



ethereum

Brand Guidelines 2015, Version 1.0.0

July 2015



Ethereum: The World's Computer

Ethereum is a community-driven project aiming to decentralize the internet and return it to its democratic roots. It is a platform for building and deploying applications which do not need to rely on trust and cannot be controlled by any central authority.

We created these guidelines to help authorized users of the Ethereum Foundation's official marks represent our identity in a way that is consistent with the quality, impact and ambition of our project.

Using these marks accurately is a serious responsibility and is regulated by our branding guidelines, located at https://www.ethereum.org/branding_guidelines. If you have any questions please contact brand@ethereum.org.

- | | | | |
|-----|--------------------------|-----|---------------------------------|
| 1.0 | Toolkit | 1.9 | Powered by Ethereum Logo |
| 1.1 | The Ethereum Icon | 2.0 | Powered by Colour Options |
| 1.2 | The Ethereum Signature | 2.1 | Meetups |
| 1.3 | The Logotype | 2.2 | Swarm |
| 1.4 | Core Colour Palette | 2.3 | Swarm Black and White Option |
| 1.5 | The Ethereum Icon Colour | 2.4 | Solidity |
| 1.6 | Typeface | 2.5 | Solidity Black and White Option |
| 1.7 | Typeface Usage | 2.6 | Whisper |
| 1.8 | Powered by Ethereum | 2.7 | Whisper Black and White Option |



1.0 Toolkit

A set of components combined together to create the unique look and feel of the Ethereum brand.

Ethereum Icon



Logotype

ethereum

Colours



HEX

FFFFFF



ECF0F1



C99D66



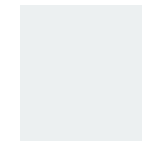
3C3C3D

Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font - Roboto

Background



Tone of voice

Decentralization, Futurism, Transparency,



1.1 The Ethereum Icon

The Ethereum Icon is our unique and distinctive brand signal. It should never be redrawn, rearranged or distorted. It should be used only in the colour variants available in this document.



on Hex #EBF0F1 background



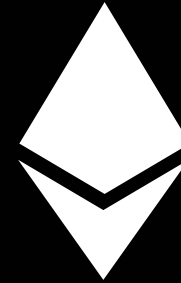
ethereum



ethereum

1.2 The Ethereum Signature

To help cover all circumstances, we have developed an all white signature and an all black signature.



ethereum



ethereum

ethereum

1.3 The Logotype

The logotype remains a constant bridge between the Ethereum identity and presentation.

Its weight and letterspacing should never be altered in any way and its relationship to the Ethereum Icon should be presented as established in these guidelines.

ethereum



HEX 3D3E3F
RGB 61 62 63
CMYK 52 39 17 2

on Hex #EBF0F1 background

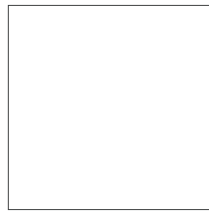


ethereum

Brand Guidelines V1.0.0

July 2015

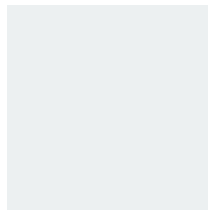
1.4 Core Colour Palette



HEX FFFFFFFF

RGB 255/255/255

CMYK 0% 0%
0% 0%



HEX ECF0F1

RGB 236 240 241

CMYK 9% 4%
6% 0%



HEX C99D66

RGB 201 157 102

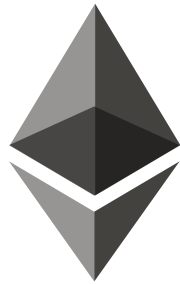
CMYK 25% 40%
65% 0%



HEX 3C3C3D

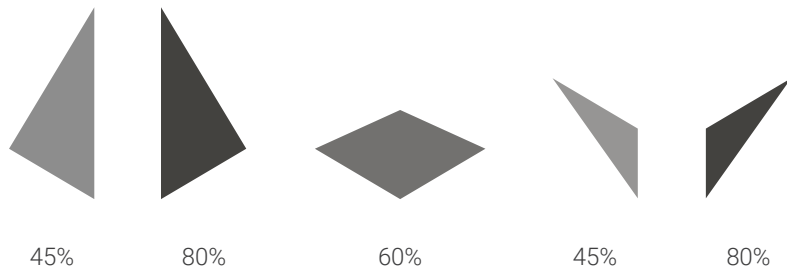
RGB 60 60 61

CMYK 67% 57%
53% 58%



ethereum

HEX: 12100B RGB: 60 60 61 CMYK: 67% 57% 53% 58%

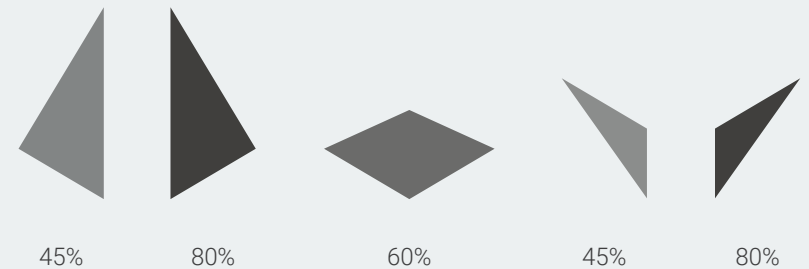


OPACITY LEVELS of Hex #12100B (on HEX: EFFFFFFF 'White' Background)



ethereum

HEX: 12100B RGB: 60 60 61 CMYK: 67% 57% 53% 58%



OPACITY LEVELS of Hex #12100B (on HEX: EBF0F1 Background)

1.6 Typeface

Our company typeface has been carefully selected to be open, legible, smart and professional. It is called Roboto and we use both Regular and Light typeweights.

Roboto acts as both our headline font and our text font.

ROBOTO REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890£&?!%

1.7 Typeface Usage

There are specific guidelines for use of each type weight. Legibility and ease of use by the viewer are our primary concern, so please read our recommendations carefully. Roboto is our preferred default screen font.

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&?!%

Roboto Regular is restricted for use where enhanced type weight will help in differentiation and clarity particularly at small sizes e.g. paragraph headings within text and some signage applications.

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£&?!%

Roboto Light is our main full body copy typeface used on the ethereum.org website.

1.8 Powered by Ethereum

This affiliation is strictly reserved to Ethereum Dapps
Apps or technologies that are primarily developed on Ethereum,
and where Ethereum is an integral, majority or key dependency
part of the solution offering or operation, and where there is a
dependency on the single core Ethereum global consensus network.
You must be approved by Ethereum to be on that list, and you must
hyperlink the signature logo to www.ethereum.org where we will
maintain the official list of organizations and projects that are
approved to use such logo.





1.9 Powered by Ethereum Logo

This affiliation is strictly reserved to Ethereum Dapps, Apps or technologies that are primarily developed on Ethereum, and where Ethereum is an integral, majority or key dependency part of their solution offering or operation. You must be approved by Ethereum to be on that list.

HEX #KC3996B Colour value and should allow at least 20mm of space between the logo and any other asset.

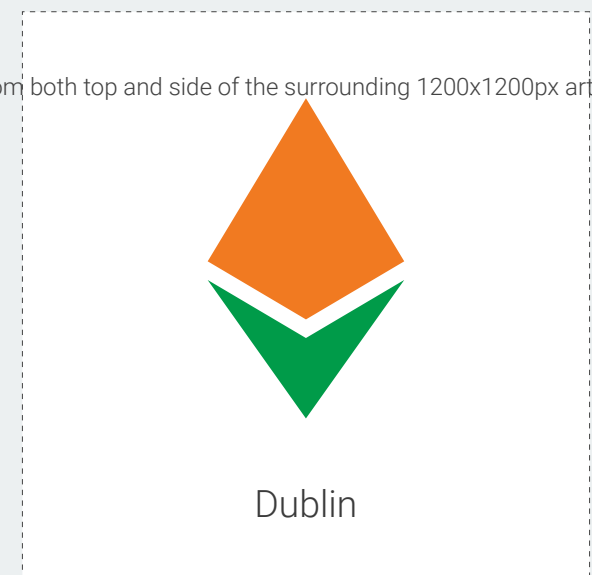
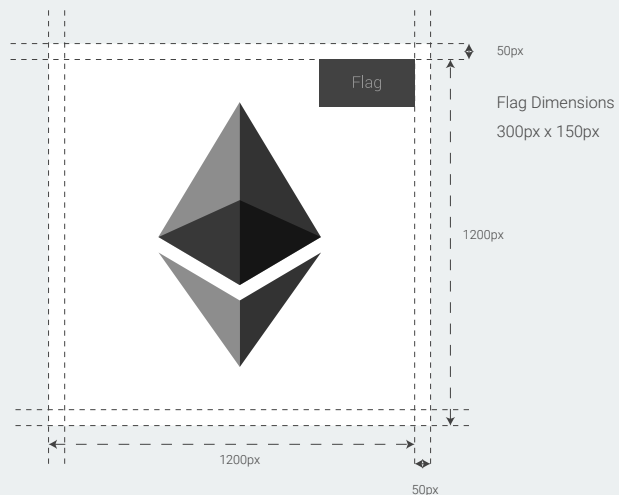


2.1 Meetups

The Ethereum meetup logo as seen below is a guide. The regional Meetup groups that are approved and on the Global Ethereum Meetups list may either use the generic Meetup assets provided by Ethereum alongside their country's flag, or modify the Ethereum octahedron colour scheme to reflect a geographical (i.e. French tricolour) or cultural (i.e. rainbow pride) connection.

In the case of using geographical colour references, the two most prominent colours in the official flag of each country can be used as seen opposite, the one at the top representing the UK and the one at the bottom representing Ireland.

If using the generic meetup assets, the respective country's flag must be present in the top right hand corner 50px away from both top and side of the surrounding 1200x1200px artboard.





swarm

2.2 Swarm

The Ethereum decentralized storage solution

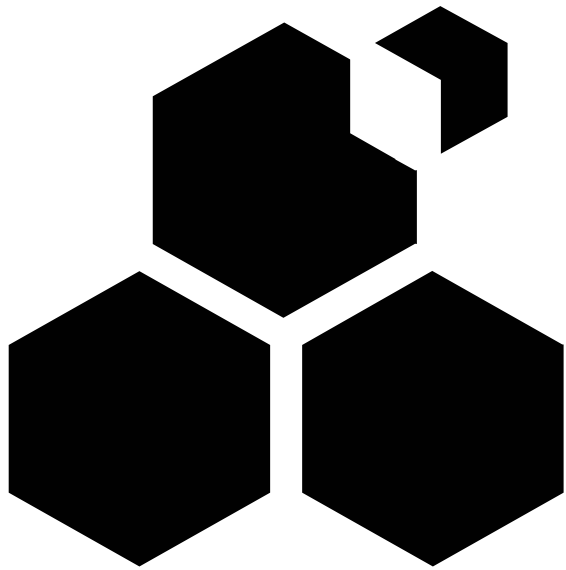


ethereum

Brand Guidelines V1.0.0

July 2015

2.3 Swarm Black and White Option



swarm



swarm



solidity

2.4 Solidity

Ethereum's unique programming language

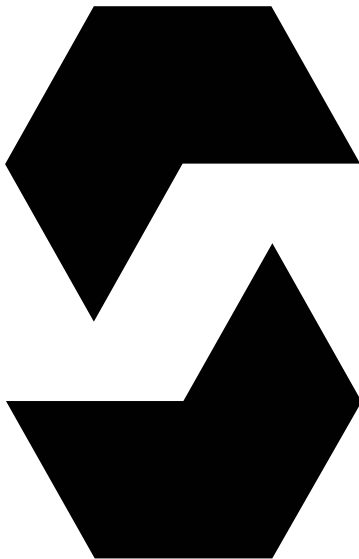


ethereum

Brand Guidelines V1.0.0

July 2015

2.5 Solidity Black and White Option



solidity



solidity



whisper

2.6 Whisper

A secure decentralized messaging platform.

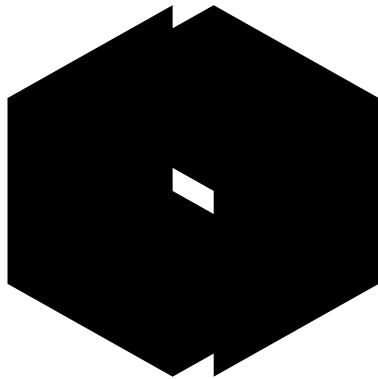


ethereum

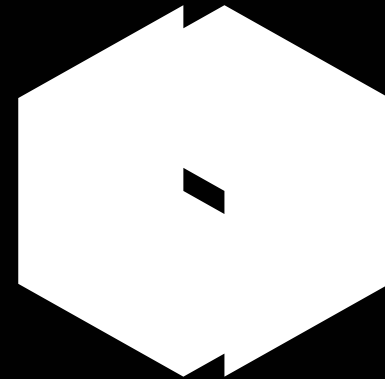
Brand Guidelines V1.0.0

July 2015

2.7 Whisper Black and White Option



whisper



whisper