

GNOSSCHAFF



Table of Contents

- [Logo](#)
 - [Construction](#)
 - [Usage](#)
- [Color](#)
 - [Core Palette](#)
 - [Color Pairing Matrix](#)
- [Typography](#)
 - [Logo Typeface](#)
 - [Primary Typeface](#)
 - [Secondary Typeface](#)
 - [Type Pairing](#)
 - [Patterns](#)
- [Art Direction](#)
 - [Machine Learning Imagery](#)
 - [Photography](#)
 - [Found Imagery](#)
- [Graphic Elements](#)
 - [Linework](#)
 - [Shapes](#)

- [Brand Assets](#)
- [Social Templates](#)

Logo





CHAIN

Alternate logo lockups for various use cases.

CHAIN

GNOSES
CHAIN

GNOSES CHAIN

 GnosisCHAIN

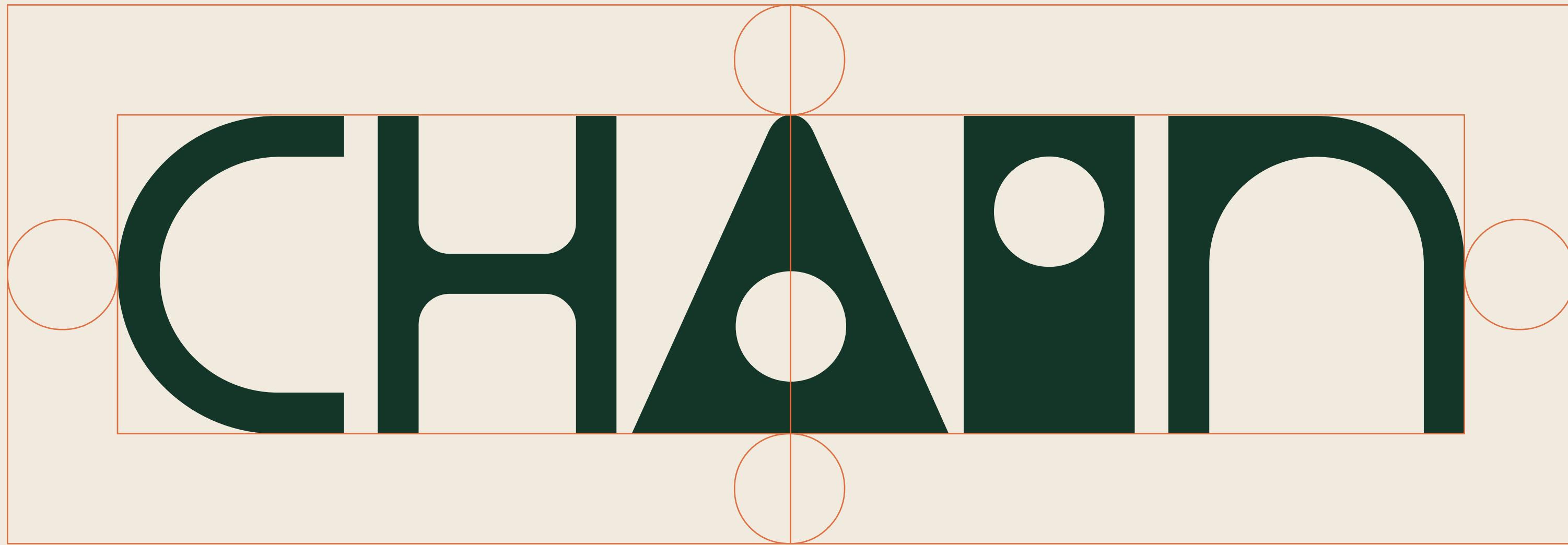
An alternate primary option
that includes the Gnosis owl
inside the counter of the 'A'.



Logo construction contains logic of geometric elements and alignment to details of the current Gnosis logo.



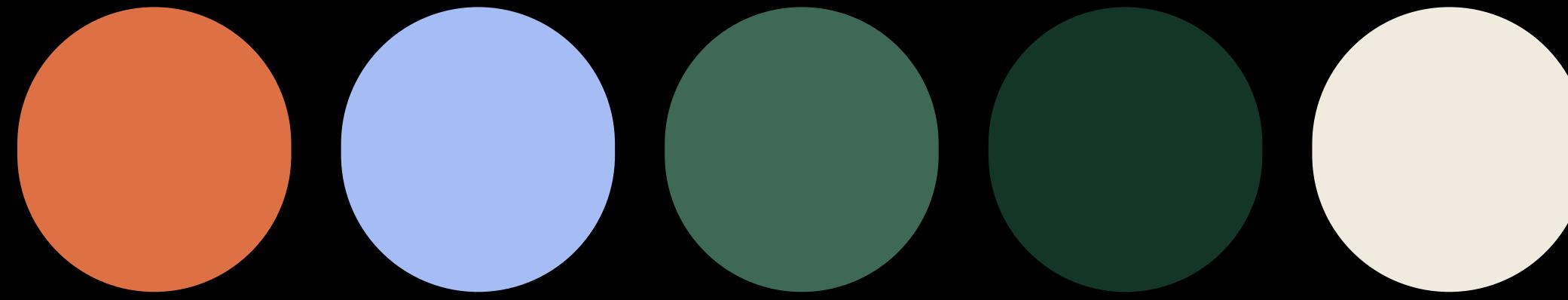
Always ensure there is enough clear space around the logo, equal to the circle counter within the 'A' and the 'I' at minimum.



Always ensure logo has sufficient contrast to the background. See color palette for more guidance on colors.



Color



Burnt Orange

Lilac

Forest

Moss

Cream

Our palette is comforting
and earthy with a little bit
of added brightness for
balance.

Forest
3E6957

Cream
FOEBDE

Moss
133629

Burnt Orange
A6BCF5

Lilac
A6BCF5

Color pairings to be used for more expressive moments.



Typography

For the logotype we use a highly customized version of ABC Maxi. The typeface will not be used for any other brand materials.

ABC Maxi

A B C D E F G H I J
K L M N U O P Q R S
T U V W X Y Z

Simula is a clean serif typeface. It's built with wide geometric letterforms and carries a Humanist quality that provides a bit more warmth to the typography of this brand and connects well with the earth-toned palette.

Simula

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Type Size/Leading/Tracking

225/100%/-3%

Experien

121.5/100%/-3%

Experience a full

81/100%/-3%

Experience a fully-fledged

GT Planar is an ultra-modern sans typeface. Its letterforms are strong and consistent and have a technical nature.

GT Planar | Italic & Retalic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
01234567890!?\$%&*()_+”:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!?\$%&*()_+”:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!?\$%&*()_+”:

Type Size/Leading/Tracking

36/115%/0%

Experience a fully-fledged, accelerated beacon ne

24/125%/0%

Experience a fully-fledged, accelerated beacon network with

15/115%/0%

Experience a fully-fledged, accelerated beacon network with real-world value, fast block and epoch times, bound

Consider length of copy and type hierarchy when pairing styles across assets.

Short

81pt

Headline Goes Here

24pt

Experience a fully-fledged, accelerated beacon network with real-world value, fast block and epoch times, bountiful incentives, and a vibrant, interconnected community ecosystem. Designed for maximal innovation and radical decentralization. Welcome to the Gnosis Beacon Chain.

Long

48pt

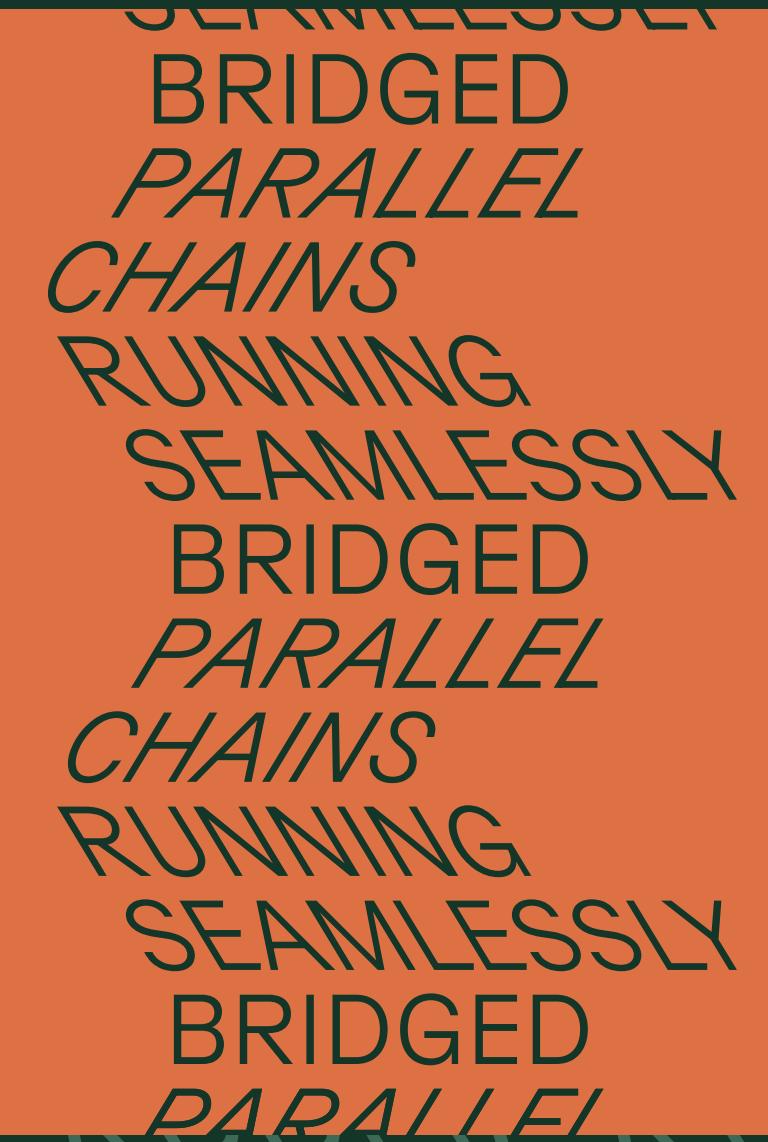
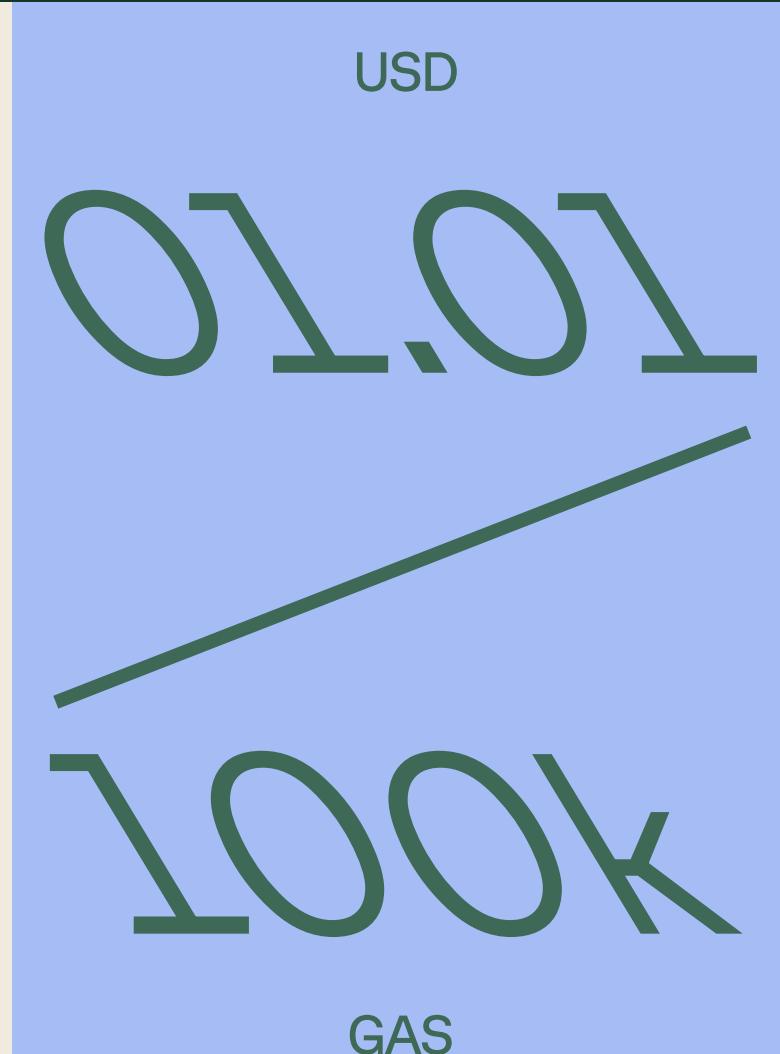
Headline Goes Here

15pt

Experience a fully-fledged, accelerated beacon network with real-world value, fast block and epoch times, bountiful incentives, and a vibrant, interconnected community ecosystem. Designed for maximal innovation and radical decentralization. Welcome to the Gnosis Beacon Chain.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu.

GT Planar slants both forward and backward, when both slants are used together they create a wave pattern. This patterning of typography can be used for extra expression in the visual system. It should not be used for important informational text that needs to fully understood by the viewer.



ATLANTA
LISBON
SYDNEY
HONG KONG
CAIRO
MEXICO CITY
NEW YORK
SAN FRANCISCO
BUENOS AIRES
TOKYO
BERLIN
CHICAGO
TORONTO
DEHLI



Art Direction

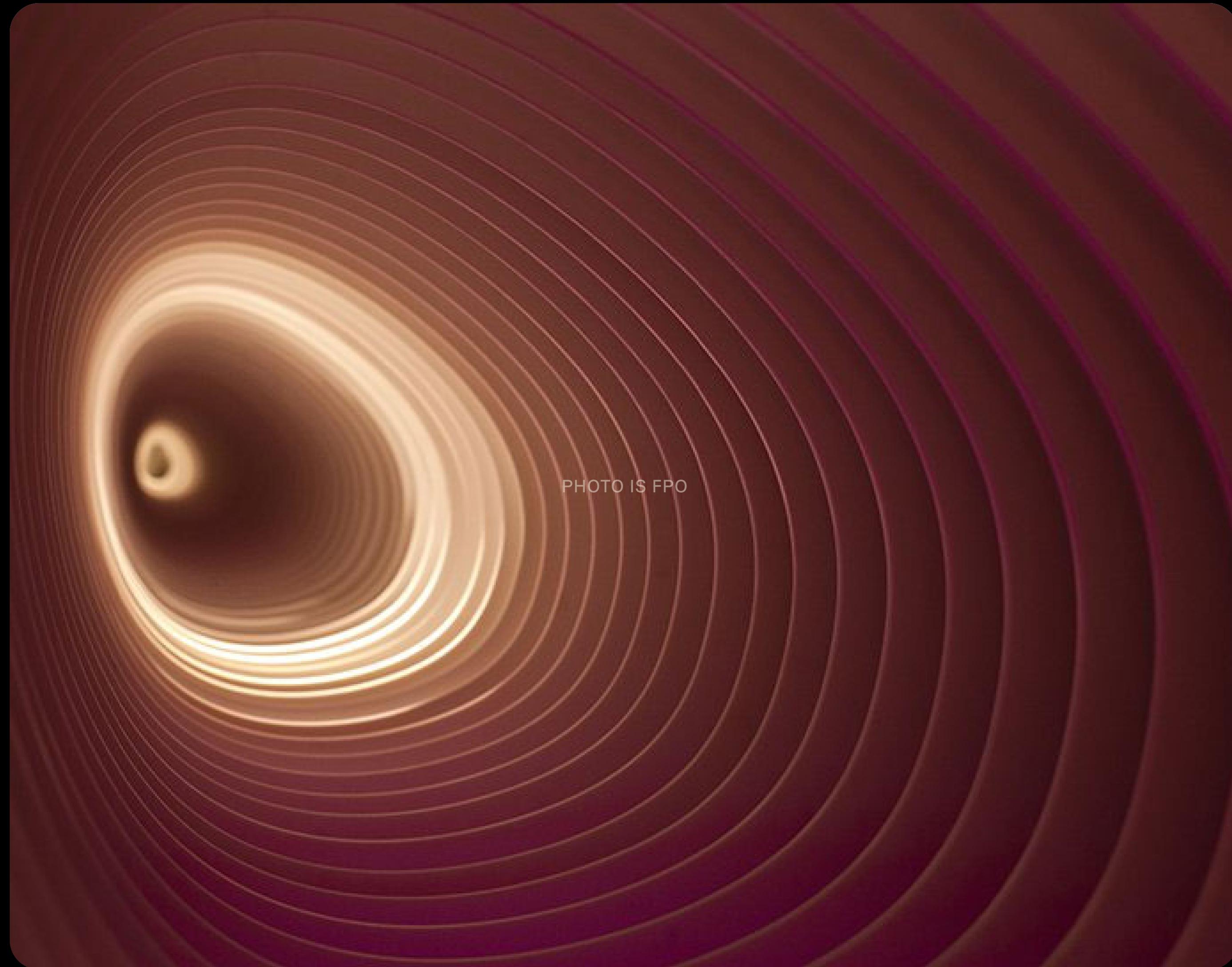
When rendering abstract landscapes and buildings, Machine Learning can be used to produce rich, fantastical images that are completely unique to your brand.

You can begin producing these images on websites like Artbreeder. Below are brief instructions to get started.

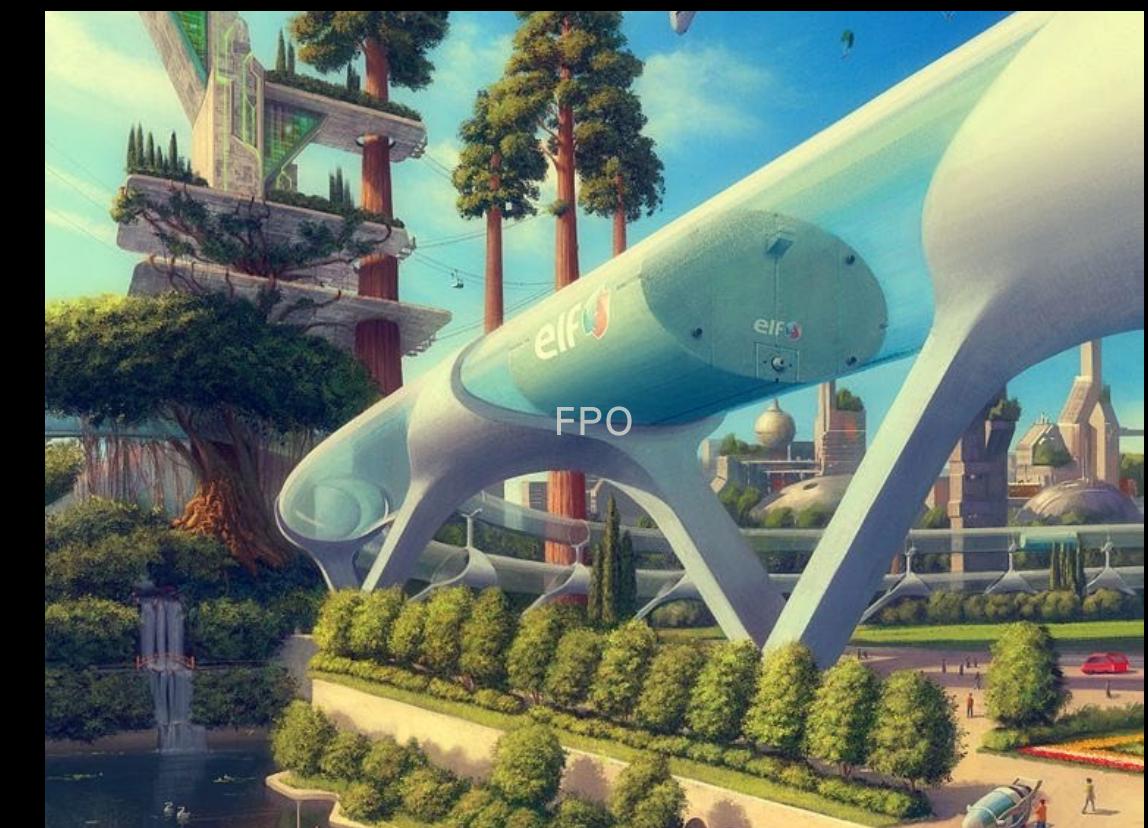
- Login
- Select Create
- Select Landscapes or Buildings
- Select Compose
- Use the Genes sliders to begin building, then click the purple arrows to refresh your image and select images you'd like to save.



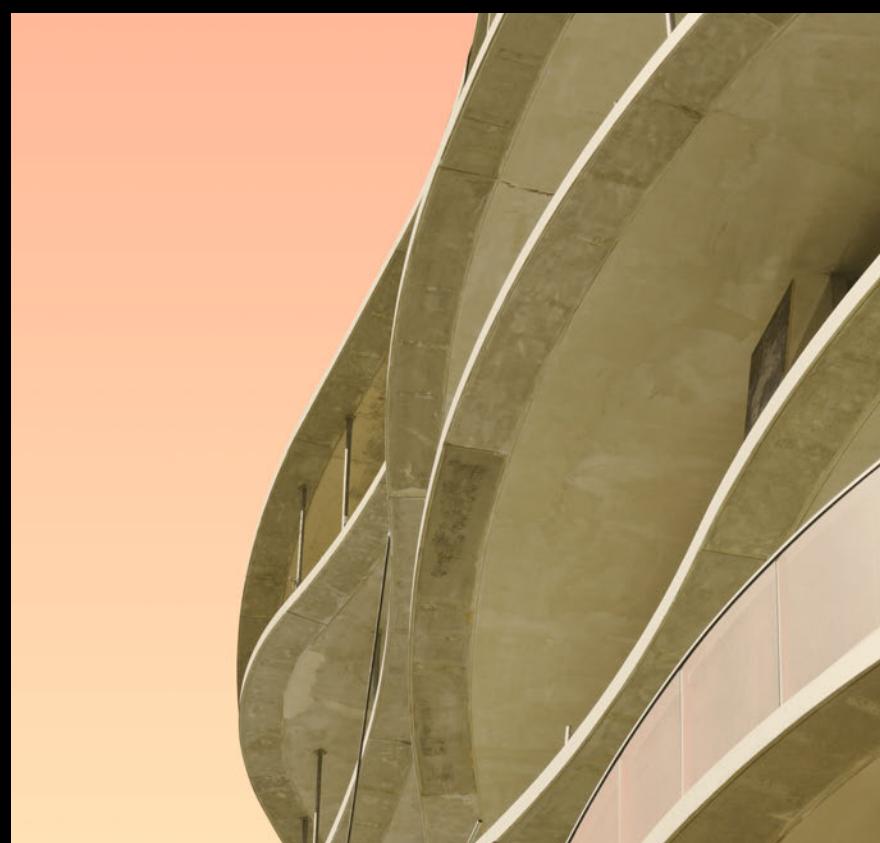
Minimalist photography that features abstract shapes and forms from nature may be used to represent structure and architecture. When using photography, make sure colors are aligned with the brand core palette.



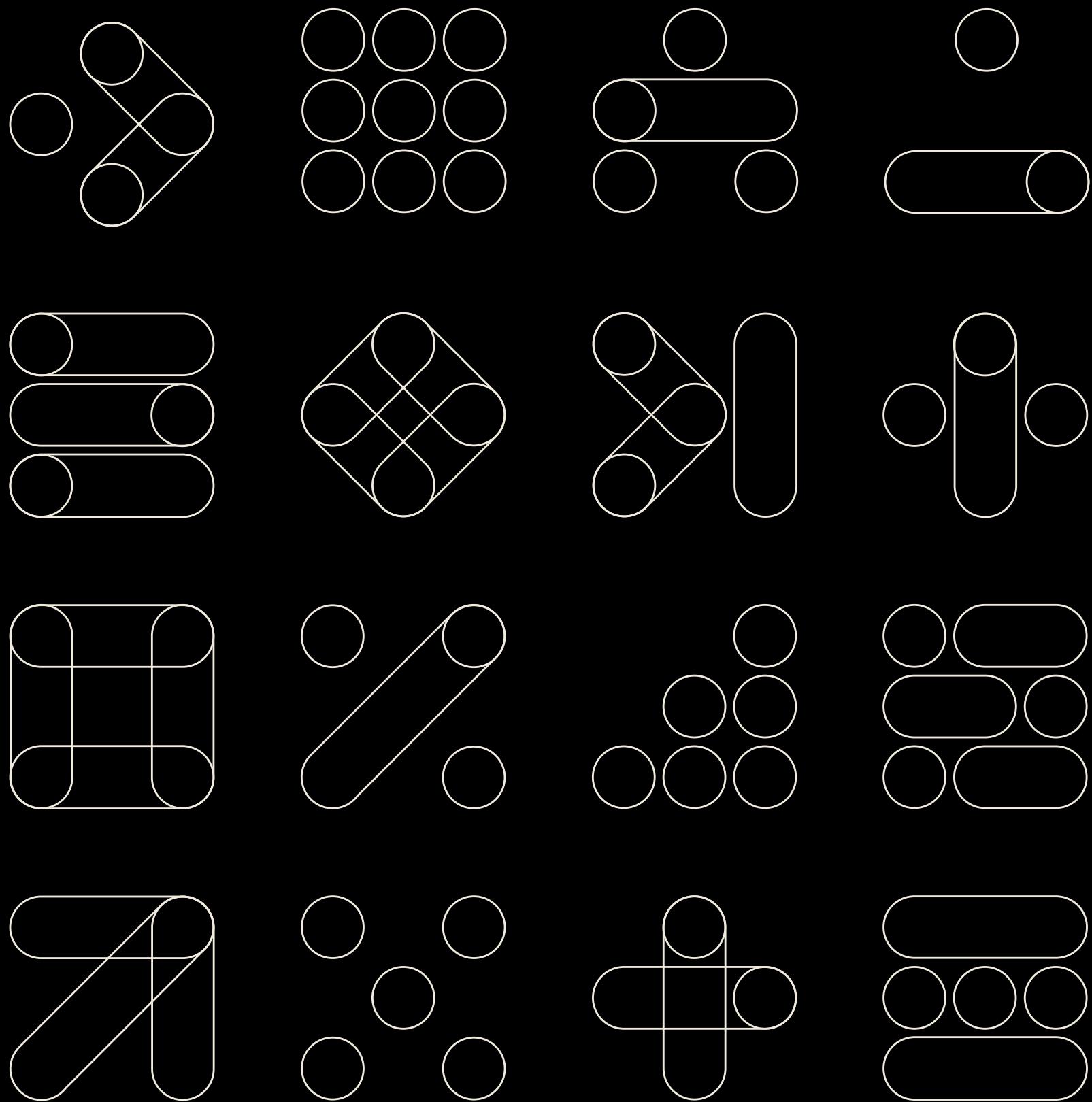
When using multiple imagery styles, be sure to align colors and lighting to maintain a sense of brand recognition across all assets. Use this page as a guide.



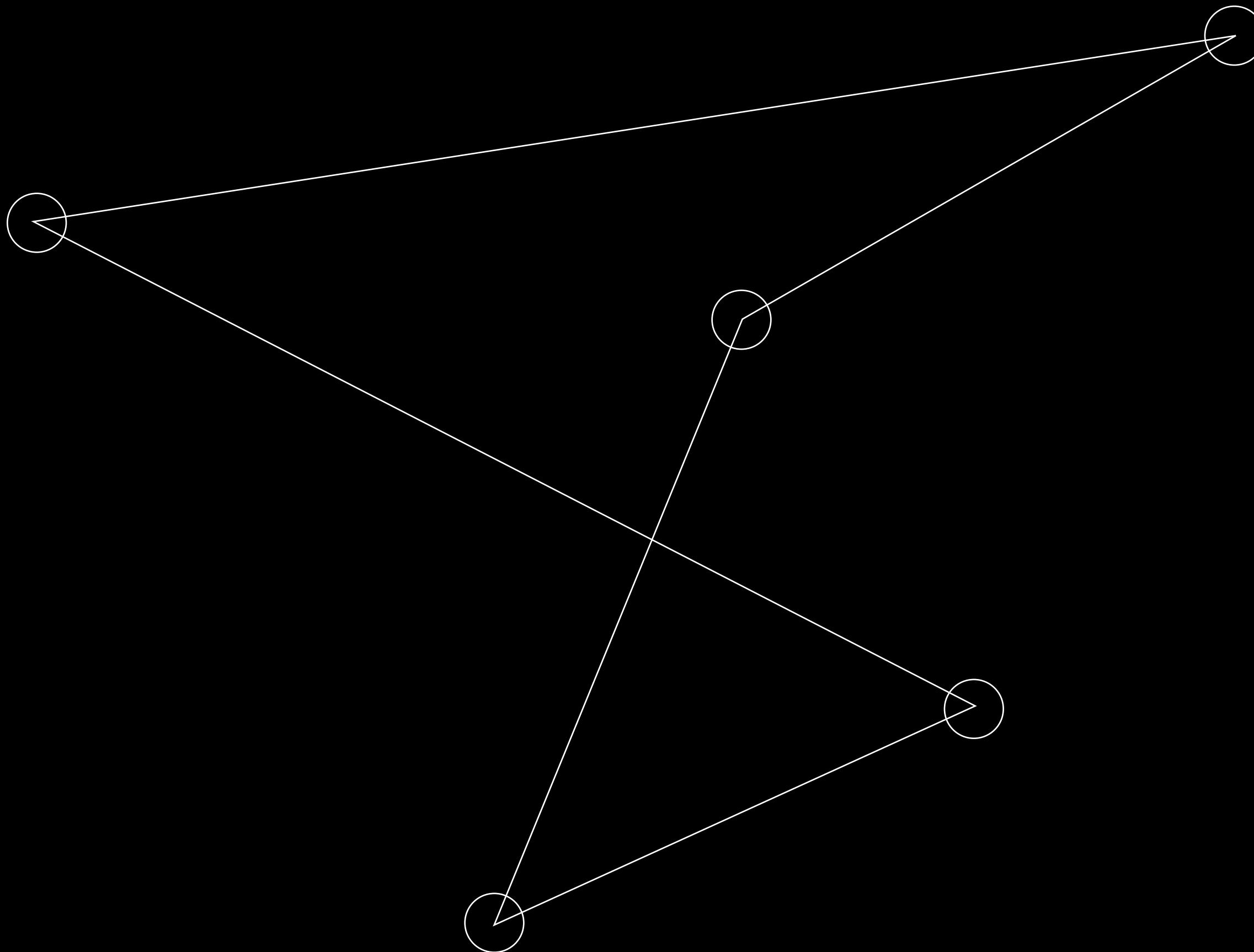
Feel free to use these open-source images from [Unsplash](#) or [Wikicommons](#) to begin building your image library.



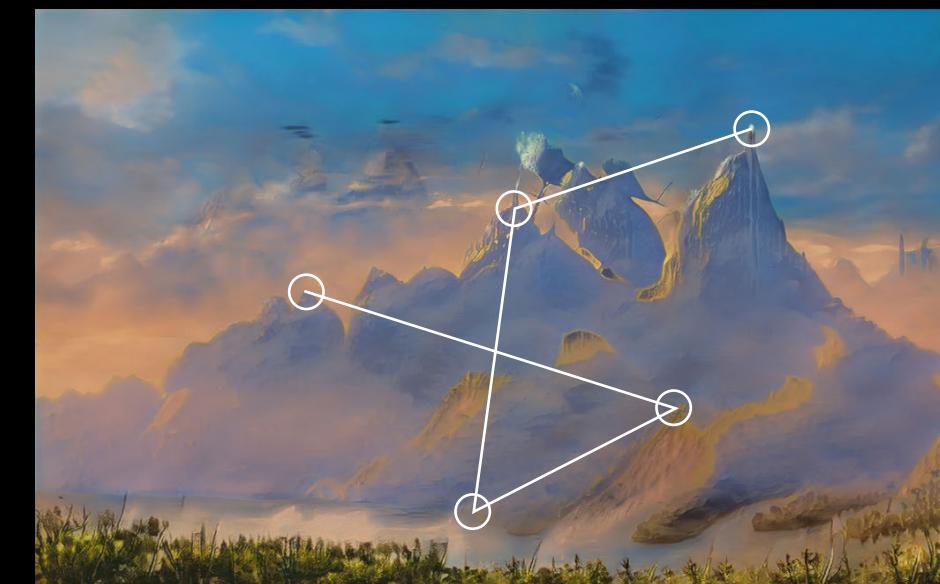
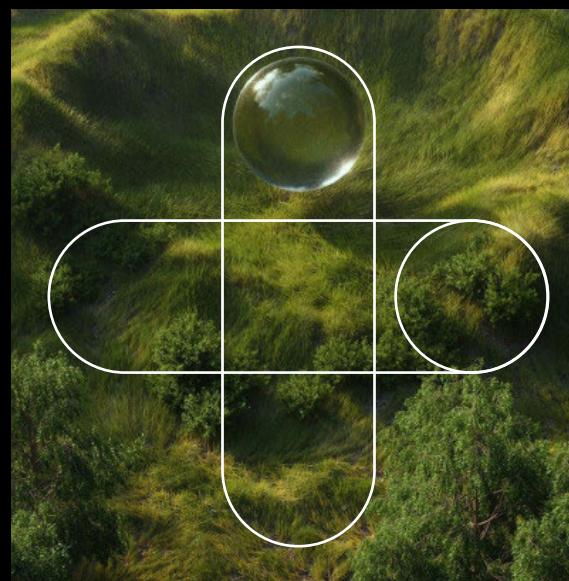
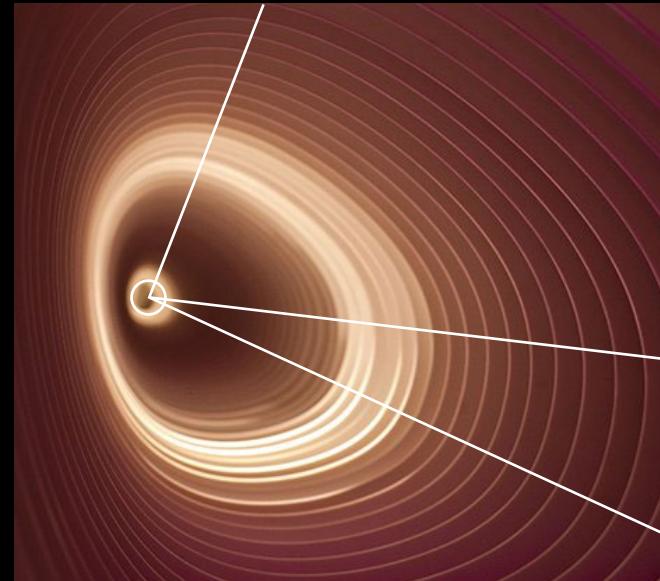
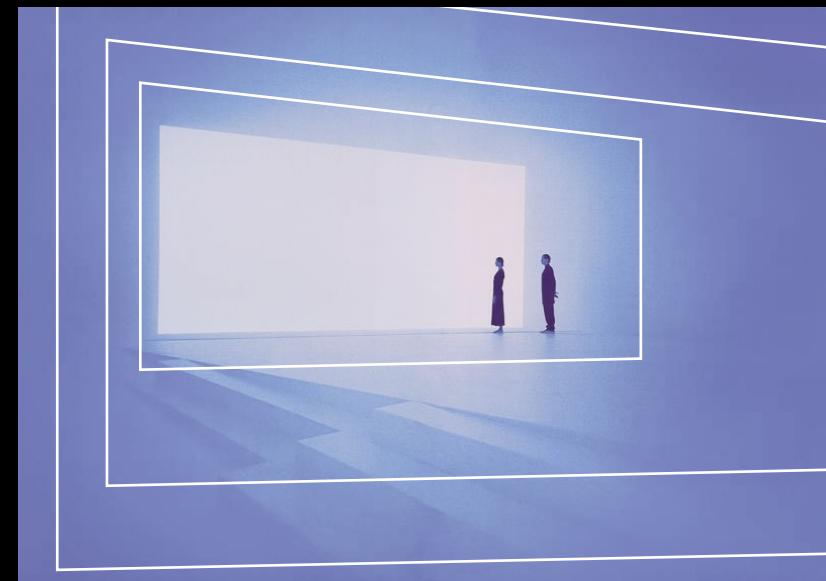
Graphic Elements



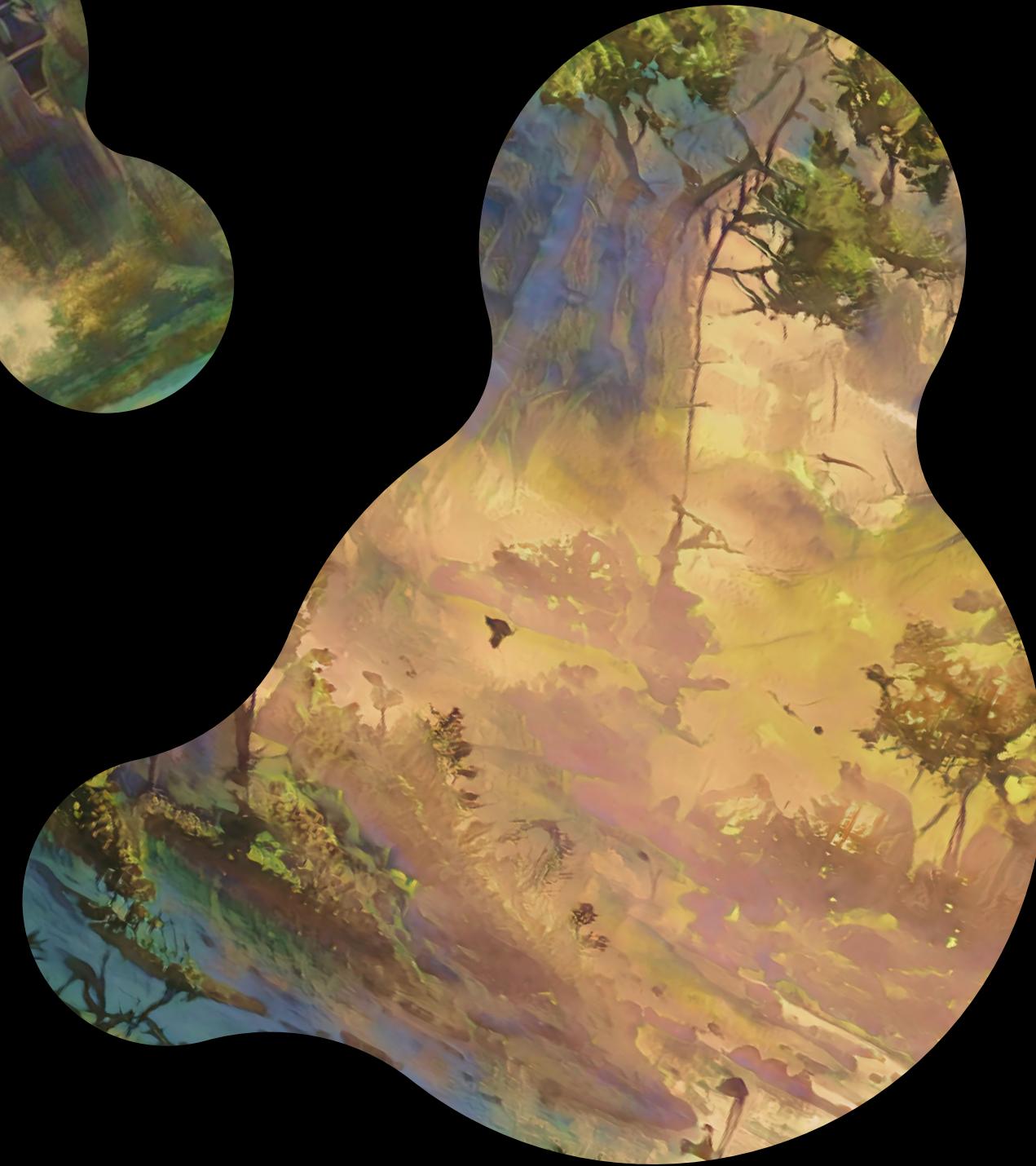
A linework illustration style for
product features.



Utilizing a system of straight lines and circles, the linework can create visual metaphors for connection.



These elements can be placed on top of imagery to make connections between multiple assets.



These abstract shapes can
be used to contain imagery.



Combining these masks with linework illustrations can further communicate the idea of connection.

Thank You



Working file for these guidelines

This file can be used as a living document meaning you can use styles, templates, and full pages for creation of assets that adhere to the Gnosis Chain brand.

Useful Links

[Brand Assets](#)
[Social Templates](#)

Need Help?

If you have any questions about these design guidelines or aren't sure if something adheres to the standards outlined in this doc, don't hesitate to reach out to the Gnosis team or [XXIX](#).