

# The Chikai Style Guide

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

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# Logo

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CHIKAI

Logo



The Chikai Logo



## 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.

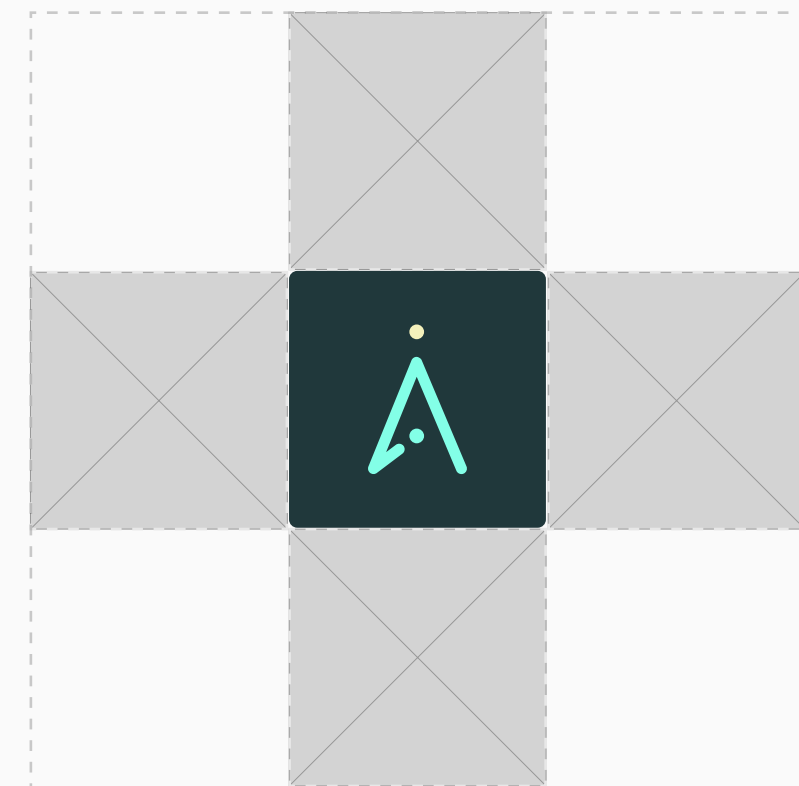
The organisations share an intense passion for building the future of the Open Web, by facilitating the growth of ecosystems and orchestrating the development of Web3 projects.

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.

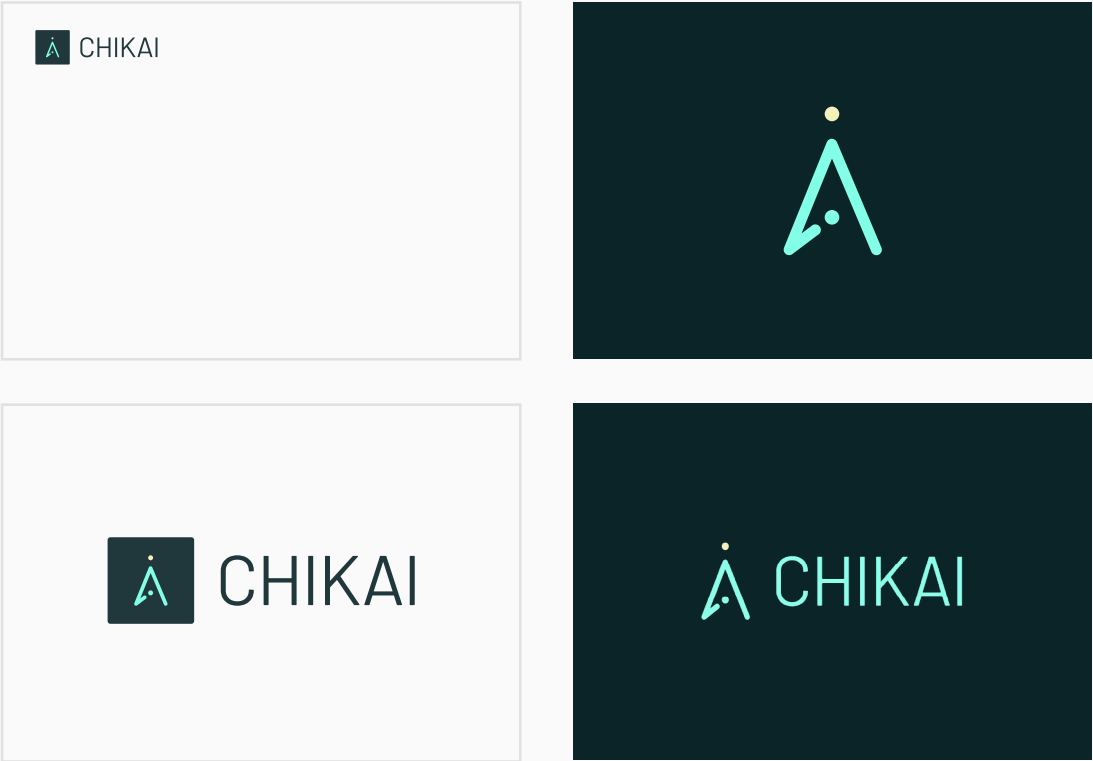
The values of Chikai are:

- 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





# Typography

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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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Combinations

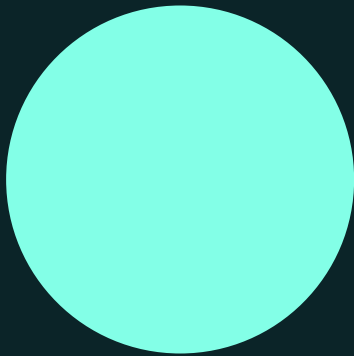
# Color Palette

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

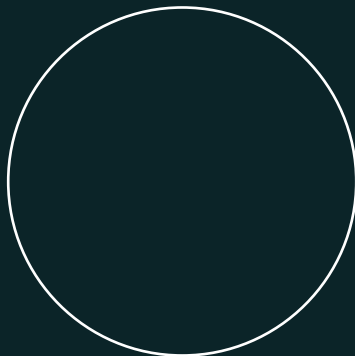


Green  
HEX #83FFE7



Yellow  
HEX #F4F1BB

## Main



Dark  
HEX #0B2428



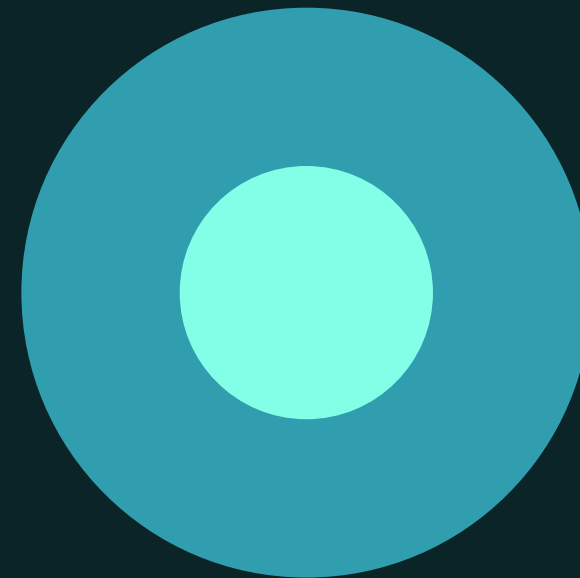
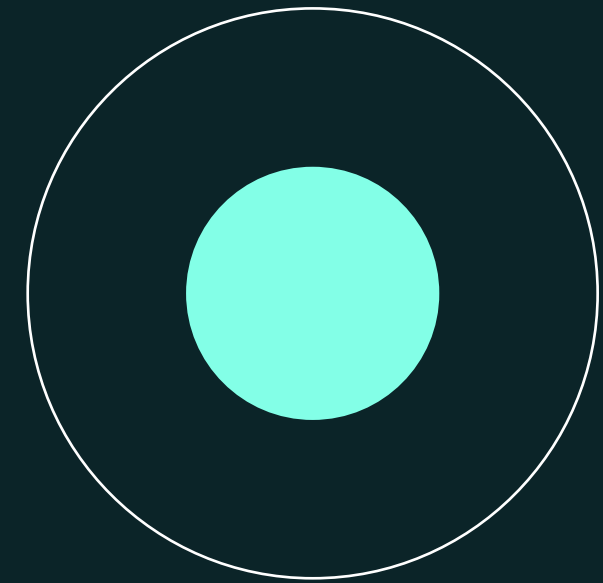
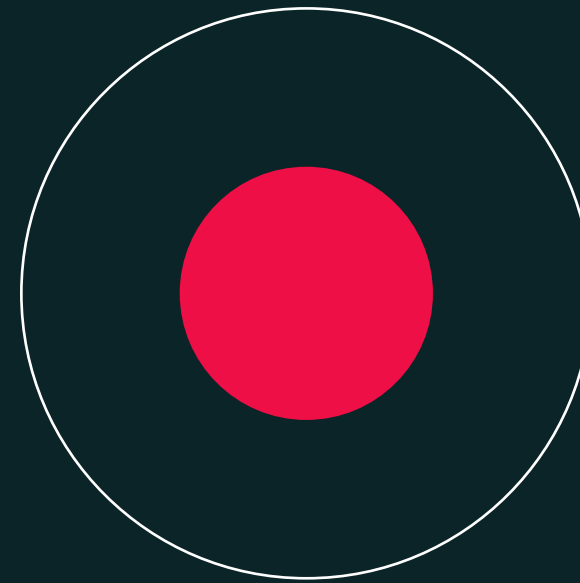
Green Shade  
HEX #309eaf



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.



**Chikai AG**  
**Chamerstrasse 12C**  
**CH-6300 Zug**  
**Company Registration Number: CHE-422.497.958**