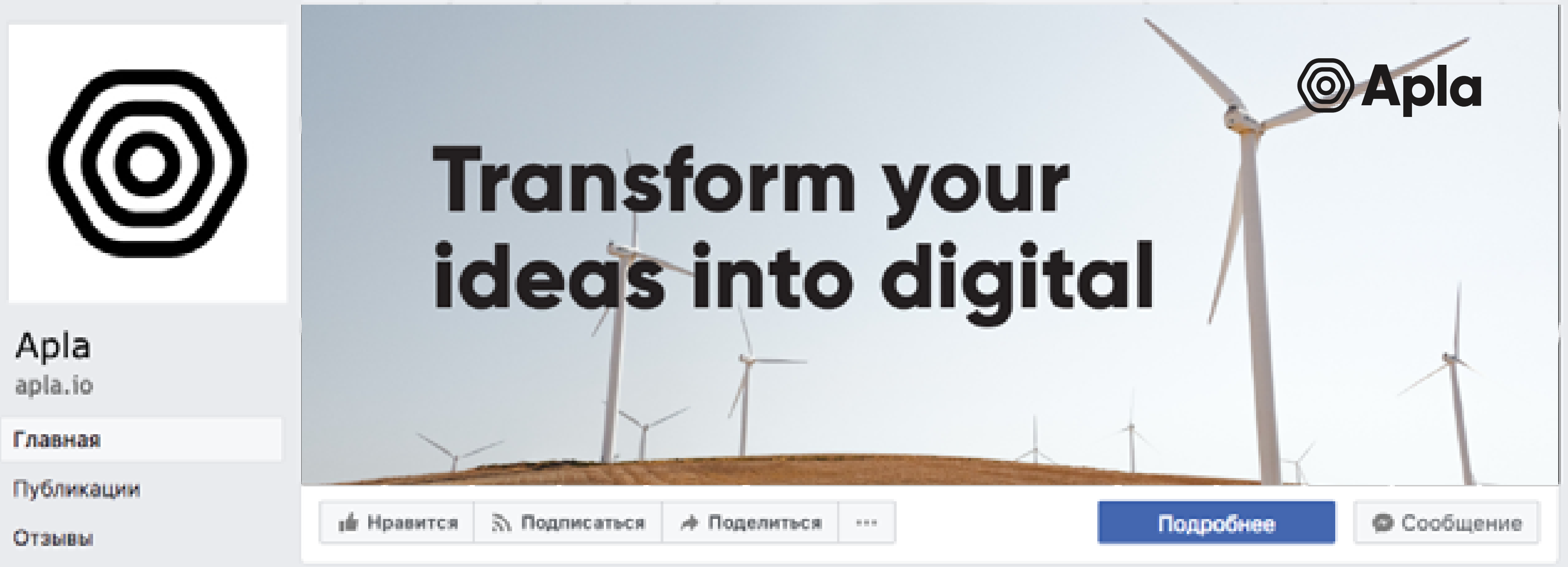
Layout guidelines

Social media

Corporate page design

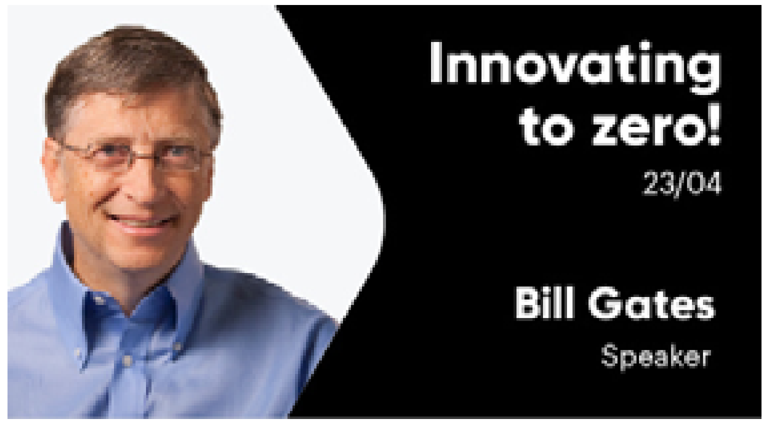
Black sign over white background —as a profile avatar

A broad image with a motto or call to action is placed as a page background

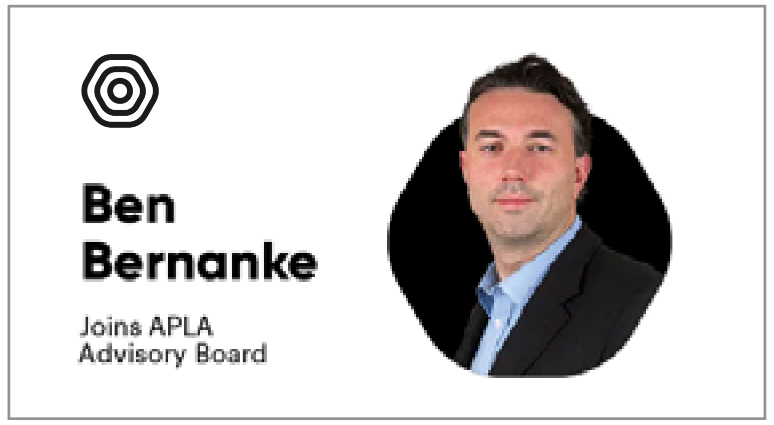

Apla
Transform your ideas into digital
Apla
apla.io
Главная
Публикации
Отзывы
Нравится
Подписаться
Поделиться
···
Подробнее
Сообщение

Social media pages are always titled, so there is no need for using a wordmark on a profile avatar.

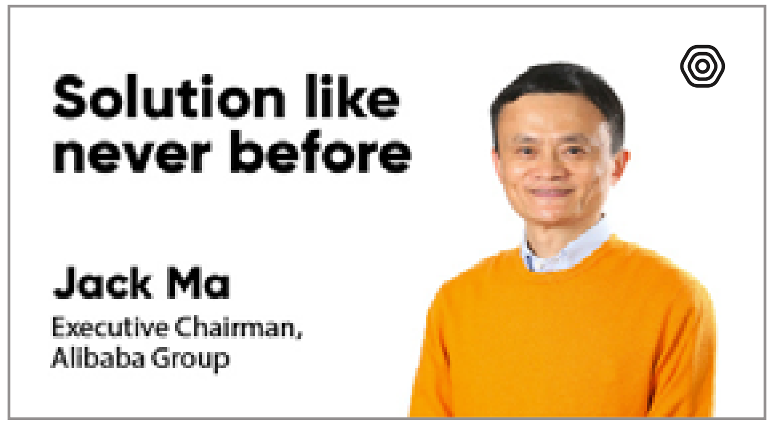
Post cover samples


Innovating to zero!
23/04
Bill Gates
Speaker

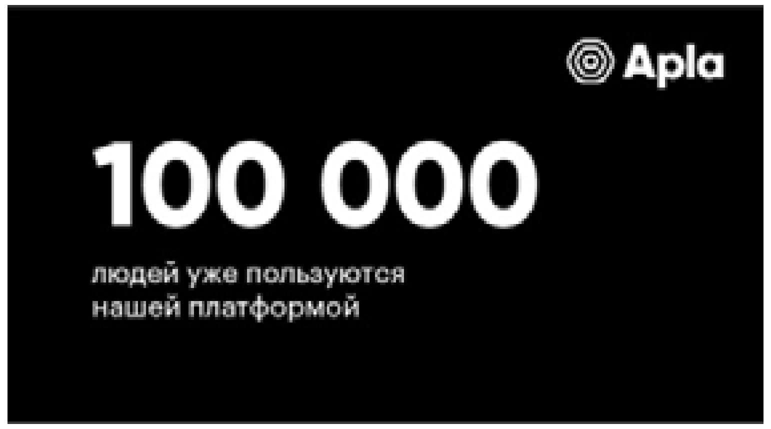
Personal post 1


Ben Bernanke
Joins APLA Advisory Board

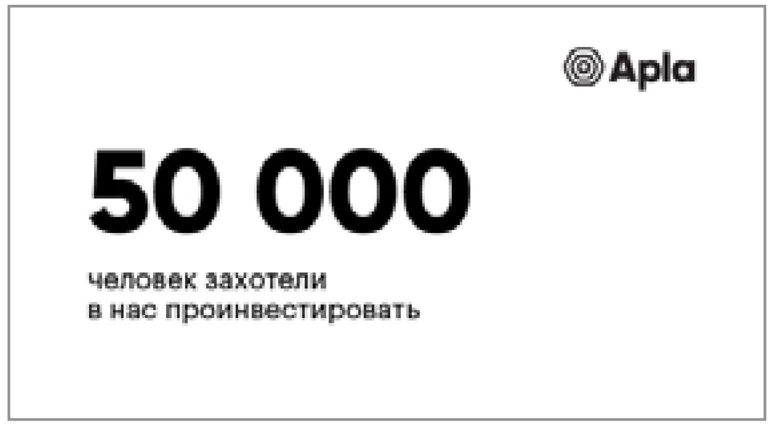
Personal post 2


Solution like never before
Jack Ma
Executive Chairman, Alibaba Group

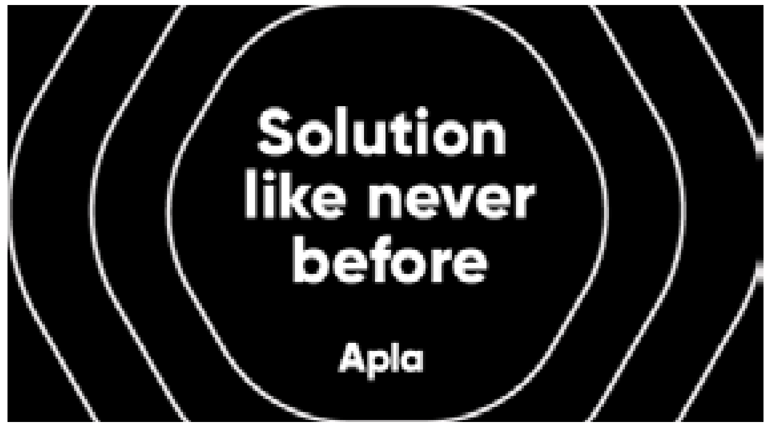
Personal post 3


Apla
100 000
людей уже пользуются нашей платформой

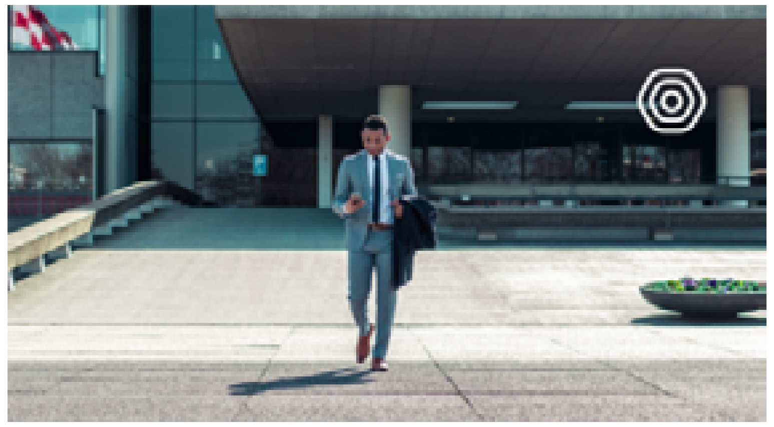
Data post 1


Apla
50 000
человек захотели в нас проинвестировать

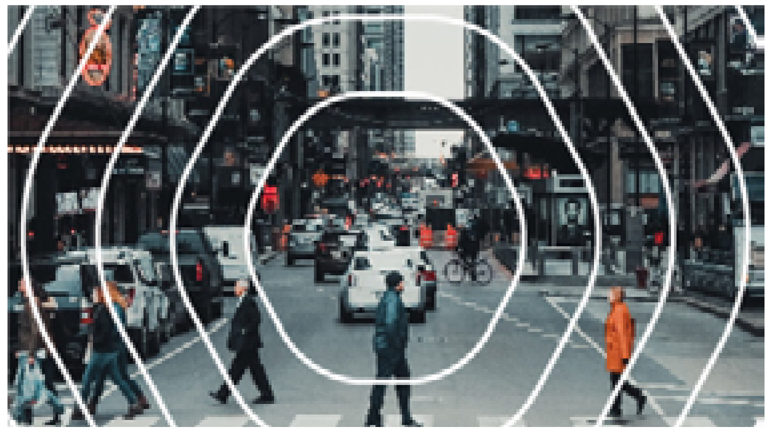
Data post 2


Solution like never before
Apla

Data post 3

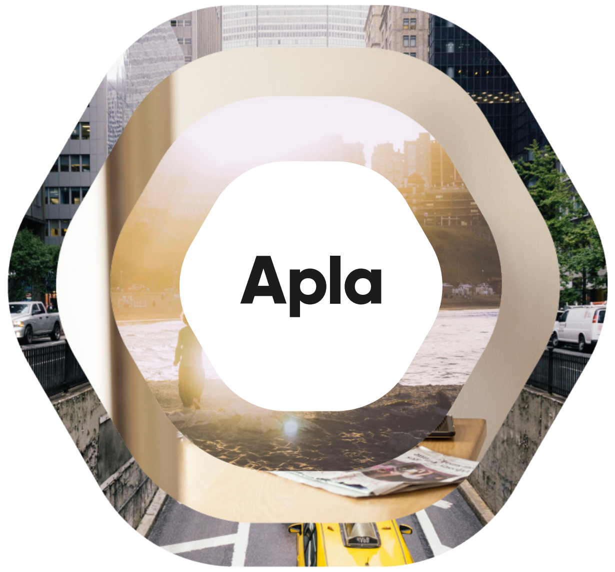


News post 1

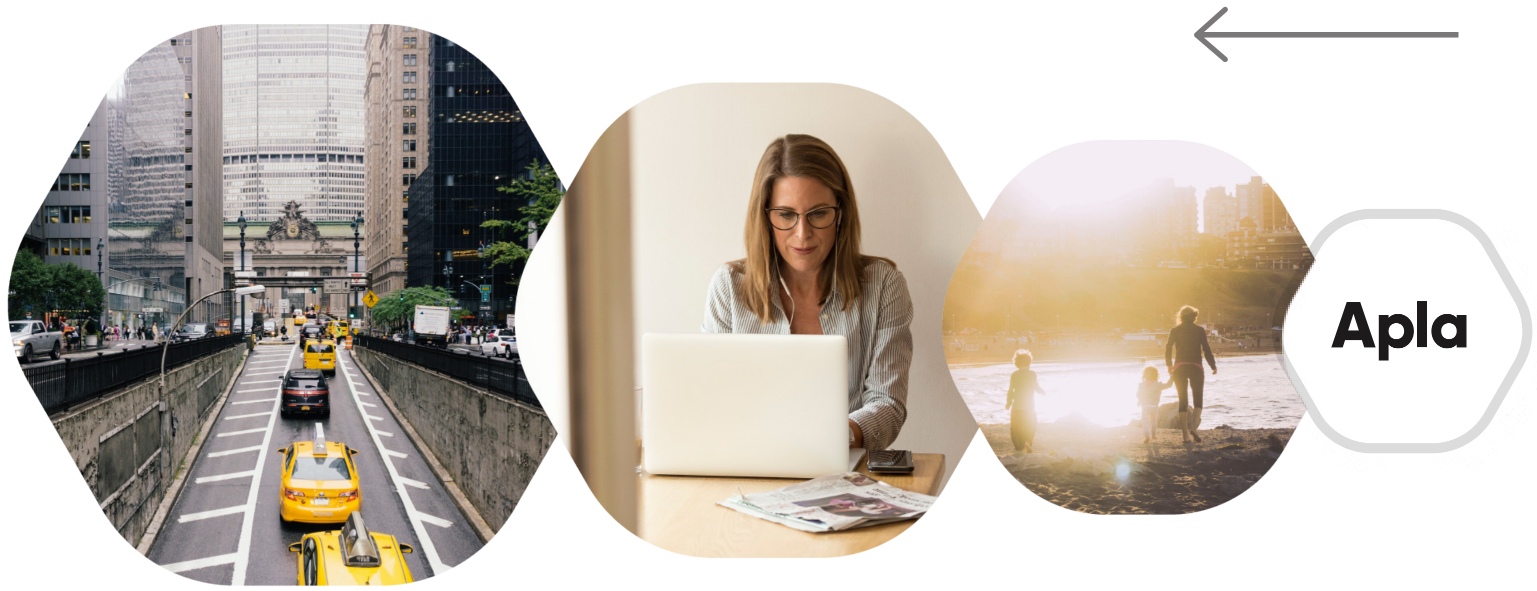


News post 2

Animation



Sign’s shape build of a photography set.



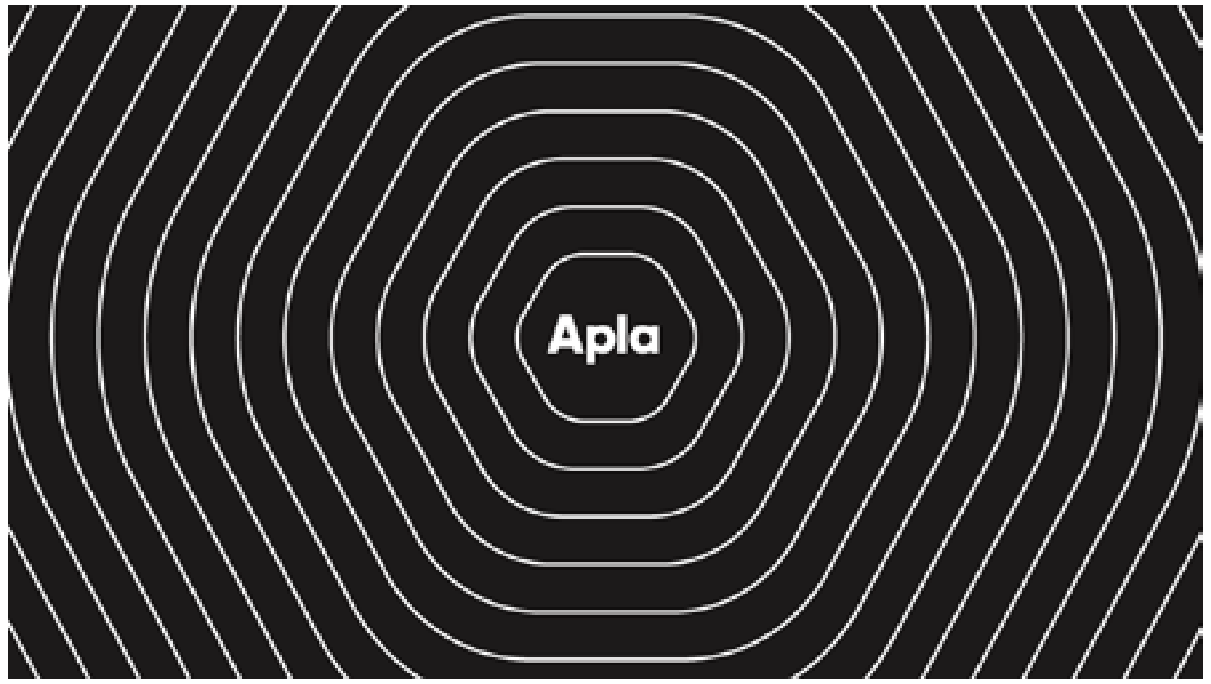
Photos are folded/unfolded to form a logo sign.

Presentation slides

Design

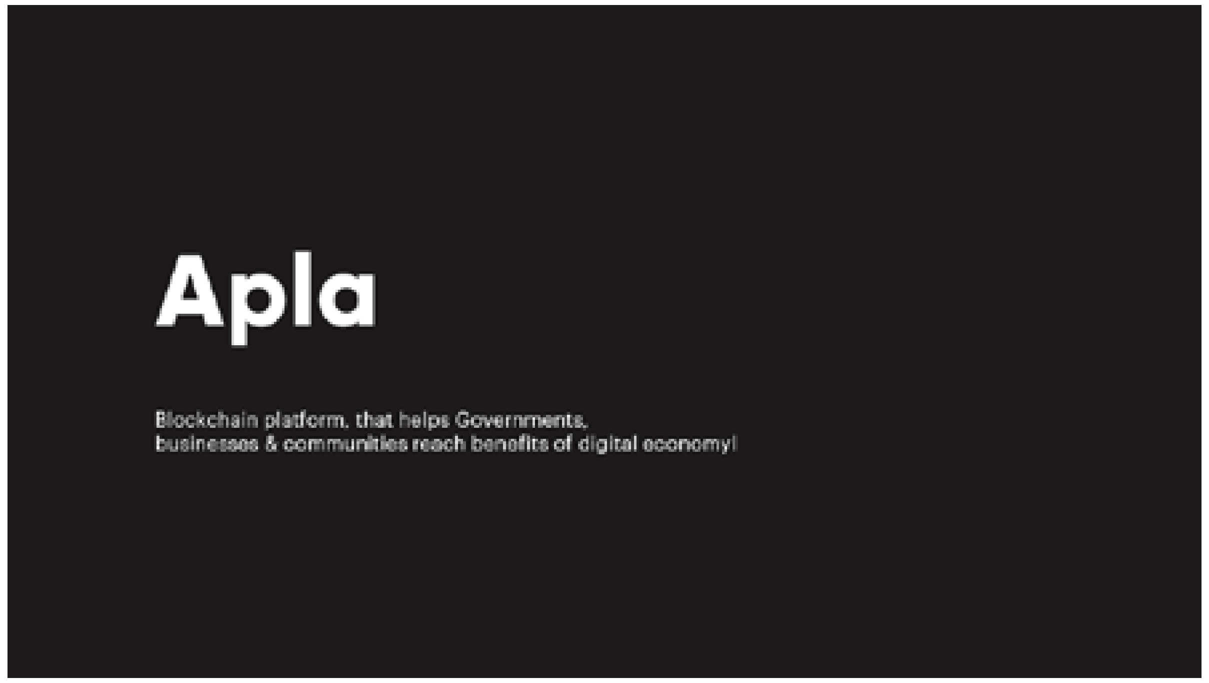
Presentation layout is created in a minimalist style: large fonts, solid colours and shapes that make information legible and coherent with the brand identity.

Title slide



Apla

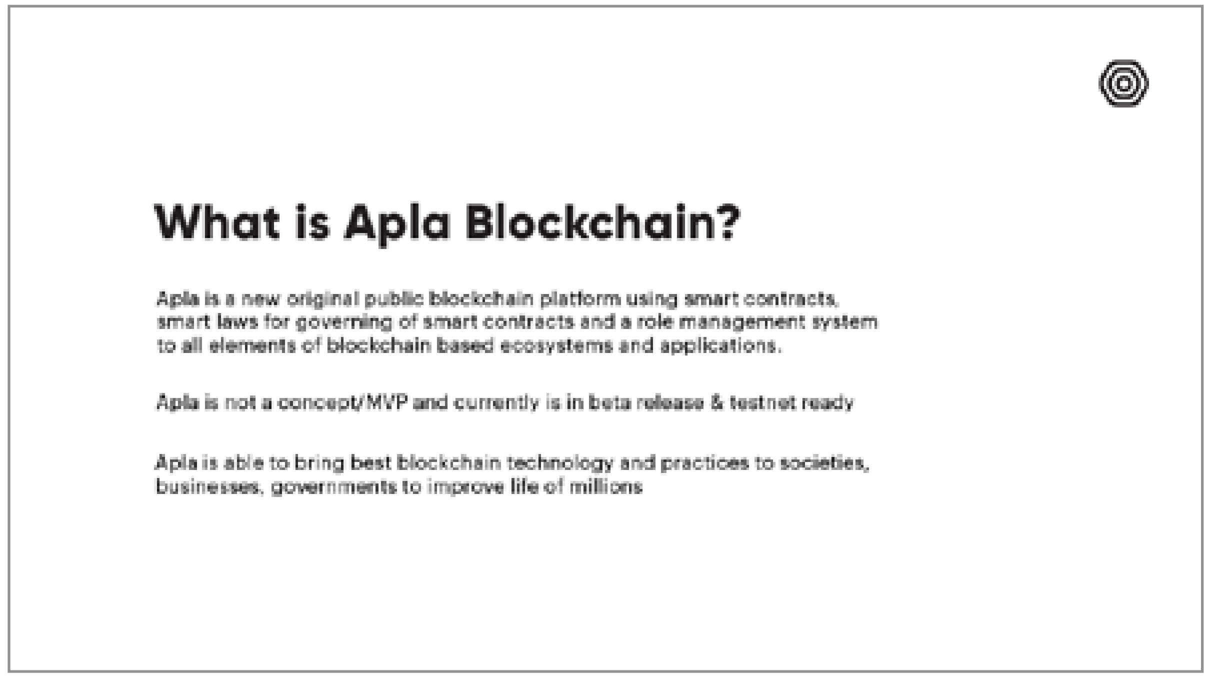
Example



Apla

Blockchain platform, that helps Governments,
businesses & communities reach benefits of digital economy!

Minimum content slide



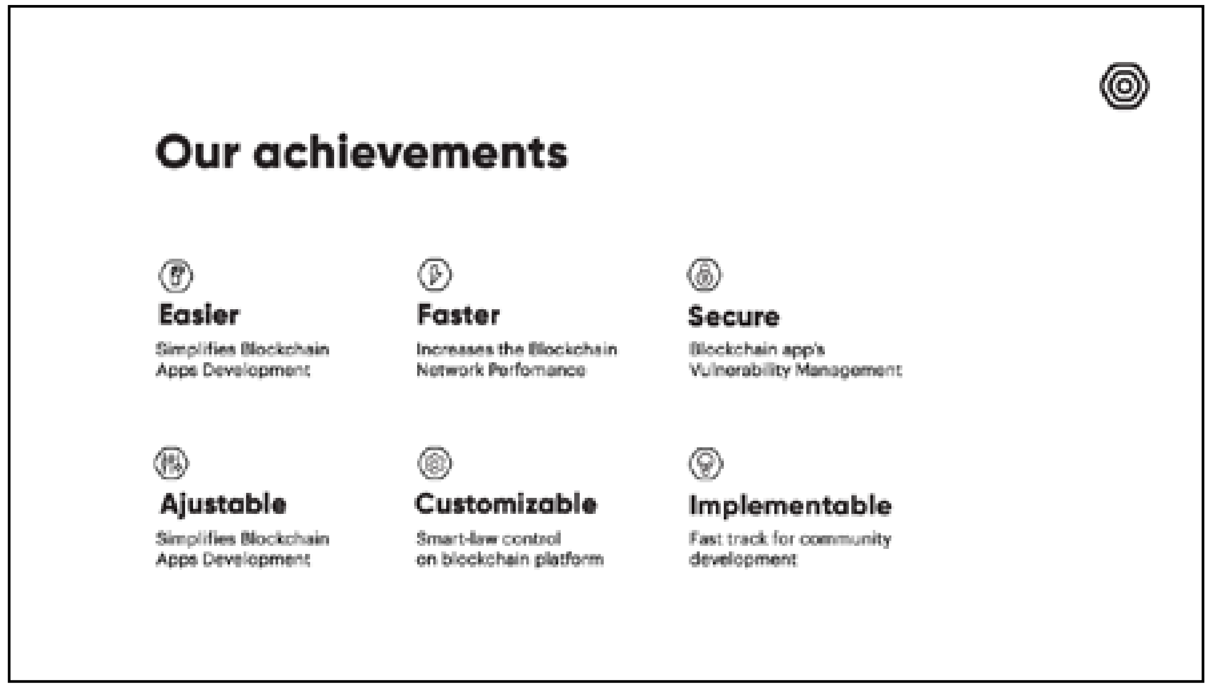
What is Apla Blockchain?

Apla is a new original public blockchain platform using smart contracts, smart laws for governing of smart contracts and a role management system to all elements of blockchain based ecosystems and applications.

Apla is not a concept/MVP and currently is in beta release & testnet ready

Apla is able to bring best blockchain technology and practices to societies, businesses, governments to improve life of millions

Slide with a plenty of content is designed to leave enough clear space to ensure stylistic consistency and information heirarchy (large headlines, font usage).



Our achievements

Easier
Simplifies Blockchain
Apps Development

Faster
Increases the Blockchain
Network Perfomance

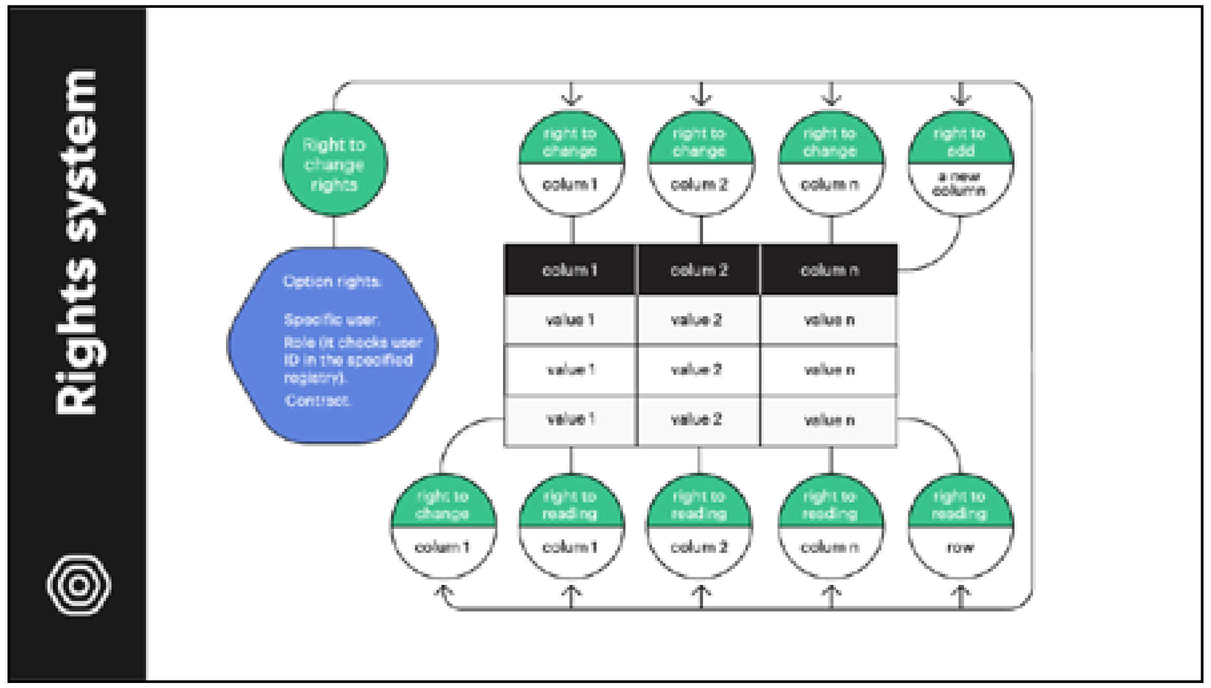
Secure
Blockchain app's
Vulnerability Management

Ajustable
Simplifies Blockchain
Apps Development

Customizable
Smart-law control
on blockchain platform

Implementable
Fast track for community
development

Advantages slide.



Rights system

Right to change rights

Option rights.

Specific user.

Role (it checks user ID in the specified registry).

Contract.

right to change colum 1

right to change colum 2

right to change colum n

right to add a new column

colum 1	colum 2	colum n
value 1	value 2	value n
value 1	value 2	value n
value 1	value 2	value n

right to change colum 1

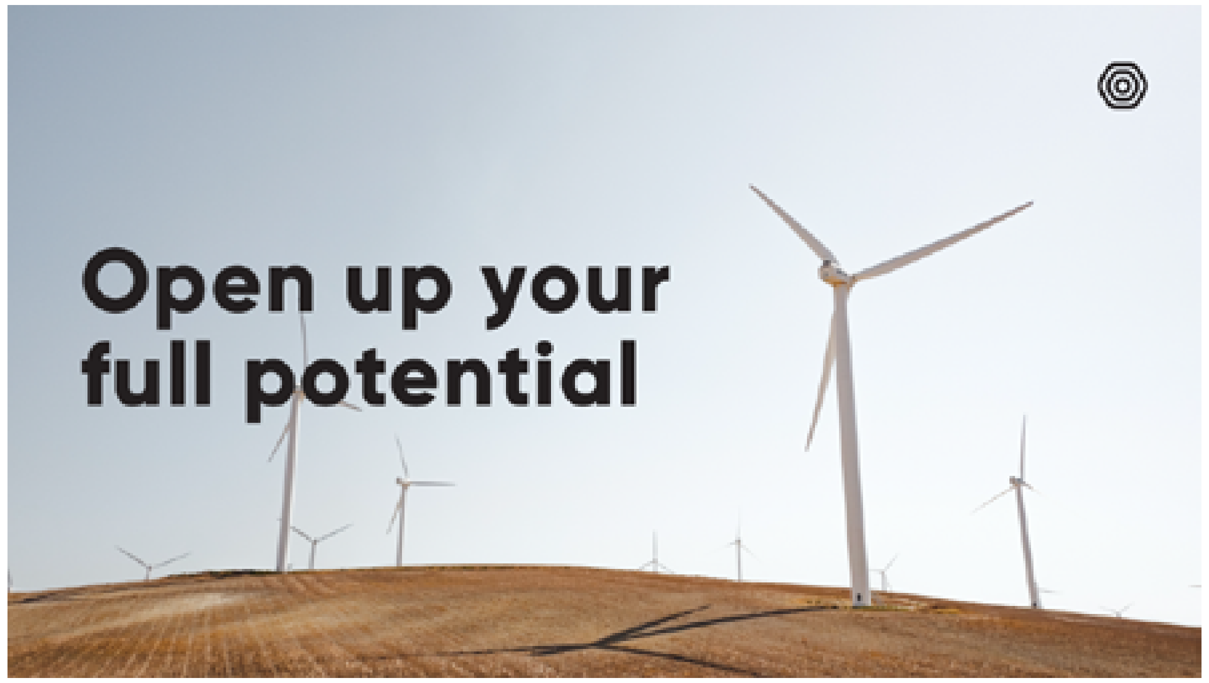
right to reading colum 1

right to reading colum 2

right to reading colum n

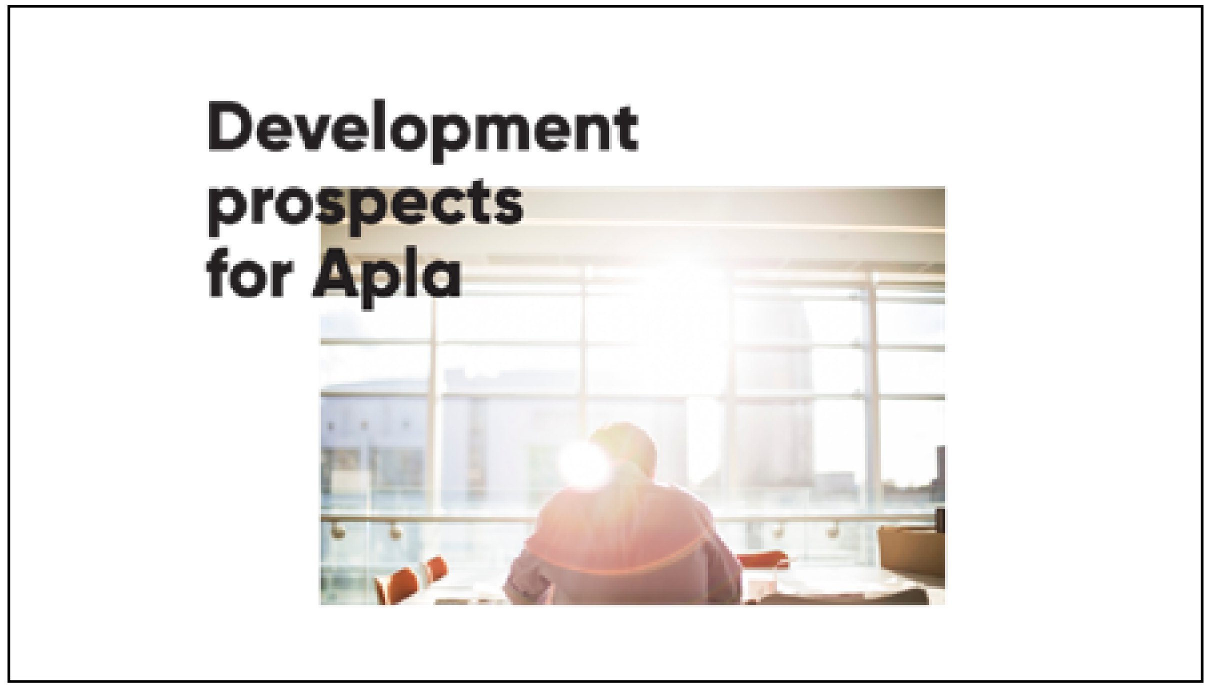
right to reading row

Schemes slide. Secondary colours are used for larger schemes.



Open up your full potential

Section break slide example. Large text over a photography.



Development prospects for Apla

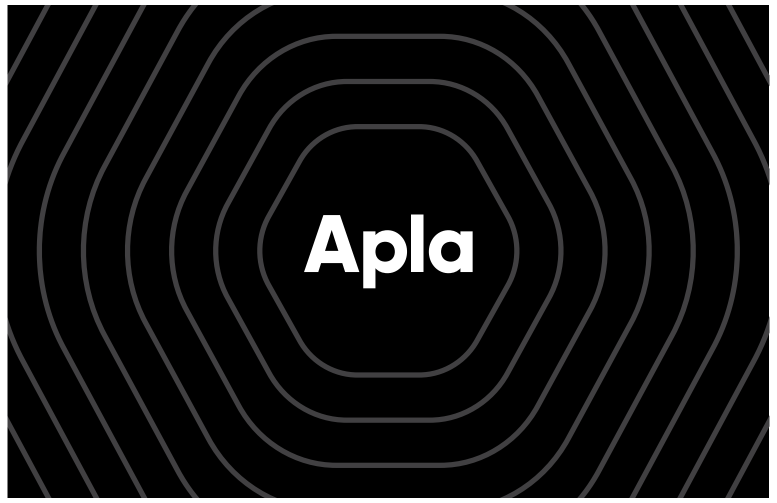
Section break slide example.

Printed identity pack

Business card

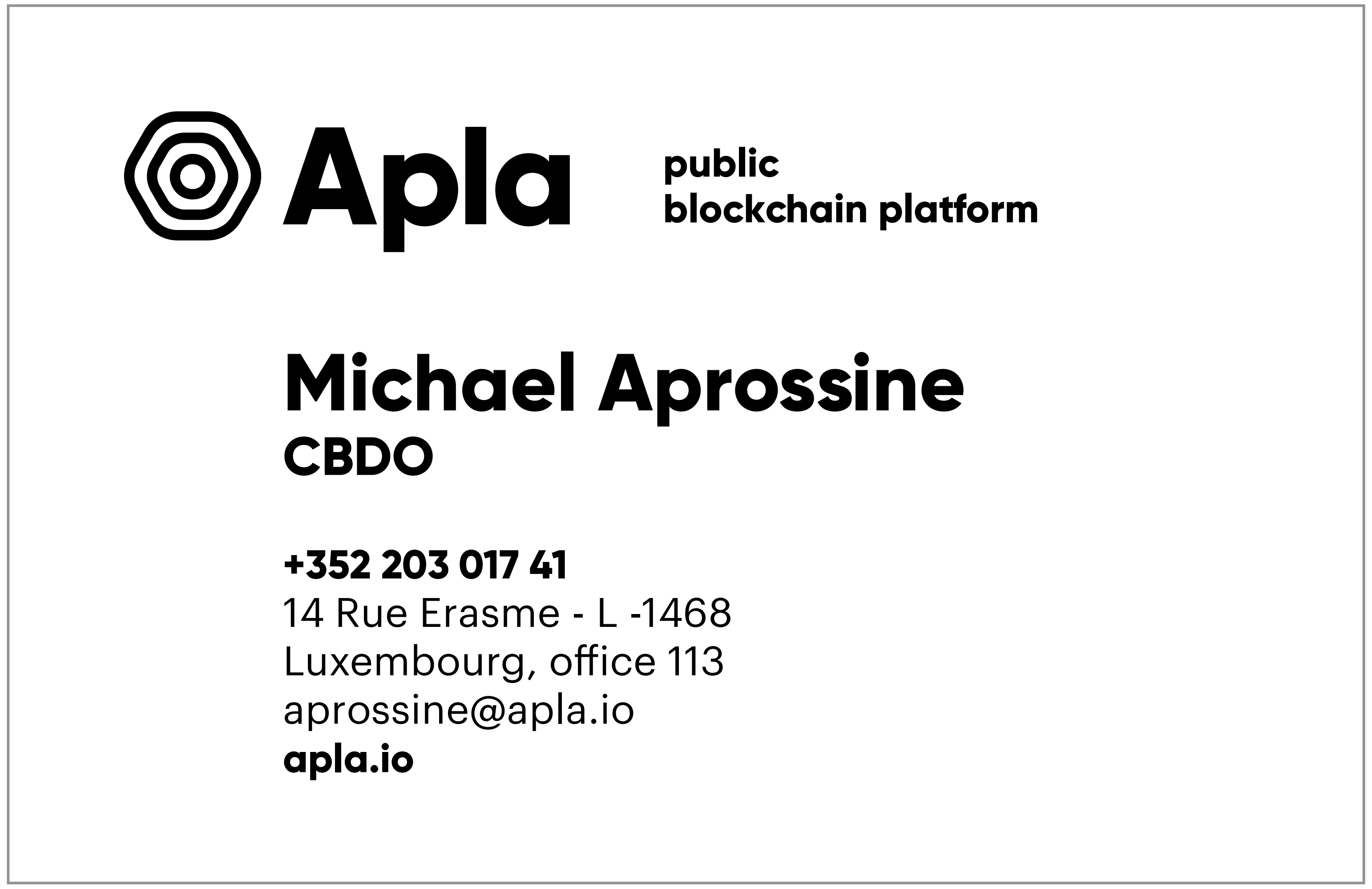
Business cards size 50 x 80 mm.
Double-sided printing.
Matte paper, density 300-400 g/m².

Front



Front’s textured pattern is created by a UV-coating.

Back



Apla public
blockchain platform

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CBDO

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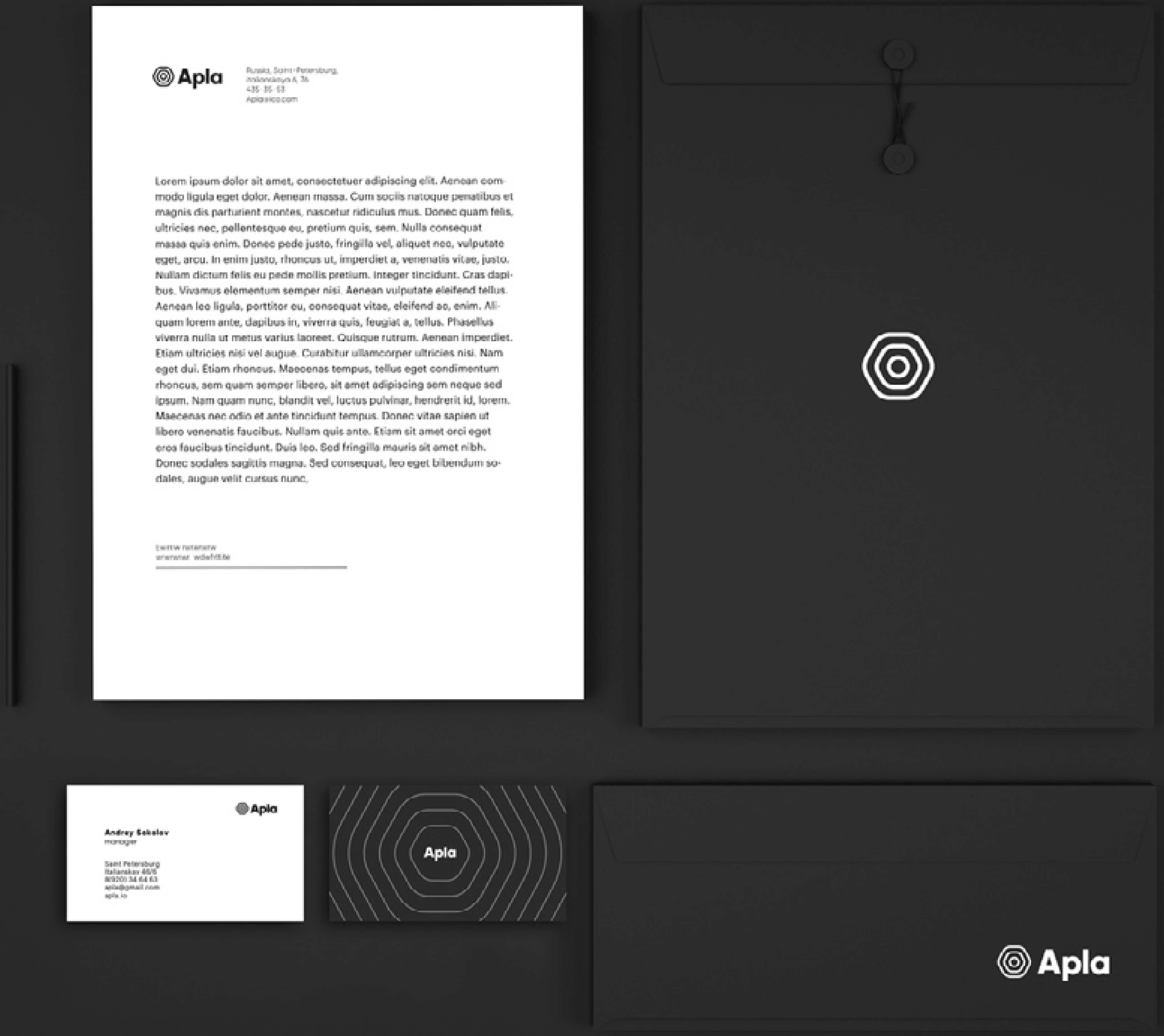
Luxembourg, office 113
aprossine@apla.io
apla.io



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Russia, Saint-Petersburg,
Italianskaya 6, 76
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Aplasvico.com

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc,

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manager

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