



Darwinia Network Lab Brand Book

Created by ITERING Design Center

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Welcome

This guideline contains basic principles and examples that are needed to maintain the consistency of Tencent Cloud's brand identity, from the primary logo, color, graphic device, imagery through to the typographic style. It shows you what these key elements are and how to apply them correctly and consistently throughout the various applications. It is essential that the key elements should be applied correctly and consistently. However, there is enough flexibility to always produce fresh, creative and differentiated communication pieces. It is not essential to use every element on every item of communication, but to deliver a strong brand message without compromising the brand identity.

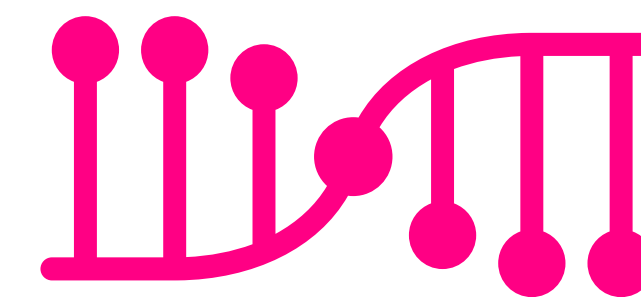
1.00

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Brand

1.01 Brand Overview

Darwinia Network is a cross-chain messaging infrastructure, which provides a light client-based, programmable, universal cross-chain messaging network for decentralized applications. Now, we've successfully used Darwinia's light-client cross-chain messaging protocol(LCMP) to bridge cross-chain messages between substrate-based chains, and even between substrate-based chains and EVM chains, meanwhile, Darwinia provides developers with an SDK, so they can easily integrate cross-chain capabilities into their Dapps. This will have profound implications for cross-chain interoperability, and Darwinia as a cross-chain messaging infrastructure will facilitate the building of a hybrid cross-chain network.



2.00

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Logo

2.01 Logo Elements

Darwinia Network logo is consist of two elements: 1. Symbol 2. Logotype. The relative sizes and positions of these elements are fixed. Darwinia Network logotype cannot be used on its own. The primary brandmark should only be reproduced from the master artwork. It should not be redrawn or altered in any way. The master artwork is available in various electronic formats, for both Mac and PC, In Annex.



2.02 Basic Logo

The basic logo is the main signature of the brand. It helps to build recognition of the brand as well as convey Darwinia Network’s confidence and stability. The basic logo of Darwinia Network is recommended to be used in full color version in white/ light background. When used in white version on the background color should be the main blue of Darwinia Network. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



01.
Logo: #FF0083
BG: #FFFFFF



02.
Logo: #000000
BG: #FFFFFFF



03.
Logo: #FFFFFFF
BG: #000000



04.
Logo: #FFFFFFF
BG: #FF0083

2.03 Vertical Logo

The preferred brand identity for Darwinia Network is basic logo. However vertical logo may be used when there is a limited area for a logo display, vertical logo may be used. The relative sizes and positions of symbol and logotype are fixed. The primary logo should not be redrawn or altered in any way. The vertical logo of Darwinia Network is recommended to be used in a full color version on white/ light background. When used in white version, the background color should be the main blue of Darwinia Network. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



01.
Logo: #FF0083
BG: #FFFFFF



02.
Logo: #000000
BG: #FFFFFF



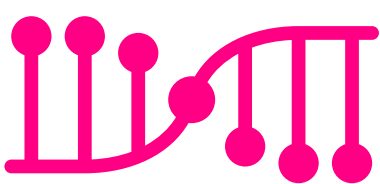
03.
Logo: #FFFFFF
BG: #000000



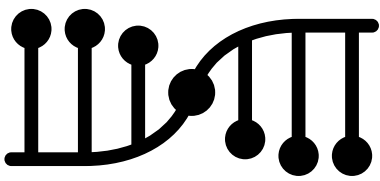
04.
Logo: #FFFFFF
BG: #FF0083

2.04 Symbol

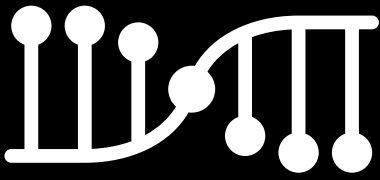
The symbol of Darwinia Network reflects the philosophy of Darwinia Network. This symbol is the key element brand expression and should not be redrawn or altered in any way. The symbol of Darwinia Network is recommended to be used in a full color version on white/light background. When used in white version, the background color should be the main blue of Darwinia Network. 1 degree version in grayscale can be available in single color applications when the basic version cannot be reproduced in a satisfactory manner.



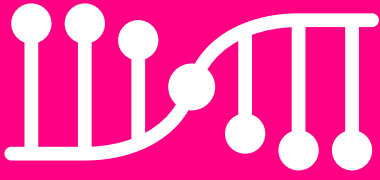
01.
Logo: #FF0083
BG: #FFFFFF



02.
Logo: #000000
BG: #FFFFFFF



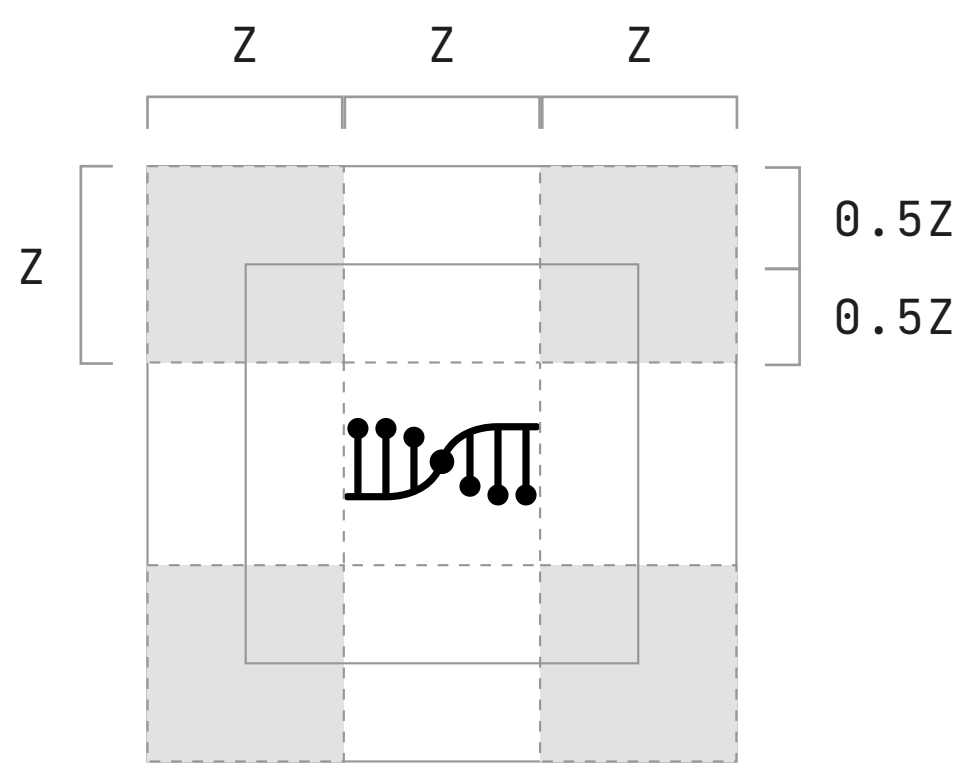
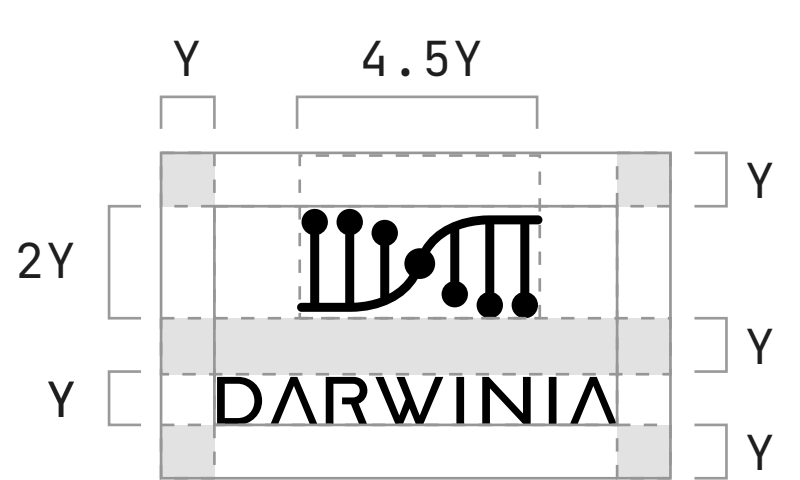
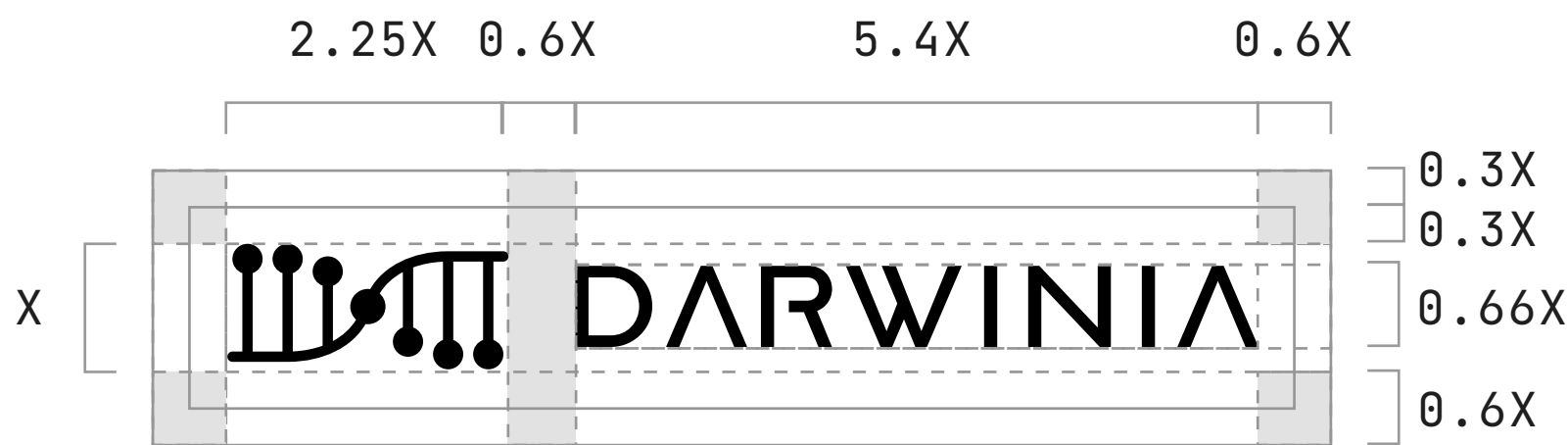
03.
Logo: #FFFFFFF
BG: #000000



04.
Logo: #FFFFFFF
BG: #FF0083

2.05 Clear Space

To ensure that the Darwinia Network logo is clearly visible in all applications, always maintain adequate clear space around it. This space represents the minimum distance between the logo and any other design element or text. To ensure the integrity and legibility of the logo, the area surrounding it should be protected. A clear space of 100% (200% for vertical version) should be maintained but when 100% clear space is not available, use the second option of 50% (100% for vertical version) clear space.



2.06 Minimum Size

There is no predetermined size for the Darwinia Network logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. The minimum size for the basic logo is 30mm in print, 88px for screen use.



Print: 30mm
Screen: 88px



Print: 21mm
Screen: 60px



Print: 7mm
Screen: 20px

2.07 Restrictions

To maintain the integrity of the logo and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples shown here illustrate possible misuse of the logo that should be avoided.



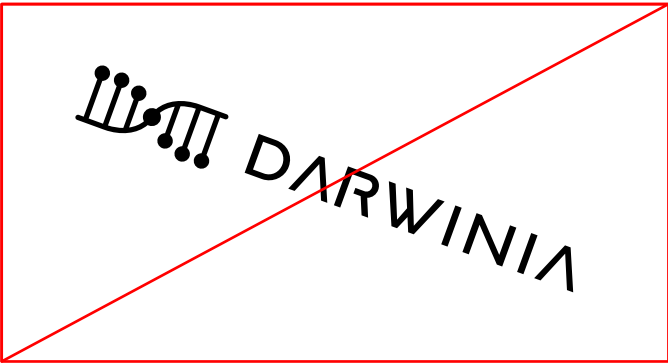
Don't change the logotype.



Don't rearrange the logo elements.



Don't change proportions.



Don't rotate the logo.



Don't compress the logo.



Don't create a logo lockup with text.



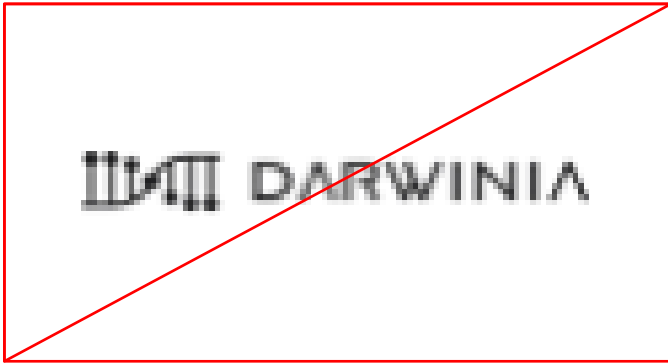
Don't outline the logo.



Don't add a drop shadow to the logo.



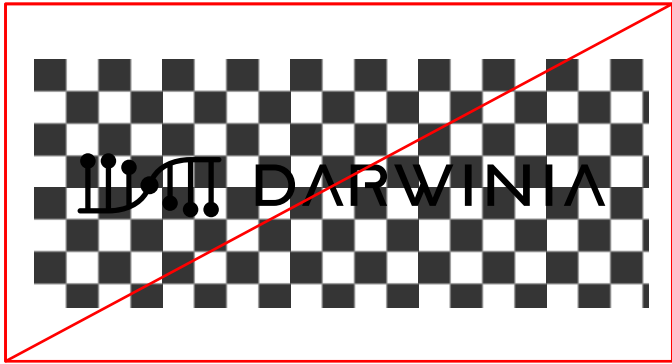
Don't alter the color.



Don't use the logo in a low quality.



Don't place the logo on a color without sufficient contrast.



Don't place the logo over a busy image.

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Color

3.01 Basic Color

Color plays a central role when Darwinia Network brand is communicating. Always use the color palette represented and apply them to any communication materials. Whenever possible, reproduce Darwinia Network logo in Pantone (single color) for print work. If this is not possible, use the CMYK values listed for print communication pieces. For screen based work, use RGB and HEX values. The colors shown throughout these guidelines will vary on different screens and printers and may not display as accurate color matches. Always refer to Pantone color swatches for color matching whenever possible. (*Pantone® is the property of Pantone, Inc.)

Darwinia Network	R:255/G:0/B:131;	Main Color
Pink	C:0/M:92/Y:11/K:0	
	PMS:213 C	
	HEX:#FF0083	

Darwinia Network	R:0/G:0/B:0;	Sub Color 1
Black	C:0/M:0/Y:0/K:0	
	PMS:Black C	
	HEX:#000000	

Darwinia Network	R:194/G:199/B:201;	Sub Color 2
Gray	C:3/M:1/Y:0/K:21	
	PMS:Cool Gray 4 C	
	HEX:#C2C7C9	

3.02 Basic Color

Full color logo is recommended to be used for representative use. Use the full color logo on light or white backgrounds. The white version logo can be used over Darwinia Network blue which is the main green color of the brand. White logo on black/dark background or black logo on white/light background are available for limited use.



Use full color logo over white/ light background.



Use white logo over Darwinia Network blue background.



Use black logo over white/ bright background.



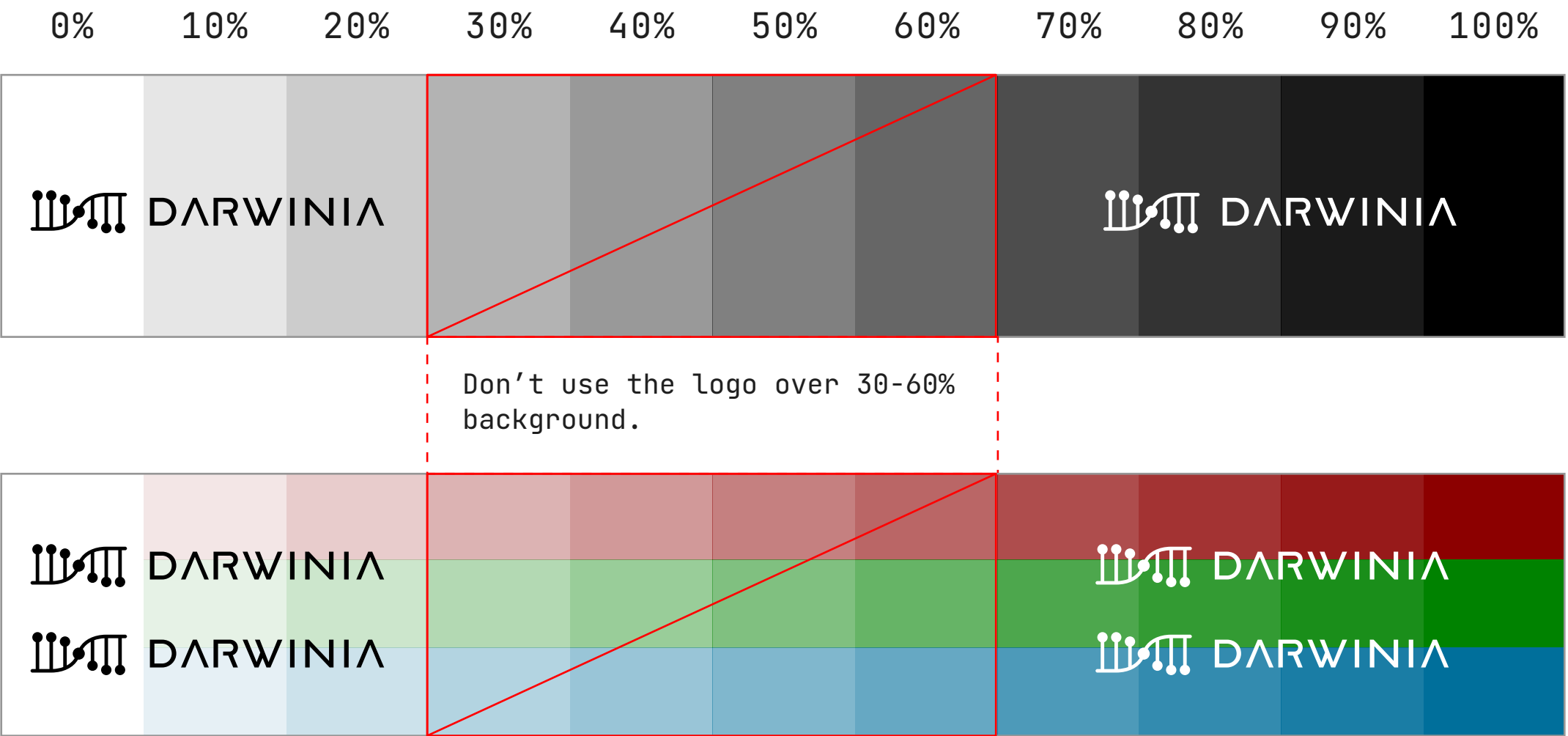
Use white logo over black/ dark colored background.



Use full color/black logo over bright image.



Use full color/white logo over black/ dark image.



4.00

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Typography

4.01 Typography

Typography is an important aspect of the brand identity. The typographic style contributes to the distinctive aesthetic of the brand. JetBrains Mono is used as basic English typeface for Darwinia Network brand. This typeface should be used on products and communication pieces across the brand. The typography usage examples on the following pages should be accomplished to ensure all of our communication pieces appear consistently on-brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?+-=,.<>;:
`~!@#%^&*()`~!@#

01.
JetBrains Mono Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?+-=,.<>;:
`~!@#%^&*()`~!@#

02.
JetBrains Mono Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?+-=,.<>;:
`~!@#%^&*()`~!@#

03.
JetBrains Mono Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()?+-=,.<>;:
`~!@#%^&*()`~!@#

04.
JetBrains Mono Light

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Applications

5.01 Business Card

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Darwinia Network brand will have the right tone to support the right message for the audience. Business card can be an important application that represents the face of Darwinia Network brand in the business related situation. Brand logo should be applied to the print material in a clear way, expressing the strong brand identity of Darwinia Network.



5.02 Stationery

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Darwinia Network brand will have the right tone to support the right message for the audience. Brand logo should be applied to the print material in a clear way, expressing the strong brand identity of Darwinia Network.



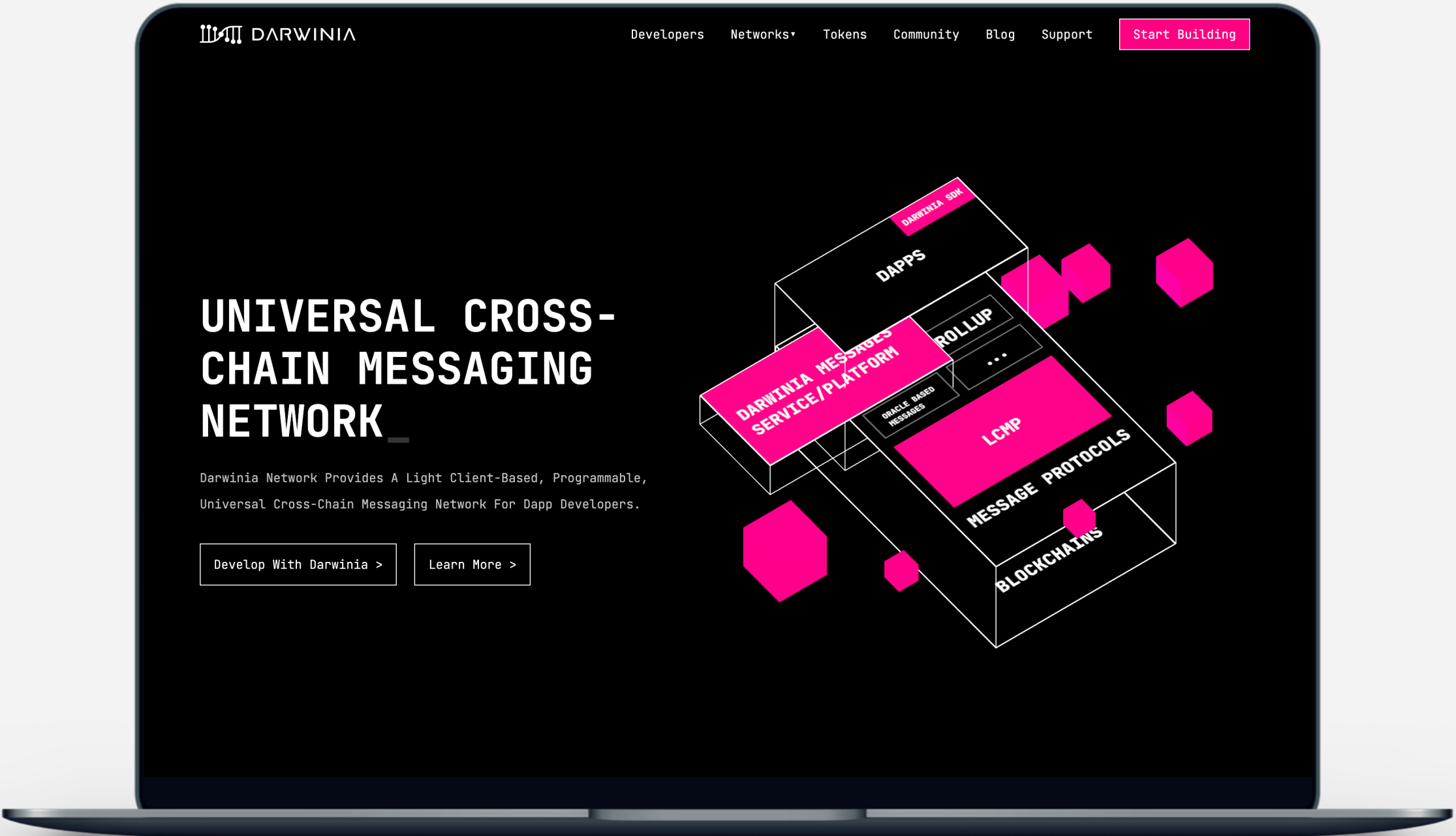
5.03 T-shirt

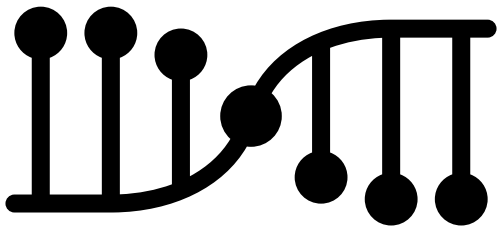
Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Darwinia Network brand will have the right tone to support the right message for the audience. Darwinia Network logo can be embossed or debossed on various materials such as paper, leather or metal surface to give more special long lasting look.



5.04 Website

Using the brand identity system in a consistent manner will build a strong brand image. As following examples shown, Darwinia Network brand will have the right tone to support the right message for the audience. Darwinia Network logo can be embossed or debossed on various materials such as paper, leather or metal surface to give more special long lasting look.





DARWINIA