





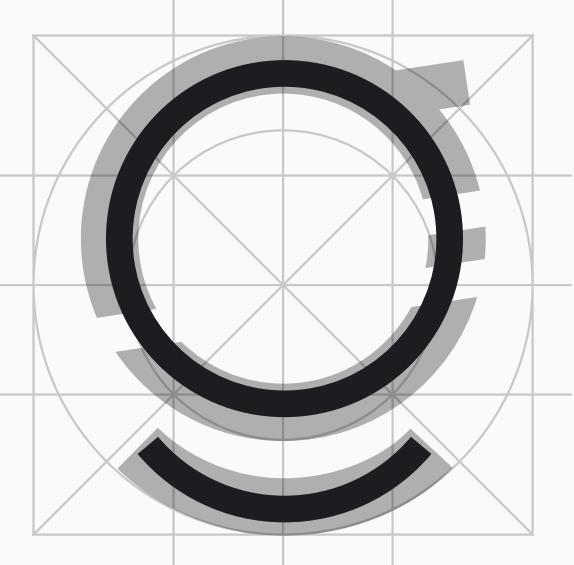
Genesis DAO

# DESIGN GUIDE

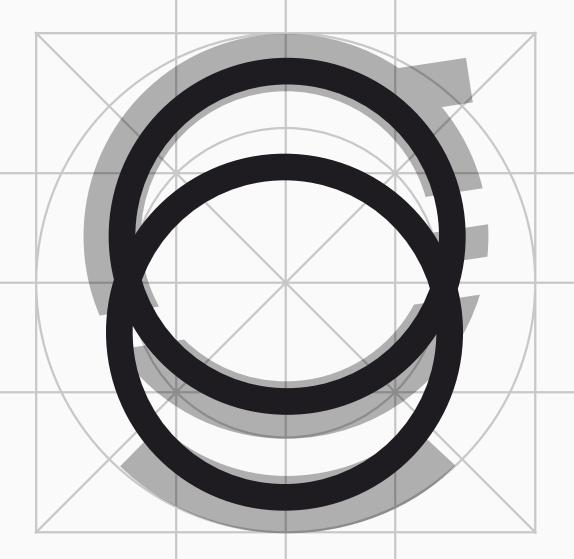
v1.0

# THE LOGO

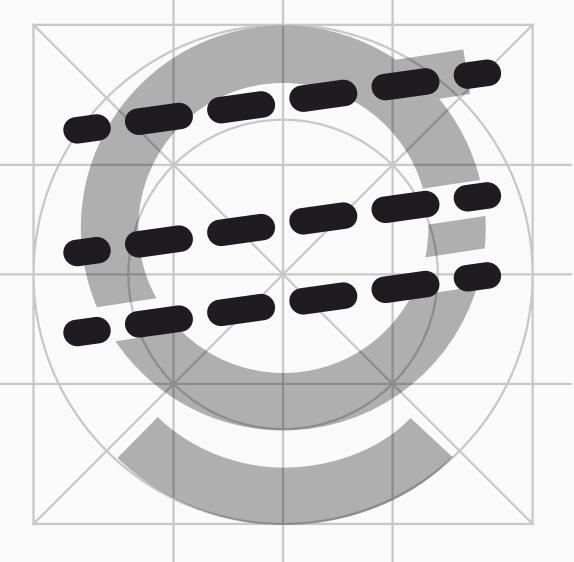
## INSPIRATION



**The letter "G"**  
Genesis (start)



**The circle / circles**  
Polkadot technology / Chain



**The lines**  
Interconnectivity

### THE GENESIS DAO LOGO

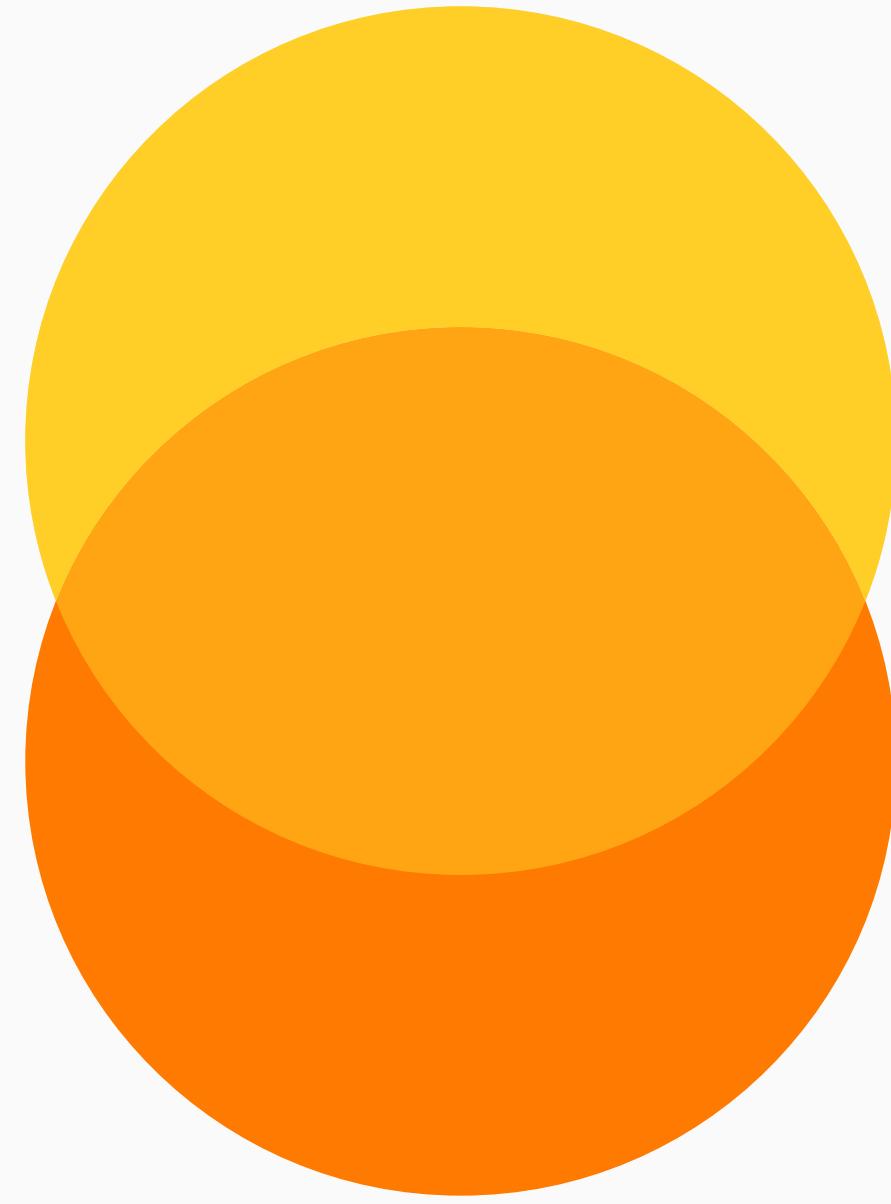


**Genesis DAO**

ICON

WORDMARK

# COLORS



## Warm colors

Fire, sunrise and positivity

"Genesis DAO is the **new** wave of emerging platforms and provides DAOs as a Service"

## THEME COLOR

### PRIMARY

#FFCF27

### SECONDARY

#FF7A00

### ACCENT

#A3E635

Primary-focus  
#D2A820

Secondary-focus  
#D26400

Accent-focus  
#87BB2B

Primary-content  
#1E1B21

Secondary-content  
#1E1B21

Accent-content  
#1E1B21

Info  
#22D3EE

Success  
#34D399

Warning  
#F472B6

Error  
#E11D48

Info-content  
#083B43

Success-content  
#0E3B2B

Warning-content  
#44182F

Error-content  
#3F0814

Neutral  
#FAFAFA

Base-100  
#1E1B21

Neutral-focus  
#BABABA

Base-200  
#16141A

Neutral-content  
#FAFAFA

Base-300  
#1E1B21

Base-content  
#FAFAFA

# TYPOGRAPHY

Aa

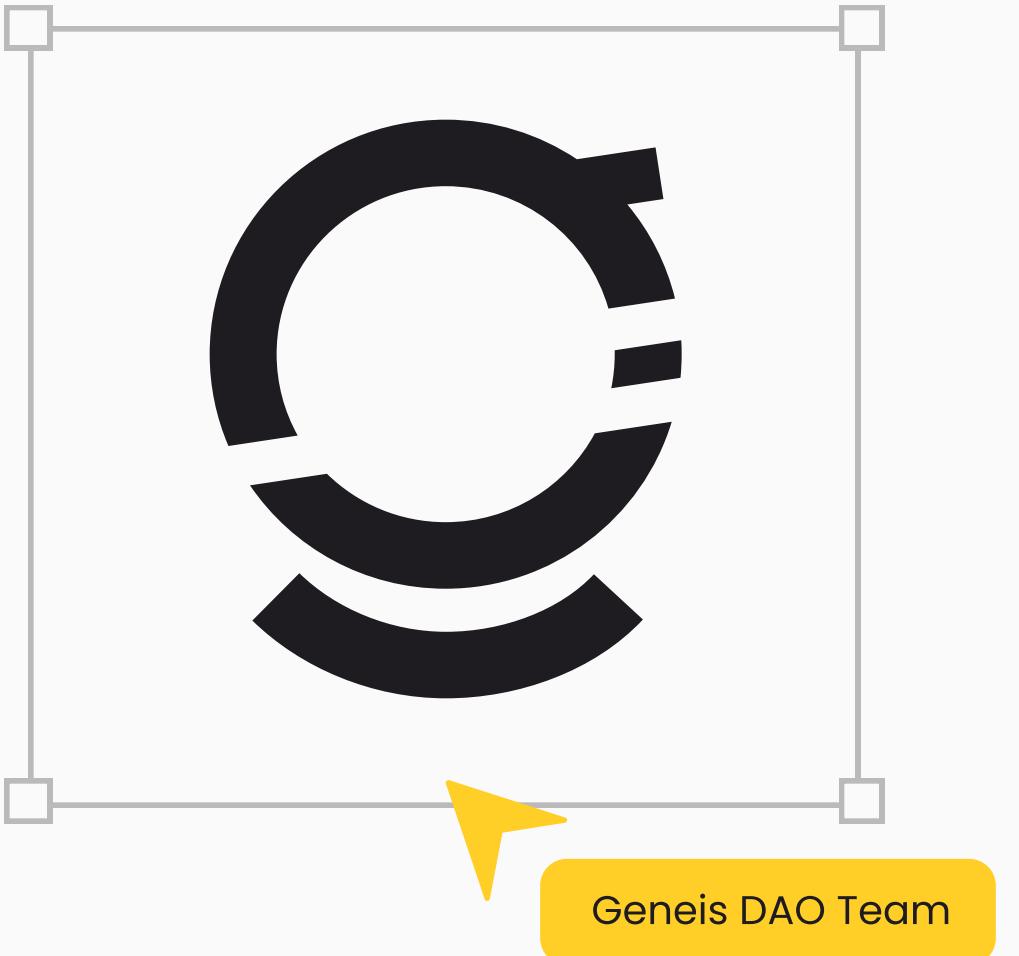
## Poppins

Geometric sans serif,  
based on pure geometry,  
circles

## TYPE SYSTEM

Type scale	<element>	Weight	Size	Letter Spacing
Headline 1	<h1>	--	94px	-1.5px
Headline 2	<h2>	--	58px	-0.5px
Headline 3	<h3>	--	46px	0
Headline 4	<h4>	--	33px	0.25px
Headline 5	<h5>	--	23px	0
Headline 6	<h6>	--	19px	0.15px
Body 1	<p>	--	15px	0
Body 2	<p class="txt-md">	--	13px	0.25px
Button	font-style{}	Medium	13px	0.2px
Caption	<p class="txt-sm">	--	12px	0
OVERLINE	<span>	Semi-bold	10px	1.5px

# COMPONENTS LIBRARY



Design components are the building blocks of visual identity. It include elements such as typography, color palettes, logos, buttons, icons, and more. When used consistently, these components help to define and reinforce the brand, making it instantly recognizable and memorable to the audience.





Genesis DAO

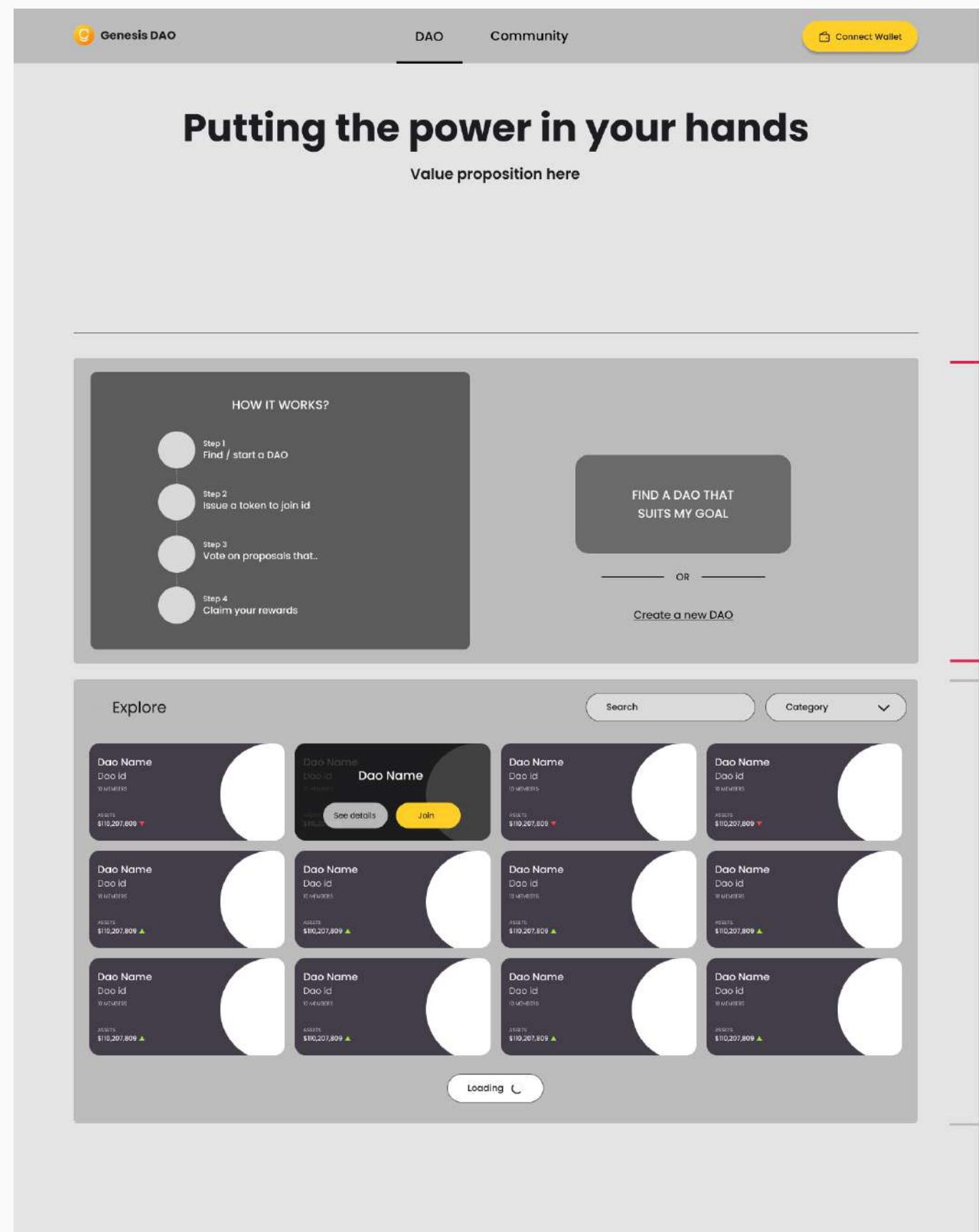
# MVP 1

## Landing page & DAO Creation

v1.0

# LANDING PAGE

## WIREFRAME

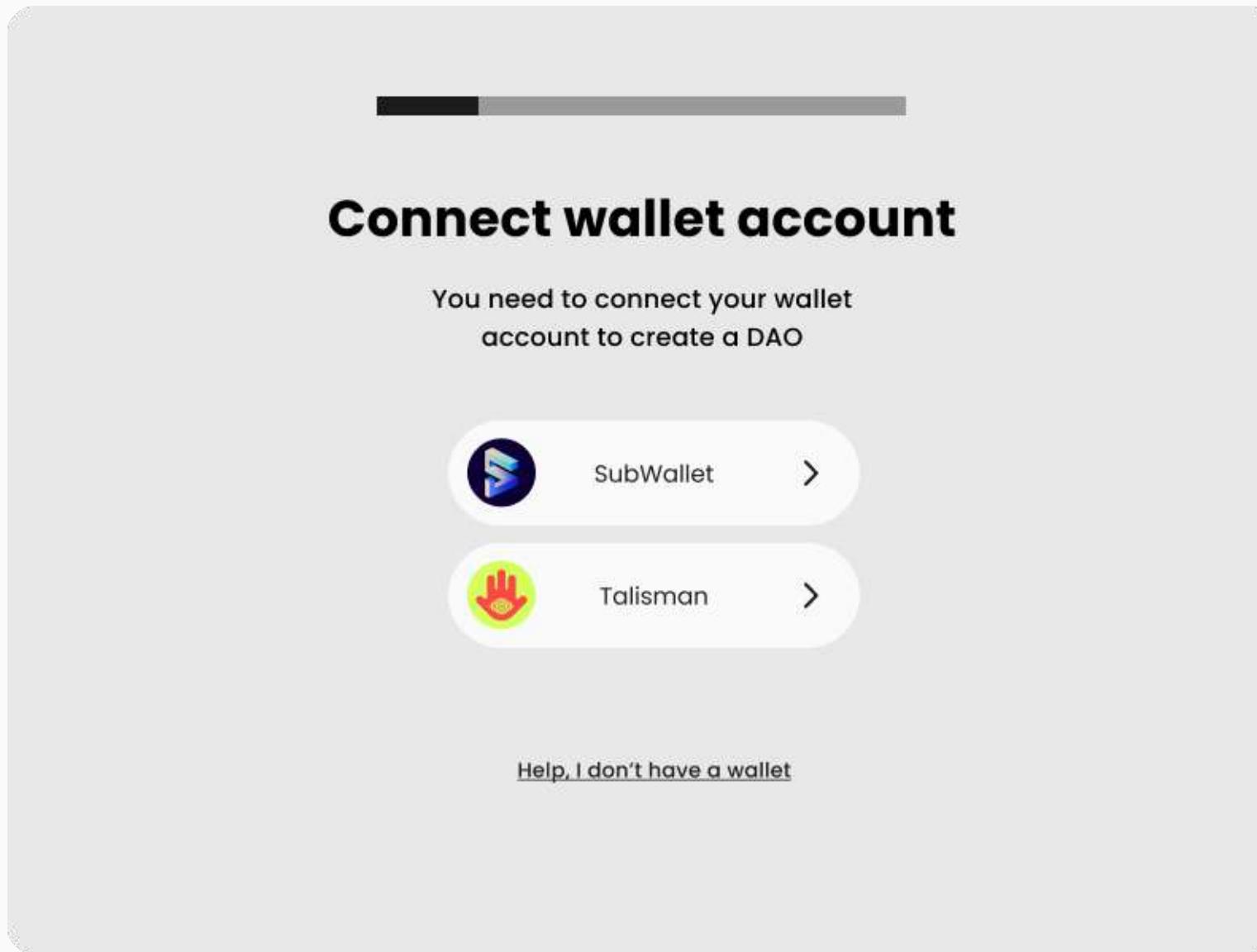


## HI-FI DESIGN

The hi-fi design is a polished version of the wireframe. It features a dark background with yellow and white text. The main headline reads 'Empower the People: Unleash the Potential of Your Organization with a DAO'. Below the headline are four key metrics in cards: 'NO-CODE DAO SET UP' (200 TOTAL DAO CHARTED), 'COMMUNITY-LED' (323K TOTAL MEMBERS), 'TRANSPARENCY' (2.7K TOTAL CREATED PROPOSAL), and 'DEMOCRATIC' (2314 TOTAL PEOPLE VOTED). A large circular graphic in the center contains the text 'Step into the future of Governance with DAO' and a four-step process: Step 1 (Find or start creating a DAO), Step 2 (Create or vote on Proposals), Step 3 (Monitor and maintain the goals), and Step 4 (Get rewarded with Tokens). To the right, a 'Let's Begin' section describes the platform's simplicity and transparency. A smartphone on the right side of the screen displays a mobile version of the landing page with the same layout and features.

# WALLET CONNECTION

WIREFRAME



HI-FI DESIGN

The hi-fi design is a dark-themed mobile application interface. At the top left is the "Genesis DAO" logo, and at the top right is a "Connect Wallet" button. The main header reads "Empower". A central call-to-action button says "Connect wallet account". Below it, a message states "You need to connect your wallet account to create a DAO". There are two buttons: "SubWallet" with a blue icon and "Talisman" with a green hand icon. At the bottom is a link: "Help, I don't have a wallet". The background features a large circular progress bar with the text "Step 1 Find or start creating a DAO". To the right, there's a section titled "DEMOCRATIC" with the number "2314" and "TOTAL PEOPLE VOTED". The bottom right corner has the text "Let's Begin".

## STEP 1 | DAO CREATION

# BASIC INFO

## WIREFRAME

**Let's get started!**

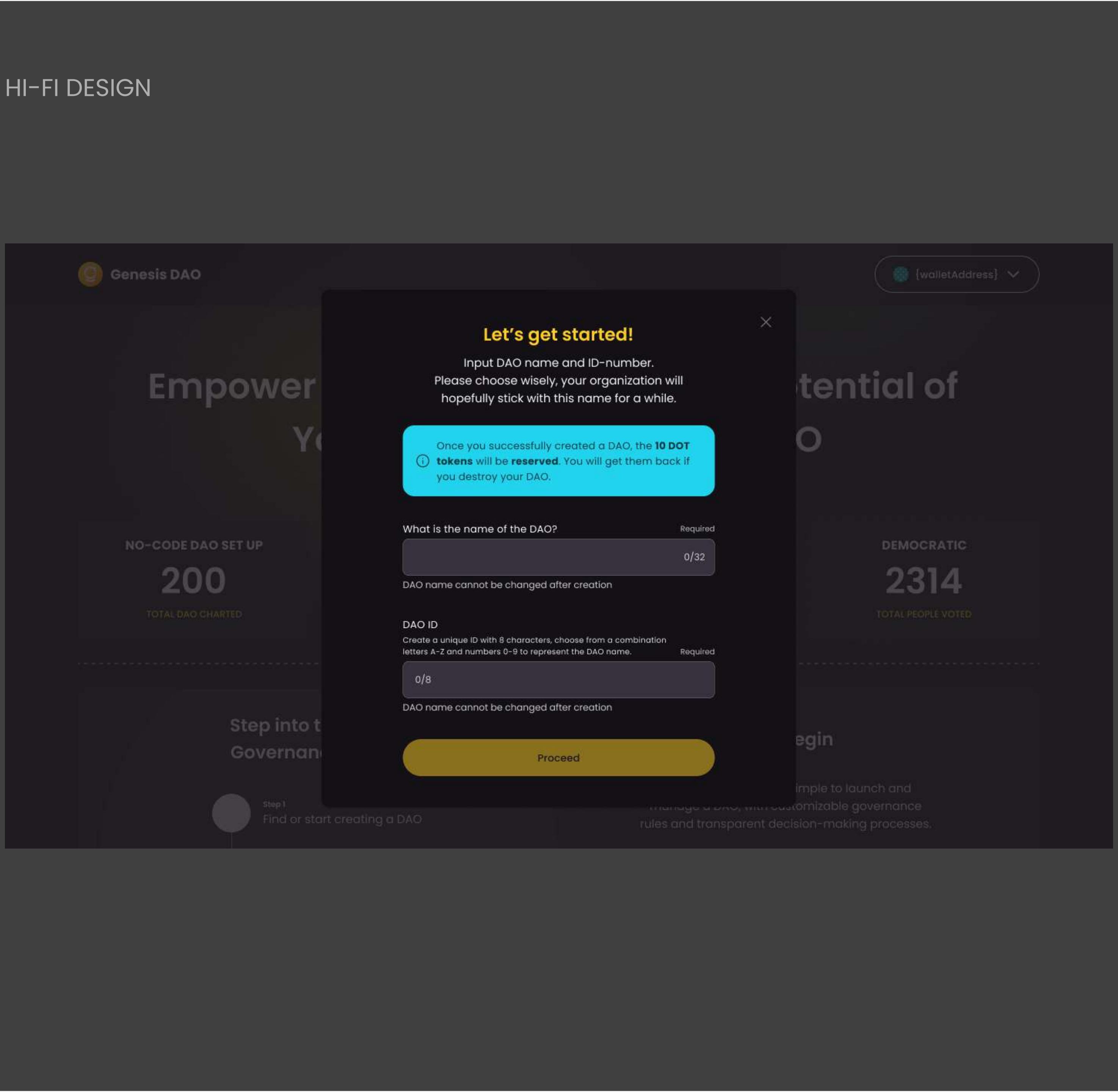
Input DAO name and ID-number.  
Please choose wisely, your organization will hopefully stick with this name for a while

Once you successfully created a DAO, the **10 DOTS tokens** will be **reserved**. You will get them back if you destroy your DAO.

What is the name of the DAO? Required  
0/32  
DAO name cannot be changed after creation.

DAO ID  
Create a unique ID with 8 characters, choose from a combination letters A-Z and numbers 0-9 to represent the DAO name. Required  
0/8  
DAO ID cannot be changed after creation.

Next



## STEP 2 | DAO CREATION

# LOGO & DESIGN

## WIREFRAME

Logo and Design

Add a logo and describe in a short way what your DAO is all about. If you don't have a logo yet, just skip that and come back to it once the DAO is set-up.

Upload logo

Drop your image or browse  
Image size: Recommended 75 x 75  
File format: jpg or .png  
File size: max of 10 mb

Short overview about the DAO

Required

0/256

Long description about the DAO

Tell us about the DAO's mission and vision

B i U F = I E E G

0/x

HI-FI DESIGN

Genesis DAO

{walletAddress} ▾

Logo and Design

Add a logo and describe in a short way what your DAO is all about. If you don't have a logo yet, just skip that and come back to it once the DAO is set-up.

Upload logo

Drop your image or browse  
Image size: Recommended [size] x [size]  
File format: jpg or .png  
File size: max of [size] mb

Short overview about the DAO

Required

0/256

Long description about the DAO

Tell us about the DAO's mission and vision

B i U F = I E E G

0/{x}

Next

## STEP 3 | DAO CREATION

# GOVERNANCE

## WIREFRAME

Choose the governance model. You can change this afterwards only via DAO votes, that follow the governance rules that you are now setting.

**Governance**

Majority Vote      Delegated Council Vote      Create your Own      Customized

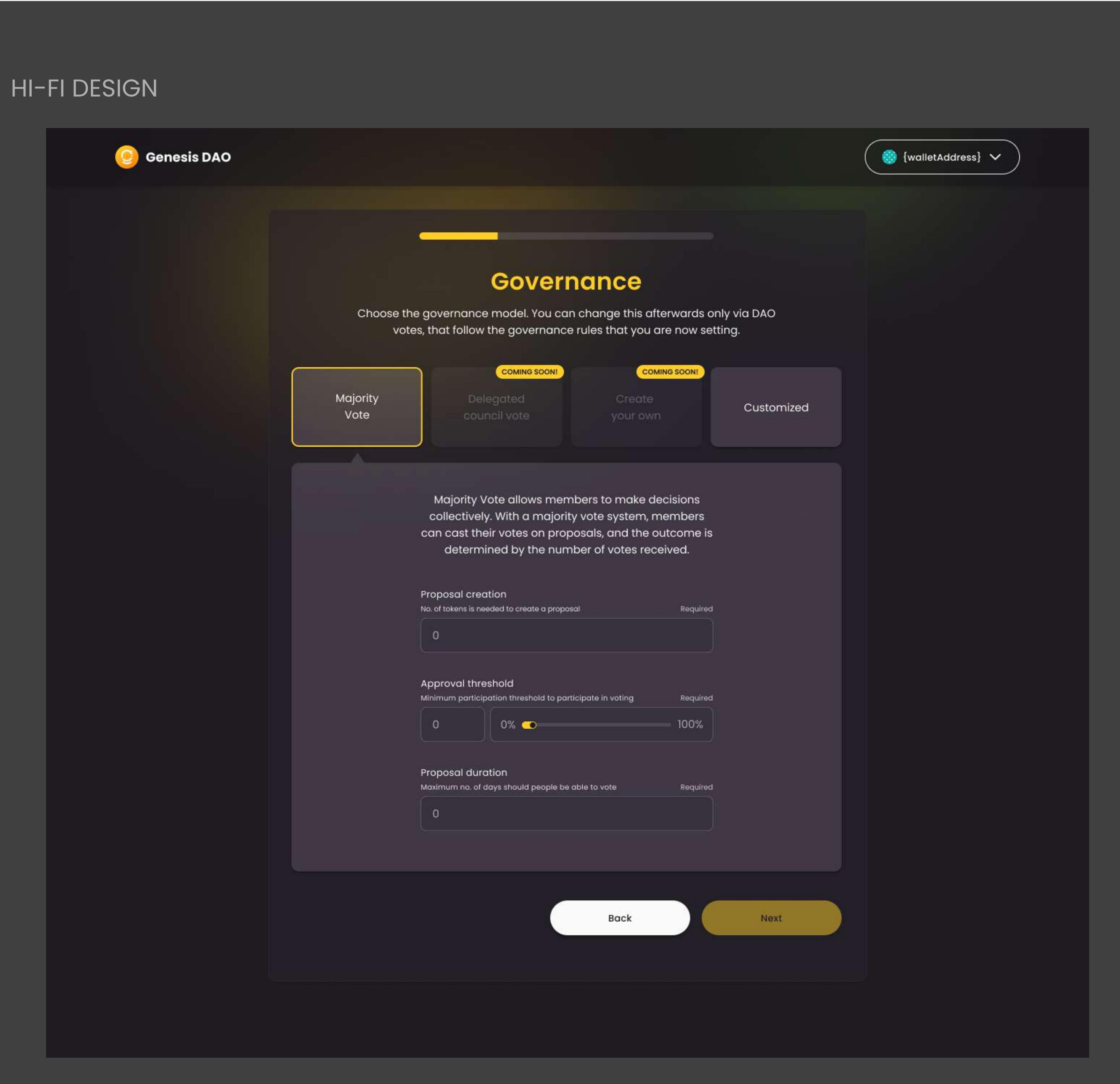
Majority Vote allows members to make decisions collectively. With a majority vote system, members can cast their votes on proposals, and the outcome is determined by the number of votes received.

Proposal creation  
No. of tokens is needed to create a proposal      Required  
0

Approval threshold  
Minimum participation threshold to participate in voting      Required  
0 %      0%  100%

Proposal duration  
Maximum No. of days should people be able to vote      Required  
0

Back      Next



## STEP 3 | DAO CREATION

# GOVERNANCE

## WIREFRAME

**Governance**

Choose the governance model. You can change this afterwards only via DAO votes, that follow the governance rules that you are now setting.

Majority Vote      Delegated Council Vote      Create your Own      Customized

**Contact Us**

Take Control of DAO Governance Today!

Are you looking to customize the governance of your DAO?

Look no further! Our team is here to help you create a governance structure that fits your specific needs and requirements. Whether you want to implement a specific voting system, create custom proposals, or set up smart contracts, we have the expertise to help you achieve your goals.

Your name Required

Your Email address Required

Submit

## HI-FI DESIGN

**Genesis DAO**

{walletAddress} ▾

**Governance**

Choose the governance model. You can change this afterwards only via DAO votes, that follow the governance rules that you are now setting.

Majority Vote      Delegated council vote      Create your own      **Customized**

**Contact Us**

Take Control of DAO Governance Today!

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Your name Required

Your email address Required

Submit

## STEP 4 | DAO CREATION

# ADD A COUNCIL

## WIREFRAME

The wireframe illustrates the user flow for adding a council. It begins with a general introduction to the council's role and then moves to a detailed configuration screen.

**Add a Council**

A council can be a valuable addition to the DAO, providing guidance, leadership, and expertise. With a council in place, you can ensure that the DAO operates with a clear direction and is able to make informed decisions.

**Council members**

Your name: [Input field] Your wallet address: [Input field]  
1 [Input field] {wallet address} [Input field]

Member name: [Input field] Wallet address: [Input field]  
2 [Input field] [Input field] [Delete icon]

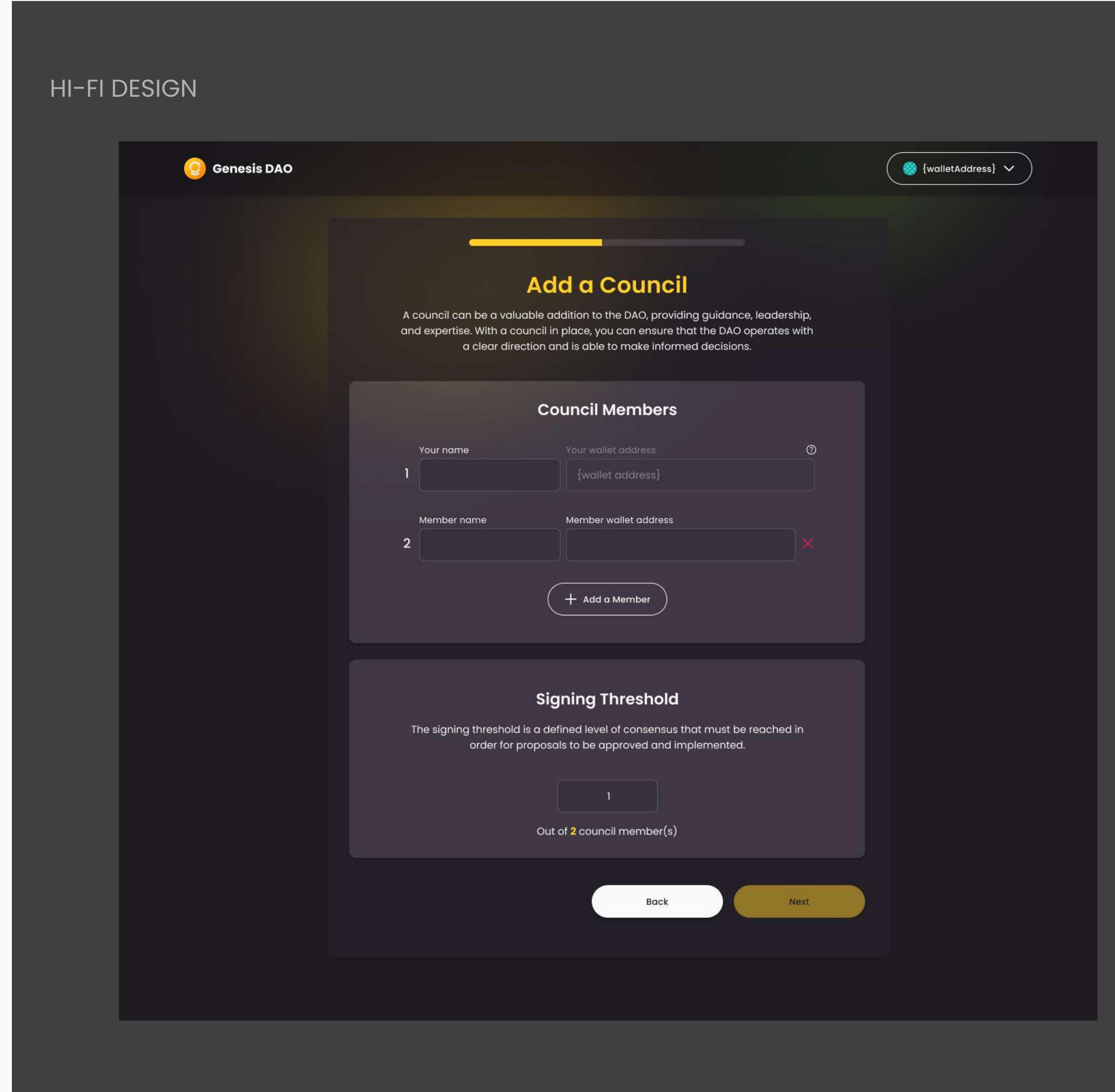
[+ add member](#)

**Signing threshold**

The signing threshold is a defined level of consensus that must be reached in order for proposals to be approved and implemented.

1 [Input field]  
out of 2 council member(s)

[Back](#) [Next](#)



## STEP 5 | DAO CREATION

# ISSUE TOKEN

## WIREFRAME

Issue Token

A DAO can benefit from new levels of efficiency and control. Recipients can receive tokens as rewards for their contributions, while the treasury can use tokens for fundraising and other important initiatives.

How many tokens do you want to issue? Required

**Recipients**  
Tokens that will be given to the contributors

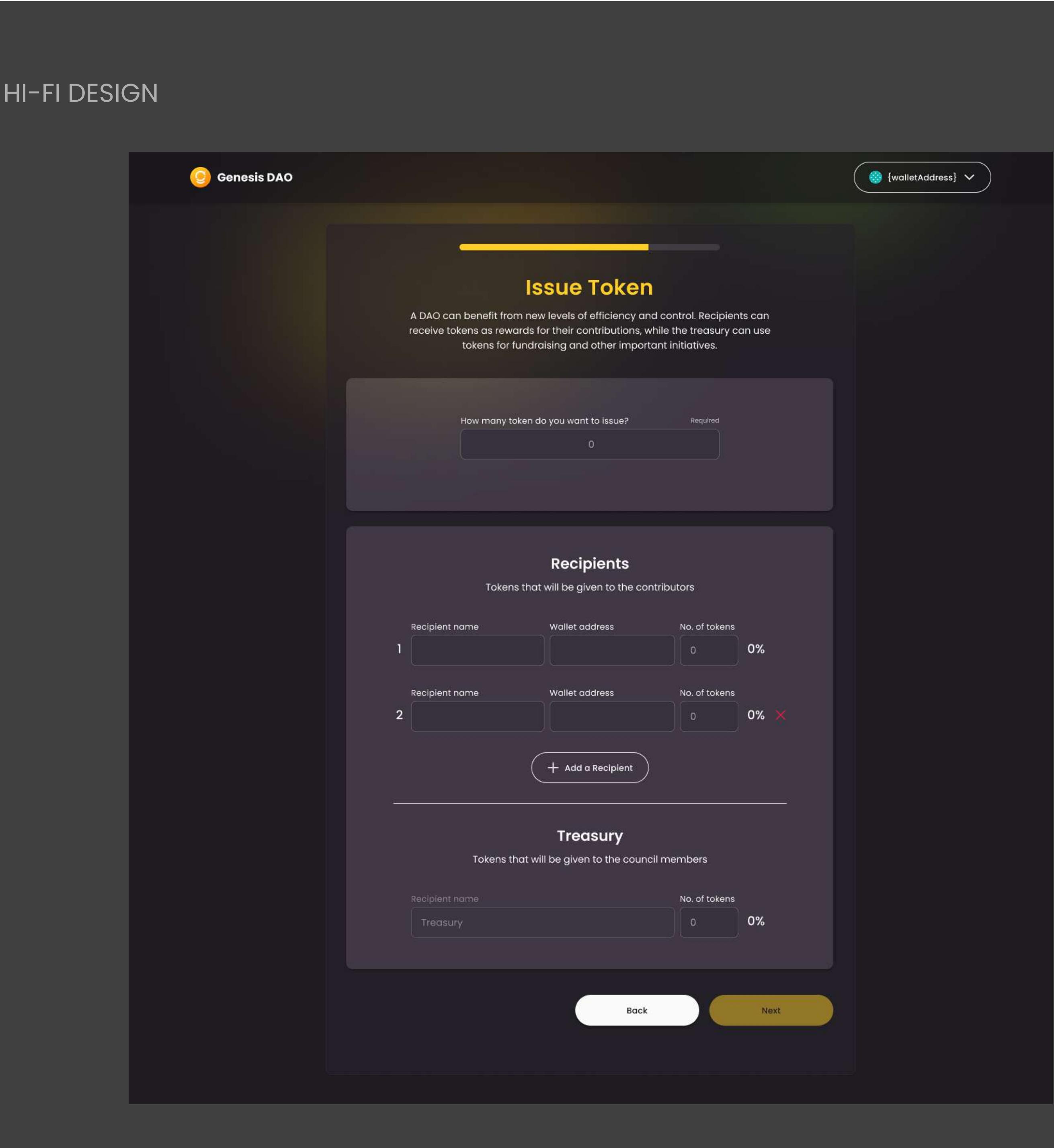
Recipient name	Wallet address	# of tokens
1		0%
2		0% <span style="color:red;">X</span>

+ Add Recipient

**Treasury**  
Tokens that will be given to the council members

Recipient name	# of tokens
Treasury	0%

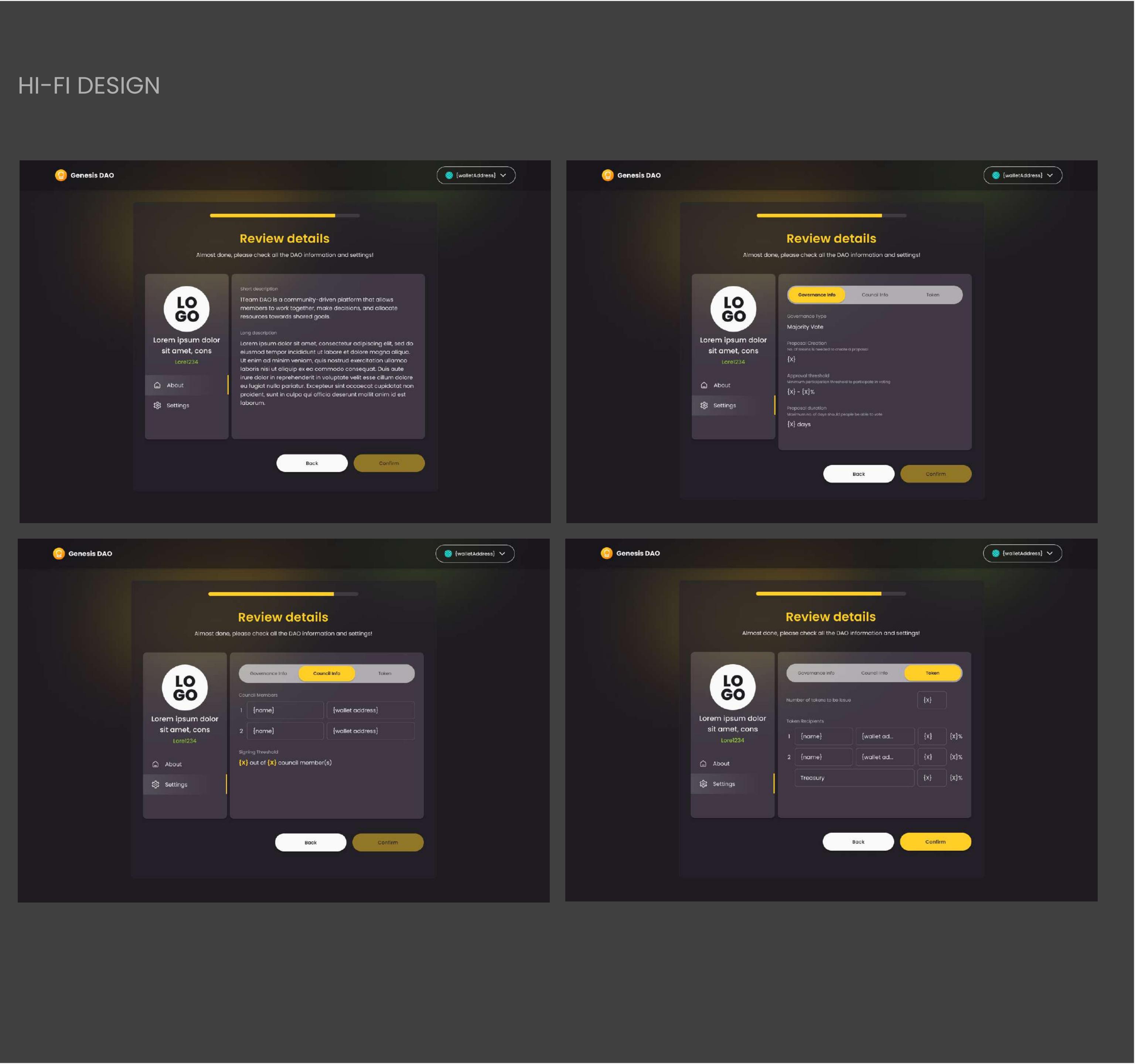
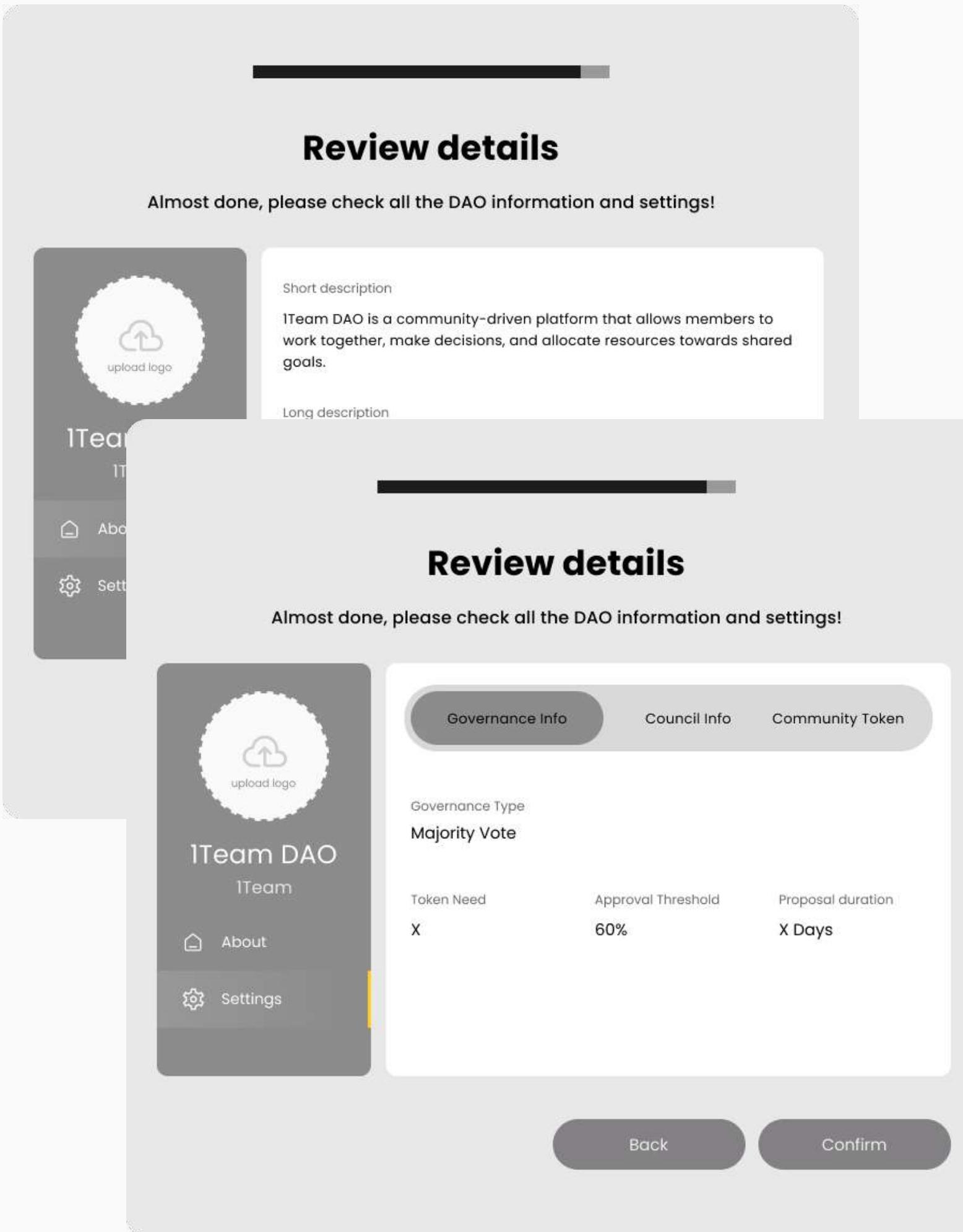
Back Next



## STEP 6 | DAO CREATION

# REVIEW DETAILS

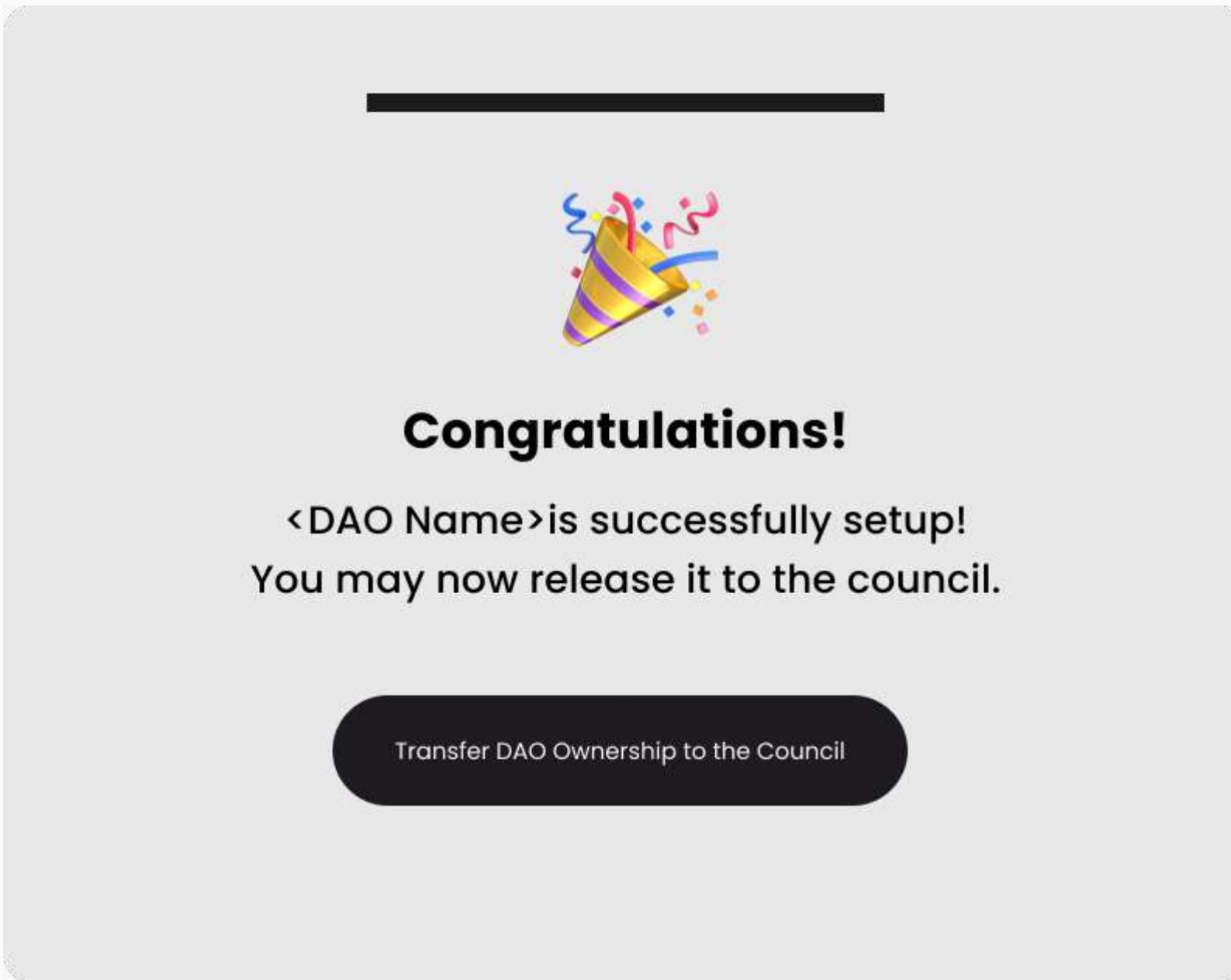
## WIREFRAME



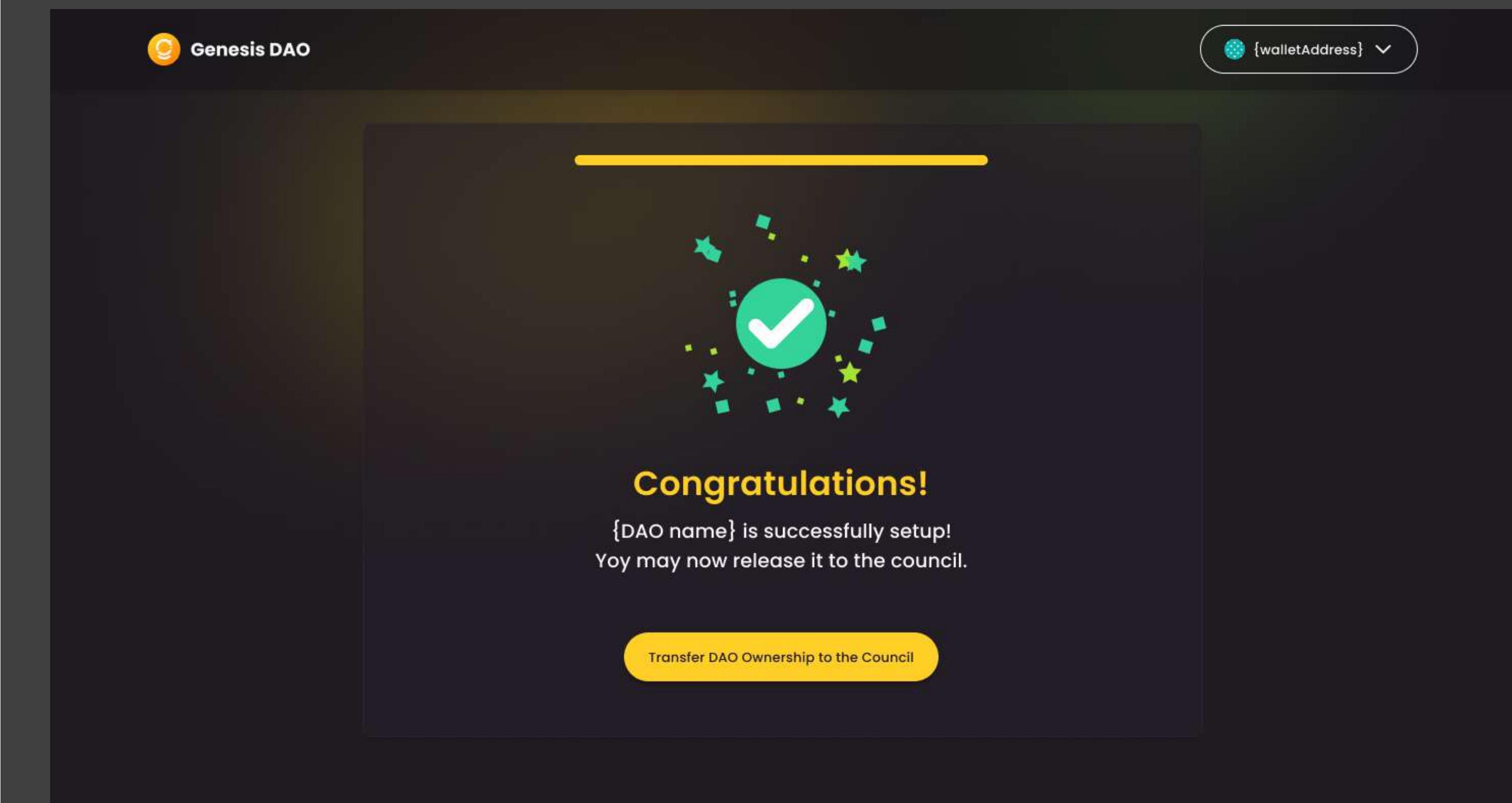
## STEP 7 | DAO CREATION

# RELEASE DAO

WIREFRAME



HI-FI DESIGN





*Genesis DAO*