

# Brand Guidelines

## Ergo platform

October 2018  
Version 1.0



<b>Contents</b>		
	<b>Overview and goals</b>	<b>3</b>
	<b>Logotype</b>	<b>4</b>
	2.1 Basics .....	5
	2.2 Primary logo .....	6
	2.3 Logo mark .....	7
	2.4 What not to do .....	8
	<b>Colours</b>	<b>9</b>
	3.1 Colours .....	10
	3.2 Colour schemes .....	11
	<b>Patterns and graphics</b>	<b>12</b>
	<b>Typography</b>	<b>17</b>
	5.1 Main font .....	18
	<b>Materials</b>	<b>19</b>
	6.1 Badges .....	20
	6.2 Business cards .....	21
	6.3 T-Shirts .....	22
	6.4 Flag .....	23
	6.5 Documentations .....	24
	6.6 Souvenirs .....	25
	<b>Digital</b>	<b>26</b>

## Overview and goals

ERGO is a decentralized and open-source cryptocurrency that introduces multiple improvements to different layers of the blockchain. ERGO intends to create a truly decentralized platform and provide accessible tools for trustless blockchain exploration and verification.

ERGO is designed for mass adoption. Its efficient blockchain protocol will allow it to be widely used while still remaining friendly to application protocols thanks to its unique transaction language. ERGO implements numerous scalability enhancements resulting in the ability to process thousands of transactions per second without mining centralization or an decreasing number of full nodes.

The links on this page provide a more comprehensive understanding of ERGO. Under Foundational Papers are links to most of the papers that have informed the creation of the ERGO protocol. In our soon to be released videos we will provide a brief but thorough explanation of ERGO's foundational ideas. A coming series of white papers will provide a fuller vision of how each piece of our solution work together to create a blockchain unlike any other.

We will be conducting regular Q and A sessions on Slack and possibly other venues. Transcripts of these sessions will be posted in our News section as they happen. We will also update our FAQ page with the latest answers to the most frequent questions we receive.

# 01. Logotype

## The basic logo

The logo consists of the sign of Sigma placed in the center of the Octagon. And the font of the ERGO.

Independent recreation of the inscription from any other font is unacceptable.



## Logotype

## Primary logo

The first way we signify presence of Ergo is our Primary logo. It is a simple and clear way to establish our brand visually. We should be signing off all our communications with the logo. Our partner messages must be identified as coming from both you and us.

### Clearspace

In order to keep the integrity of our Primary logo, it is important that no other logos, type or other graphic elements interfere with its space. Minimum clear area around the logo is equivalent to half of logo height.

### Smallest size use

Minimum size of the Primary logo may be used for print applications is 12mm wide. Registration mark has to be included for this measurement.

For digital use minimum size is 70 pixels wide.

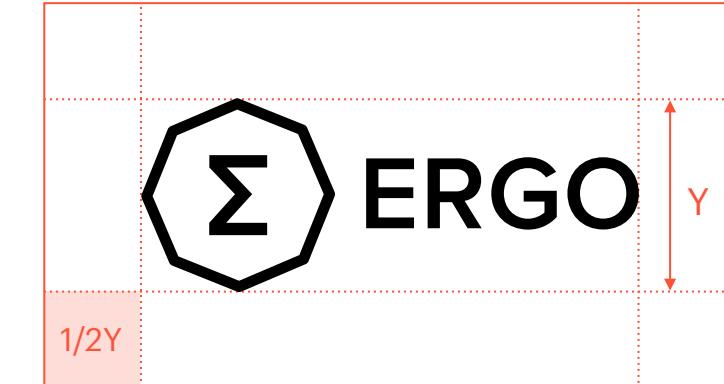
### Black Logotype



### White Logotype



### Clearspace



### Minimum size



Minimum print size **12 mm** wide.  
Minimum digital size **70 pixels** wide.

## Logo mark

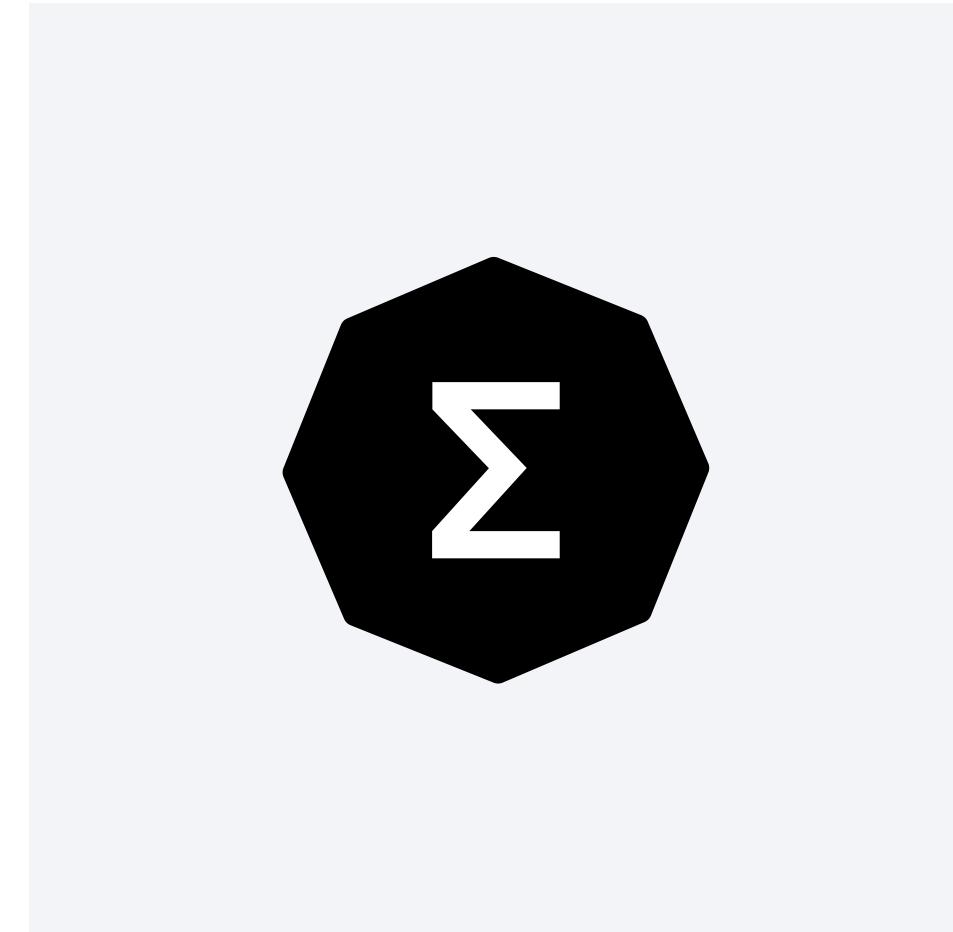
The mark can be used on small media such as avatar, etc.

The sign can also be used as a style graphic element.

### Stroke Marks



### Fill Mark



## What not to do

To make sure our logotype appears as consistent as possible throughout our communications, we've identified a few ways we don't want our logo to appear.

### Note

Please do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.



Do not interchange the character and font part.



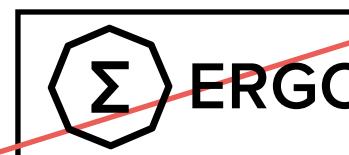
Don't use the logotype with outlines, shadows, or any other techniques.



Don't skew, rotate or stretch the logo.



The use of unsigned font is not allowed.



Don't add stroke.



Do not select individual parts of the logo.



Do not use blue logo on complex backgrounds.



Do not change logo colour.



Do not reproduce the name ERGO with any other fonts, except the brand.

## 02. Colours

## Colours

Black

HEX #000000  
RGBA 0 0 0 100

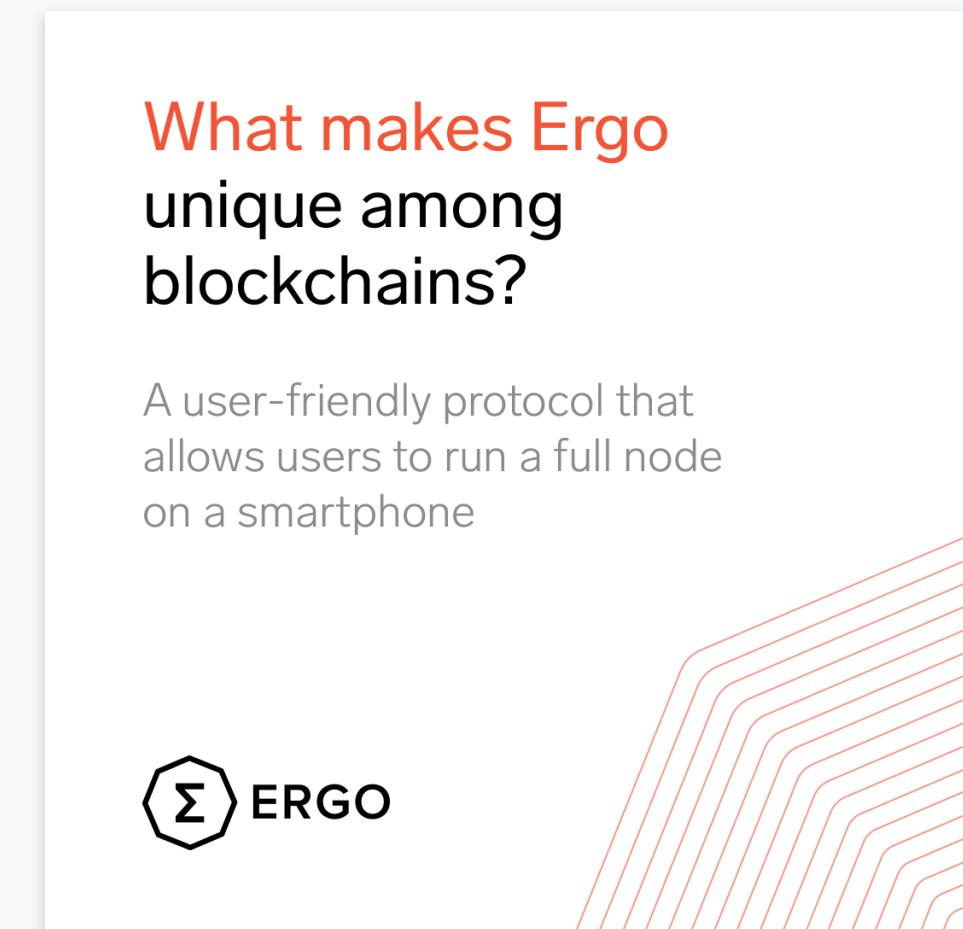
Orange

HEX #FF5537  
RGBA 255 85 55 100

White

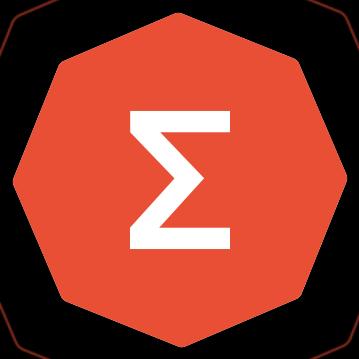
HEX #FFFFFF  
RGBA 255 255 225 100

## Colours schemes

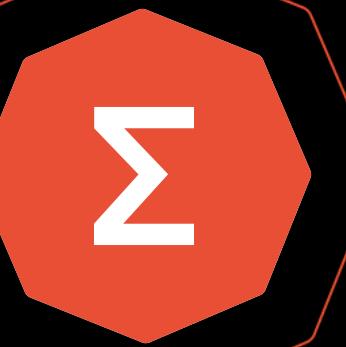


# 03. Patterns



Smart  Money

The logo features the words "Smart" and "Money" in white sans-serif font. Between them is a bright orange hexagon containing a white Greek sigma symbol ( $\Sigma$ ). The background is black with a subtle, radiating pattern of thin, light orange lines.



[ergoplatform.org](http://ergoplatform.org)

The background features a complex geometric pattern. It consists of a central hexagonal shape, which is surrounded by several concentric layers of hexagons. These hexagons are defined by thin, dark grey lines. Overlaid on this hexagonal grid are numerous thin, dark grey radial lines that extend from the center towards the edges of the image.

# Survivability

# What makes ERGO unique among blockchains?

A user-friendly protocol that  
allows users to run a full node  
on a smartphone



Example photo use



# 04. Typography

## Main font

Lab Grotesque is perfect for both display and interface typefaces.

Low contrast and large x-height give this font great versatility. It is suitable for display purposes as well as for text sizes, captions and for specific tasks as navigation systems and digital.

# Lab Grotesque

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ1234567890.,?!&\*

### Lab Grotesque Light

abcdefghijklnop  
qrstuvwxyz  
ABCDEFGHIJK  
LMOPQRST  
UVWXYZ12345  
67890.,?!&\*

### Lab Grotesque Regular

abcdefghijklnop  
qrstuvwxyz  
ABCDEFGHIJK  
LMOPQRST  
UVWXYZ12345  
67890.,?!&\*

### Lab Grotesque Medium

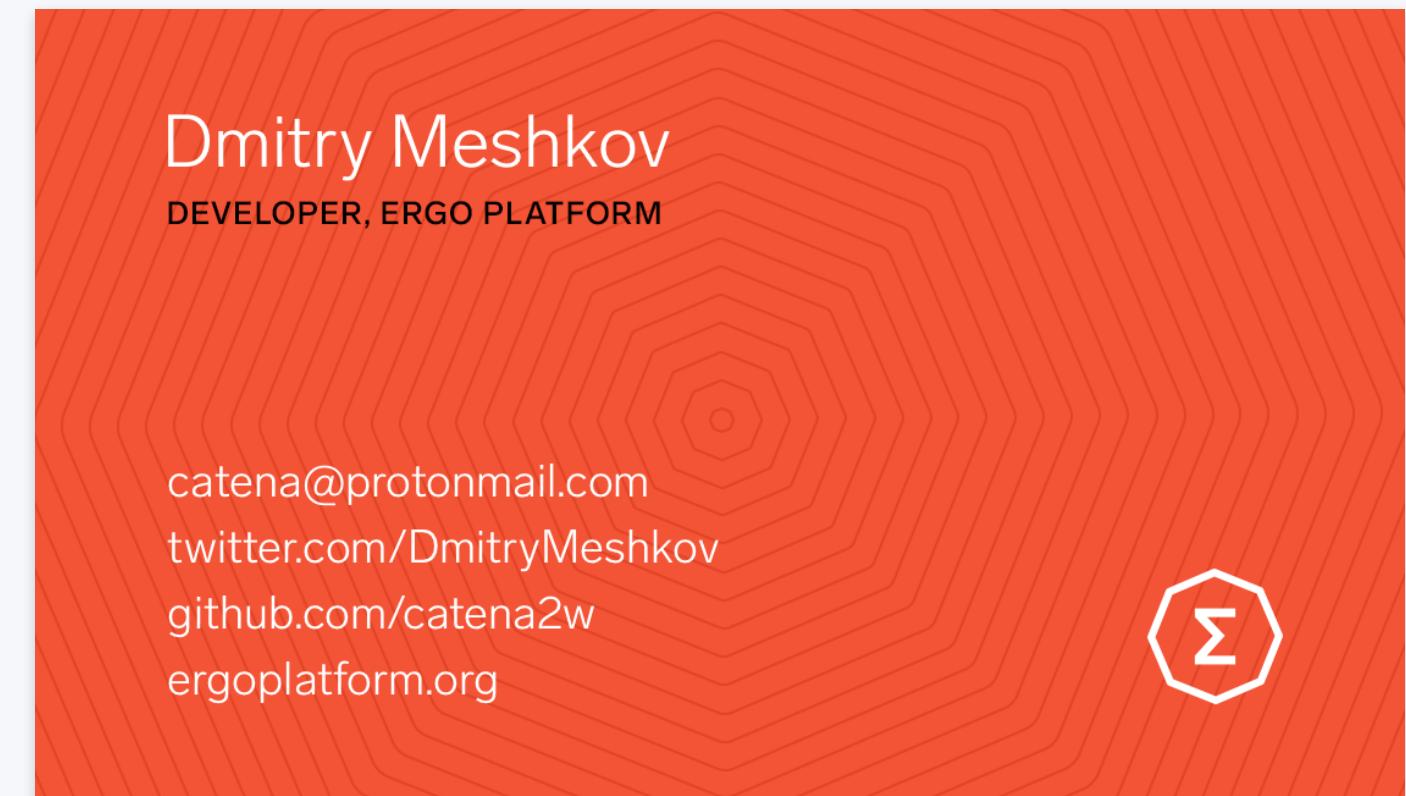
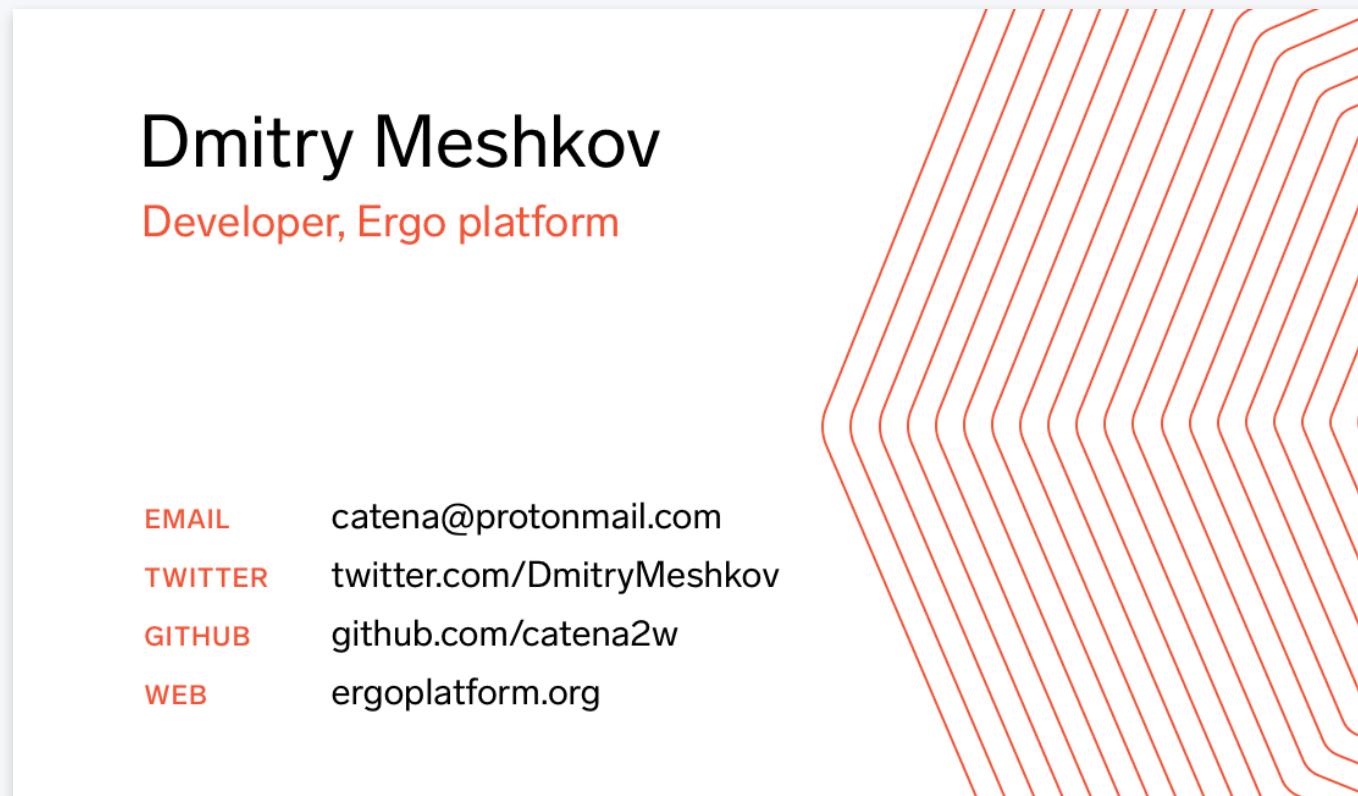
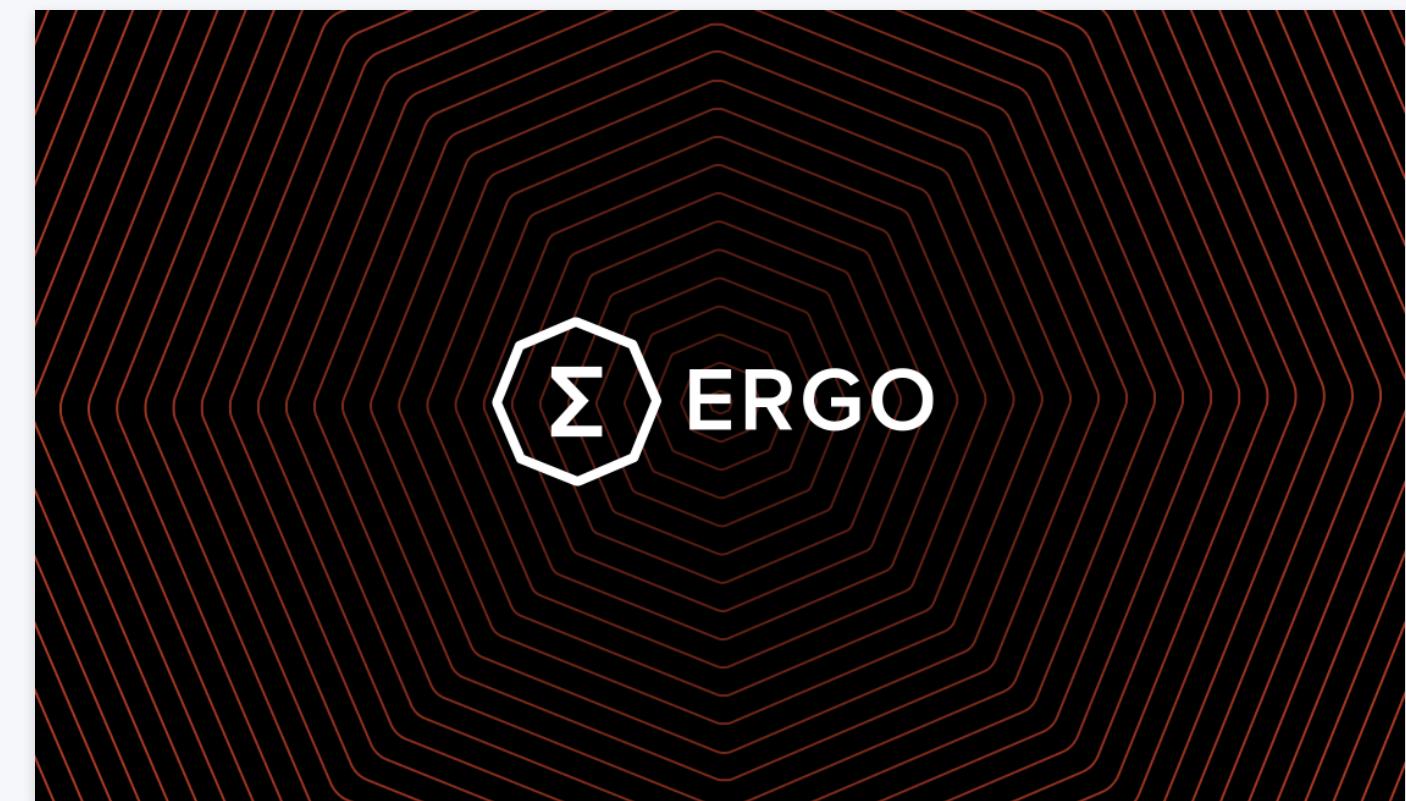
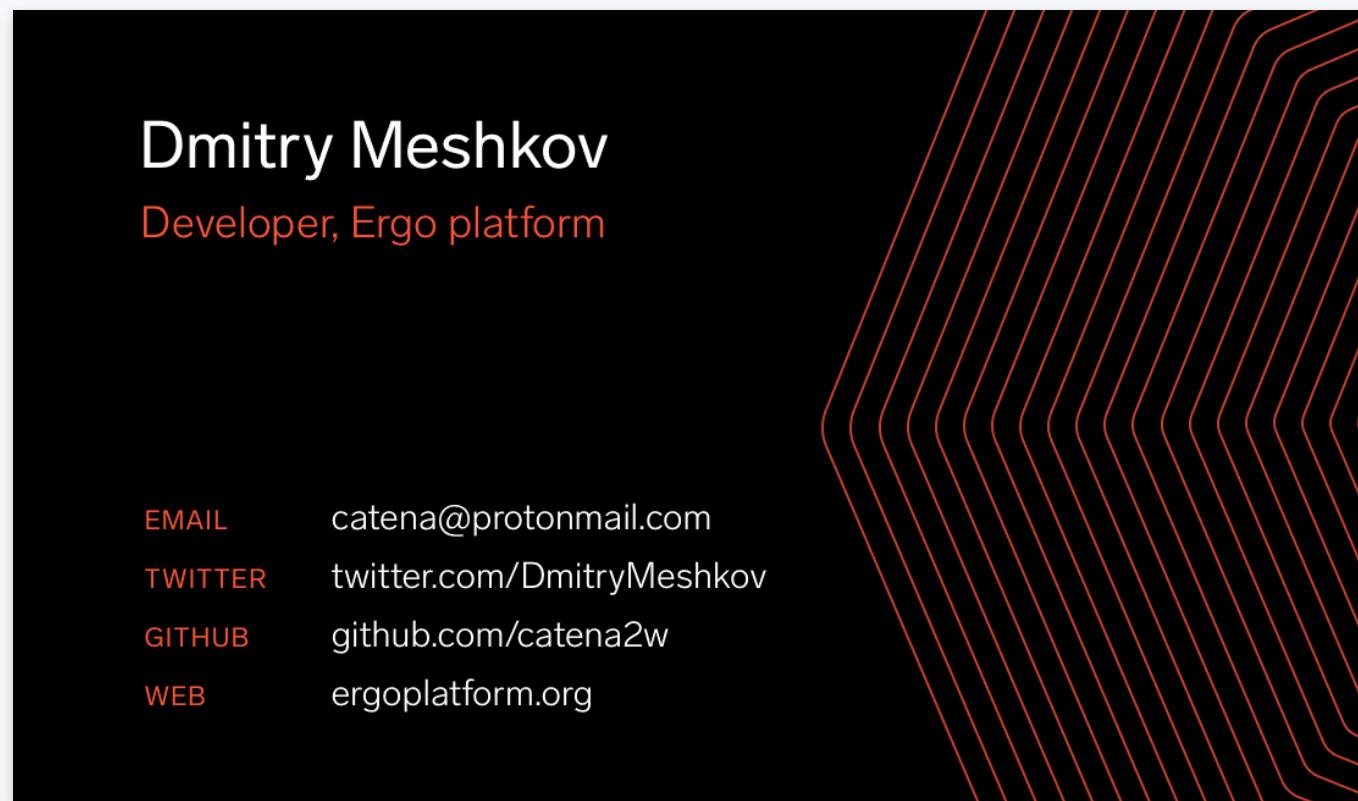
abcdefghijklnop  
qrstuvwxyz  
ABCDEFGHIJK  
LMOPQRST  
UVWXYZ12345  
67890.,?!&\*

### Lab Grotesque Bold

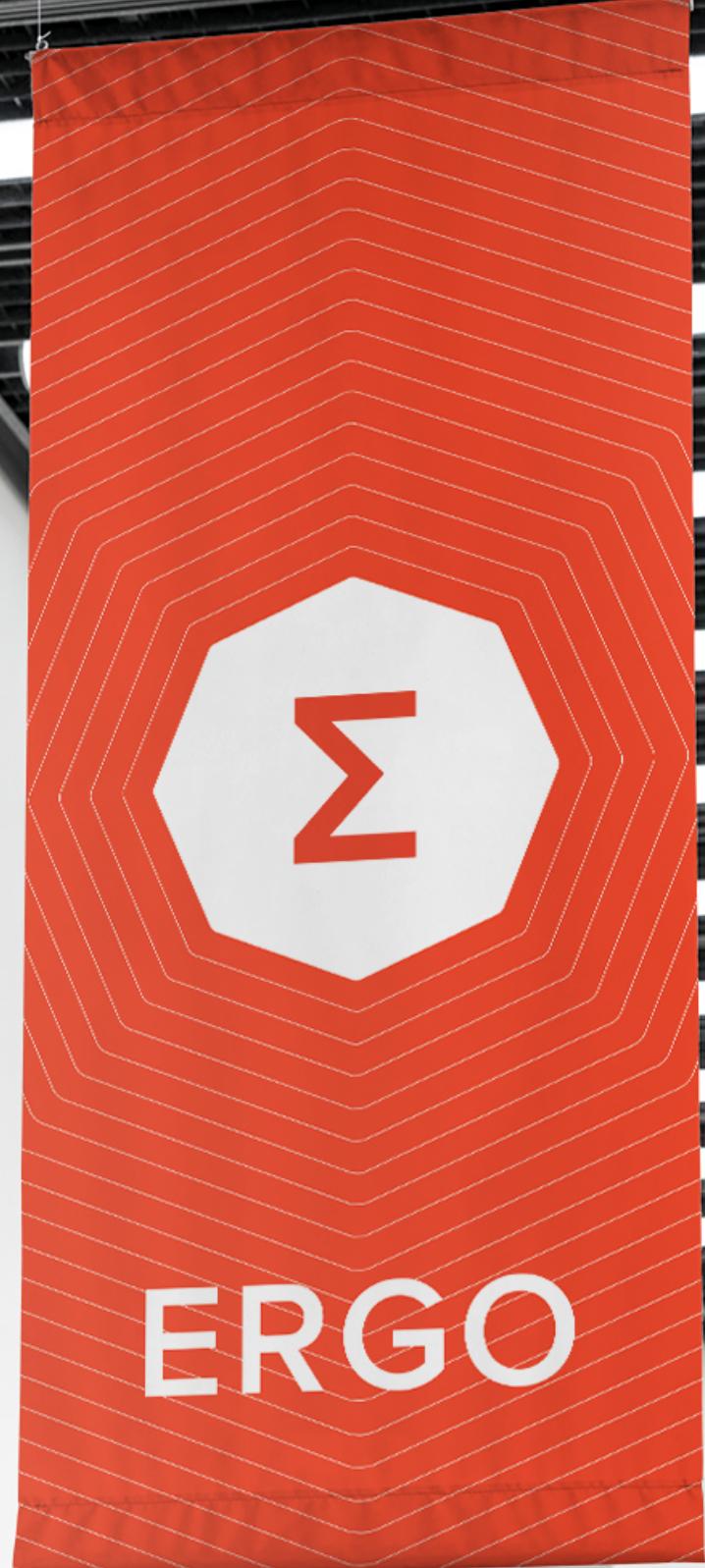
abcdefghijklno  
qrstuvwxyz  
ABCDEFGHIJK  
LMOPQRST  
UVWXYZ1234  
567890.,?!&\*

# 05. Materials





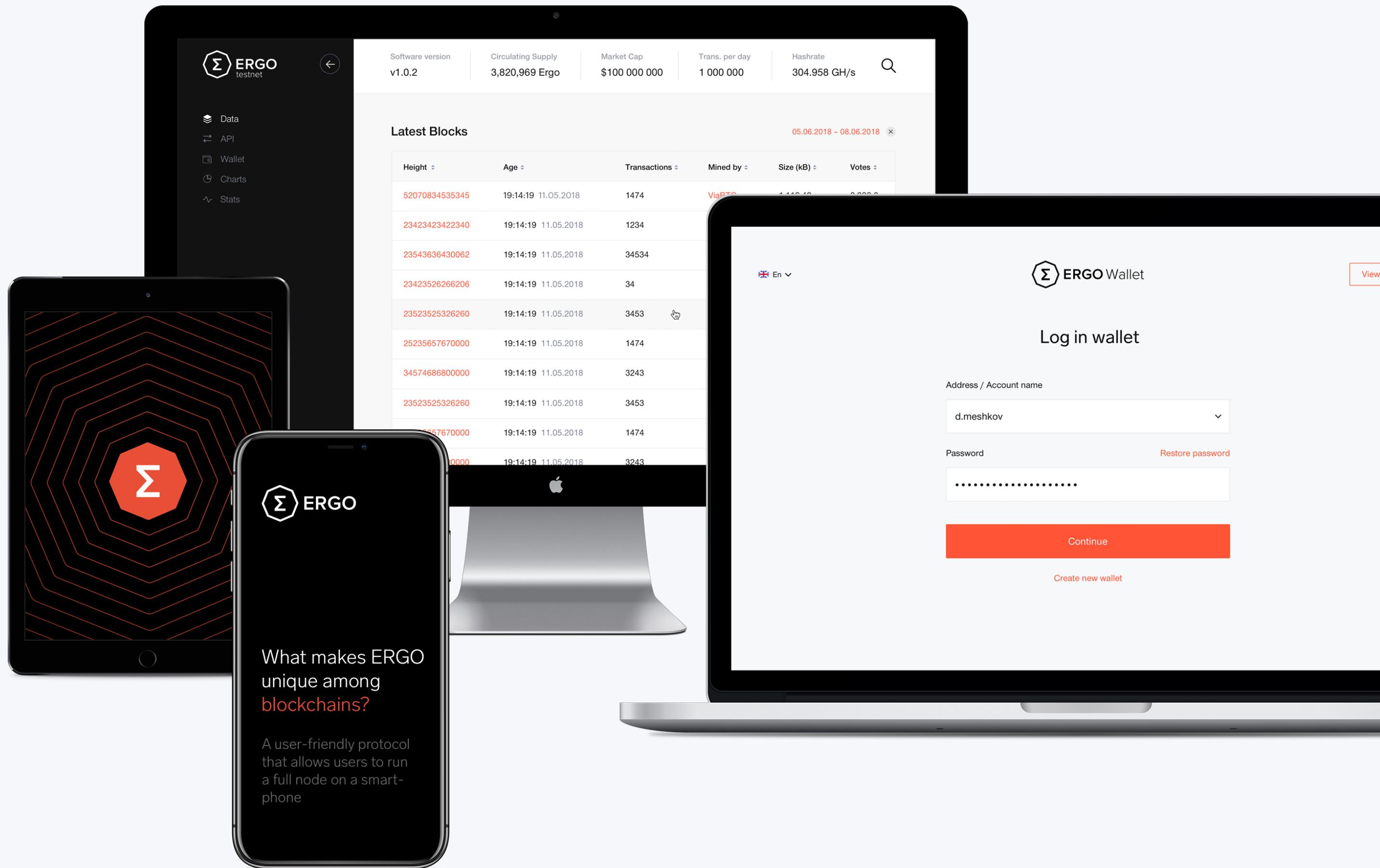




## Paper







Thank You.  
The End.



[ergoplatform.org](http://ergoplatform.org)