

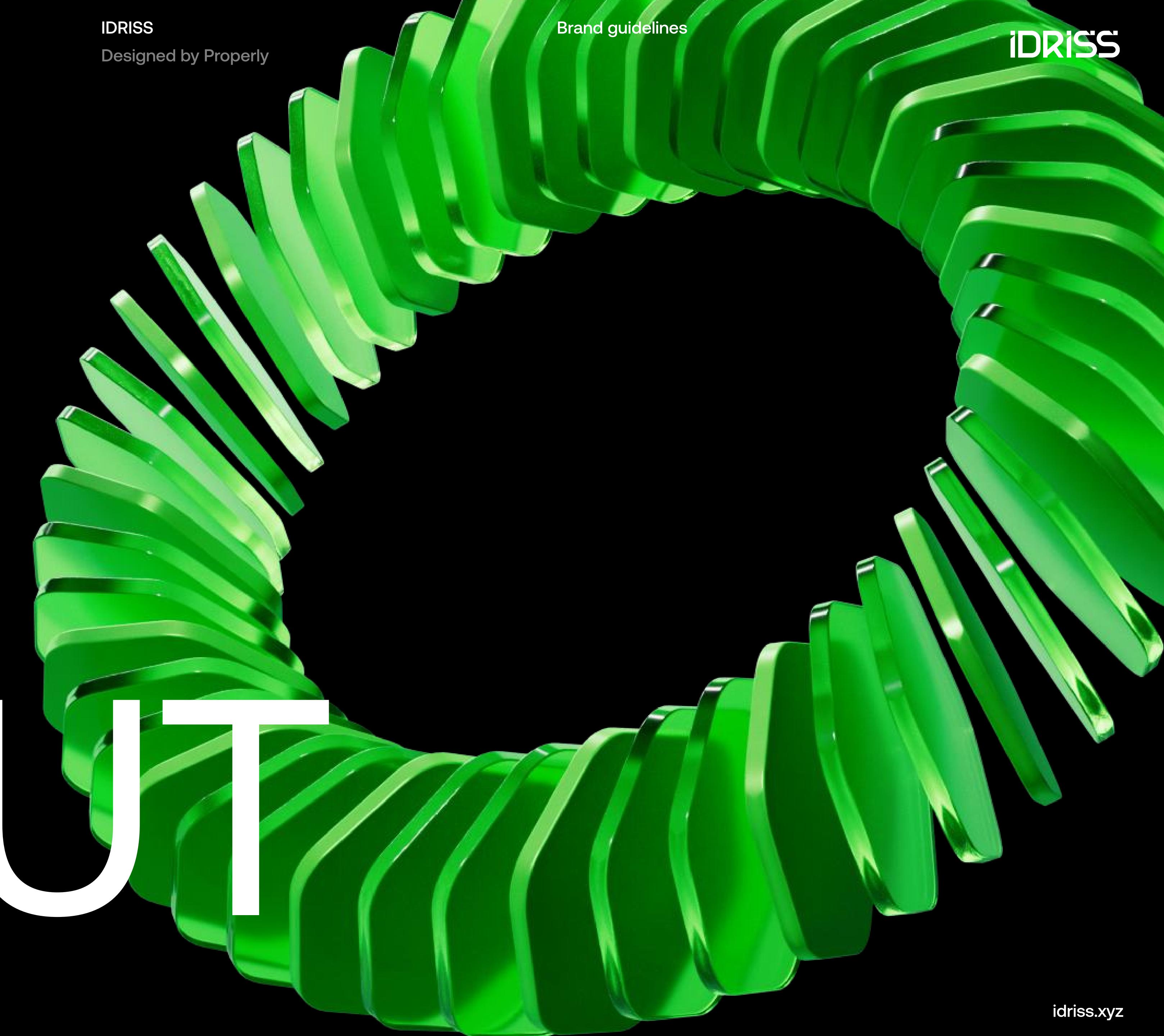
# BRAND GUIDELINES

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# 01

# ABOUT



# About

IDRISS introduces an innovative way to interact in web3 and AI, hence it deserves to present itself to the users carrying the same forward-thinking edge. We achieved that by creating a fully custom logo, joined with crisp 3D elements and fresh color palette representing the product in a professional manner, while also ensuring a captivating visual experience.

# 02

# LOGO

## Logo

The IDRISS logotype is made of fully custom font, which means each letter has been crafted individually to ensure the original and fresh look for the brand. Our solution ensures that IDRISS will be the brand of its own, standing out from the competition.

The main logo should be used as often as possible. In places where the full version does not fit, the use of the 'I' symbol alone is justified. See the following pages for details.

The image shows a large, bold, black sans-serif typeface logo for "IDRISS". The letters are thick and have a clean, modern appearance. The "I" is a simple vertical line, and the "D", "R", "I", "S", and "S" are all distinct, rounded shapes.

## Safe space

We are preventing the area surrounding the logo within which no foreign sign can appear. The reason for such a procedure is to ensure that a logo maximizes visibility and impact.

Use the square top of an "I" letter to determine the minimum amount of safe space, which should be 3 from all edges of the logotype. Be sure to follow this rule.



## Logo on backgrounds

Depending on your needs, the logo can be used on different backgrounds. In all situations, be sure to use the right contrast so that it stands out appropriately and does not lose readability.

Use colors from IDRISS's palette. If this is not possible, then a monochrome option is allowed.



**iDRISS**

VARIANT 1.

BLACK ON IDRIS MINT



**iDRISS**

VARIANT 2.

IDRISS WHITE ON IDRIS MINT



**iDRISS**

VARIANT 3.

MONOCHROME (WHITE ON BLACK)



**iDRISS**

VARIANT 4.

MONOCHROME (BLACK ON GREY)

## Logo sizing

IDRISS logo can be scaled, but note that its proportions must always be maintained and it cannot be smaller than the smallest size allowed.



The logo is displayed in a large, bold, black sans-serif font. The letters are thick and have a consistent height and width ratio. A dashed rectangular frame surrounds the text area.

120 px



The logo is displayed in a slightly smaller, bold, black sans-serif font compared to the 120px version. The letters are thick and have a consistent height and width ratio. A dashed rectangular frame surrounds the text area.

100 px



The logo is displayed in a smaller, bold, black sans-serif font. The letters are thick and have a consistent height and width ratio. A dashed rectangular frame surrounds the text area.

80 px



The logo is displayed in a very small, bold, black sans-serif font. The letters are thick and have a consistent height and width ratio. A dashed rectangular frame surrounds the text area.

50 px



The logo is displayed in an extremely small, bold, black sans-serif font. The letters are thick and have a consistent height and width ratio. A dashed rectangular frame surrounds the text area.

30 px



The logo is displayed in a very small, bold, black sans-serif font. The letters are thick and have a consistent height and width ratio. A dashed rectangular frame surrounds the text area.

20 px

## Symbol

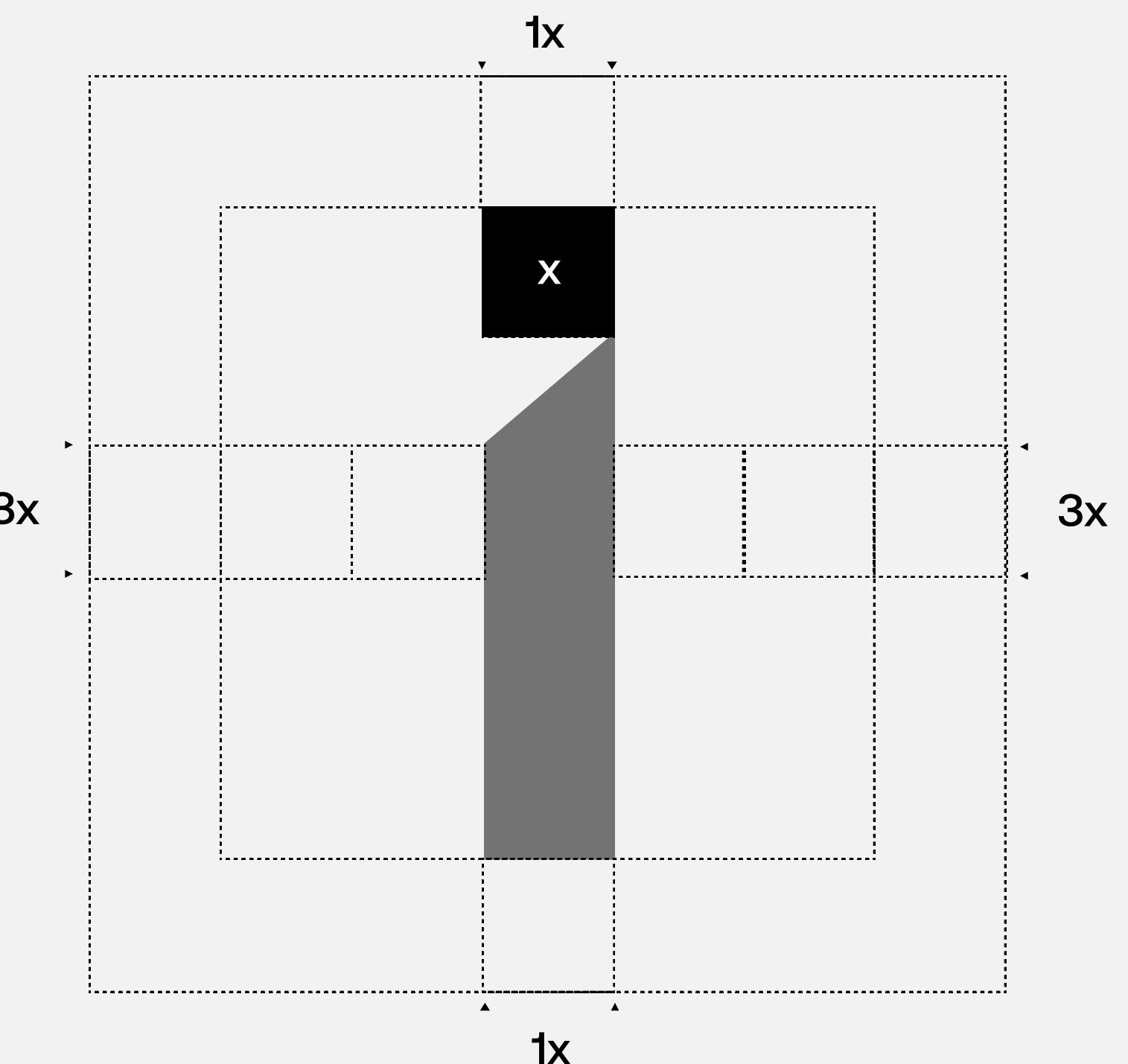
The IDRISS symbol itself is built from the first letter of the full logotype. As the first and most distinctive letter of the logo, this naturally is the best visual direction for a symbol to use as its focal point. A characteristic cut inside the top end of the letter creates a distinctive square. This minimalist approach ensures legibility of the “I” letter while still being consistent with the main logo.



## Symbol safe space

The symbol should be placed with safe space field preservation, exceptions should have reasonable justification, ensuing from e.g. limited space.

Use the top square from the "I" letter to determine the minimum amount of safe space. Three squares from the sides, and one for the top and bottom. Be sure to follow this rule.



## Symbol variants & where to use

The symbol can be used on different backgrounds. The main variant should be black on green as it ensures the right contrast and brand recognition. It's possible to use other logo variants if needed, as long as the contrast stands out appropriately and does not lose readability.

Use colors from IDRISS's palette. If this is not possible, then a monochrome option is allowed.

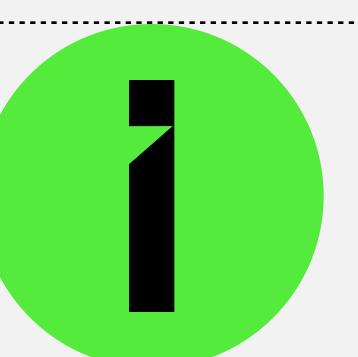
Use symbol only for:

- Social media avatars
- Favicon
- Icon extension
- Token

In every other case, we should turn to the IDRISS main logo.

### Token

Main:



128px

Alternative:

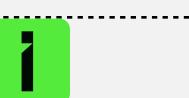


35	Cronos CRO	\$0.0815
36	Filecoin FIL	\$3.67
37	IDRISS IDRISS	\$0.807
38	Render RENDER	\$5.20

### Favicon



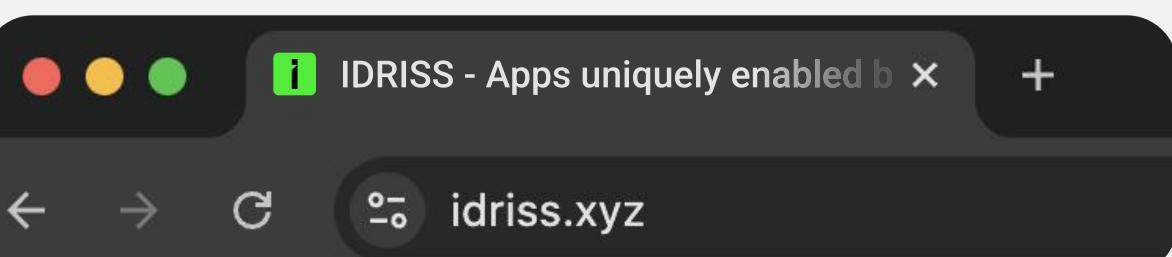
64px



36px



16px



## Symbol - how to use

The main avatar should have a dark symbol and green background to emphasize the primary color and solidify the shade's association with the brand. Remember to reach for monochromatic variants only when necessary.

Whenever we use the "i" symbol, make sure that either the full name "IDRISS" or IDRISS logo is shown in the same experience to ensure brand recognition.

When the space is limited to the point it can't have the full brand name next to the avatar, we recommend to use the IDRISS main logo instead.

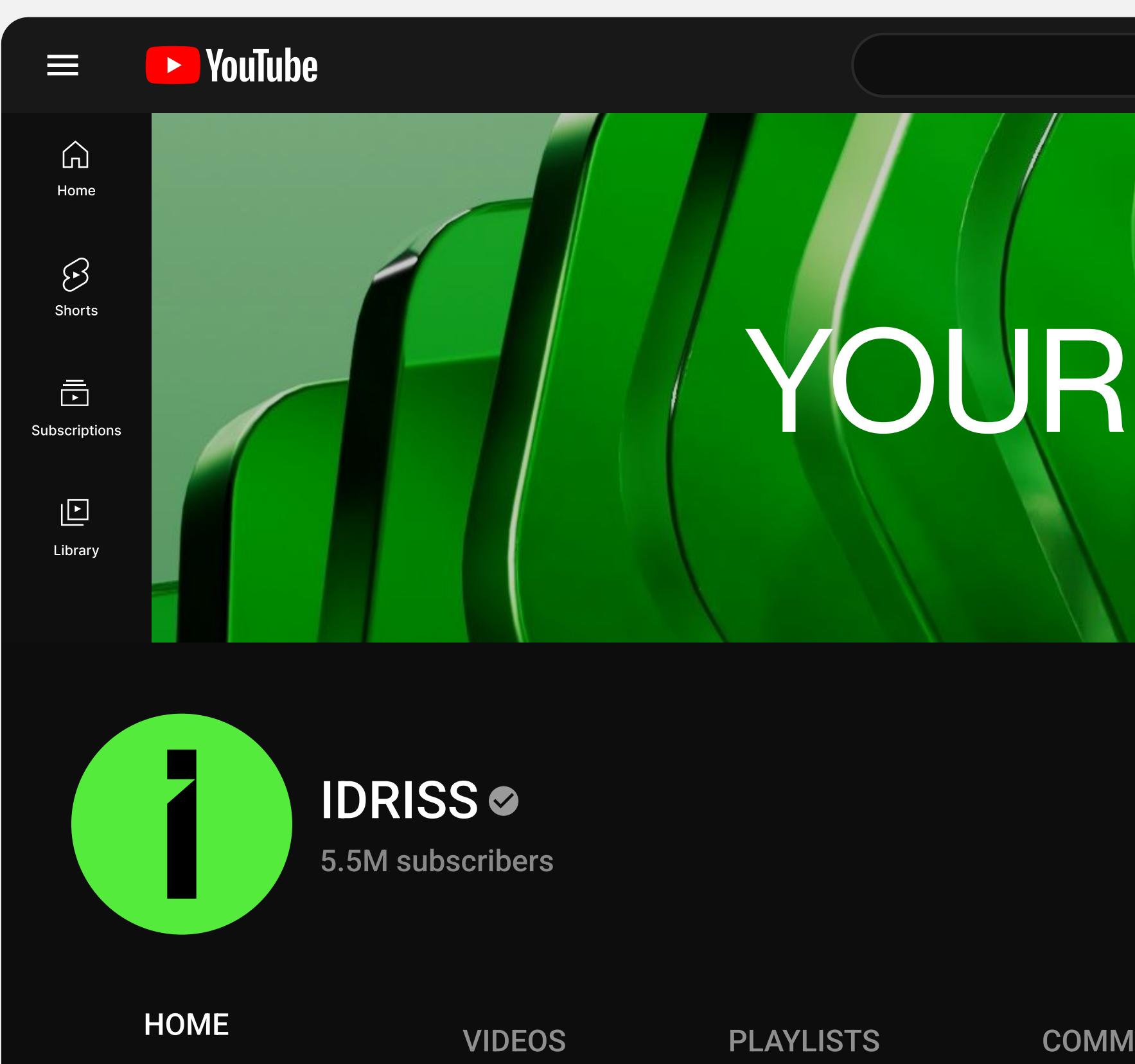
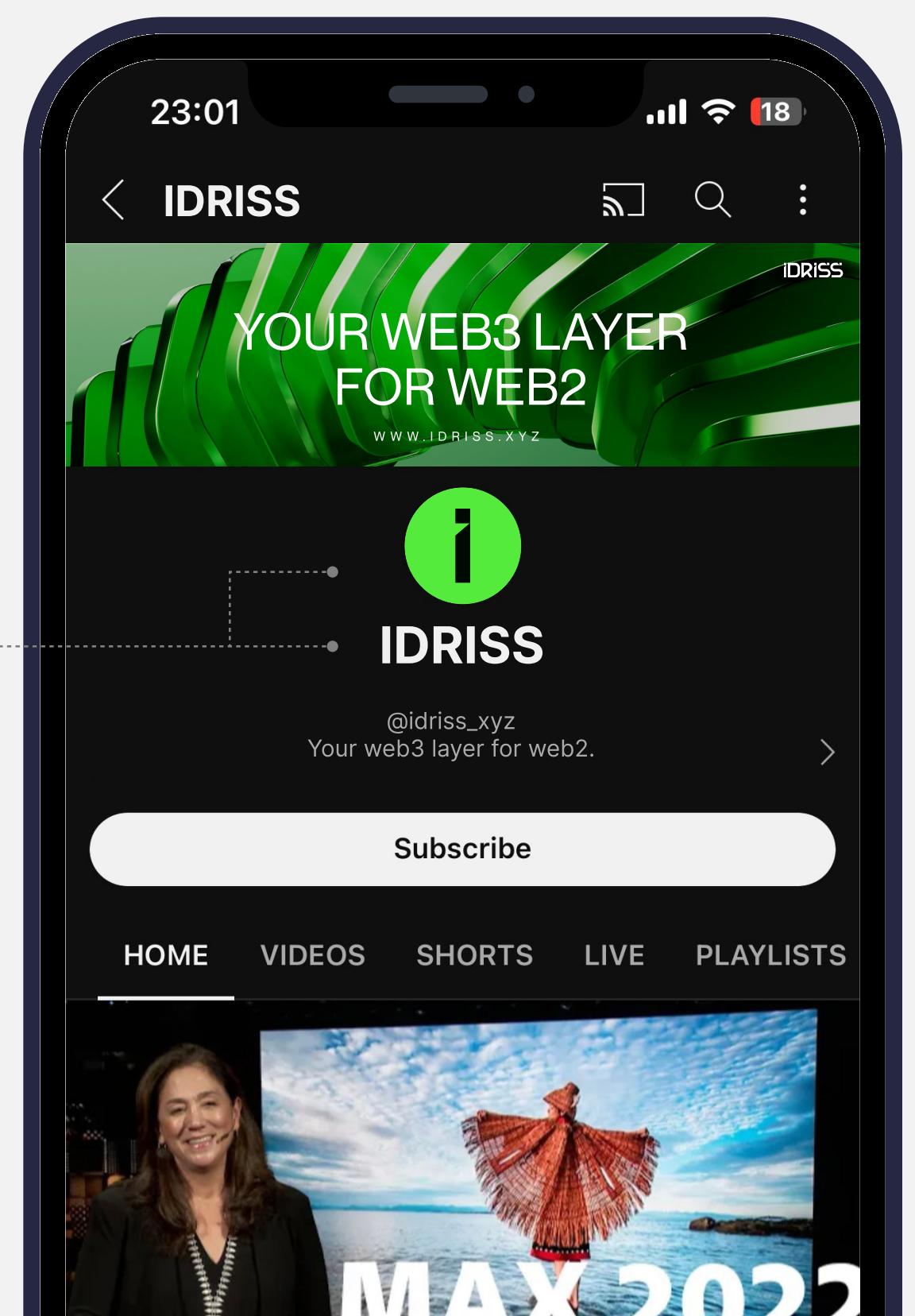
### Avatar

Main:



128px

Alternative:



## Logo don'ts

Since the logo is shown in different formats, platforms and with a company of various elements we may be tempted to change its structure to adjust it to the respective creative. Here are some “no-no’s” when it comes to IDRISS logos. Be sure to follow those recommendations.



Do not outline the logo.



Do not join the symbol and logotype together.



Do not rotate the logo.



Do not change proportions of the logo.



Do not change the letter space.



Do not add shadow/glow to the logo.



Do not blur the logo.



Do not change the logo perspective/skew.



Do not use the symbol when there is a clear space to use the main logo.

# 03

# FONT

Aeonik®

## Font

IDRISS primary font is Aeonik, a modern geometric sans serif font characterized by its simplicity and extensive functionality. Designed by Mark Bloom and Joe Leadbeater. Co-directors of one of the leading type foundries named: CoTypeFoundry.

The design harmoniously combines geometric shapes, striking a delicate balance between formalism and innovation. It embodies technical precision alongside a distinct character, resulting in a captivating font that radiates personality.

# Aeonik

Light

Aa

Regular

Aa

*Regular Italic*

Aa

Medium

Aa

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Font in use

Make typography pop by using it dynamically with high contrast. For big headlines, go for Aeonik Medium or Regular, and for smaller paragraphs, stick to Aeonik Regular to keep things readable.

For all quotes feel free to turn into an Italic variant.

**Headline**  
Aeonik Medium  
(uppercase)

---

**Bodycopy**  
Aeonik Regular

---

**Quotes**  
Aeonik Regular *Italic*

---

**Caption**  
Aeonik Regular  
(uppercase)

# YOUR WEB3 LAYER FOR WEB2.

---

For “big time” texting we recommend to use Regular font variant with title case as when designing any font this is usually the first variant that is designed, hence- it’s legibility is supreme. As you can see in this case you’ve managed to go though this text without stumbling, good job!

*“May also happen that at times you want to highlight the success story, client testimonials or other. Well, here is your font variant for such highlights.”*

---

© COPYRIGHT - IDRISS - 2024

# 04

# COLORS

## Primary colors

The basic color palette is built of fresh, bold colors. It is based on an accent shade of green juxtaposed with monochromatic variants. The shades of white, black and gray we use are either visibly dark or light, to create a clear contrast to the IDRISS green or 3D elements. Secondary green colors are also provided to ensure the depth of 2D visuals or UI elements.

### IDRISS Mint

#55EB3C

RGB (85, 235, 60)

### Midnight Green

#002D1E

RGB (0, 45, 30)

### Lime

#C8F041

RGB (200, 240, 65)

### Ash Grey

#AAAFB9

RGB (170, 175, 185)

### Ivory White

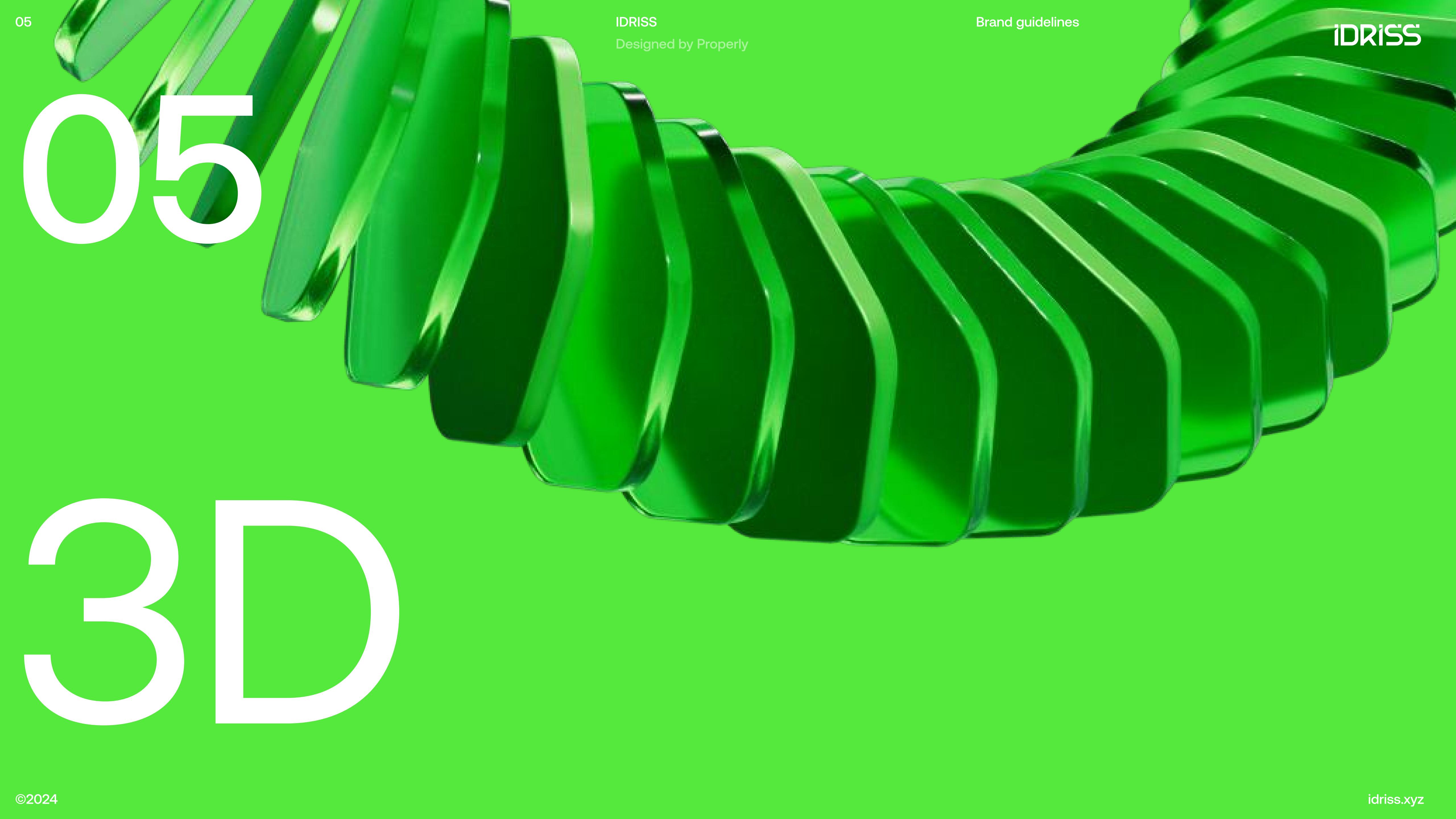
#FAFFF5

RGB (250, 255, 245)

### Black

#000A05

RGB (0, 10, 5)

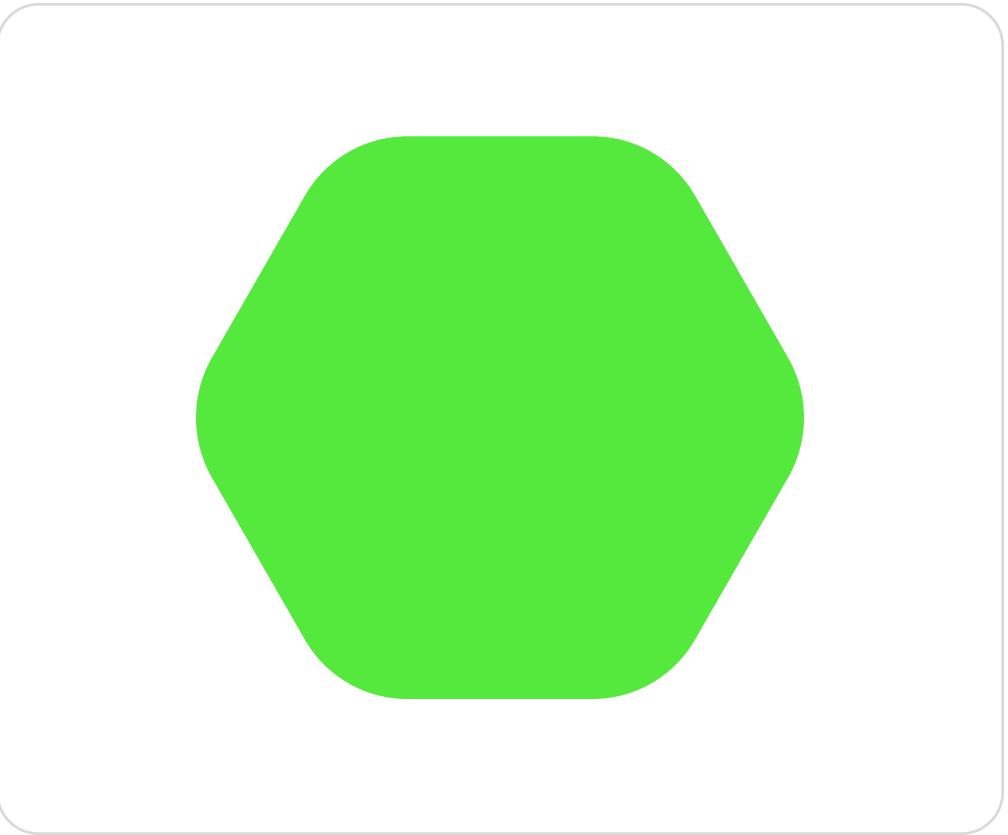


05

3D

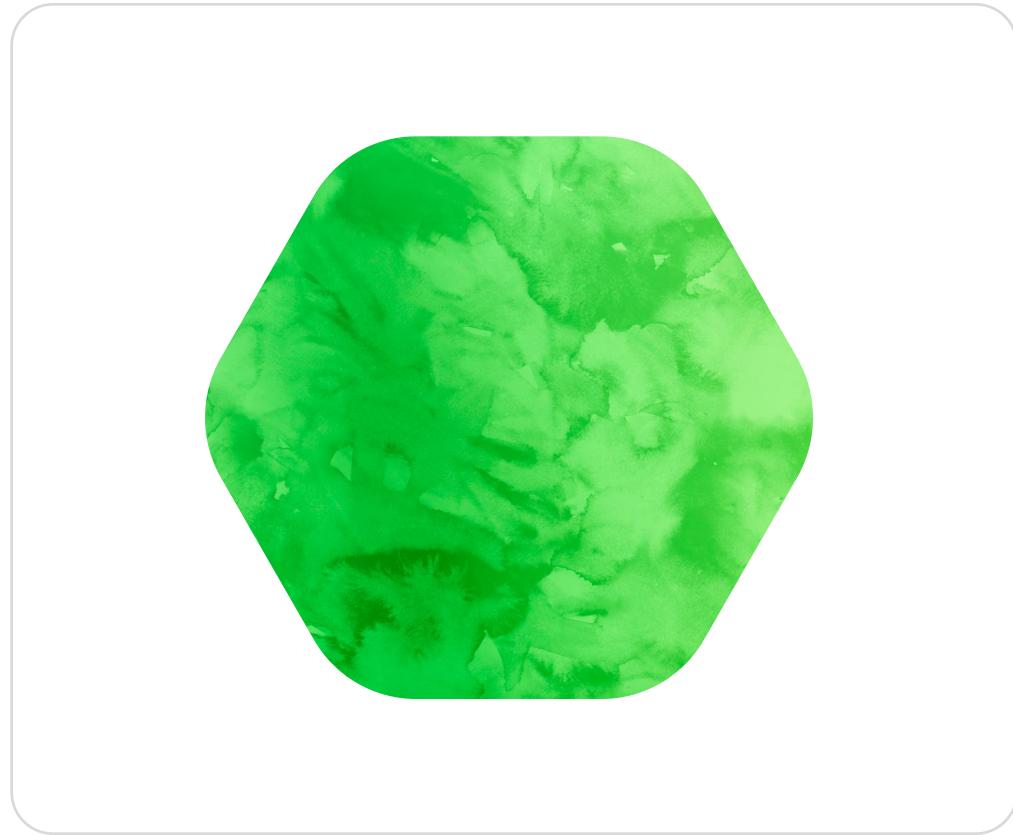
## Shape construction

Since the hexagon was the focal point of the previous branding structure and we're not having it anywhere in the logo or symbol, we kept it for the visuals.



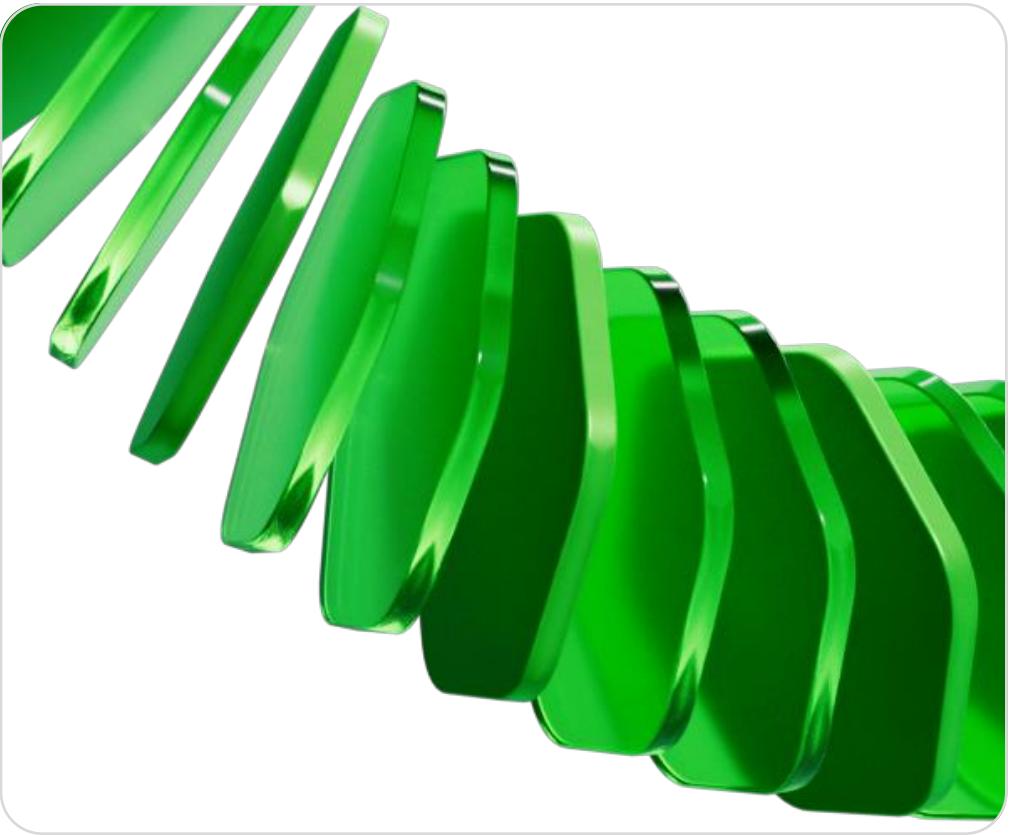
### Hexagon

We took a shape from the previous branding and adjusted it, slightly changing its proportions and corner radius.



### 3D conversion

Then we took the shape and built a 3D model of it in respective software, providing depth and multiple textures for a better experience

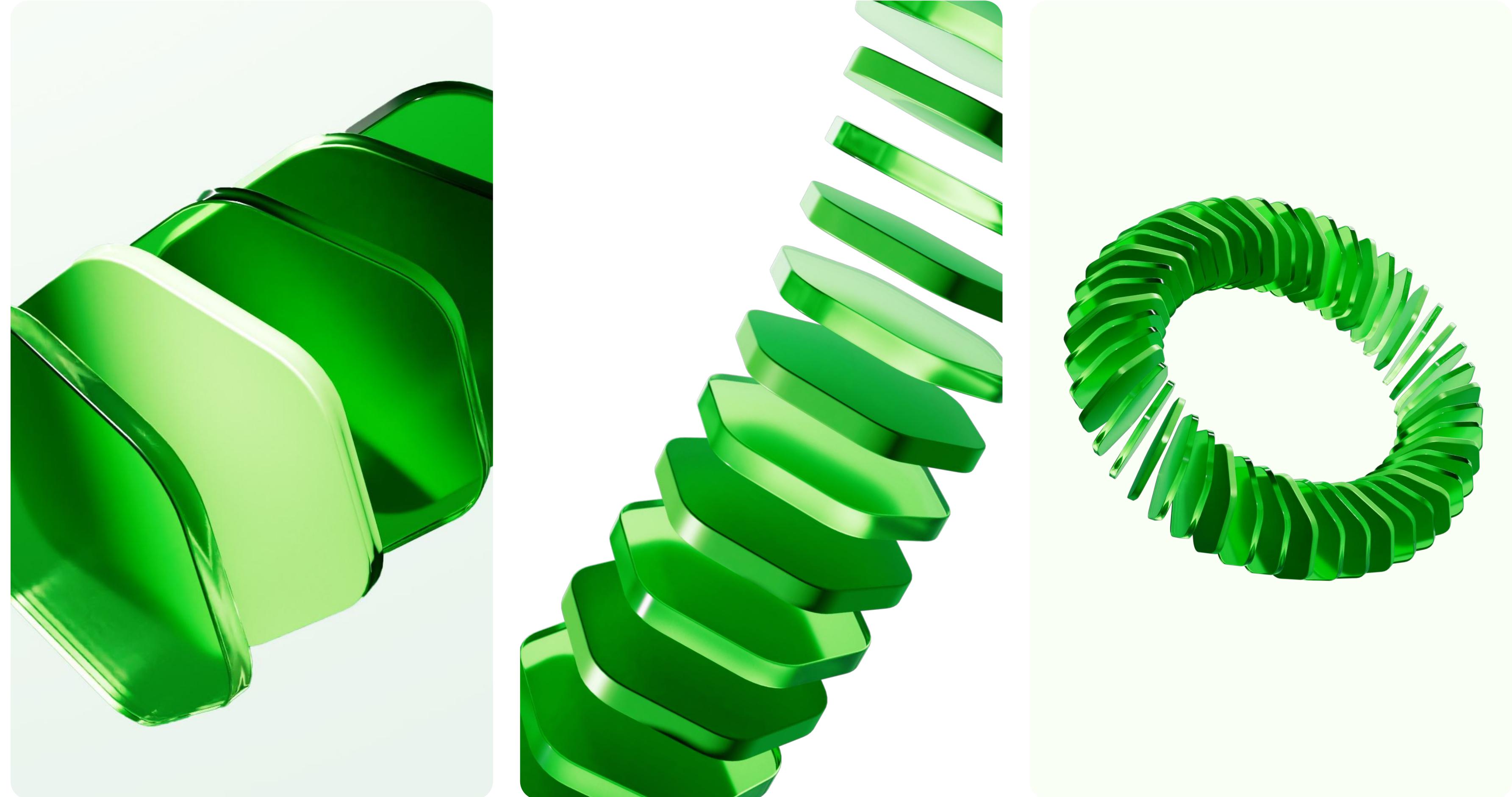


### 3D visuals

Based on it, Properly created 3D scenes with multiple abstract compositions, applying textures, lights, and movement to the scene.

## Main 3D assets

Result - a consistent key visual that represents the brand in a completely new, modern way. The structure of this solution provides great flexibility, allowing the creation of multiple scenes based on product needs.



## Alternative 3D

Since the main 3D element is an abstract form, we also made sure we have alternative 3D models that will speak for a respective segment like the one for X or Email.

This solution may be extended depending on IDRISS needs.

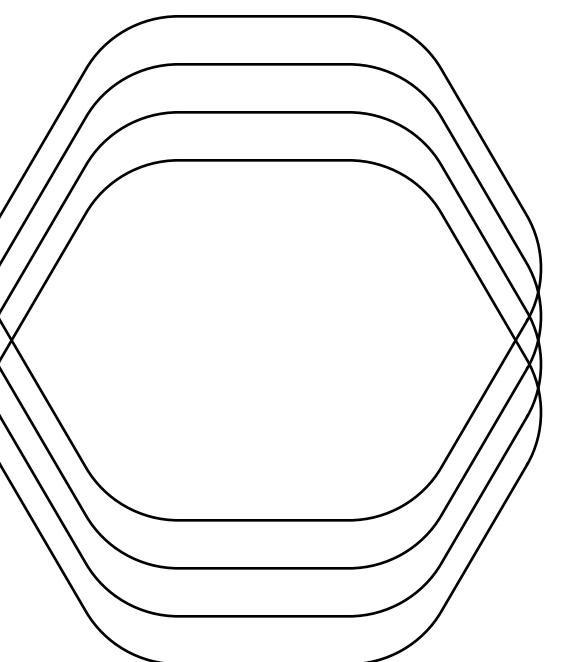


06  
20

## 2D

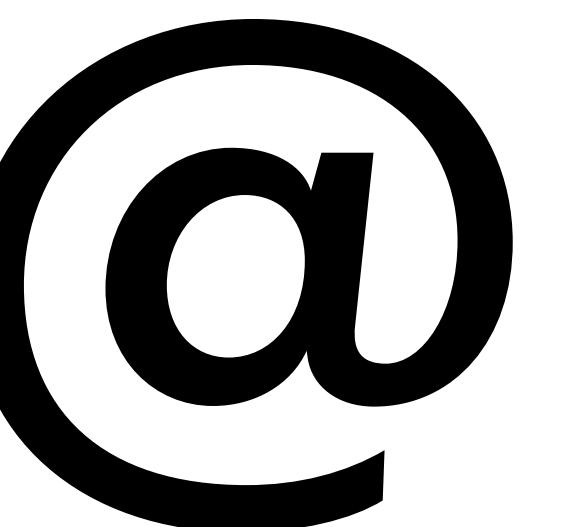
3D is a focal point of IDRISS key visual, however in rare cases it may not be as efficient. For example when thinking of printed materials. This is where 2D elements come to the scene. Their simplicity ensures no problems with respect to desktop publishing elements.

The leading graphic element of IDRISS branding is a hexagon shape composed of a filled shape or its outline. The elements combine to create a smooth transition between them, keeping the same radius for the rounded sides.



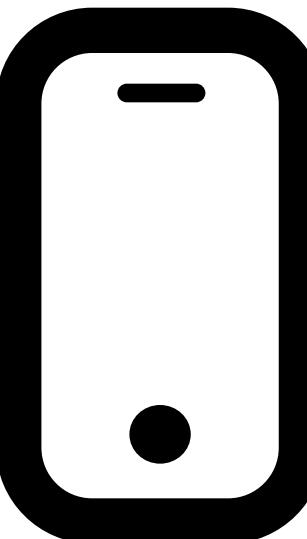
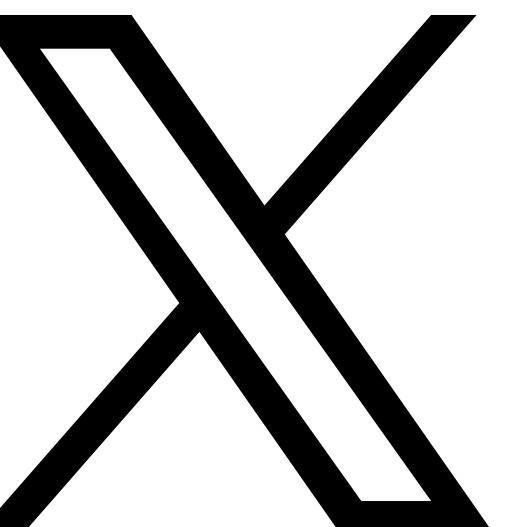
**Pattern**

Multiplied outline hexagon shape.



**Icons**

Because the brand often mentions X, email, and mobile, it's important to have the option to use those 2D elements when needed.

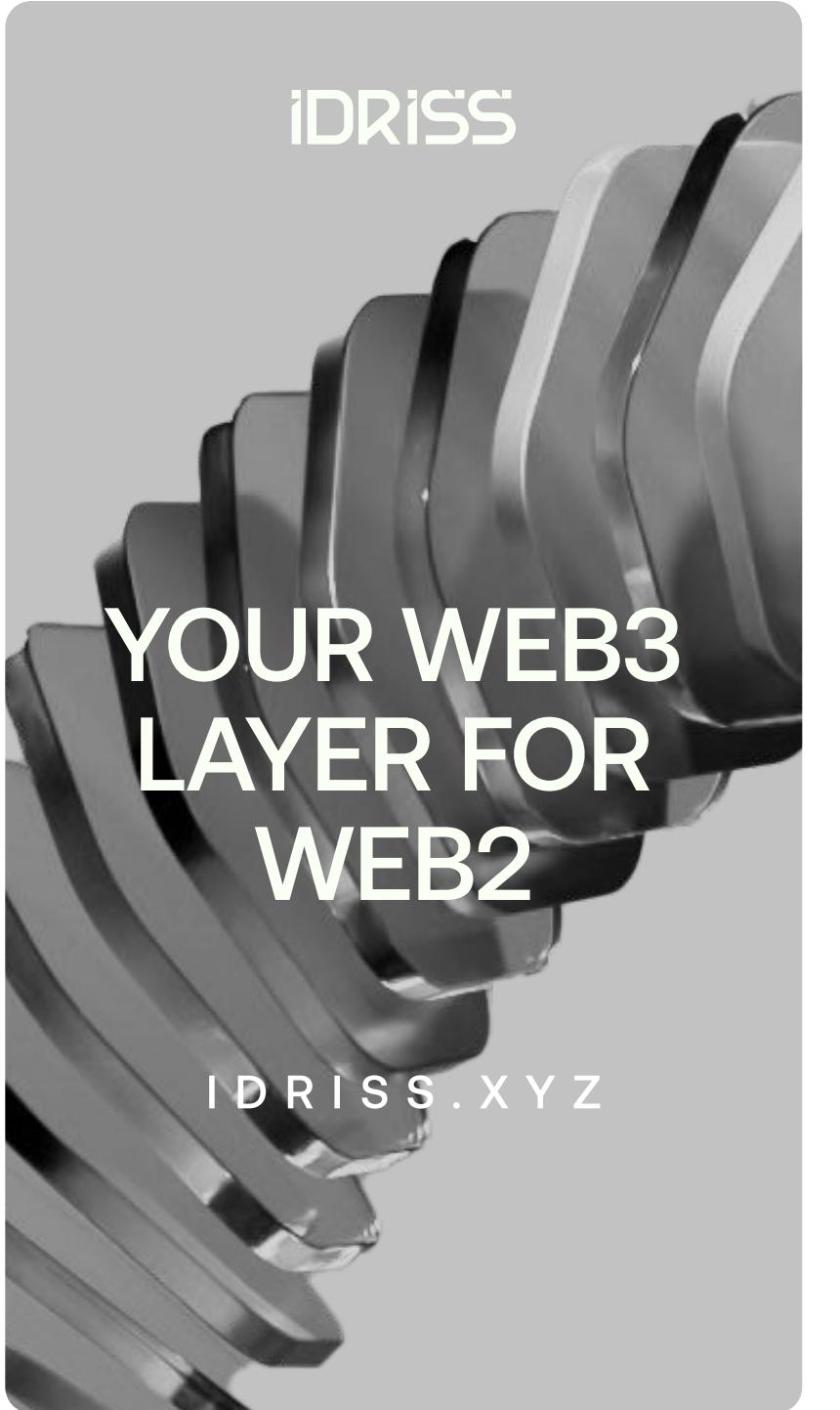


# 07 LAYOUTS



## Layouts

Layout is a structure that organizes the use of all branding elements, starting with the logo, through typography, and ending with the background. Here are some examples of the correct usage of all those elements to ensure consistency, as well as legibility.



# Layouts

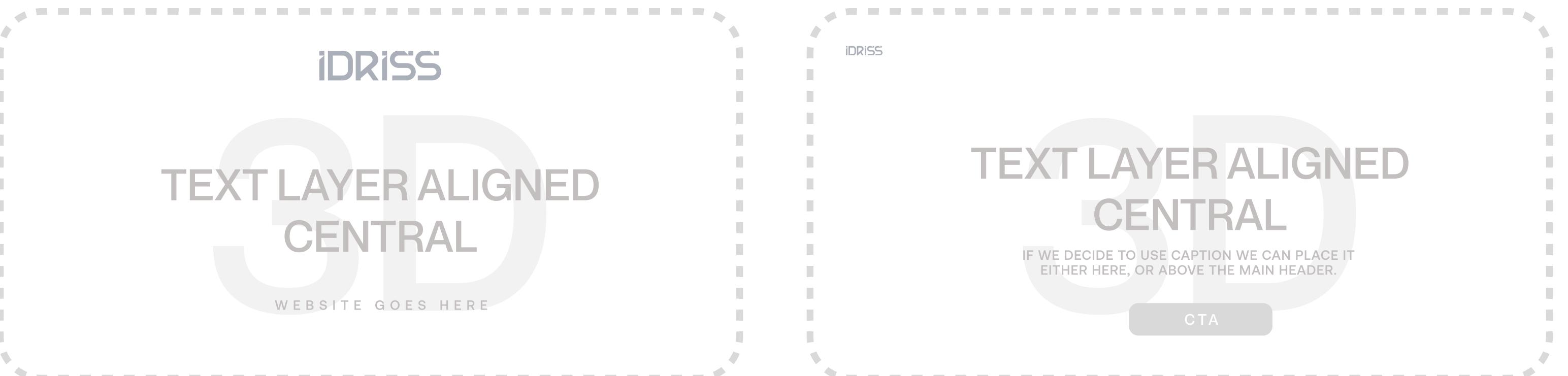
You may come across different needs while posting a social image or creating a banner for the website. Here are some recommendations on how to set up the appropriate visual structure, mindful of the formats such as:

- Square
- Horizontal
- Horizontal extended (banners)
- Vertical

## Square format



## Horizontal format

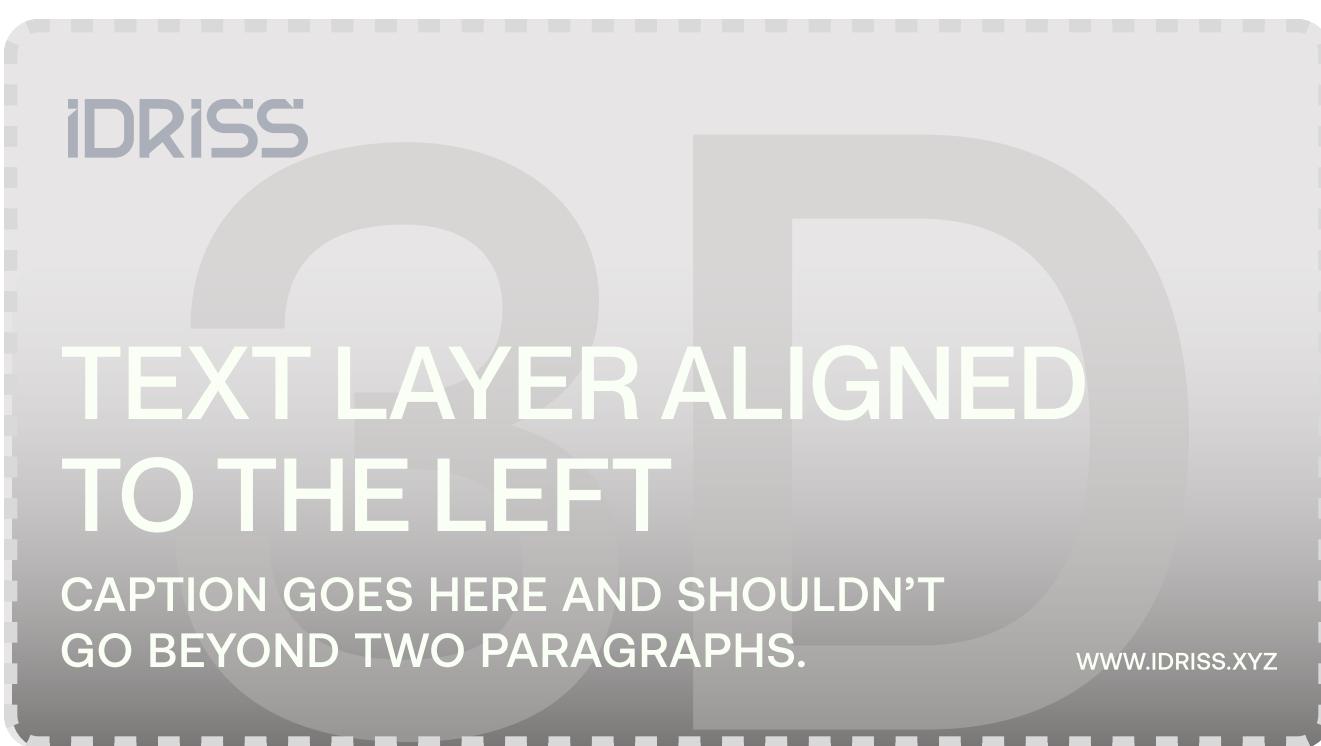


# Layouts

## Long horizontal



## YouTube thumbnail



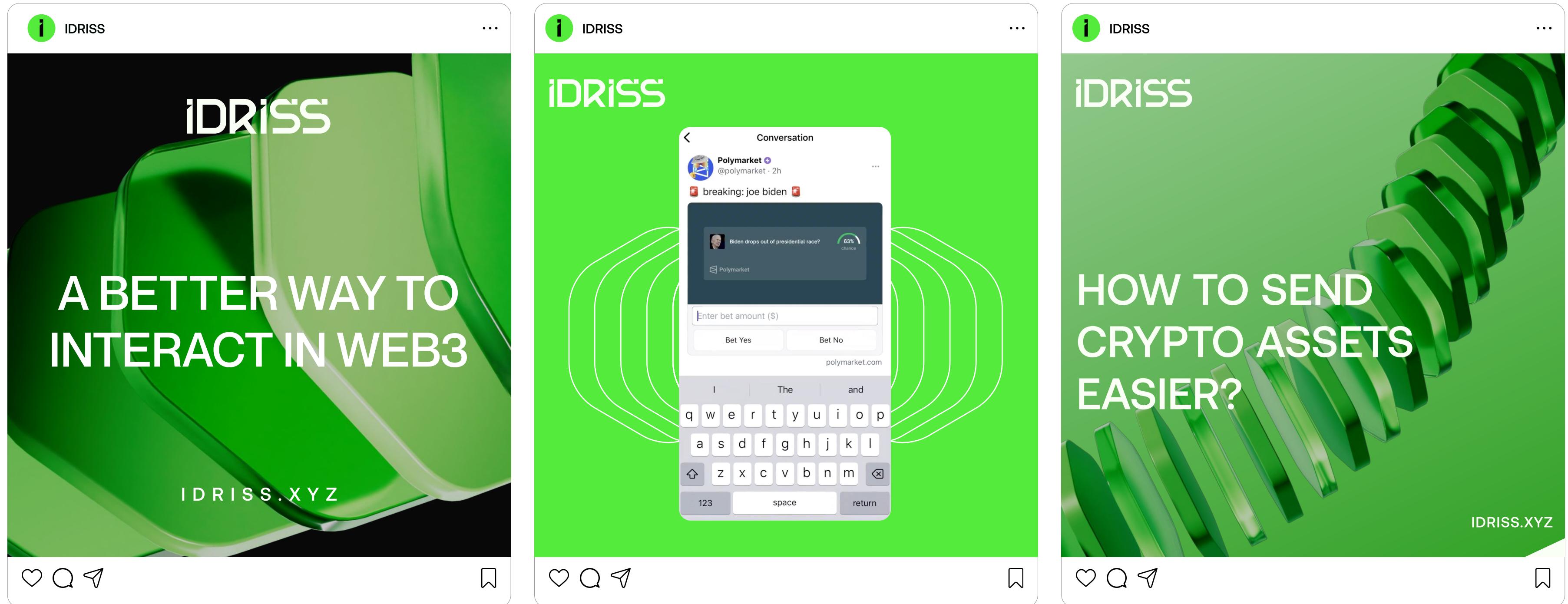
# 08

# SOCIALS

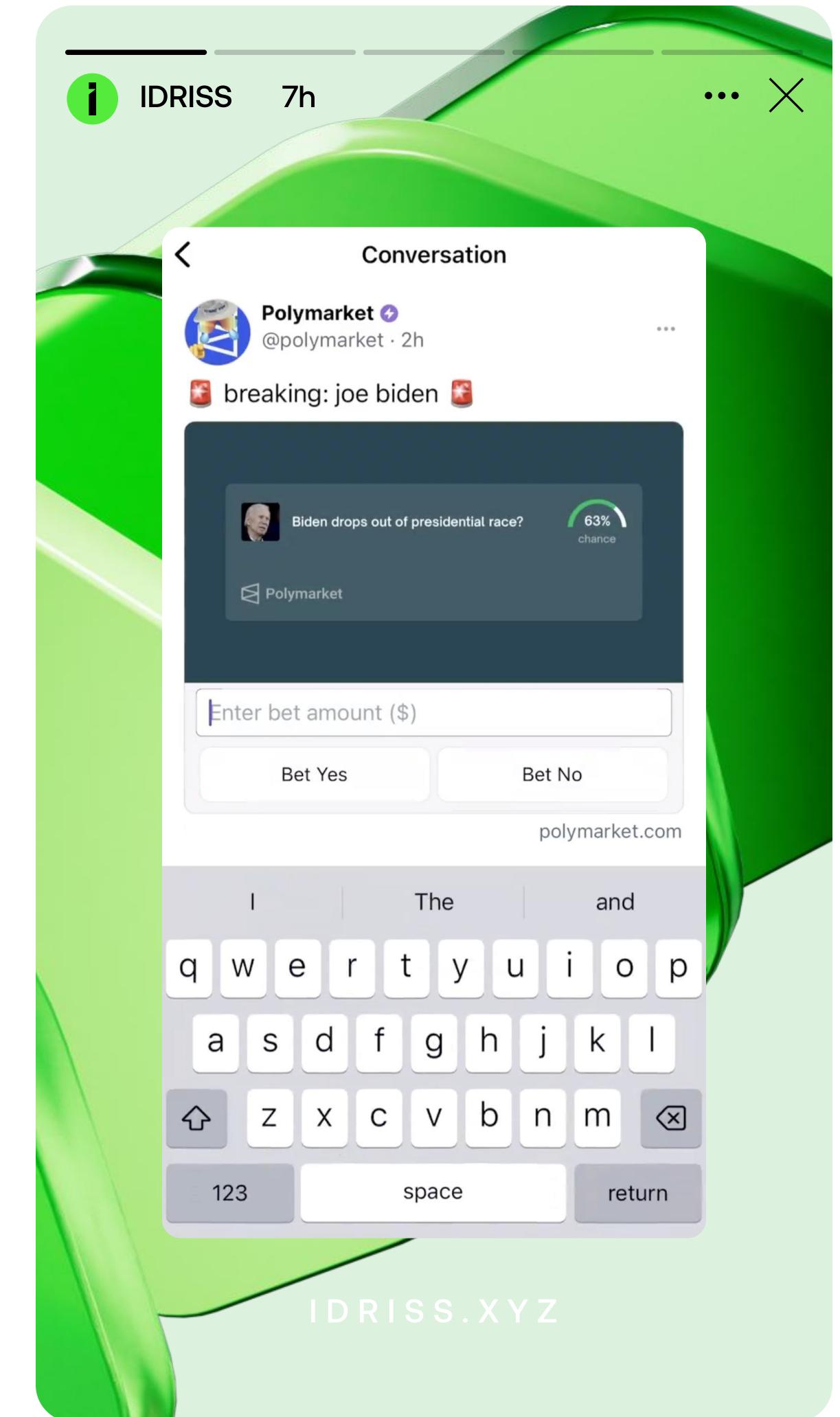
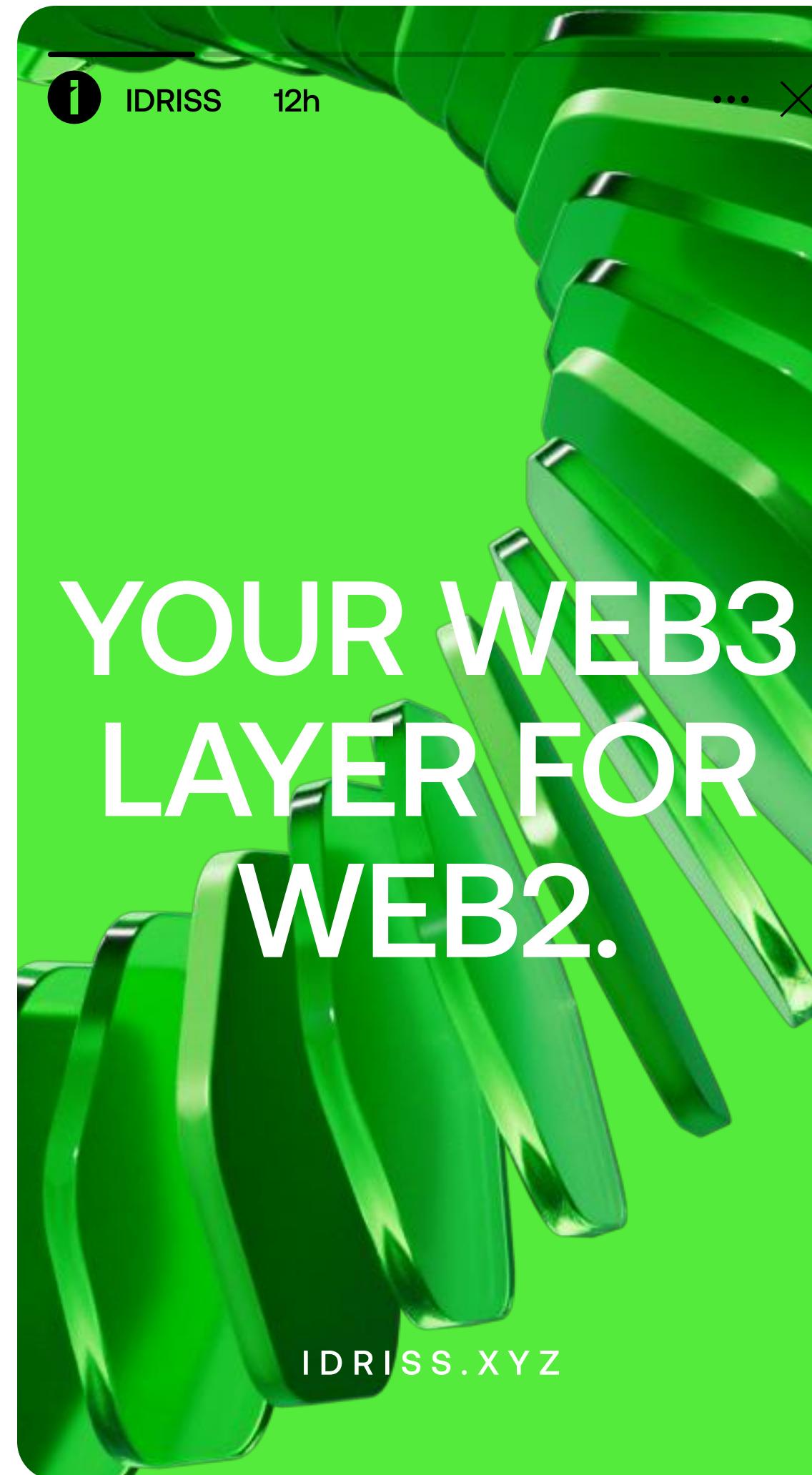


## Social posts

Social media uses everything contained in the brand guidelines. The brand layout, combined with visuals, and divided between light and dark modes, creates a consistent and diverse communication.



## Social posts

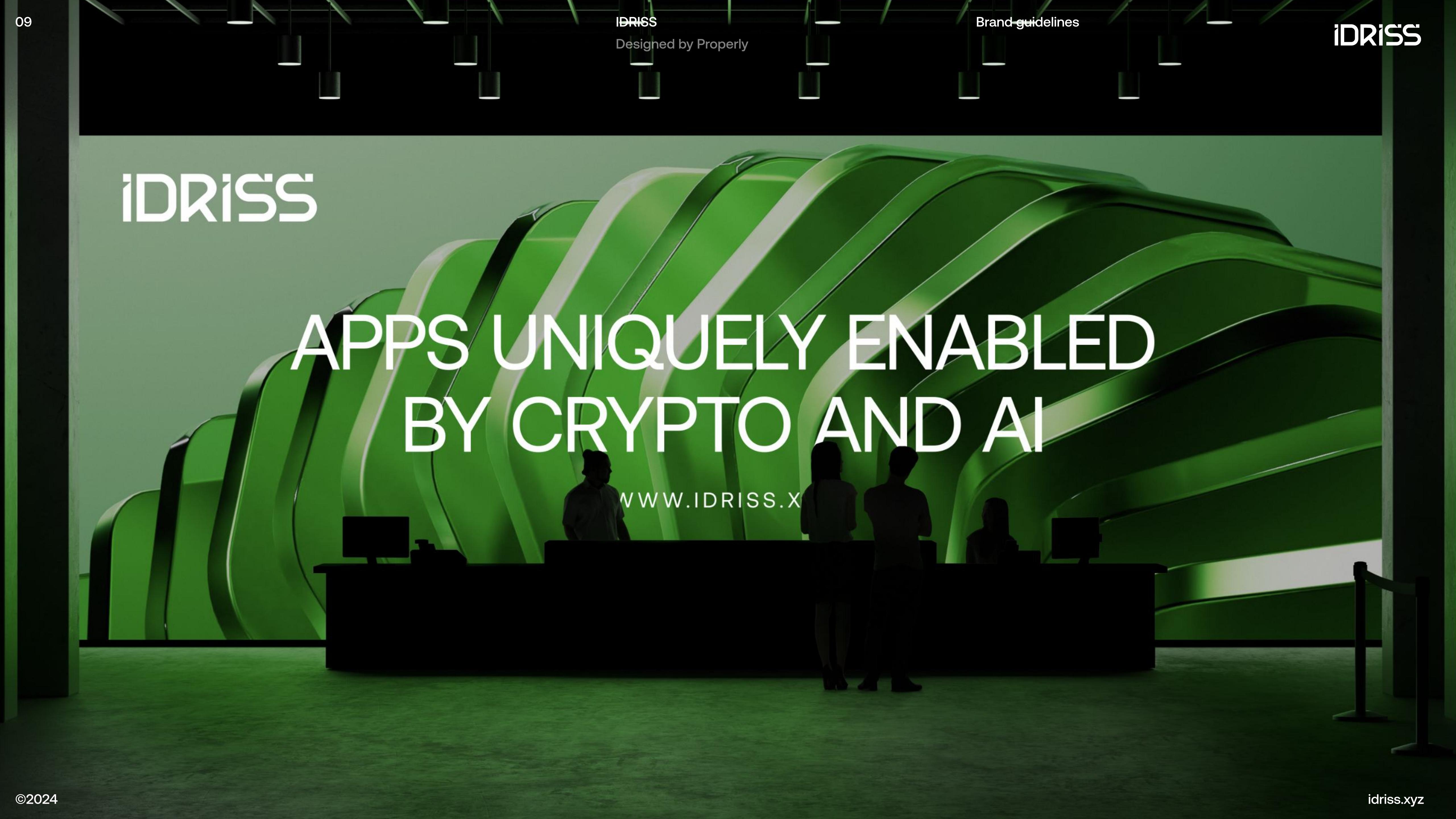


09

# COLLATERALS

iDRISS



The background of the slide features a dark, minimalist interior space. The walls are composed of large, glowing green curved panels that create a futuristic atmosphere. In the foreground, several people are shown as dark silhouettes, sitting at desks with computer monitors, suggesting a high-tech office or control room environment.

iDRiSS

# APPS UNIQUELY ENABLED BY CRYPTO AND AI

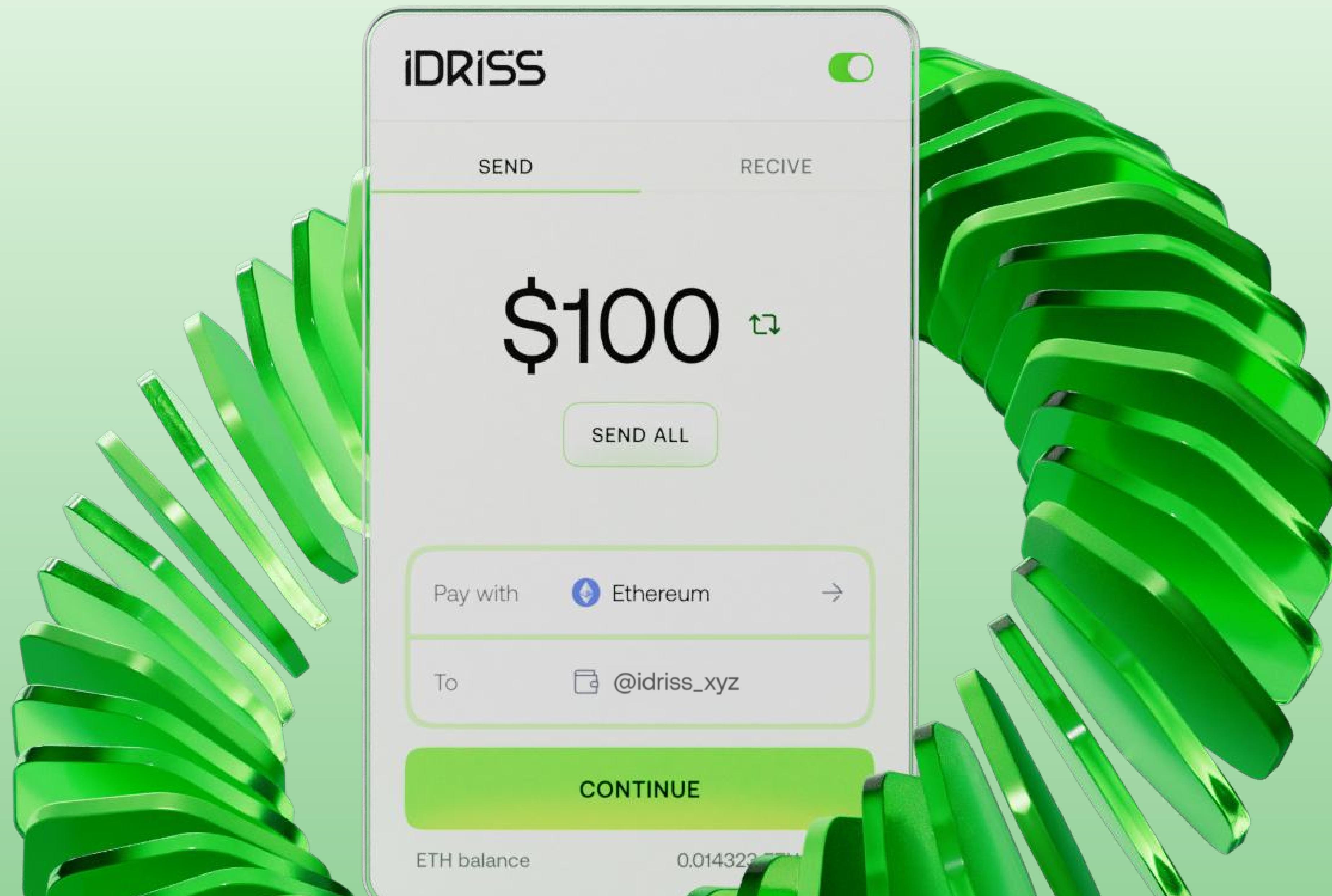
WWW.IDRiSS.X



IDRISS

SEND CRYPTO  
THROUGH:  
@ X







If you have any questions regarding the IDRISS brand guidelines  
please reach out to [hello@idriss.xyz](mailto:hello@idriss.xyz)