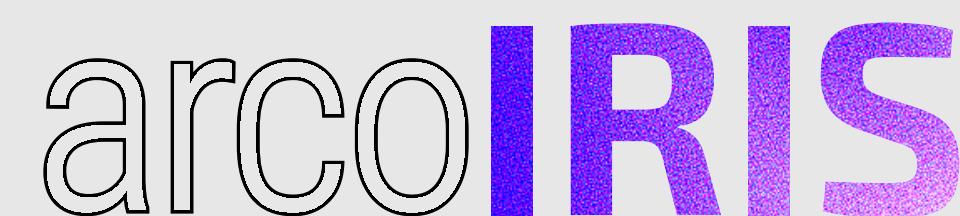


# DIGITAL STYLE GUIDE



## Mission

arcoIRIS is committed to creating a fully decentralized social networking dApp that provides users with complete control and ownership over their data, as well as an easy and seamless user experience across multiple blockchain networks.

We aim to empower individuals with self-sovereignty and authenticity, promoting diversity and non-selectiveness in digital interactions.

## Vision

At arcoIRIS, we envision a world where individuals have the power to interact with each other freely and seamlessly on a decentralized social network, without sacrificing their data privacy or experiencing censorship.

We strive to create an on-chain platform that fosters authentic interconnectedness and promotes user sovereignty, while providing a user-friendly experience that is accessible to everyone. Our goal is to revolutionize social media by providing a truly decentralized alternative that meets the needs and expectations of today's digital citizens.

# LOGO

## Graphic



## Word



The logo design for arcoIRIS features a beautiful and abstract representation of a rainbow and iris flower. The graphic consists of two outer circles that represent the colors of the rainbow, and a minimalistic representation of the flower in the center.

The abstract nature of the design makes it versatile and suitable for a range of applications, from digital to print media.

The arcoIRIS logo combines a beautiful graphic with bold lettering to create a striking and memorable brand identity. The logo features two outer circles that represent the colors of the rainbow and an abstract iris flower in the center.

The word "arcoIRIS" is written in both lowercase and uppercase letters below the graphic, creating a cohesive and impactful design.

# COLOR GUIDE

## Primary Color Palette

### Neutrals & Highlights

The arcoIRIS color palette is designed to provide guidelines for using neutrals and accent colors in the primary color palette. The guide aims to balance a mainstream approach with some unexpected twists, creating a unique and eye-catching color scheme.

The primary color palette includes neutrals such as white, gray, and black, which provide a solid foundation for the overall design. These colors can be used for backgrounds, text, and other elements that require a neutral base.

The accent colors are carefully selected to complement the neutrals and add interest to the design. This combination within the primary color palette also enables the convenient switch between light and dark theme.

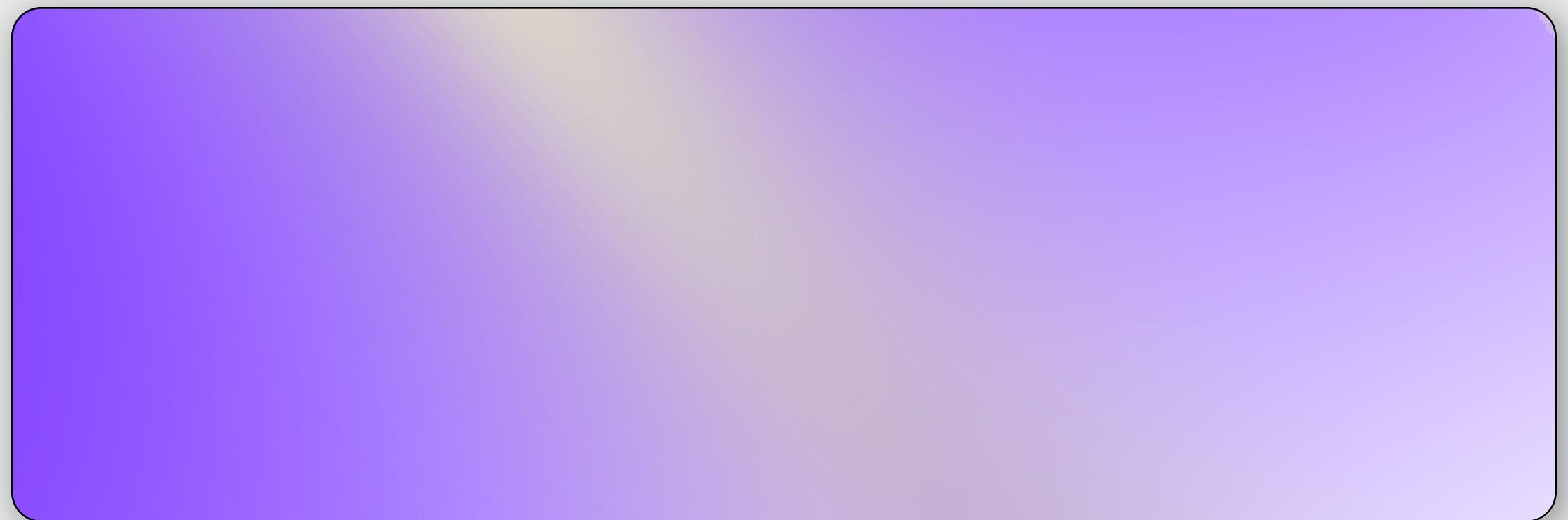
To ensure a cohesive look, it is recommended to limit the number of accent colors used in the design.



# GRADIENTS

## Mesh Gradients

Soft

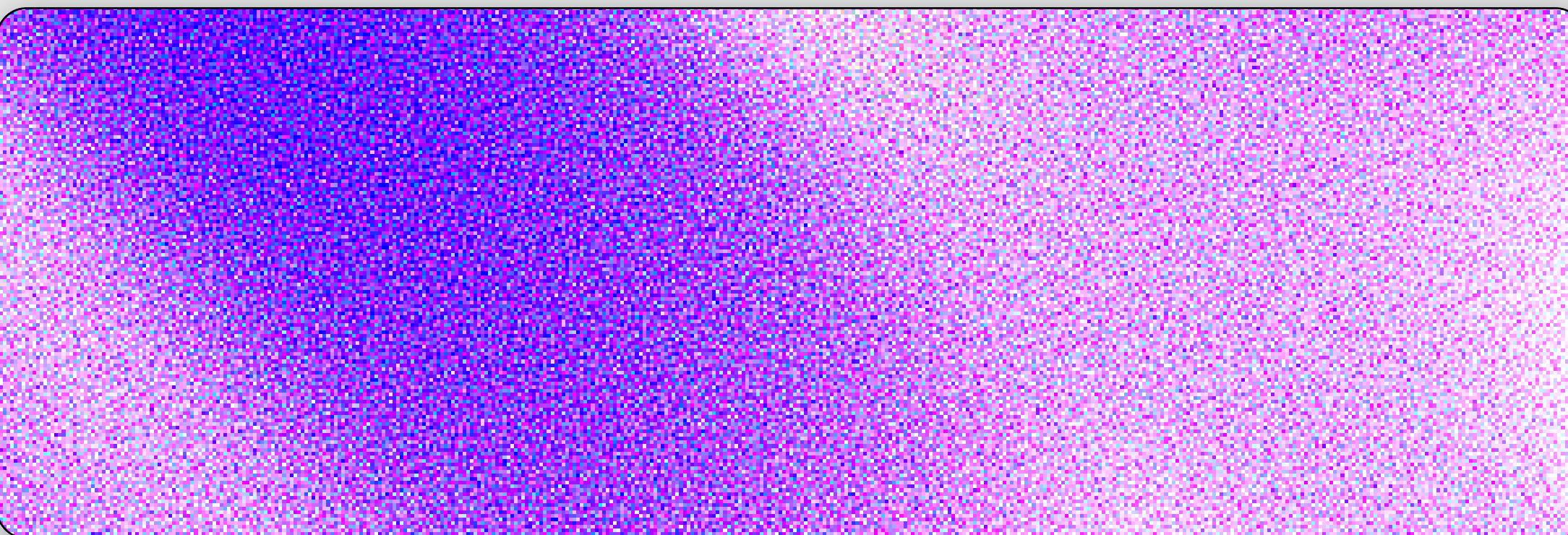


#FFFFFF

#A575FF

#D0BCE1

Grainy



#FFFFFF

#A575FF

#D0BCE1

Soft mesh gradients in shades of the iris flower are a visually striking color palette that captures the delicate beauty of this iconic flower.

The color palette features a range of soft, muted hues that reflect the subtle tones found in iris petals. The gradient effect adds depth and dimension to the colors, creating a gentle transition from light to dark tones.

Grainy mesh gradients in shades of the iris flower are a captivating and unique color palette that showcases the natural beauty of the iris in a bold and textured way.

The grainy mesh effect adds a distinctive visual element, with the grain creating a dynamic texture featuring a range of rich and vibrant hues, including shades of purple and blue.

# TYPOGRAPHY

## Primary Typeface

Roboto / Condensed

Light C	AaBbCcDdEeGgNn 1234567890
Regular	AaBbCcDdEeGgNn 1234567890
Medium	AaBbCcDdEeGgNn 1234567890
<b>Bold</b>	<b>AaBbCcDdEeGgNn 1234567890</b>
<b>Bold C</b>	<b>AaBbCcDdEeGgNn 1234567890</b>

## Primary Typeface

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Semper vel proin purus ac amet. Etiam pellentesque malesuada vestibulum quis aenean maecenas blandit.

**H1**    **70pt**    **HELLO**  
Bold C

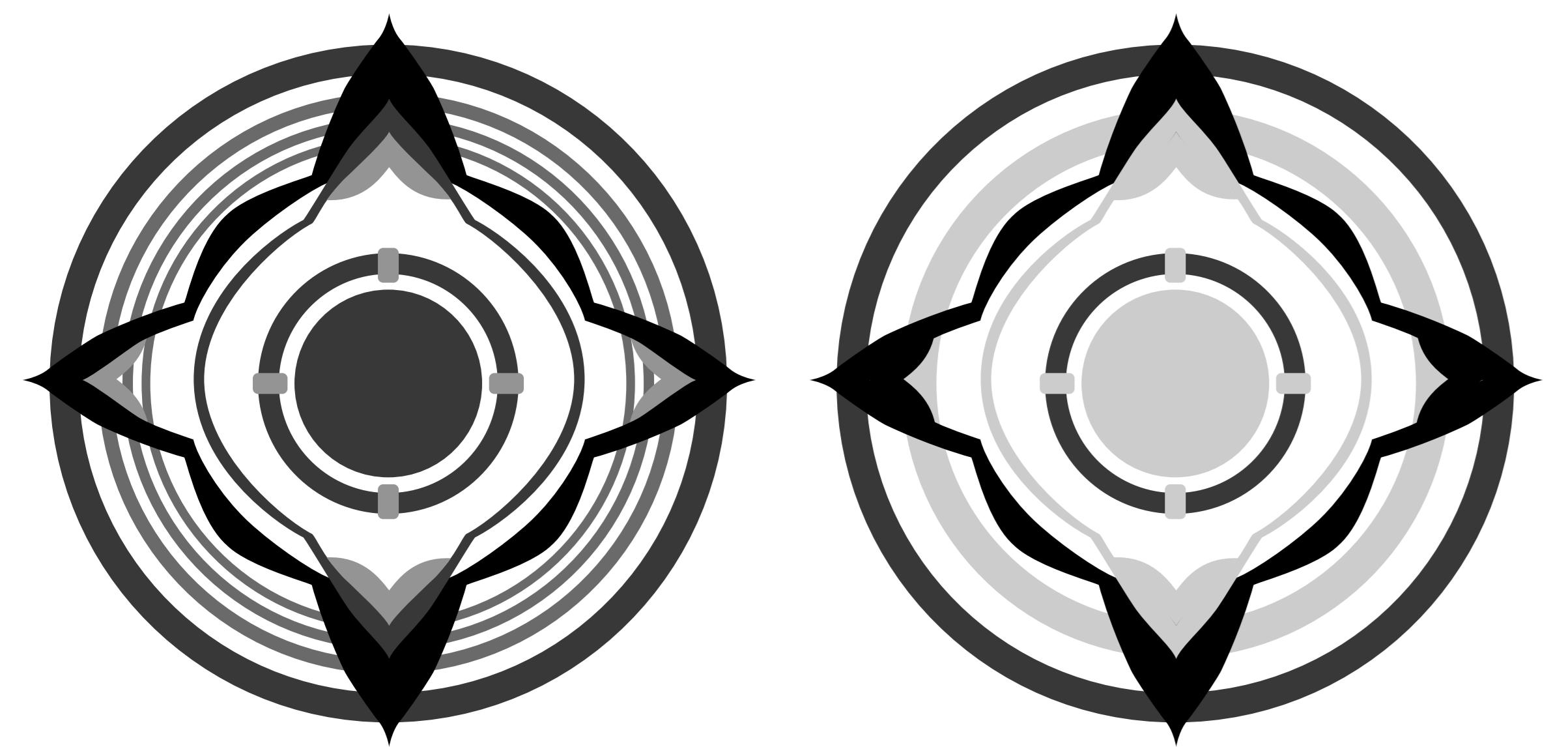
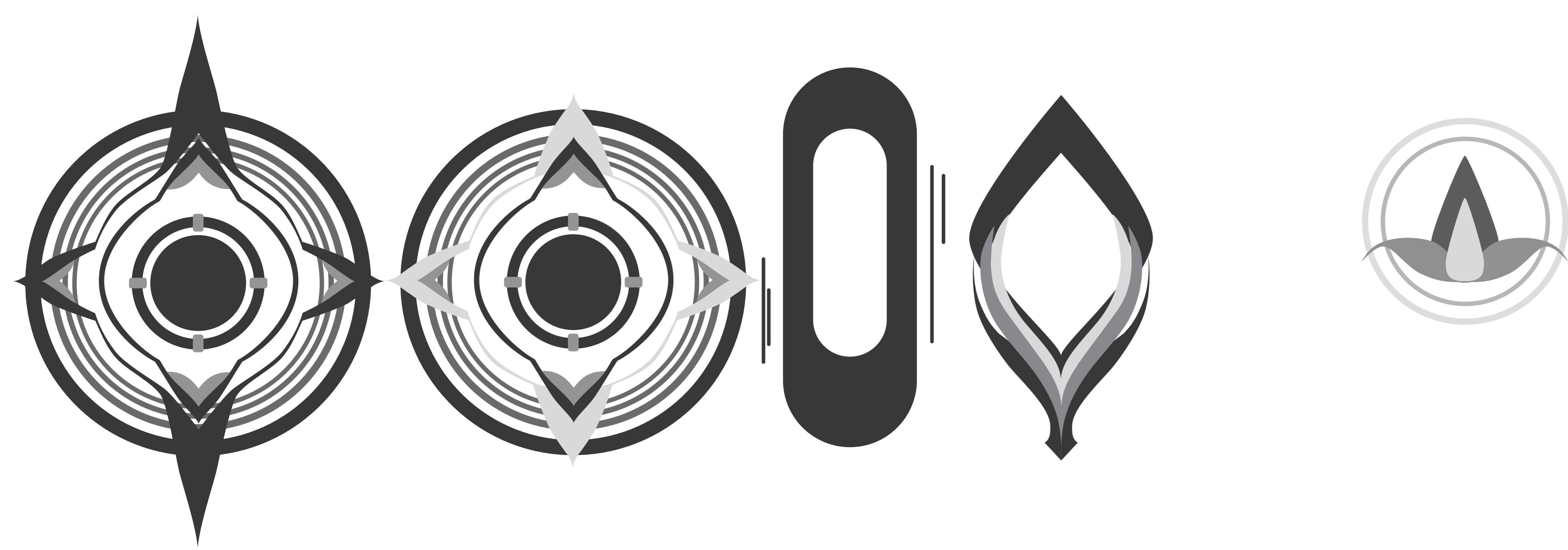
**H2**    **40pt**    **Hello**  
Bold

**H3**    **30pt**    **Hello**  
Medium

Text1    19.5pt    Hello  
Regular







arco**IRIS**

arco**IRIS**

