CureDAO

Charte Graphique

Greetings!

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Section 1: Defining our Brand

In this section, we outline the building blocks of the **Cure**DAO brand, including what we stand for, what sets us apart, and how we've decided to show up in the world.

Our Mission

We are a dezentral organized group of individuals, businesses, and nonprofits devoted to the minimization of suffering of death and disease. To achieve this, we are dedicated to the creation of an open source software infrastructure for making analyzing health data easier.

With that basic technology layer in place it will help health application businesses and researchers to produce a massive acceleration of large-scale research to discover new ways to prevent and treat chronic diseases, to create precision medicine and ultimately to new insights for more health performance and a longer health span.

It will overcome the traditional barriers to collaboration and data sharing by encoding all data and intellectual property contributions to the platform in a non-fungible token (NFT). Using smart contracts, the platform will be able to compensate all contributors with royalties for their contributions.

How We Describe the Need for CureDAO

Challange

We're wasting $157 billion paying over 350,000 programmers to write the same code to implement the same basic functionality.

Solution

We can utilize a DAO as a vehicle to reward the creation of public goods. This allows everyone to stand on everyone's shoulders, massively accelerating progress.

Brand Values

Collaborative

The gigantic development effort of handling health data is better done together. We are open for partnerships and **collaborations** from all industries.

Decentralized

No single company can do it all, the power of community is needed here. We are organized through a decentralized autonomous organization.

Open

We believe in an open source approach of creating basic technologies for health applications. They should be a public good and accessible to everyone.

Section 2: Design Elements

In this section, we outline best practices for the use of **Cure**DAO
brand assets.

Our Logo

The **Cure**DAO logo is composed of a gradient sphere and a logotype set in Gothic A1 Bold (Cure) & Gothic A1 Normal (DAO).
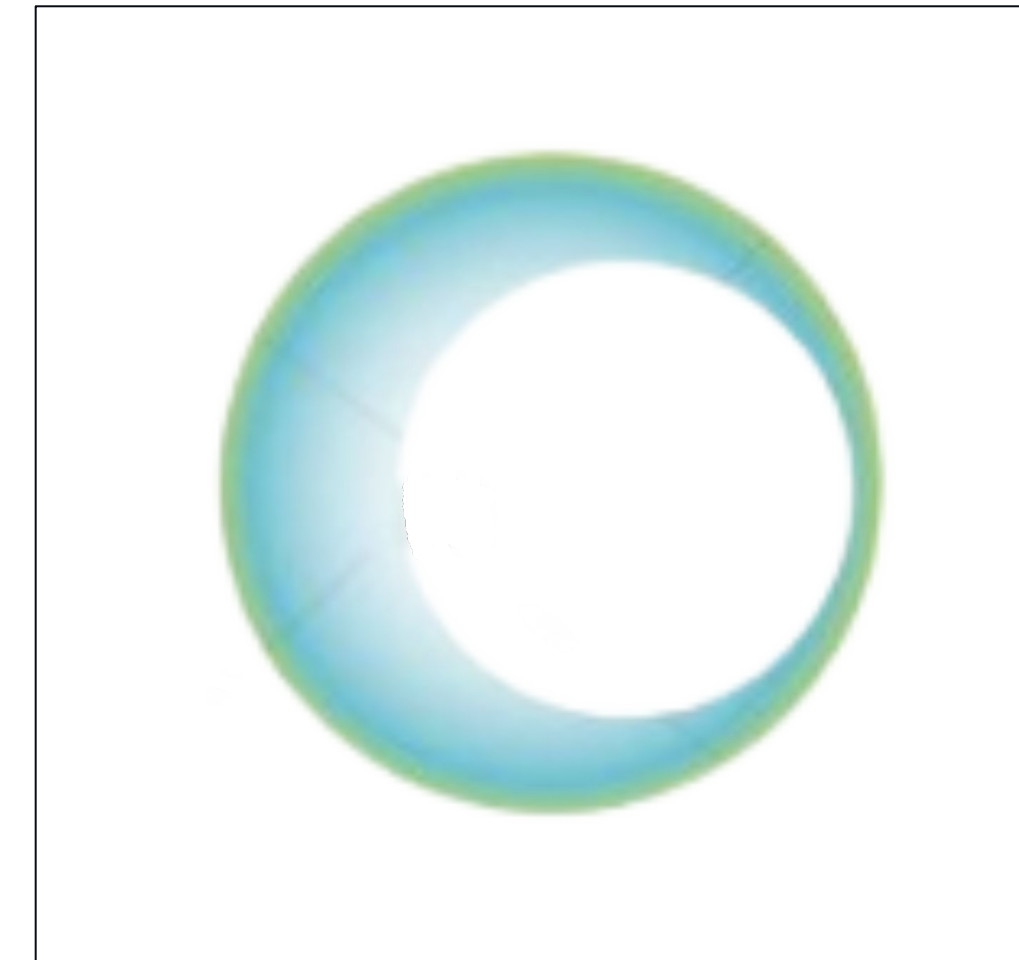
Usage on backgrounds

The full-color logos should only be used on white, pantone or cyan backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a pantone or white area of the image.

Core colors

Use these color proportions in any layout or collateral design. White, pantone, cyan and lime can be used as accent colors in the proportions shown on the right.

Use only black or white text on core colors as outlined on the right.

White	
HSX	ffffff
CMYK	0–0–0–0
RGB	255–255–255

Pantone	
HSX	#1d2d44ff
CMYK	57–34–0–73
RGB	29–45–68

Cyan	
HSX	#04a1abff
CMYK	98–6–0–33
RGB	4–161–171

Gray	
HSX	333333
CMYK	0–0–0–80
RGB	51–51–51

Lime	
HSX	#4be698
CMYK	67–0–34–10
RGB	75–230–152

Typography: Gothic A1

CureDAO uses one font

Gothic A1	
Light A B C D E F G H I J K L M N O P Q S R T U V W X Y Z – ! ? 0123456789	Light *Light Italic*
Normal A B C D E F G H I J K L M N O P Q S R T U V W X Y Z – ! ? 0123456789	Normal *Normal Italic*
Medium A B C D E F G H I J K L M N O P Q S R T U V W X Y Z – ! ? 0123456789	Medium *Medium Italic*
Semi Bold **A B C D E F G H I J K L M N O P Q S R T U V W X Y Z – ! ? 0123456789**	**Semi Bold** ***Semi Bold Italic***
Bold **A B C D E F G H I J K L M N O P Q S R T U V W X Y Z – ! ? 0123456789**	**Bold** ***Bold Italic***

Questions?

For any brand inquiries contact
discord.com/invite/BbytmC3gay