

The Chikai Style Guide

Guidelines and rules for the usage of the
Chikai logo, colors and typography

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Logo usage guidelines



CHIKAI



The Chikai brand & logo

Chikai is a joint venture between Near and Keyko, with the main objective of fostering Web3 adoption and innovation predominantly on the NEAR Protocol.

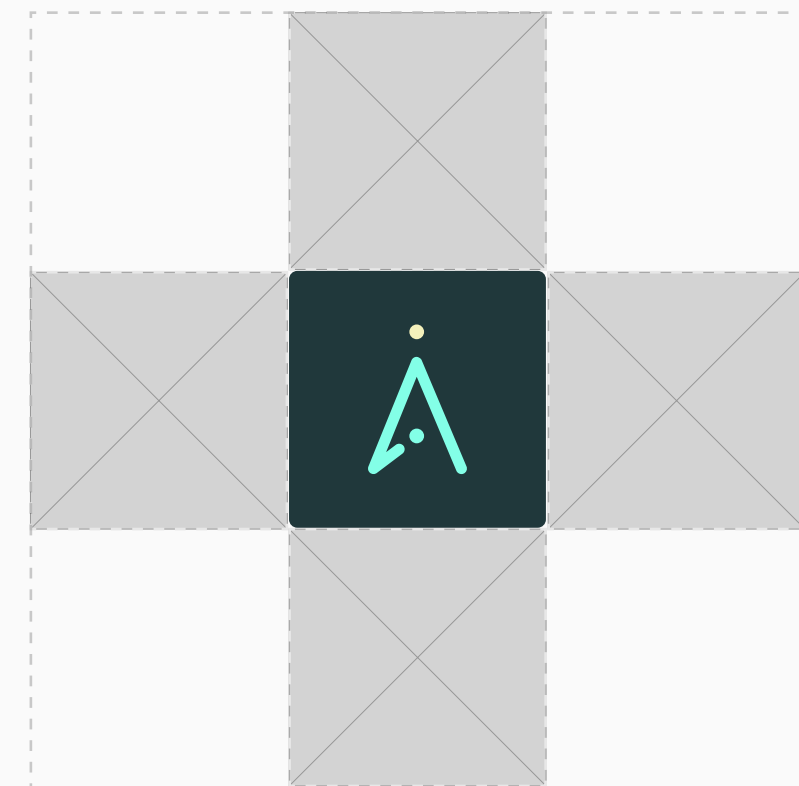
The organisations share an intense passion for building the future of the Open Web, by facilitating the growth of ecosystems and orchestrating the development of Web3 projects.

During the creation of the logo, our aim was for this symbol to embody the values of the Chikai, its connection with NEAR, and allude to the mission the brand.

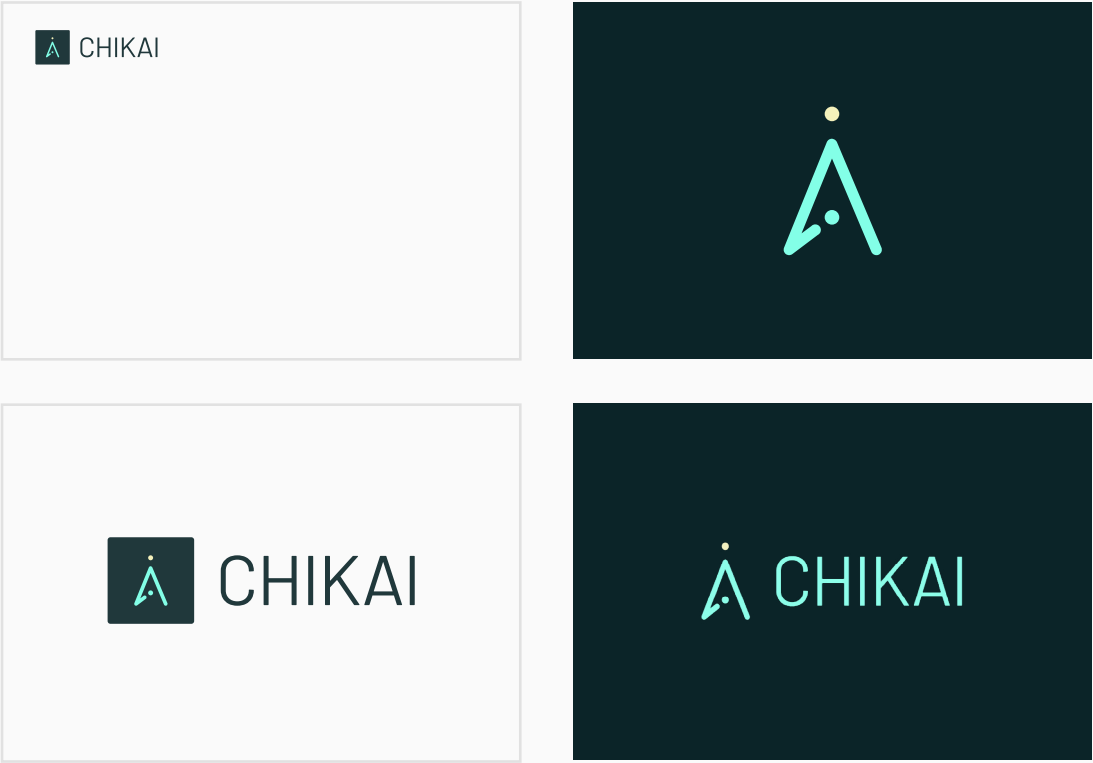
The values of Chikai are:

- Enablement
- Openness
- Speediness
- Solutions-oriented
- Connecting dots
- Orchestrating innovation
- Building ecosystems

Logo spacing rules



Do's



- The logo should always either be centered or left-aligned
- Always give it enough space to breath (see spacing rules)

Dont's



Never narrow or enlarge the logo disproportionately

Never rotate the logo

Never shear the logo

Never set the symbol without a frame on a white background

Never set the symbol above the brand name - always to the left

Typography

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Typefaces

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Type hierarchy

Chikai Typography

The font family chosen for the Chikai brand is the DIN Next LT Pro - it has a classic flair, but also a modern take on typography.

DIN Next LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

H1

Heading

weight: Bold
size: 80 px
line-height: 87 px
letter-spacing: 1.5 px

H2

Heading

weight: Bold
size: 50 px
line-height: 60 px
letter-spacing: 3 px

H3

Heading

weight: Medium
size: 36 px
line-height: 43.3 px
letter-spacing: 3 px

H4

Heading

weight: Medium
size: 28 px
line-height: 33.6 px
letter-spacing: 3 px

H5

Heading

weight: Regular
size: 24 px
line-height: 28.8 px
letter-spacing: 0 px

LABELS

Label

weight: Regular
size: 18 px
line-height: 21.6 px
letter-spacing: 2 px

TINY LABELS

Tiny Label

weight: Regular
size: 12 px
line-height: 14.4 px
letter-spacing: 0 px

PARAGRAPH

Paragraph

weight: Medium
size: 18 px
line-height: 24 px
letter-spacing: 1 px

Color Palette

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Palette

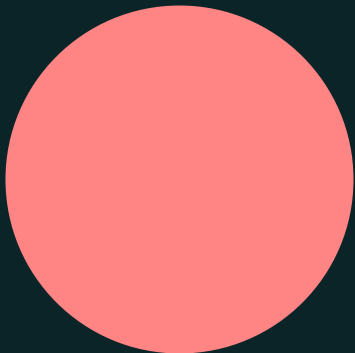
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Combinations

Color Palette

These are the colors of the Chikai brand. The palette is dark-themed, with a few accents to be sparingly placed as button background, corners, highlights or dots. The ratio should be roughly 85% Main colors and 15% Accents.

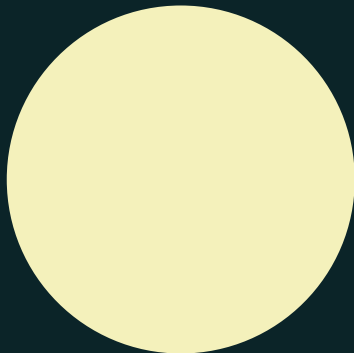
Accents



Red
HEX #FF8484

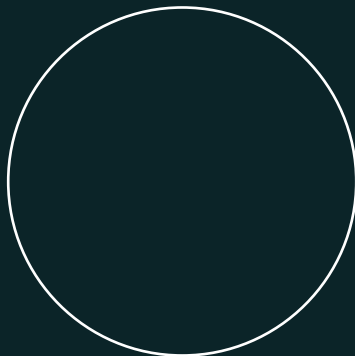


Green
HEX #83FFE7



Yellow
HEX #F4F1BB

Main



Dark
HEX #0B2428



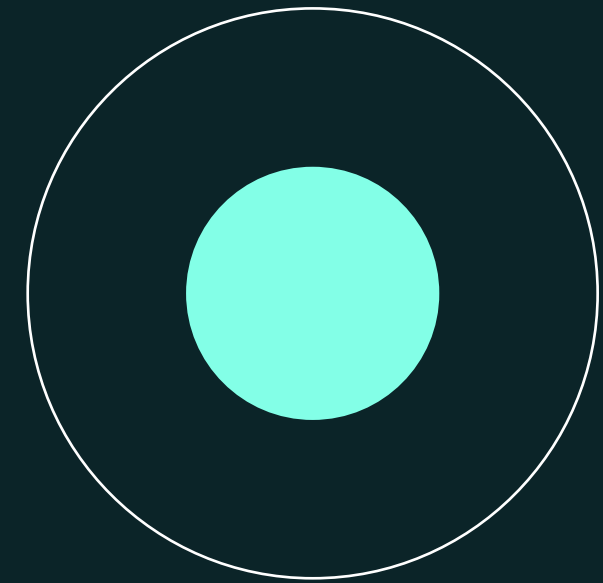
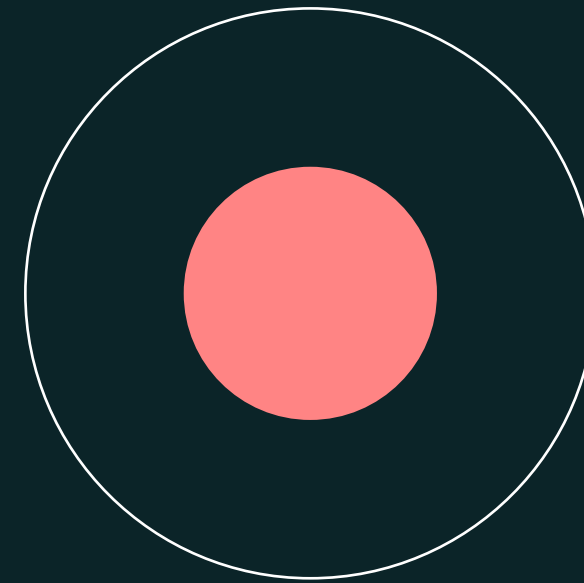
Green Shade
HEX #309eaf



White
HEX #FBFAFF

Color Combinations

Here are examples of the ways you can combine the colors from the Chikai palette. Preferably use the main colors as backgrounds and then add an “accent” from the Accent colors.



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