Visual Style Guideline

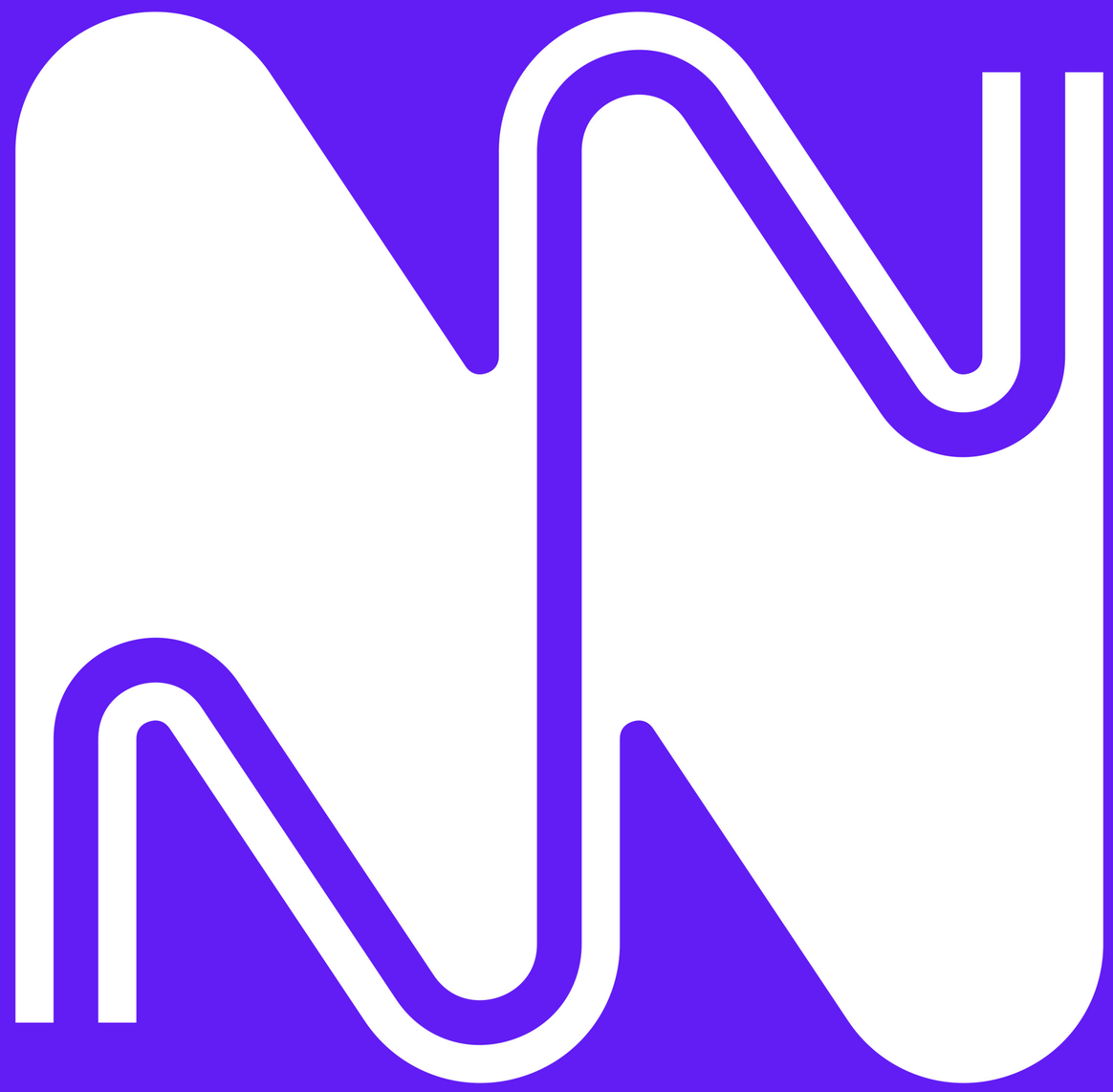
Visual Style Guideline v1.1

One platform for
all your NFT needs.

Logo

Our logo is an essential for our brand. It should be used consistently across all communications.

Brandmark



Brandmark

Our brandmark is our most recognizable brand asset. Use the brandmark on its own only if you do not have enough room for the full logo or in cases when the NFT Valuations brand has already been established. The brandmark can exist without the wordmark. Diagonal lines are at a 33.69-degree angle.

A minimum area of surrounding space is required across all visual communication. The exclusion zone must be relative to the size of the logo and is therefore equal to the width of the 2 column.

Logo horizontal

nftvaluations

Logo horizontal

Our logo includes both the brandmark and the wordmark, typeset in Helvetica Neue LT Pro 83 Heavy Extended and Helvetica Neue LT Pro 55 Roman.

A minimum area of surrounding space is required across all visual communication. The exclusion zone must be relative to the size of the logo and is therefore equal to the width of the 3 column.

Logo vertical

nft
valuations

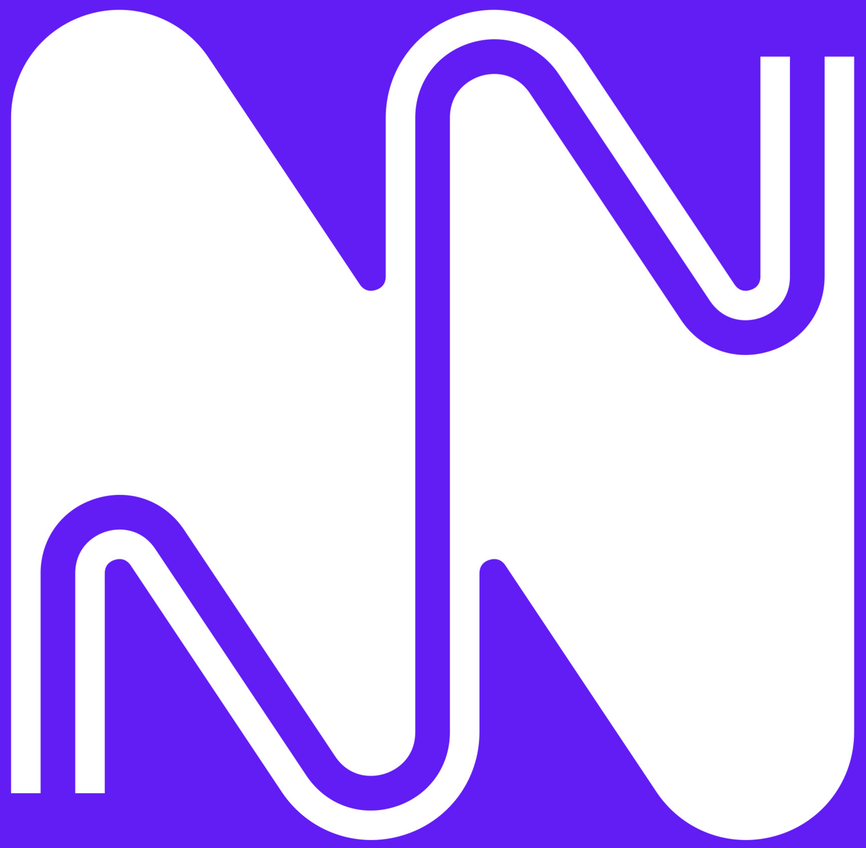
Logo vertical

Our logo includes both the brandmark and the wordmark, typeset in Helvetica Neue LT Pro 83 Heavy Extended and Helvetica Neue LT Pro 55 Roman. Diagonal lines are at a 33.69-degree angle.

A minimum area of surrounding space is required across all visual communication. The exclusion zone must be relative to the size of the logo and is therefore equal to the width of the 3 column.

Application

Colour variants of the NFT Valuations logo are first preference.

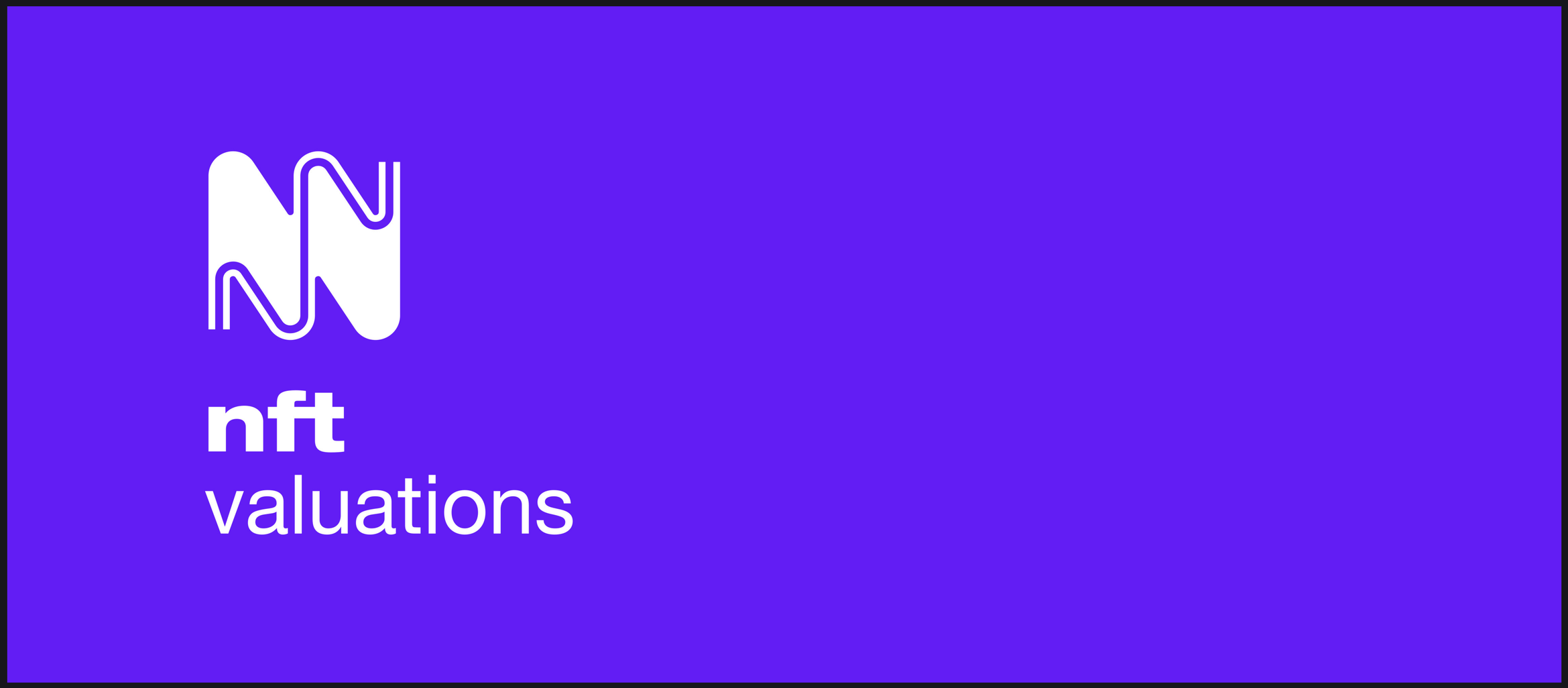


Application

Our logo appear in black or white and stand out clearly against the background.

Application

The vertical logo should be left-aligned
when applicable.



Adaptive uses

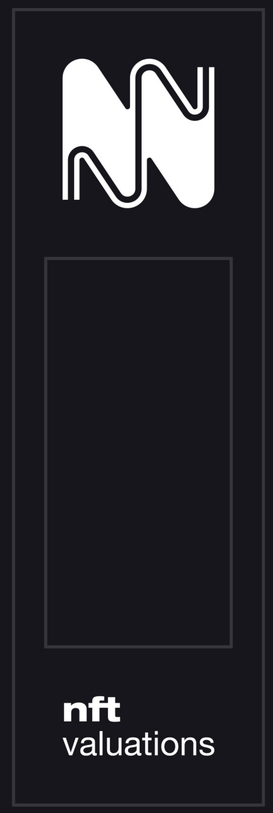
The wordmark is used in combination with the brandmark. The wordmark can stand alone, as long as the brandmark is somewhere else in the finished piece.

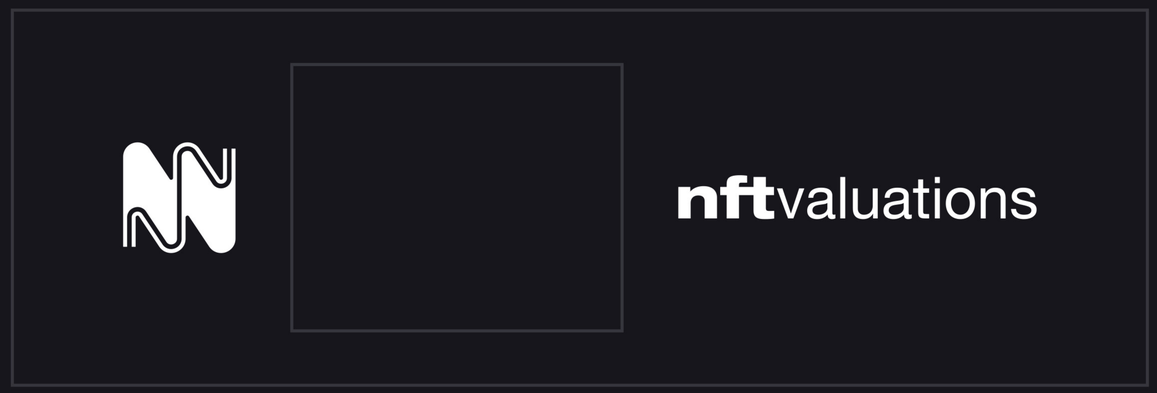
nftvaluations

nft
valuations

Adaptive uses

While the brandmark can exist without the wordmark, the wordmark should never exist without the brandmark.





Favicon

The brandmark is legible at most sizes, and a small version is available for micro applications such as favicon.

Colour

Colour is highly communicative and plays an important role within our identity. A consistency in approach to colour is integral.

Brand colours

Electric Violet

RBG - 259 88 96
HEX - 621df5

Dark Grey

RBG - 243 26 21
HEX - 282836

Black

RBG - 245 20 11
HEX - 17161c

Light Grey

RBG - 235 8 69
HEX - a2a3b0

White

RBG - 255 2 93
HEX - eae9ed

Secondary palette

RBG - 47 201 224
HEX - 2fc9e0

RBG - 60 214 96
HEX - 3cd660

RBG - 249 226 102
HEX - f9e266

RBG - 236 185 75
HEX - ecb94b

RBG - 190 61 44
HEX - be3d2c

RBG - 244 135 180
HEX - f487b4

RBG - 148 82 247
HEX - 9452f7

RBG - 91 91 102
HEX - 5b5b66

Typography

Typography makes up a large part of our visual identity.

Typography

Helvetica Neue LT Pro 83 Heavy Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&%!?/()[]{}$.;,+=-

Licence agreement

Use Helvetica Neue LT Pro in printed materials and other static work. Inter should only be used in editable documents, including but not limited to websites.

Helvetica Neue LT Pro 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&%!?/()[]{}$.;,+=-

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&%!?/()[]{}$.;,+=-

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&%!?/()[]{}$.;,+=-

Photography

Our photography assets say a lot about our personality and what we are trying to communicate.

References

Relatable, community, human, confident, clear, concise, focused, aspirational, demonstrates the NFT Valuations personality.

Images in printed collateral should be 300dpi in resolution to prevent pixelation. For screen applications, 72dpi is standart.

What to avoid

Pixelated or low resolution images. Photography with lacks genuine warmth and humanity. Avoid dark and poorly lit photography. Ensure photography has a clear focal point and captures something meaningful and nonabstract.

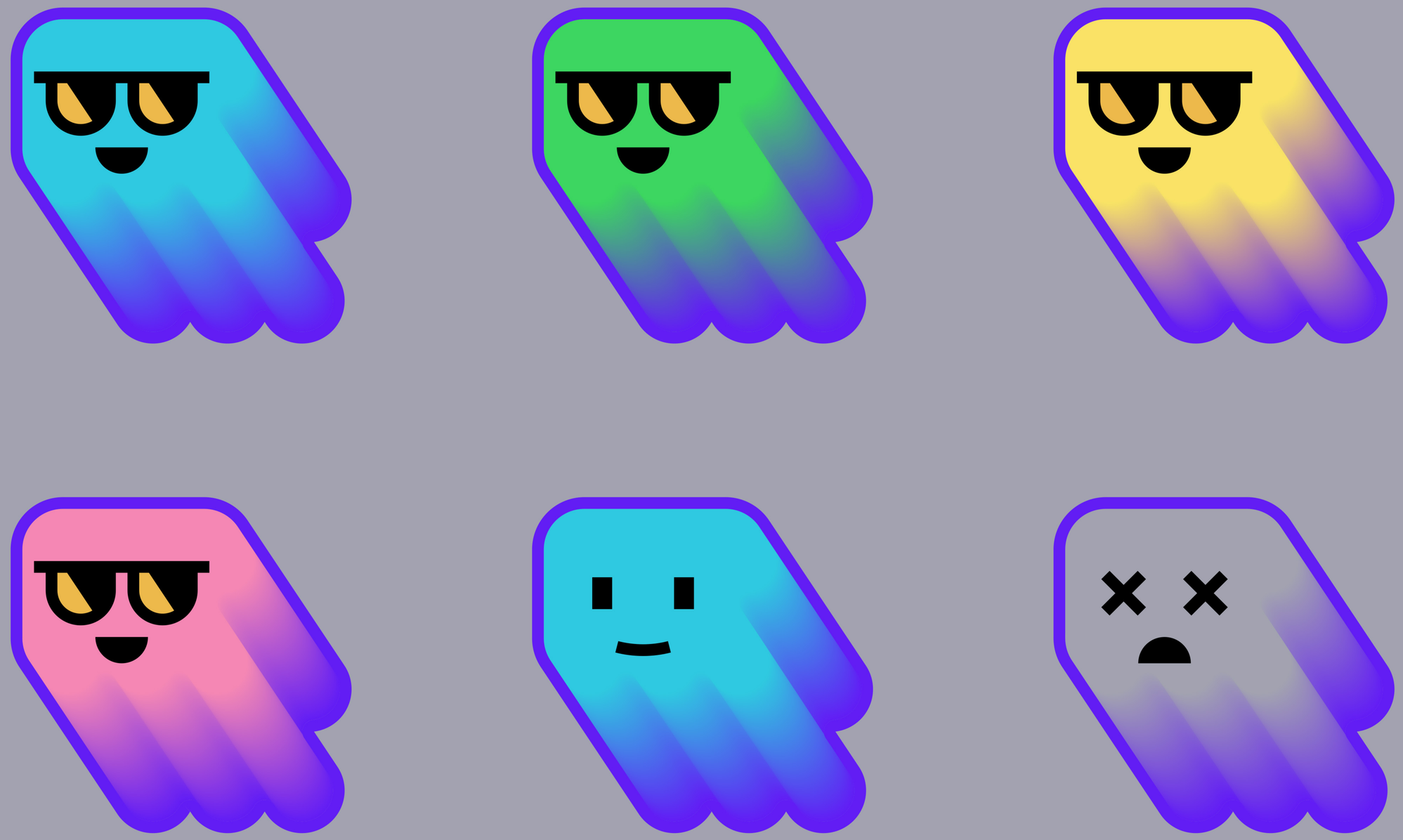
Mascot

Mascot is brand representative and plays an important role within our identity.

Mascot

To be used to convey various states in order to enhance user experience.

Mascot



To be used to convey various states in order to enhance user experience.

Showcase

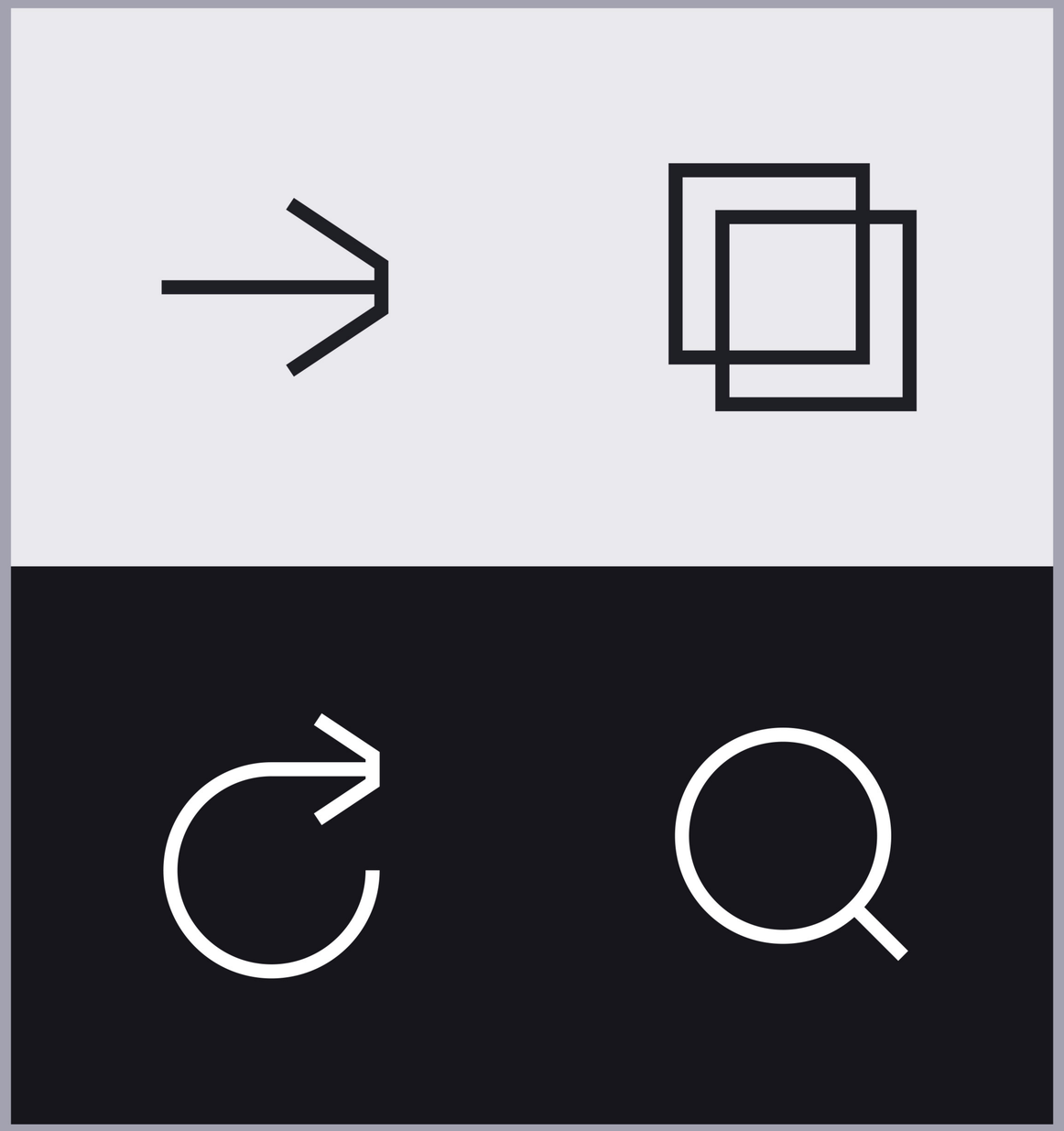
This section includes some of the best practice examples of NFT Valuations marketing collateral.

Design elements

The main design element of NFT Valuations is used acros all communications when applicable. Diagonal graphic elements should be kept at a 33.69-degree angle.

Iconography

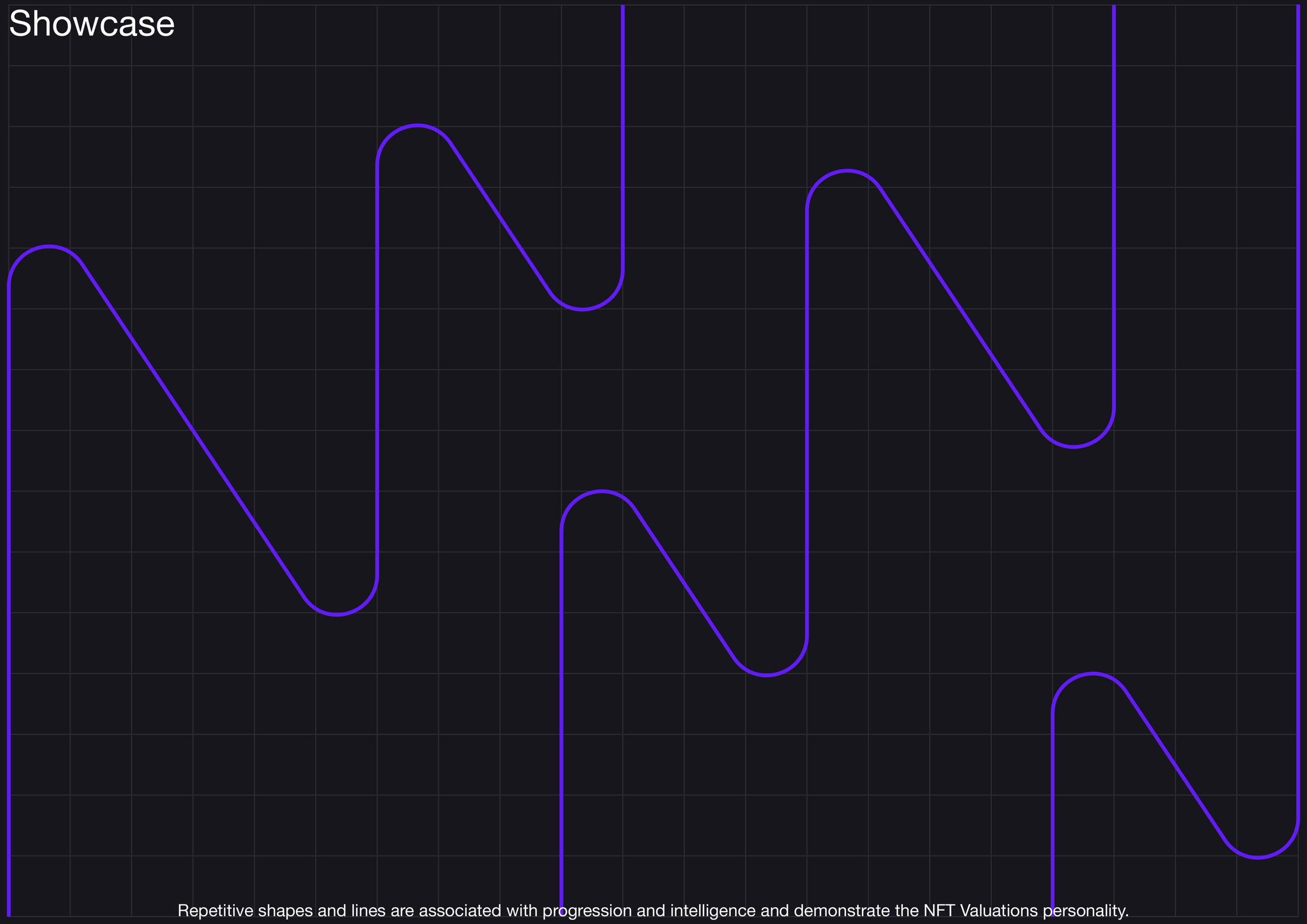
Icons are used across different brand touchpoints.



Showcase

Mobile app icon concept.

Showcase



Repetitive shapes and lines are associated with progression and intelligence and demonstrate the NFT Valuations personality.

Showcase

A robust and defensible methodology for calculating Non-Fungible Token (NFT) market capitalizations on an ecosystem basis.

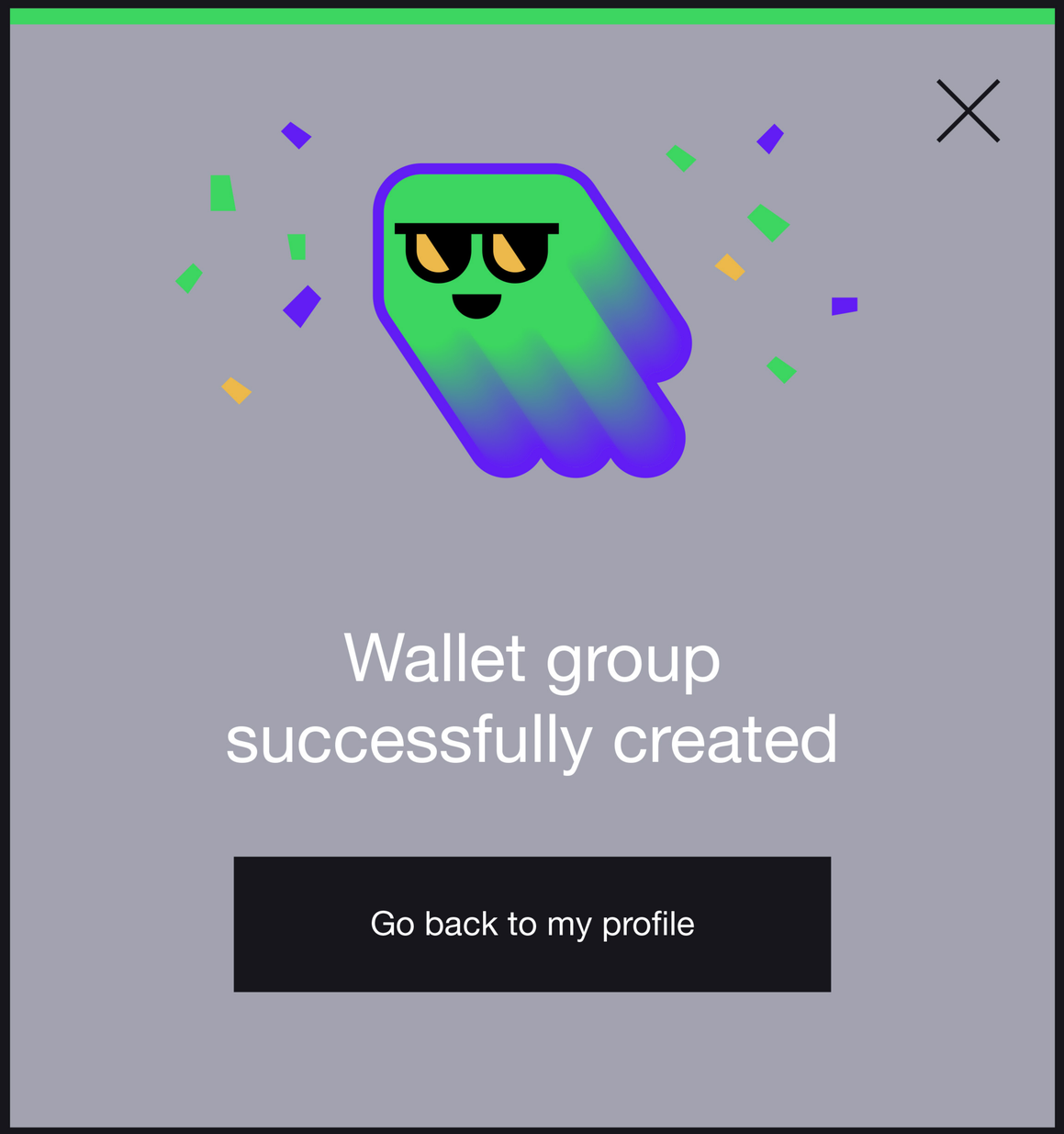
nftvaluations

Diagonal graphic elements should be kept at a 33.69-degree angle.

Showcase

Placeholder concepts for collection thumbnail and cover.

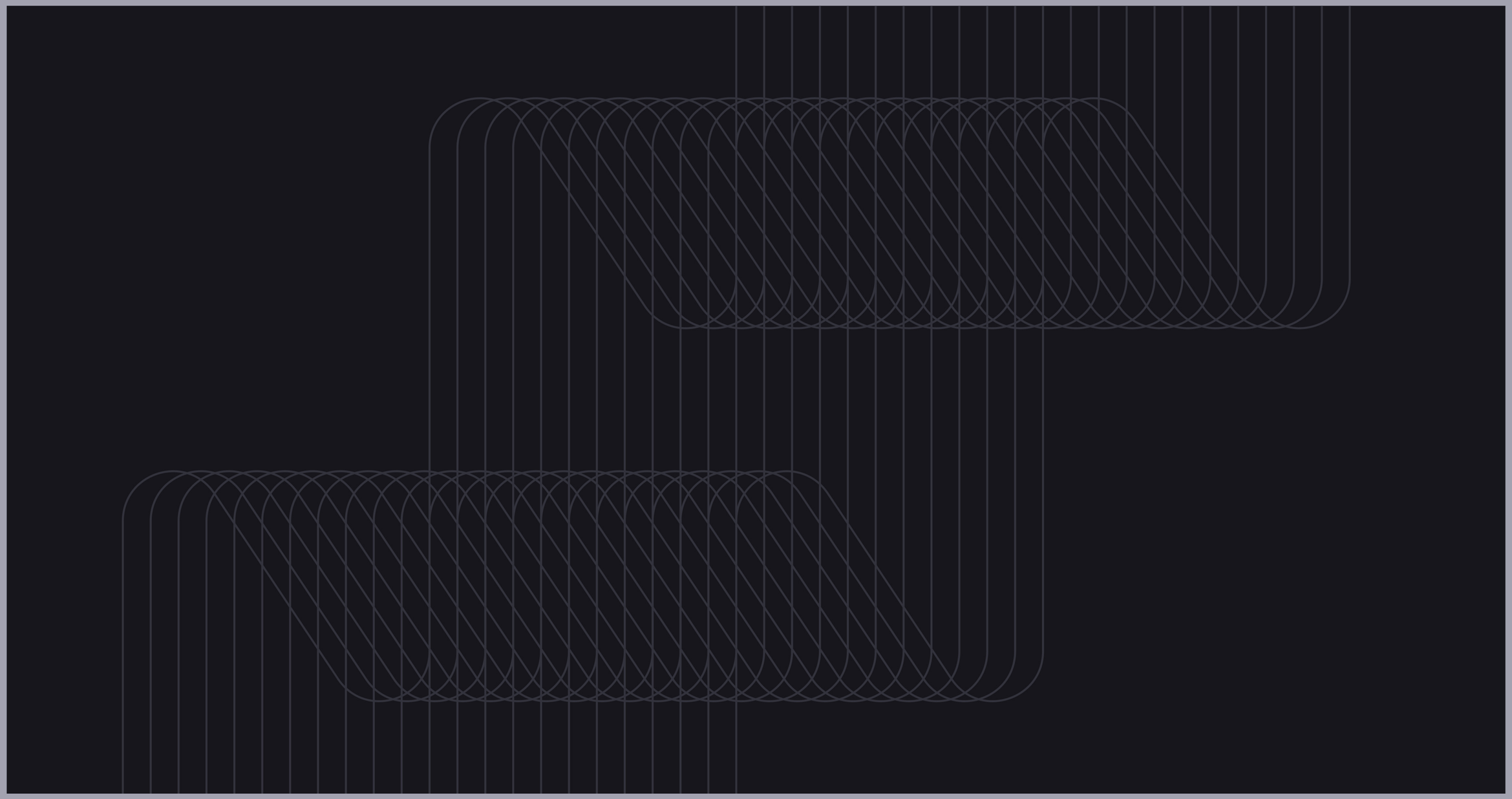
Showcase



To be used to convey various states in order to enhance user experience.
Success states inform users that they achieved the goal.

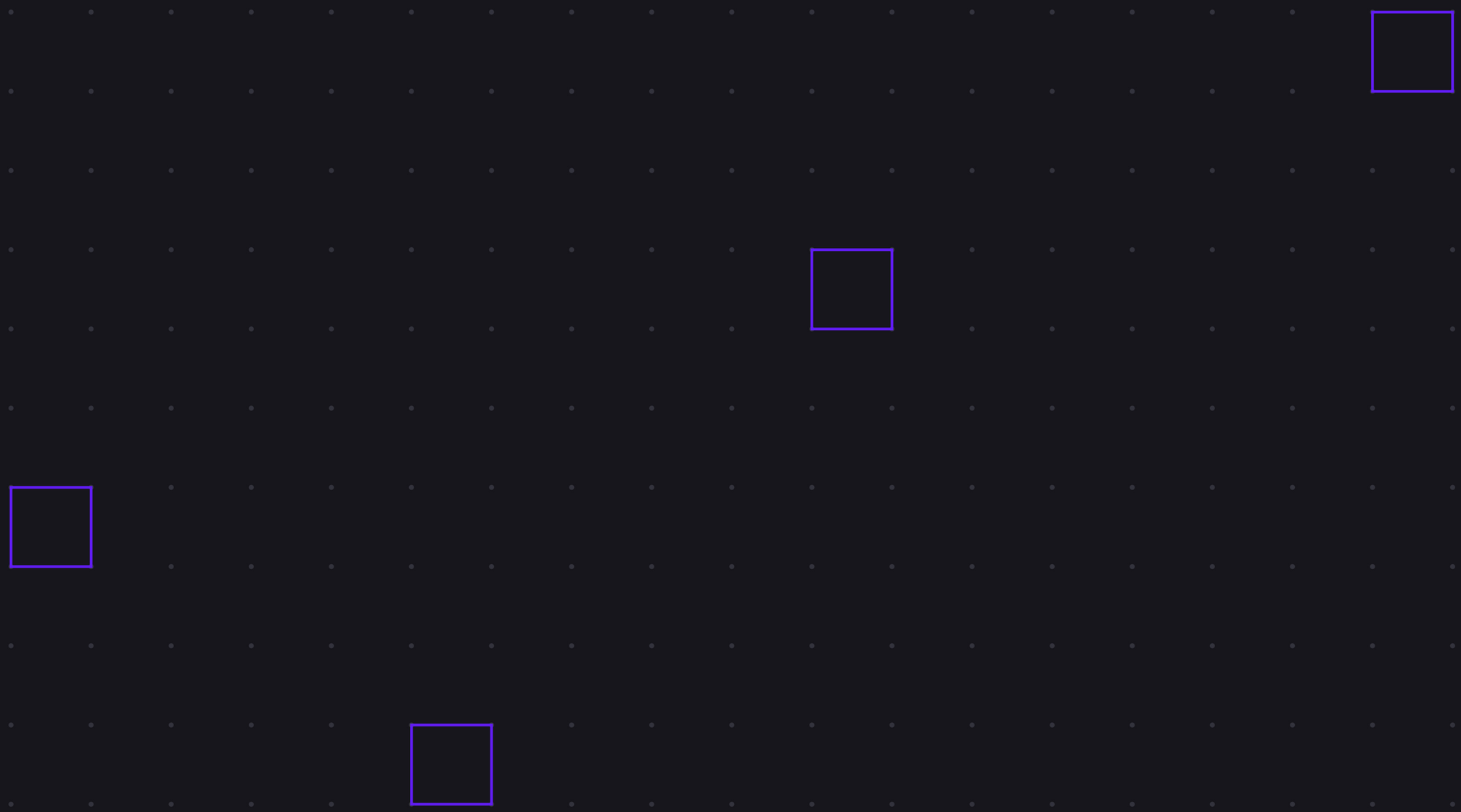
To be used to convey various states in order to enhance user experience.

Showcase



Repetitive shapes and lines are associated with progression and intelligence and demonstrate the NFT Valuations personality.
Diagonal graphic elements should be kept at a 33.69-degree angle.

Showcase



Repetitive shapes and lines are associated with progression and intelligence and demonstrate the NFT Valuations personality.

Showcase

Diagonal graphic elements should be kept at a 33.69-degree angle.

Showcase

Repetitive shapes and lines are associated with progression and intelligence and demonstrate the NFT Valuations personality.

Showcase

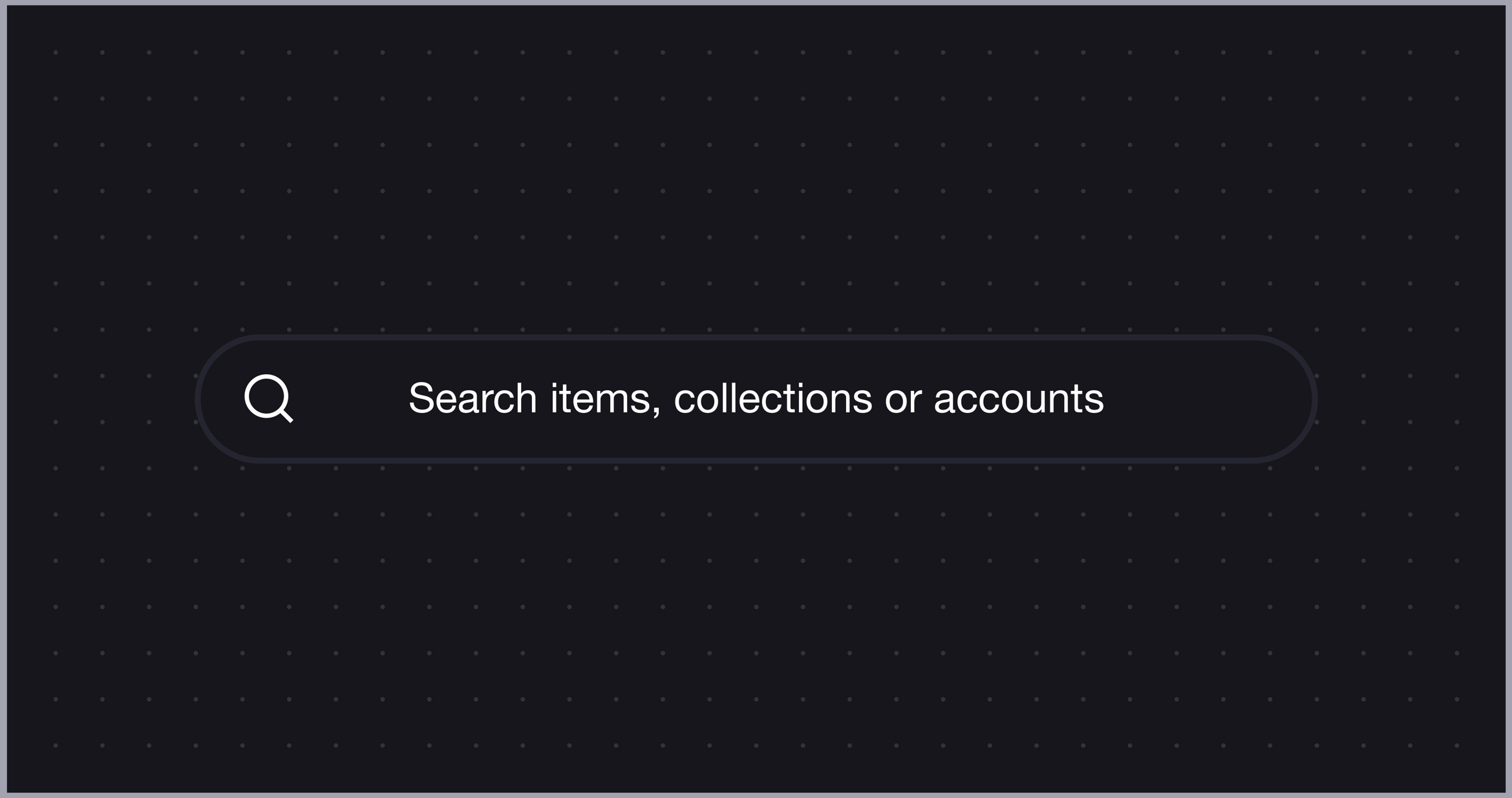
1k+

AVAILABLE
COLLECTIONS

99%

ACCURATE VALUATIONS

Repetitive shapes and lines are associated with progression and intelligence and demonstrate the NFT Valuations personality.



Search bar concept.

Showcase

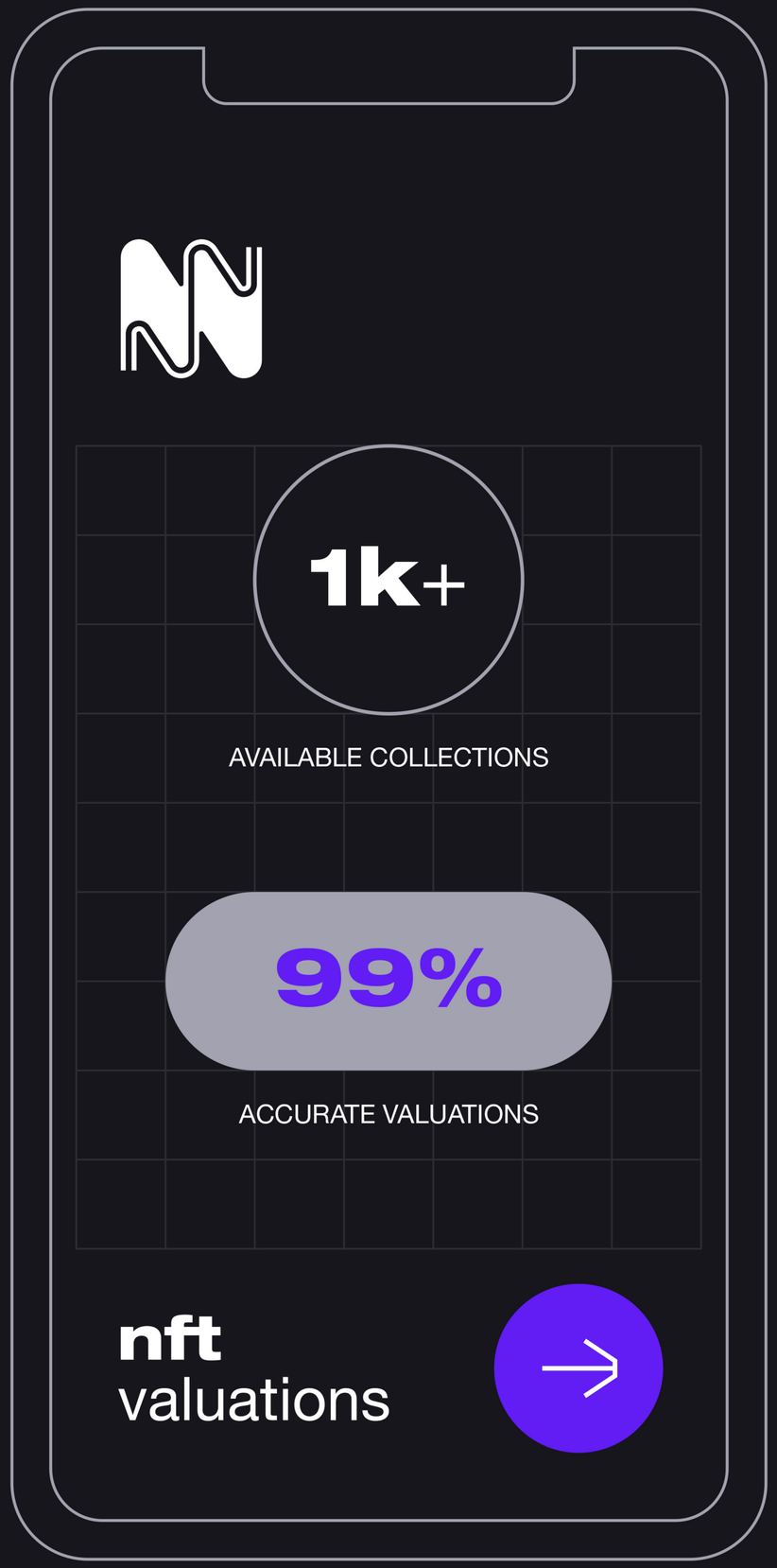
Twitter page concept.

Showcase

IG stories ads concept.

Showcase

IG stories ads concept.



Showcase

Featured image linked to a specificific landing page.

Showcase

Featured image linked to a specificific landing page.

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Featured image linked to a specificific landing page.

Showcase

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