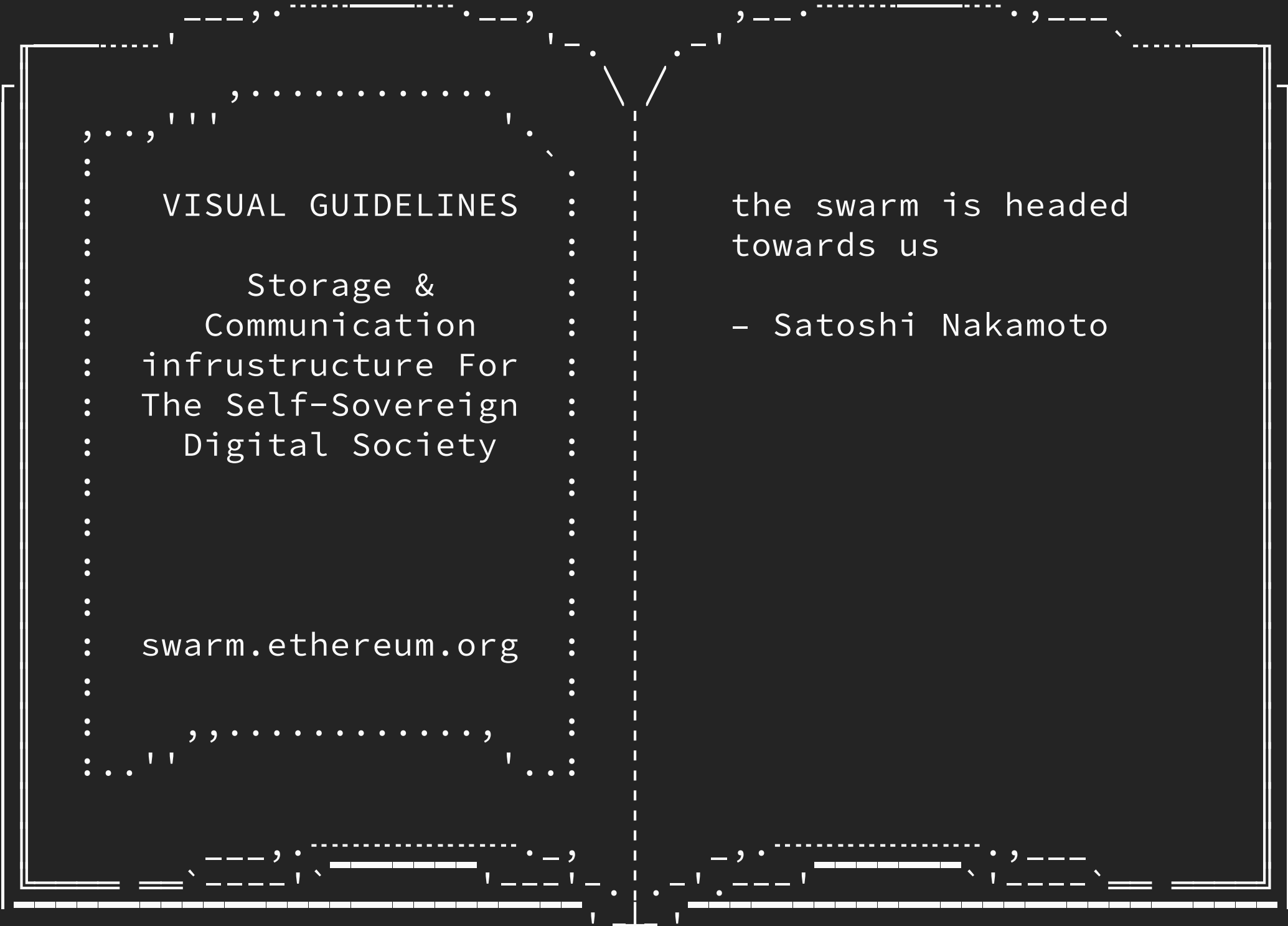


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Visual guidelines V1.0



September 2020

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Contents



03	Expression guidebook	18	Illustrations
05	Logo	20	Backgrounds
13	Primal Colors	23	Imagery
14	Typography	25	Slogan
17	ASCII Diagrams	26	Animations

Expression Guidebook

Vision

A self-sovereign data society. Censorship resistant technology. Unstoppable apps. Freedom from manipulation.

Mission

Swarm is infrastructure for a self-sovereign society
A peer-to-peer network of incentivised storage nodes
Swarm is a network that is being created through software running a protocol.

Expression

Swarm is no-nonsense. She talks about facts and achievements, but is a bit introvert when it comes to vision and future promises. She believes it's smart to underpromise and overdeliver. When she speaks, it sounds like the expression is well thought through. Her tone is soft but the content is strong, comprehensive and erudite. She doesnt try to dumb-down the content, and tries to inspire ppl to learn about the things they don't yet understand.

Character / Personal

If Swarm would be a person, what kind of personality type would it be?
Swarm is a bit introvert. But be ready to listen a whole night long when she gets going on cypherpunk, self-sovereign data, decentralization and unstoppable applications. She needs trust from others to express herself, as the ideas she has sometimes seem radical to the outside world.

What would it like to do, eat, cook?
Swarm believes no person or animal should be hurt in order for her to gain something. Swarm believes in the equal and fair distribution of resources and ideas. So she's probably vegetarian or even vegan. While cooking she thinks about how putting together food into a recipe is like writing software.

What kind of ppl does she wanna hang out with?
She likes to engage with likeminded people when trying to achieve her goal of creating a fair data society through self-sovereign data and unstoppable dapps. On the other hand, when reflecting and seeking inspiration she likes to talk to artists, musicians and activists. She would probably visit Burning Man, but only when the Bach concert is cancelled.

Content

What does Swarm like to talk about, apart from itself?

#Cypherpunk #PLUR #Peer to peer networks
#Encryption #Activism
#Self-sovereign data principles
#Fair Data Society

Media

Swarm likes to take time to fine-tune her expression. This means she doesnt like 400 character statements, she'd rather sit and think on a story that has historical context, a clear message and a value proposition that has a practical call to action. So in order of importance:

- Book
- *Scientific* articles
- Blog posts
- Documentary style video's
- Tutorial video's
- Tweets and messaging apps

Talking/Writing style

What kind of words and expressions does Swarm use?

When Swarm makes statements, you can be sure she has thought long and hard on those. Also the choice of words is never random, she uses words intentionally to have clear meaning. Content/meaning is more important than style.

What kind of humour?

Swarm has tongue-in-cheek humour. Never loud and stupid, always smart and thought provoking. Her sense of humour is expressed in one remark, an observation.

As which gender does Swarm express itself?

Swarm is female, as in strong feminin. Gender is not important to her, but it does form the basis of a bias towards compassion, community, care.

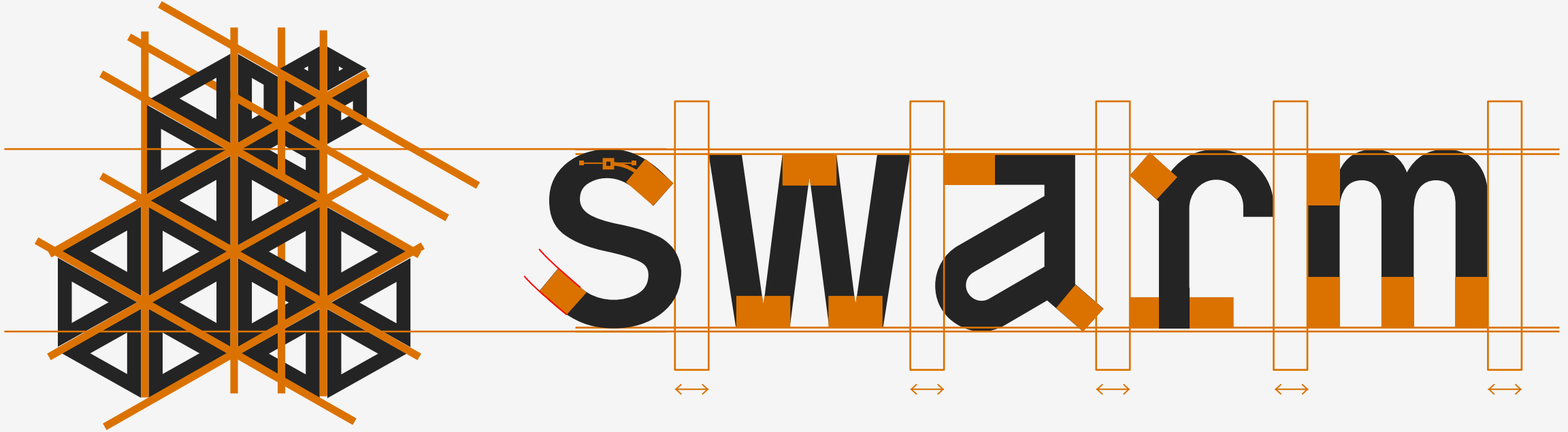
Visual Expression

How does Swarm like to express itself visually, what colors does it like, what kind of textures, why is it expressing itself with these stylistic items, what is the backstory? See Guidelines below



Logo > Symbol & Lettering

Logo symbol and custom designed lettering have been designed from scratch based on previous version of logo and monospaced technical fonts translated into contemporary aesthetics.



Logo



Logo > on Slight Black



Logo > on Nearly White



Logo > Open Approach

Swarm logo is not fixed, it suggests an approach open for various visual stylistic interpretations



Logo > Scale

Bold and Regular versions of logo for usecases involving various scale

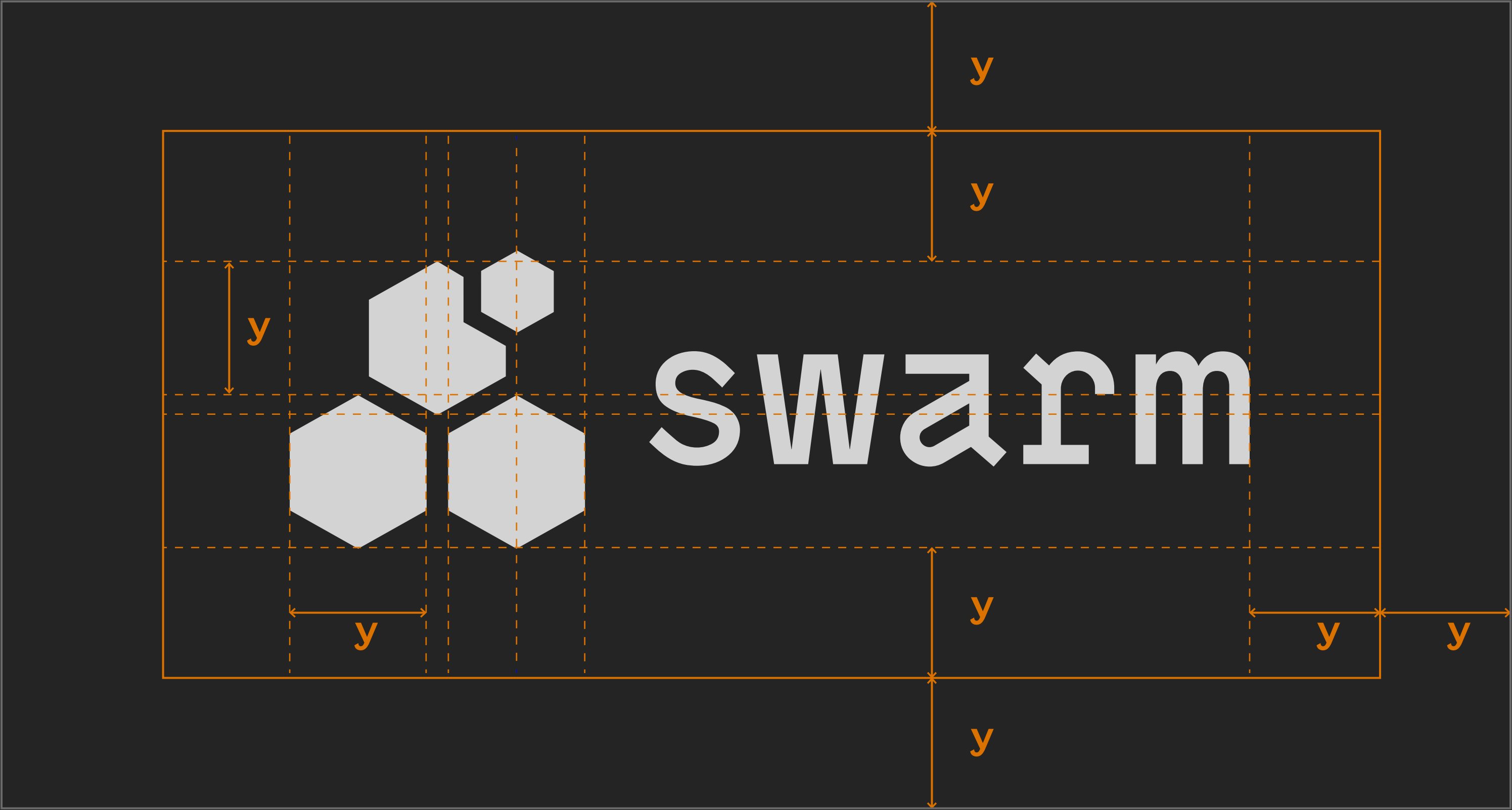


Regular version is particularly optimised for small scale uses



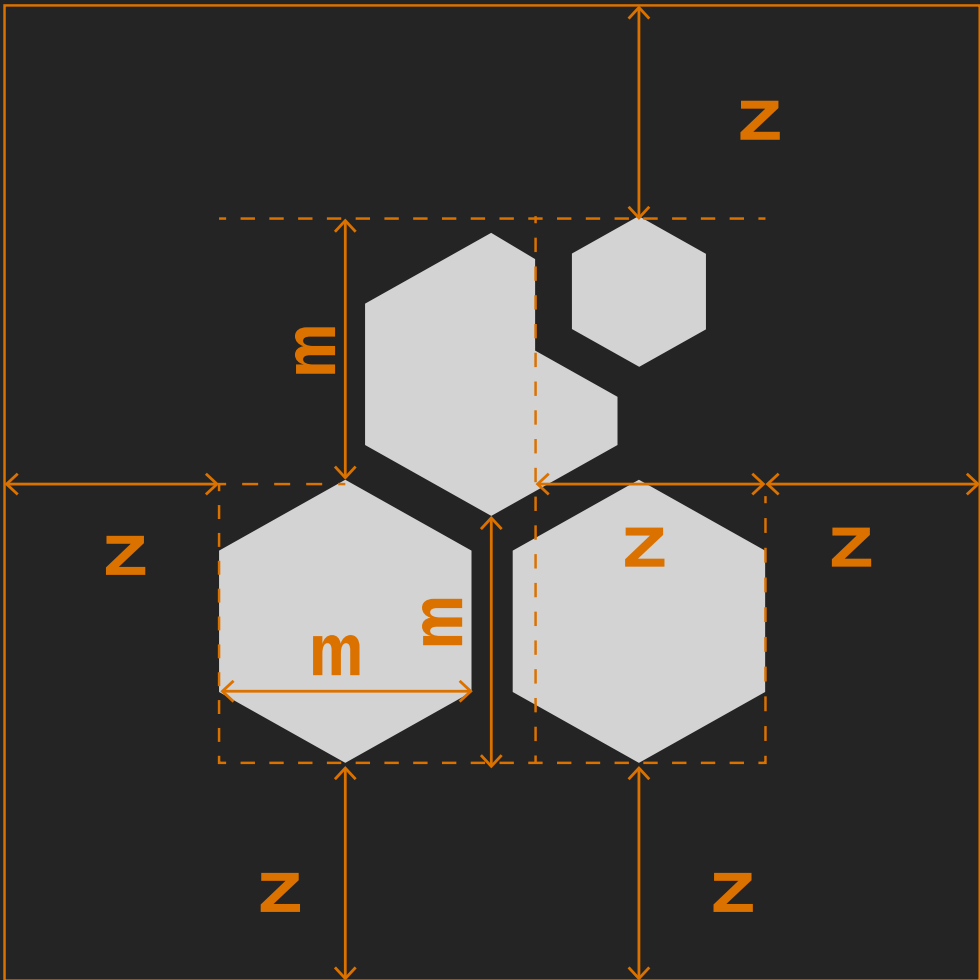
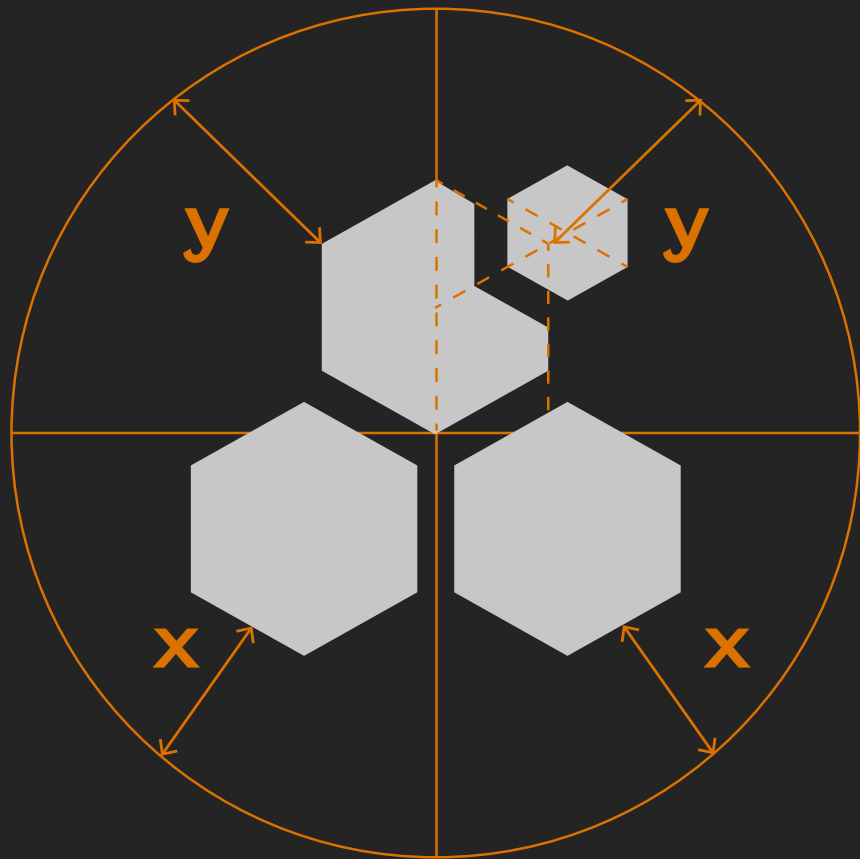
Bold version optimised for large scale uses, however doesn't look good when small

Logo > Margins



The `orange` border denotes a free field. No additional elements to be in this area. The `grey` border is a safe field, and when possible, should also be left free. The minimum required free space is indicated by the value '`y`'. It is defined by the standard indentation between the elements of the logo and 2 times '`y`' defines safe field.

Logo > Profile Icons



Logo

September 2020

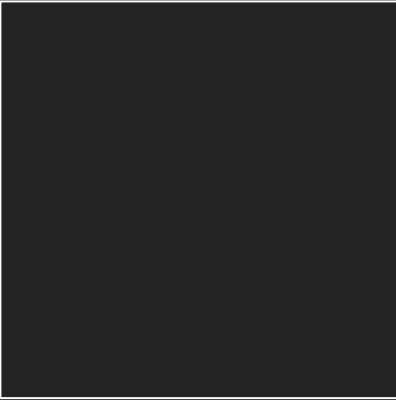
Primal Colors



Version 1

September 2020

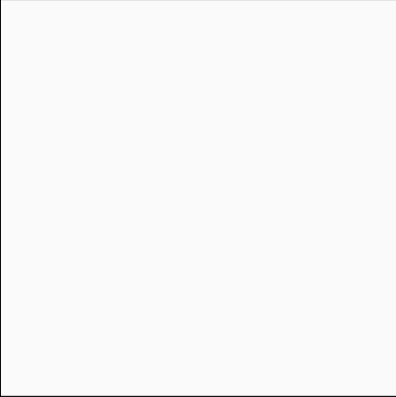
Slight Black
R36 G36 B36
Grayscale 86
#242424



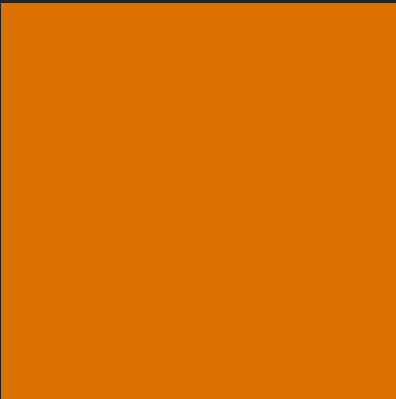
Cement Grey
R106 G106 B106
Grayscale 58
#6A6A6A



Nearly White
R250 G250 B250
Grayscale 2
#FAFAFA



Swarm Orange
R221 G114 B0
C1 M67 Y100 K0
#DD7200



Typography

Special Cases
License: Free Web Font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Space Mono

ASCII and captions
License: Free Web Font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Source Code Pro

Body
License: Free Web Font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

Work Sans

Headers & Dividers
License:Free Web Font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+

IBM Plex Mono

Type aesthetics

Monospaced, console
friendly fonts.

Grotesk like rudimentary
geometry, serpentine
curves, and the narrow but
welcome aperture of certain
forms



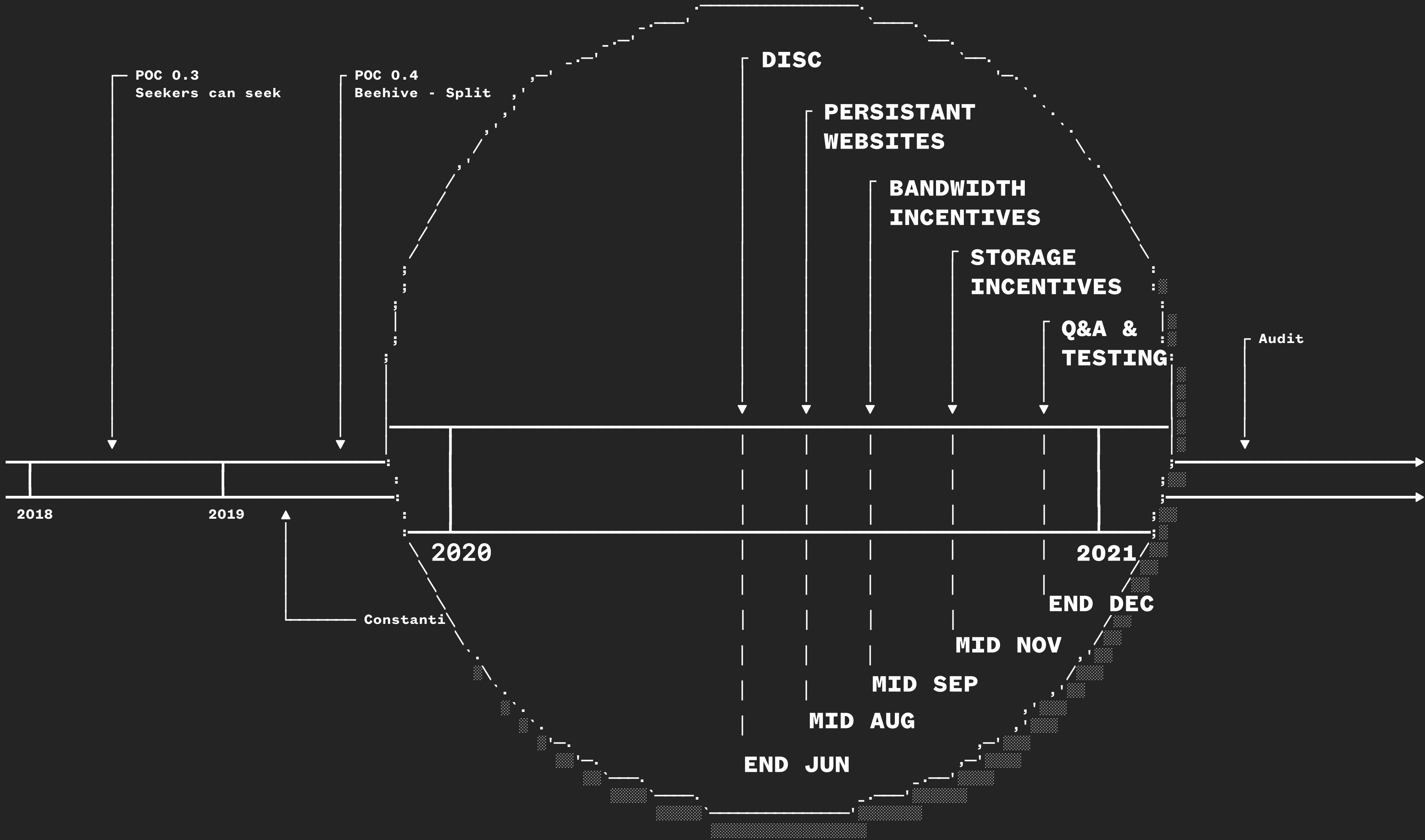


It is important that in any use of text, be it headers, subheaders or body text. The kerning is set to optical and the tracking is increased to about 50pt (in Adobe Illustrator and InDesign). The optimal leading is 16pt for 10pt font size. For body text it is suggested to justify with last line aligned left

Body text alignment

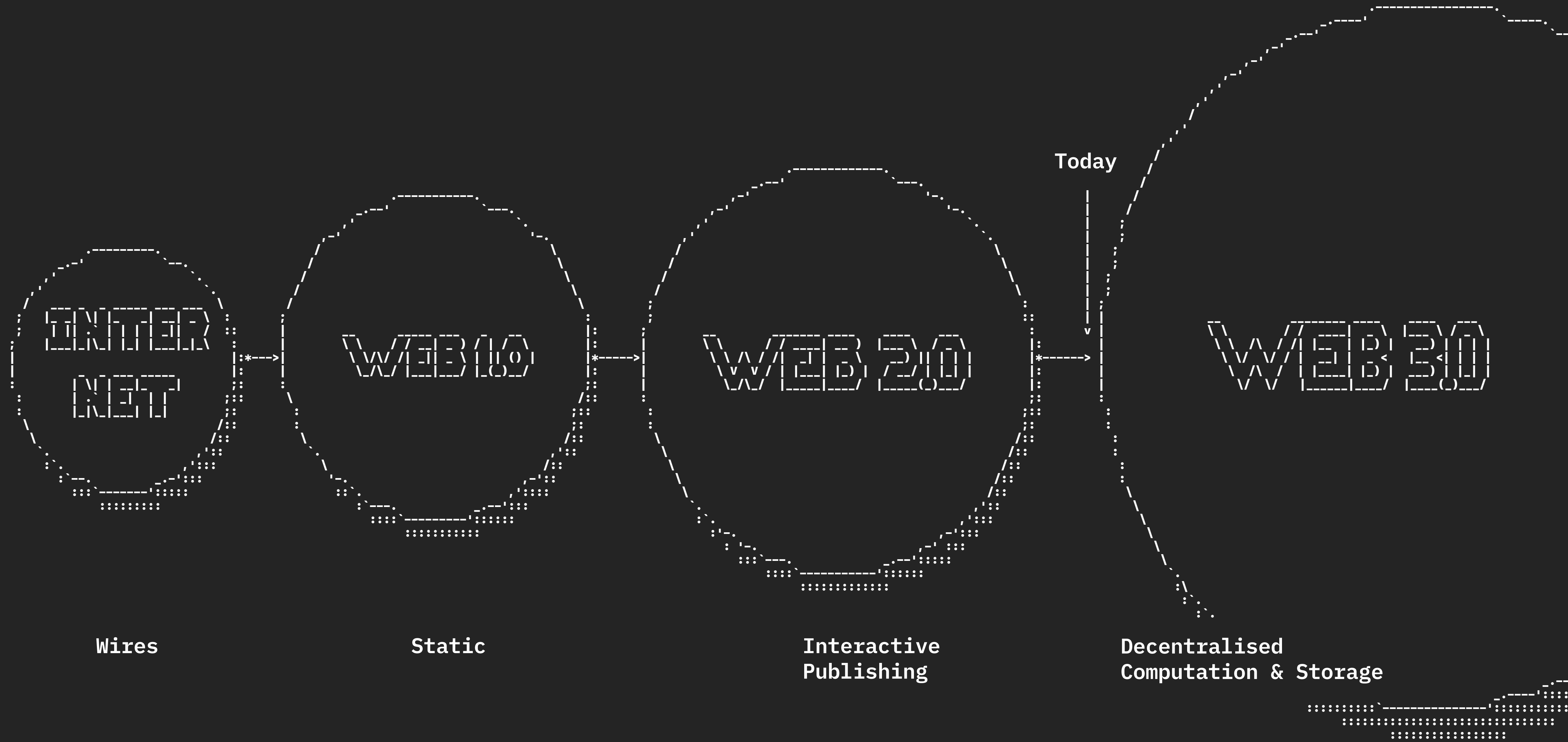


ASCII Diagrammes



Illustrations

swarm.ethereum.org



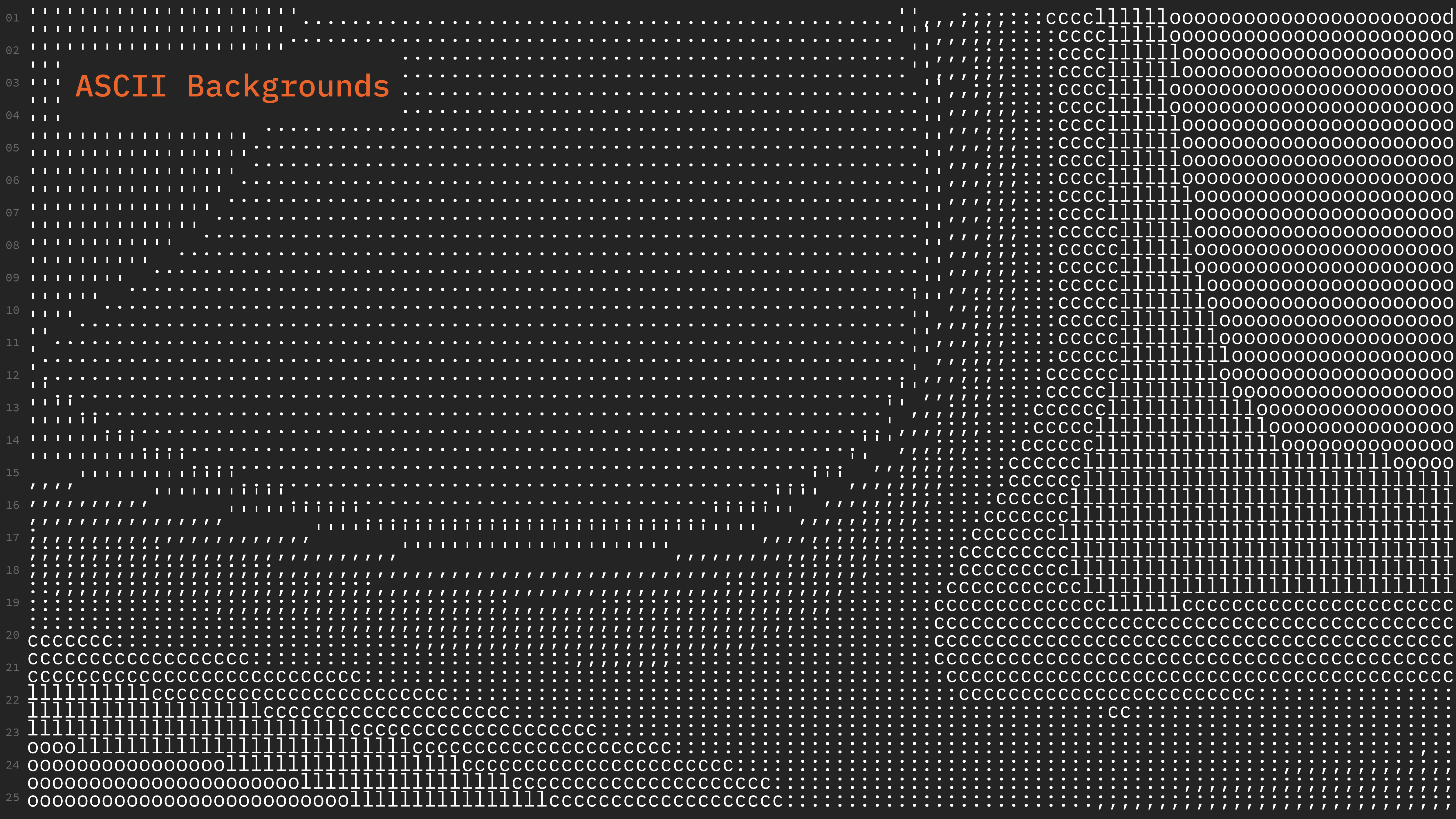
A Bee has a crucial symbolic meaning in the Swarm cosmology. Incorporating actual and symbolic imagery of bees is highly welcome, as long as overall aesthetic approaches are maintained



September 2020

Have sent it via
faidrop.xyz

thank you! (◡‿◡)



This image displays a collection of 26 different ASCII art backgrounds arranged in a vertical stack. Each row features a unique pattern created from standard keyboard characters like slashes (/), backslashes (\), pipes (|), and spaces. The patterns vary in density and orientation, creating a diverse visual palette. In the upper-left corner, the words "ASCII Backgrounds" are printed in a bold, orange-colored font.

Avoid Skeuomorphism

Graphic elements are:

- #flat
- #vector
- #ascii
- #console
- #early_web
- #net_art

Community & Individuality

Swarm teams' identity is dissolved within the collective itself, however at times certain characters of individuals within the team are exposed



Yet the focus is kept on the impact
and technicalities of Swarm

```
discriminator/d_h4_lin/Matrix:0 (float32_ref 209
discriminator/d_h4_lin/bias:0 (float32_ref 1) [1
Total size of variables: 222525828
Total bytes of variables: 890103312
WARNING:tensorflow:From /home/stack/ai/neuralnet
name tf.train.AdamOptimizer is deprecated. Plea
mizer instead.
```

```
W0210 22:27:37.514878 139791152371520 deprecatio
/ai/neuralnets/beautyGan_8bit/model.py:157: The
recated. Please use tf.compat.v1.train.AdamOptim
```

```
[*] Reading checkpoints...
[*] Failed to find a checkpoint
[!] Load failed...
```


```
2020-02-10 22:27:50.197481: I tensorflow/stream_
er.cc:42] Successfully opened dynamic library li
2020-02-10 22:27:50.314878: I tensorflow/stream_
er.cc:42] Successfully opened dynamic library li
2020-02-10 22:27:50.938107: W tensorflow/core/co
Allocator (GPU_0_bfc) ran out of memory trying
count=0. The caller indicates that this is not a
could be performance gains if more memory were a
```

```
163 self._info('Initializing optimization
164 tflib.set_vars({self._target_images_va
165 tflib.run(self._noise_init_op)
166 self._opt.reset_optimizer_state()
167 self._cur_step = 0
168
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Moto



 swarm {
software for
sovereignty;}

September 2020

BZZ is a programming language introduced by Swarm. The sse of BZZ syntax may be involved across visual elements. Full slogas reads as: Storage & Communica-
tion for a Sovereign Digital Society

Animations

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Keynote Slides Templates



28	Title slide	34	Text & Bulletpoints
29	Q&A	35	2 Columns of Text
30	Thank you	36	1/2 Text – 1/2 image
32	Section Divider	37	Alice and Bob Bees Comix
33	Quote Page	38	Diagrammes & .xls Sheets

September 2020



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03 Communication for a
04 Sovereign
05 Digital Society
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17 * SWARM
18 * =====
19 * Private Sale Deck Version: 1.0.3
20 * Author: SWARM team
21 * URL: swarm.ethereum.org
22 * Contact: earlybacker@ethswarm.org
23 * License: MIT
24
```

- /ethereum-swarm
- @ethswarm
- Telegram group

- beehive.ethswarm.org
- ethersphere/swarm
- r/ethswarm

Vision

Deliver the next generation internet, making the world computer a reality: an open, global and unstoppable computer built of computational logic (Ethereum), peer-to-peer communications and decentralized storage (Swarm).

Why The Swarm Network

+80% of cloud data is centrally controlled on servers of four (4) corporations. Swarm Network is a self-sustaining, censorship resistant, permissionless, decentralised storage and communication Web3 infrastructure for a truly sovereign digital society.

Designed for ecosystems

Interoperability at heart: A narrow-waist protocol to enable a fair data economy towards “explosions of massive innovation”.

What Does it do

Store and serve data on-demand, hosted on virtually any p2p infrastructure:

- * Any data, accessible from any device
- * Fast, robust and auto-scaling
- * A decentralized cloud server where the cost of using an app is paid by the user and not by the host.

Rewriting 20 Years of cloud

“Zero cost hosting does not need a profit model in advance. An open ecosystem with social collaboration means faster innovation and iterations... a revolution in how developers build software.”

- #wallets_and_dapps
- #data_protocols
- #blockchain_p2p
- #cloud_mobile_iot

Rewriting 20 Years of cloud. How so?

Interoperability at heart: A narrow-waist protocol to enable a fair data economy towards “explosions of massive innovation”.

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thank you! (◡_◡)

M /ethereum-swarm

🐦 @ethswarm

📍 swarm orange lounge

🔥 beehive.ethswarm.org

🐱 ethersphere/swarm

👤 r/ethswarm

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Storage &
Communication for a
Sovereign
Digital Society

The swarm is headed towards us.
Interoperability at heart: A
narrow-waist protocol to enable a
fair data economy towards “explo
sions of massive innovation”.

– Satoshi Nakamoto

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What Does it do?



"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. *Neque porro* quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Quis autem vel [eum iure reprehenderit](#) qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

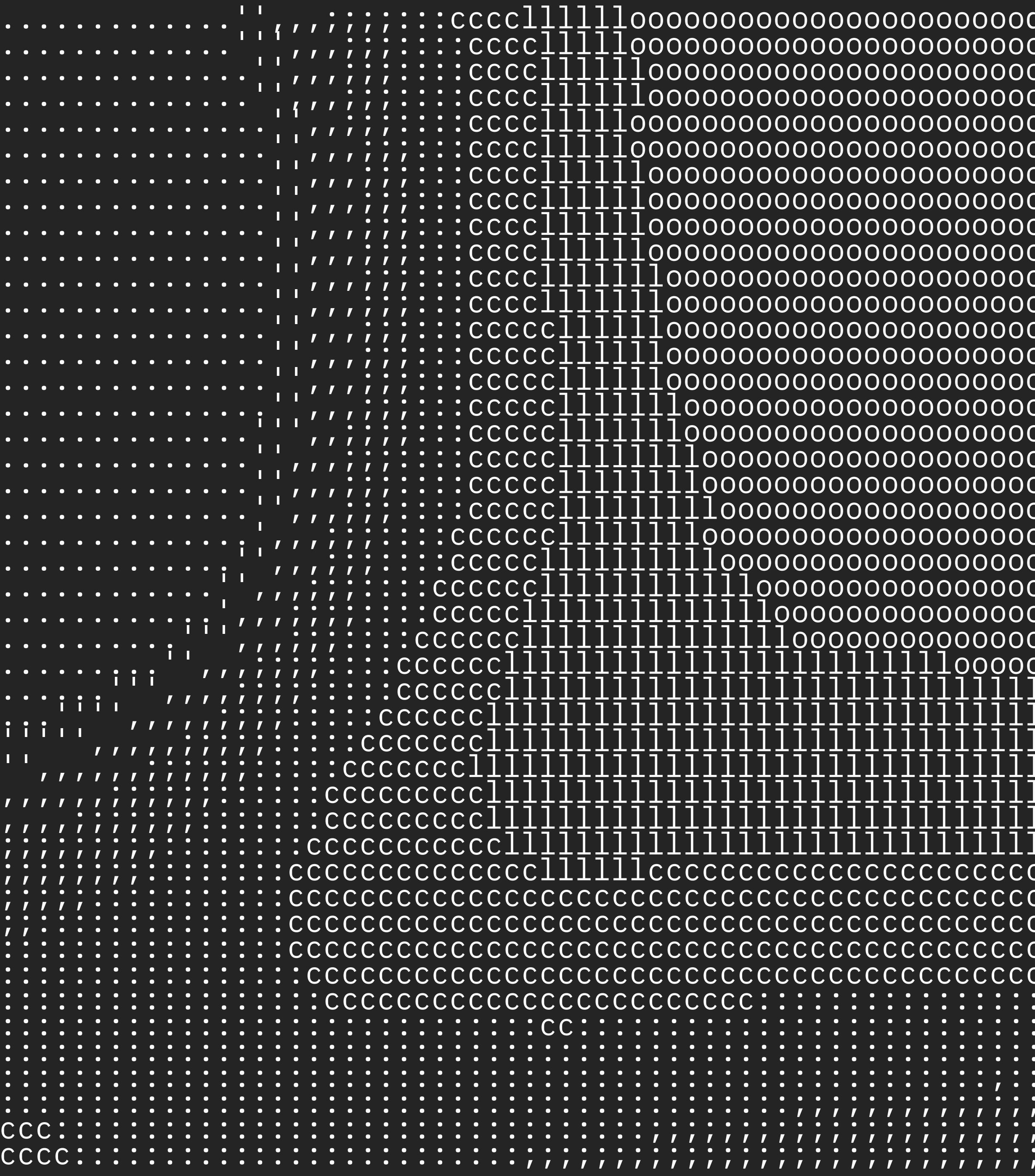
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

"But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?"

What Does it do?

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora *incidunt ut labore* et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

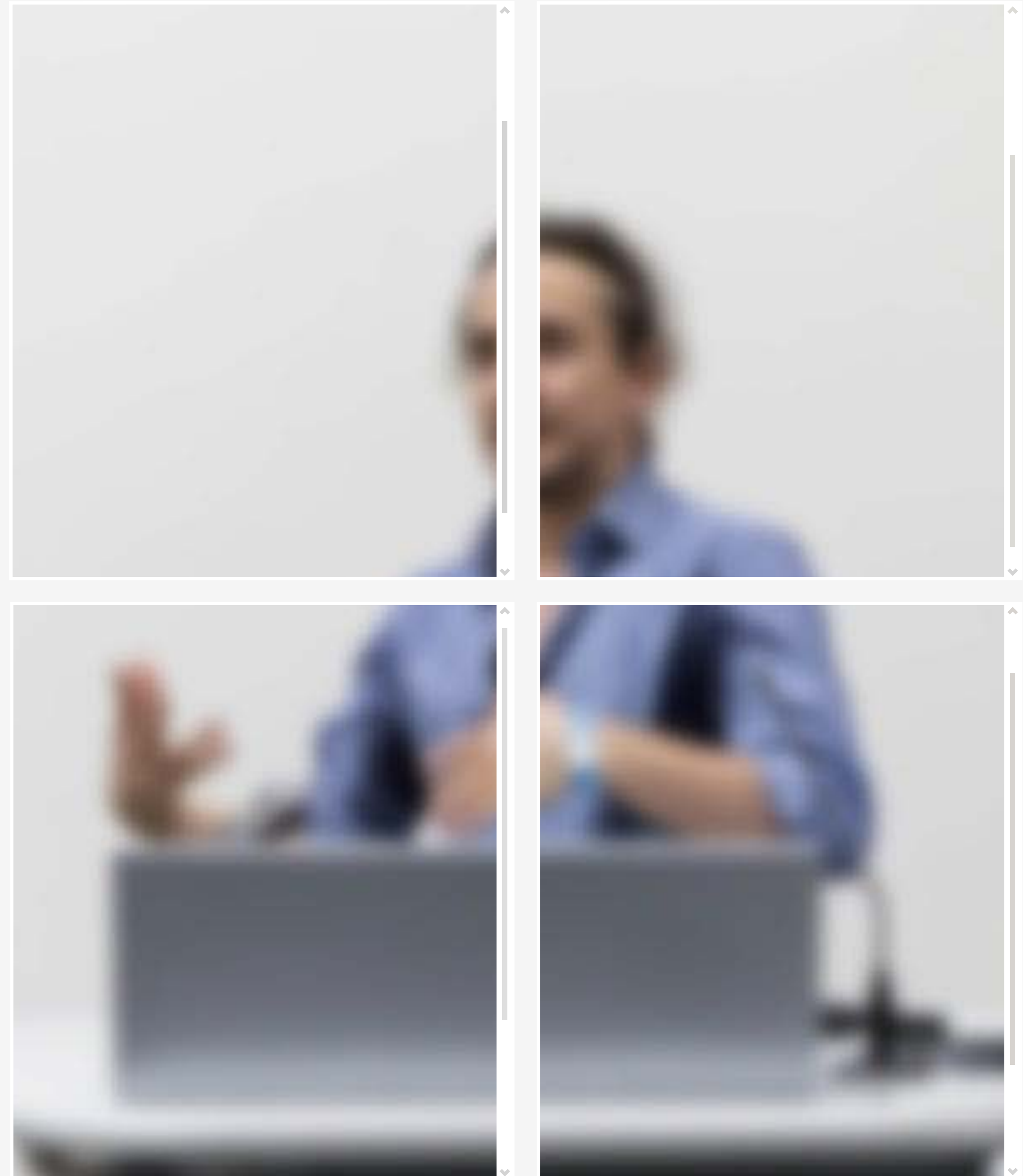
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Quis autem *vel eum iure* reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis



A Bee has a crucial symbolic meaning in the Swarm cosmology. Incorporating actual and symbolic imagery of bees is highly welcome, as long as overall aesthetic approaches are maintained

Have sent it via
faidrop.xyz



September 2020

thank you! (◡‿◡)

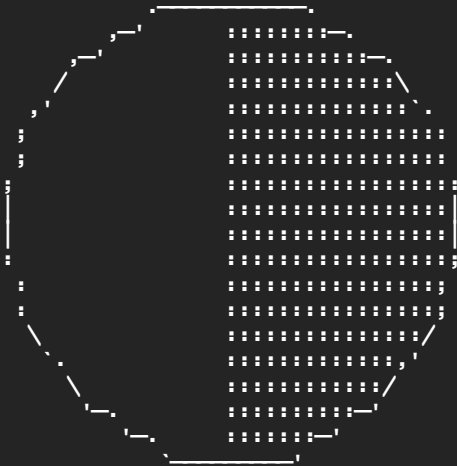
BZZ Token

A cloud utility token for cloud storage and bandwidth, issued in a limited supply:

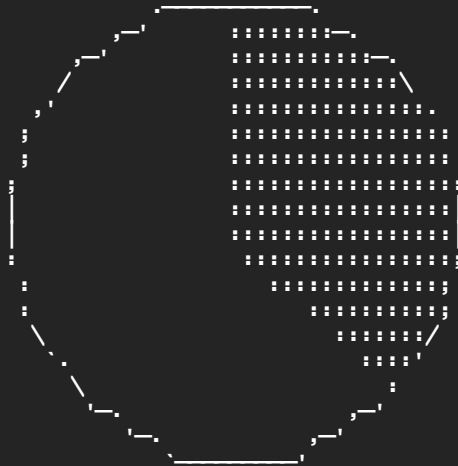
- * Ticker: BZZ
- * Public price: 0.32 BZZ/DAI
- * Token supply: 62,5 mio BZZ
- * Market Cap: 20 mio DAI

Token Allocation

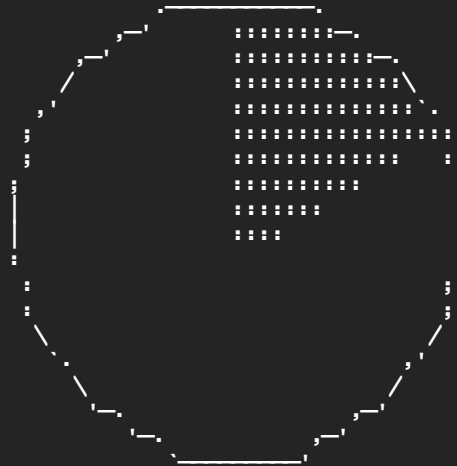
Designed to incentivize an open ecosystem:



FUNDRAISING



ECOSYSTEM
ENDOWMENT
FOUNDATION



FOUNDERS & TEAM

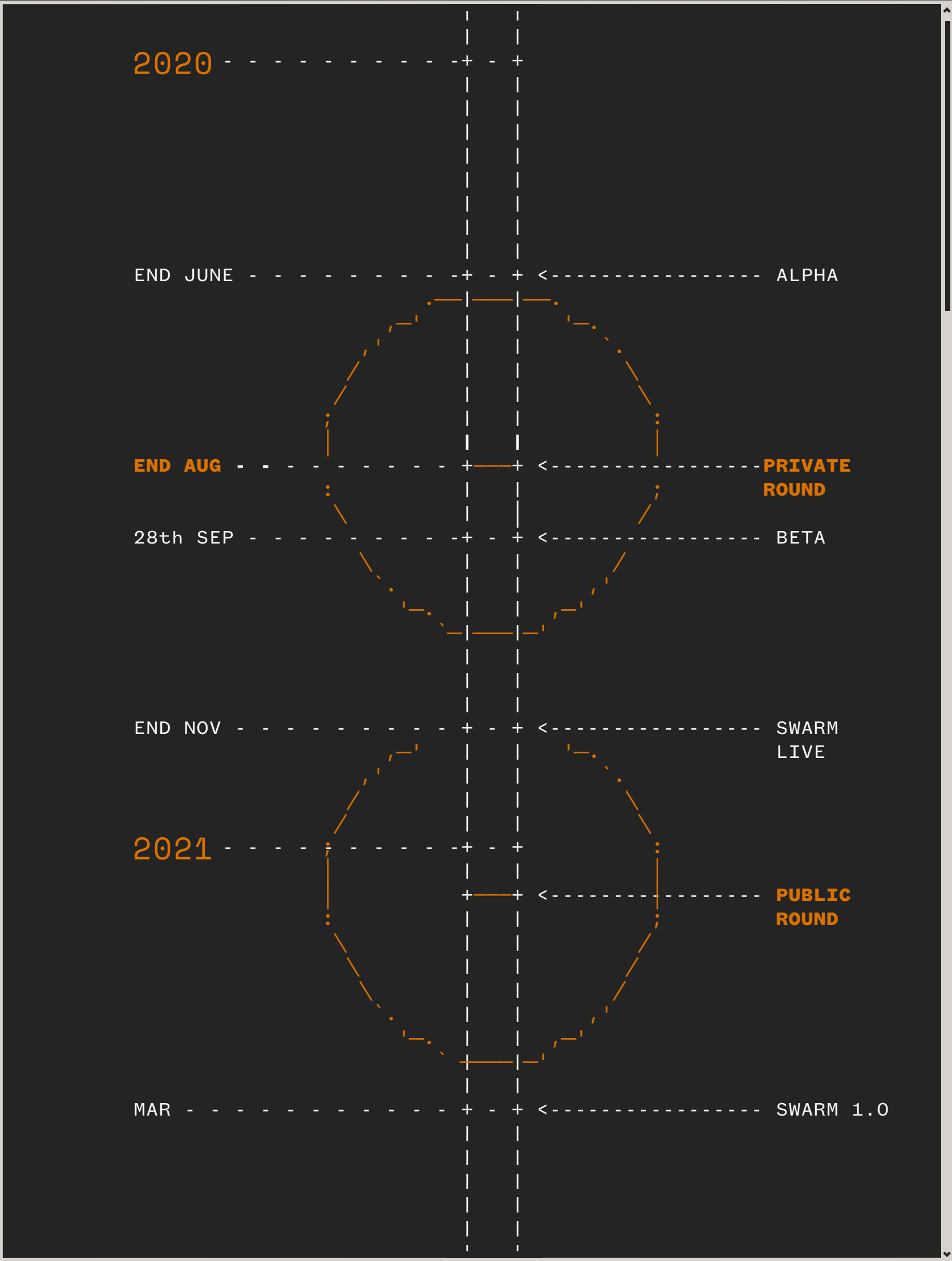
Private Fundraising

- * Price: 0.25 BZZ/DAI
- * Target: 2 mio DAI (18% supply)
- * Private round starts 31th Aug
- * Minimum commitment: 20k DAI

Public Round

- * Price: 0.32 BZZ/DAI
- * Target: tbc (est. 20% supply)
- * Estimated start: Q1 2020

Fundraising Partner





Rewriting 20 Years of cloud. How so?

#wallets_and_dapps
#data_protocols
#blockchain_p2p
#cloud_mobile_iot





Rewriting 20 Years of Cloud.
How so?

Rewriting 20 Years of Cloud. How so?



Rewriting 20 Years of cloud. How so?

#wallets_and_dapps
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