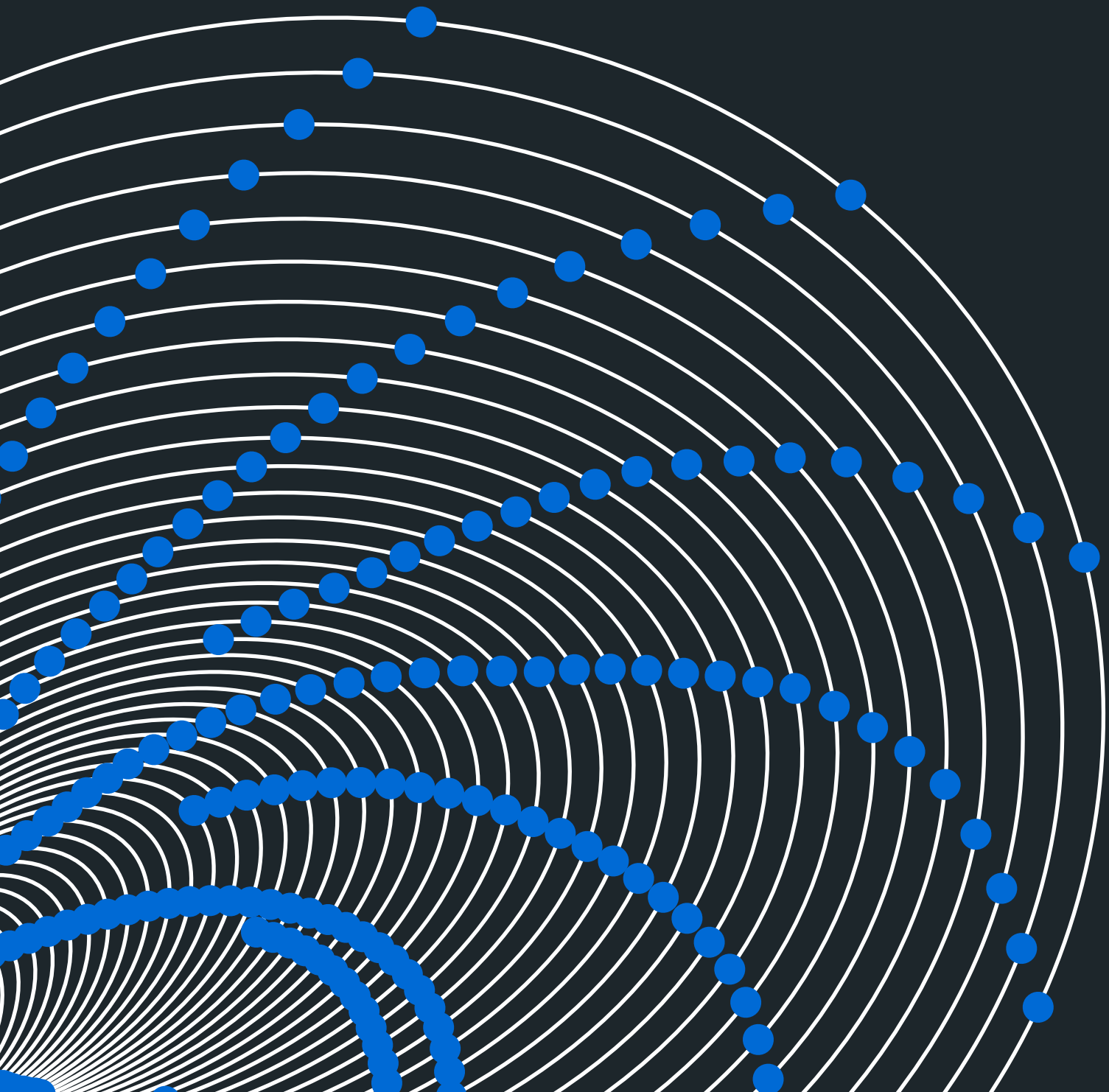
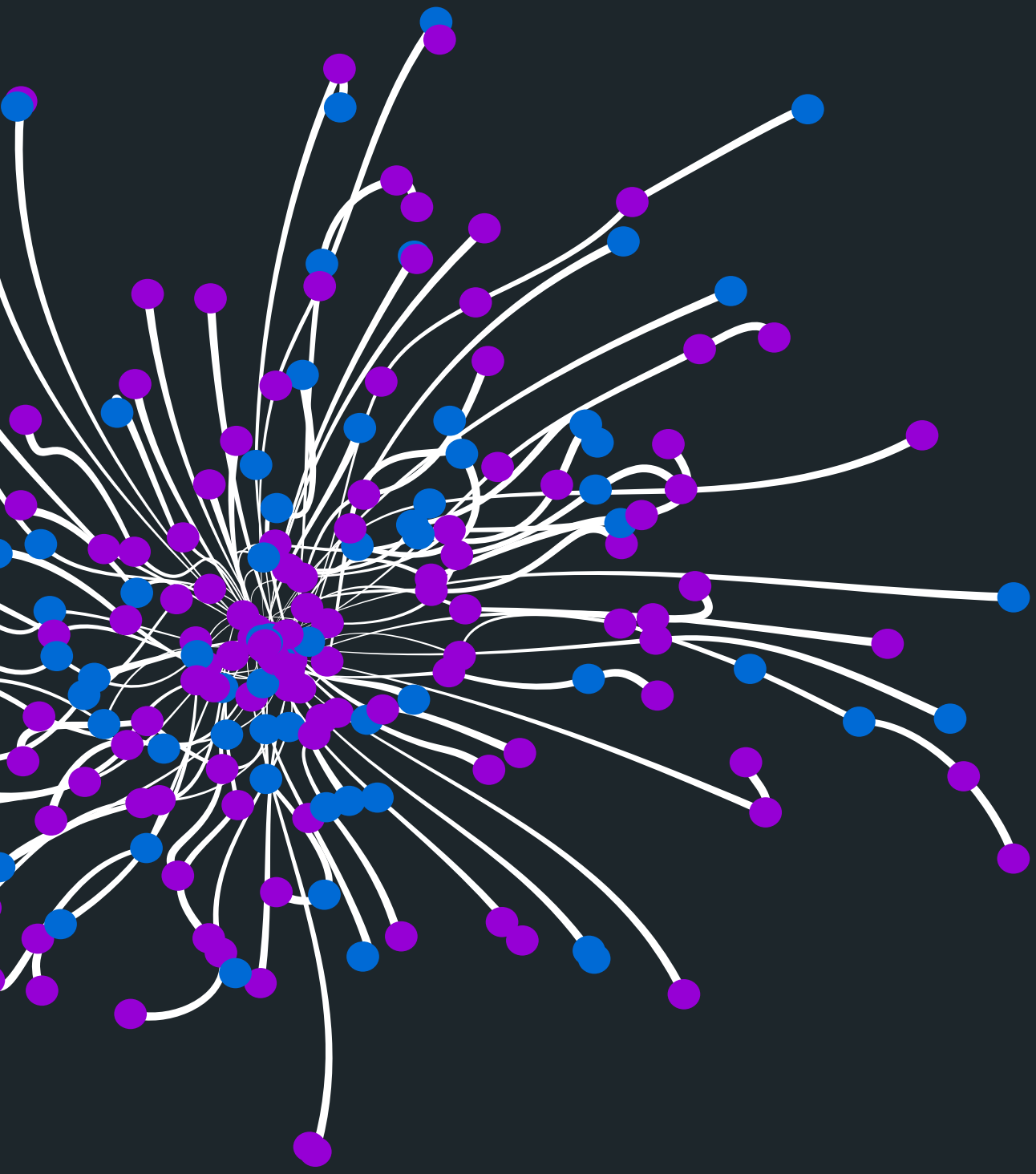
ATLAS

Brand Guide



Brand Overview

An insight to what the Atlas is.



BRAND STATEMENT

Atlas is an data startup that aims to provides a comprehensive analytics framework designed to parse, process and interpret the Bitcoin and Ethereum data.

Atlas interprets the transaction ledgers using graph theory and machine learning to provide insights for exchanges, investors, regulators, and developers. They trace the path of transactions to detect and prevent risky behavior. Our solutions help our clients understand the cryptocurrency activity that is relevant to them, and give them the means to comply with anti money laundering regulation.

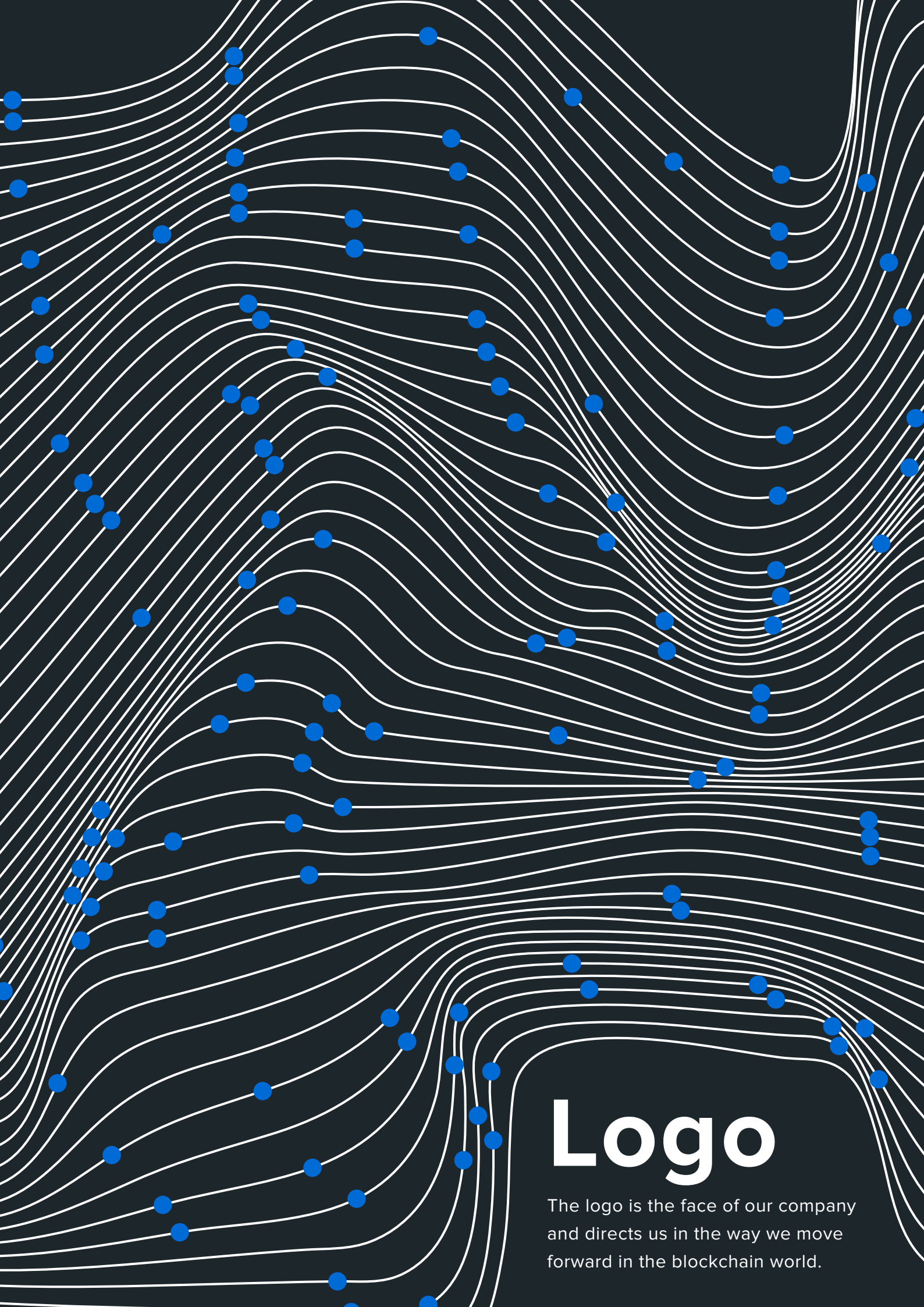
Atlas is a named after the greek god, Atlas, who was punished to carry to world, and it is often used to represent the world and maps. Similar to the god, Atlas would have the strength and stability to preserve the truth. Atlas originated from another startup, blockdynamics.

Mission

To be the stable, impartial provider of analysis on the complete state of the cryptocurrency network, similar to a world map.

Values

Transparent, Holistic, Novel, Truth, Insightful, Boundless, Potential


Logo
The logo is the face of our company and directs us in the way we move forward in the blockchain world.

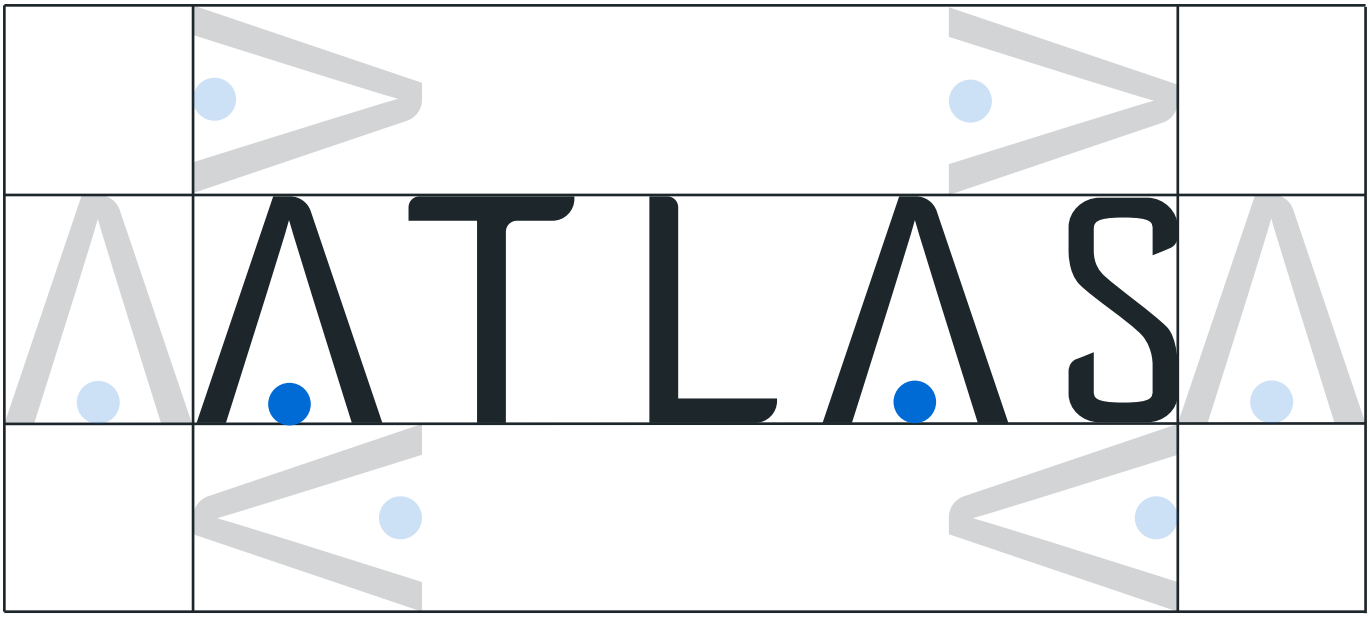
LOGO

As Atlas is an B2B company, a stylised wordmark icon is used to convey the brands focus on data and node networks. The wordmark evokes a sense of discovery due to the space like font and the kerning. Two dots are used in the A to represent how we focus on node networks, and to highlight the direction we are going, which is up. In smaller sizes, the singular A can be used.

Color Usage

LOGO REQUIREMENTS

Exclusion Zone



Minimum Size

The logo should never be smaller than 85px in digital or 30mm in print.

The icon should never be smaller than 15px in digital or 5.5mm in print.

Logo Misuse

NO

Do not thicken the font

NO

Do not outline or create keyline around the logo

NO

Do not remove the dots or leave one out of the two

NO

Do not places the dots below the byline

NO

Do not remove the sharp edges or change the dot.

NO

Do not use gradient fills on the letters or dots

NO

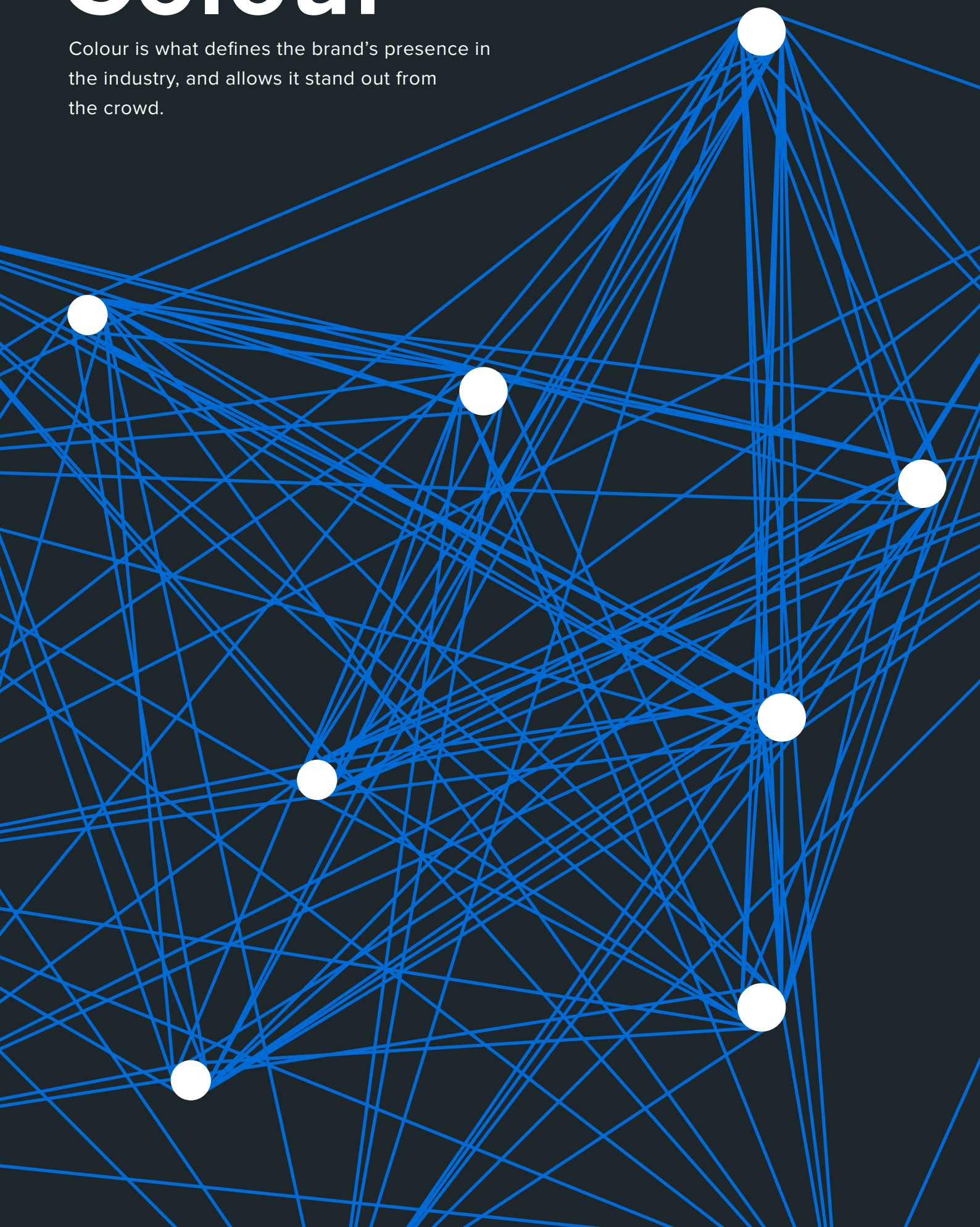
Do not reverse the colour scheme or use out of brand colours

NO

Do not distort or rotate the logo in anyway

Colour

Colour is what defines the brand's presence in the industry, and allows it stand out from the crowd.



COLOUR PALETTES

The main colours used for the brand should be largely monochromatic to establish Atlas' authoritative figure for blockchain data. The secondary colours can be used as accent colours, graphic elements or data representations. The blue is used to evoke a sense trust, and the purple discern important data connections that have been brought forth with our analysis.

PRIMARY

White

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0
H0°S0% V100%

Dark Gunmetal

#1f262a
R31 G38 B42
C78 M66 Y61 K68
H200°S25% V16%

80% 60% 40% 20%

SECONDARY

French Violet

#8806cd
R136 G6 B205
C59 M89 Y0 K0
H278°S96% V80%

80% 60% 40% 20%

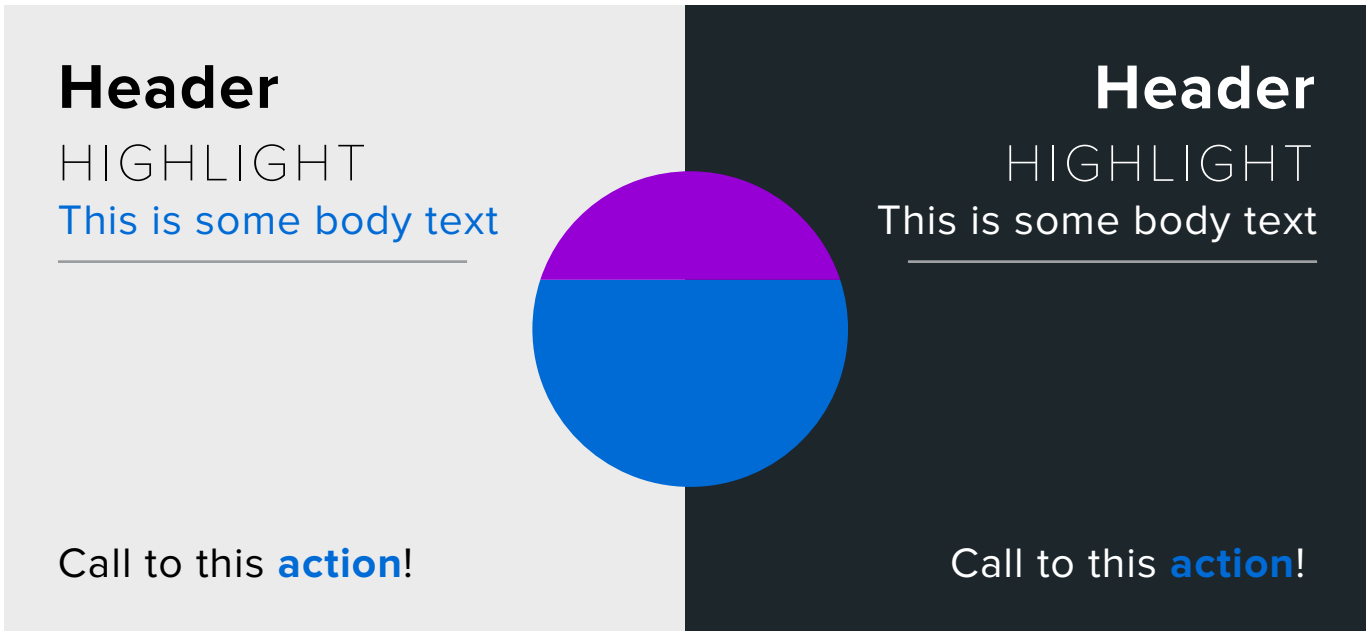
Celtic Blue

#246bce
R36 G107 B206
C82 M59 Y0 K0
H200°S 25% V16%

80% 60% 40% 20%

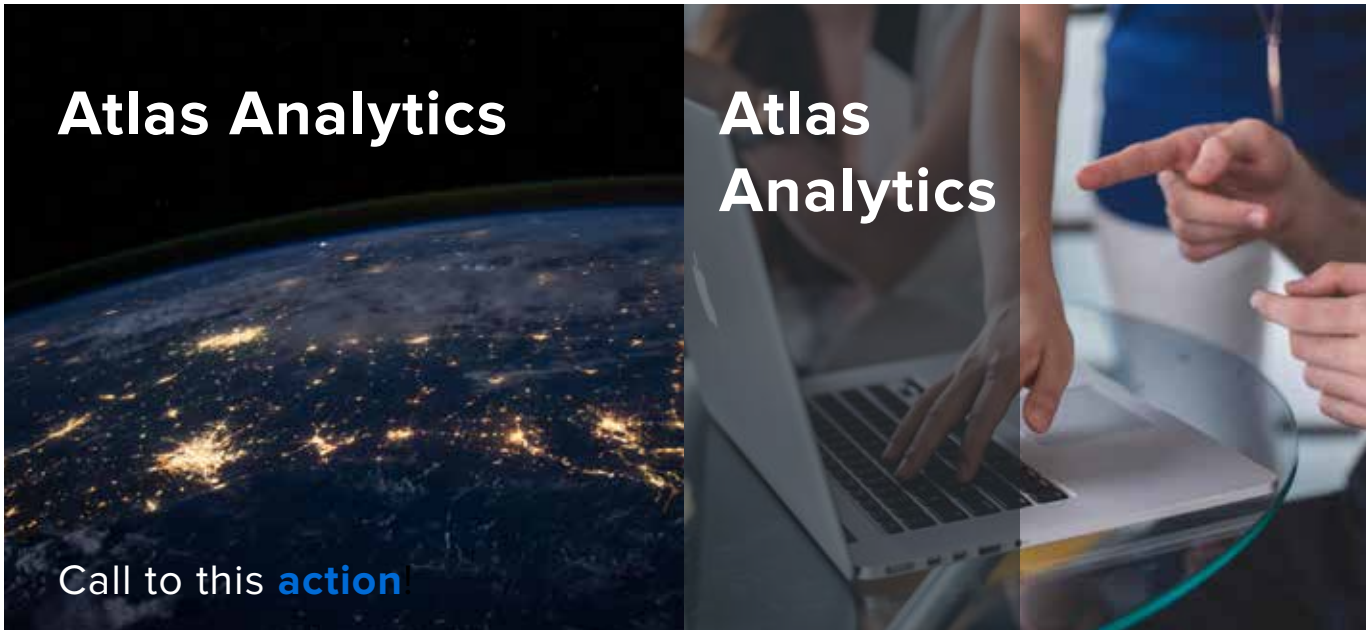
RULES WITH COLOURS

Yes



Purple and blue can be used on both the white and back backgrounds. Whether it be for graphics, websites, the API, these colour combinations can be utilised. For typography, it should be white on black or vice versa, with highlight of blue if needed. A majority of the accent colour should the blue, and purple used more sparringly.

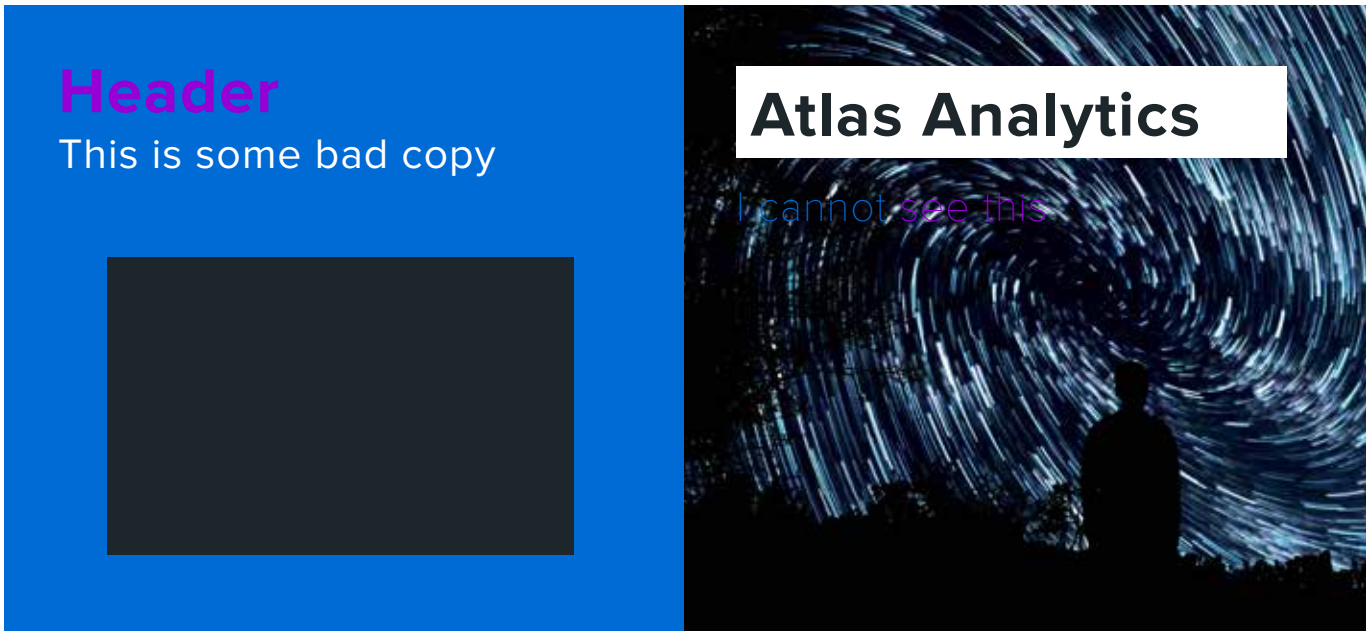
Yes



The colour choice for the text on photos should be legible, hence on darker photos it will be predominately white. A opaque coloured background and be added behind the text to increase legibility, and blue should be used sparringly. Graphics can also be use, but generally the text would not interfere with the image, as with the example poster.

RULES WITH COLOURS

No



Using purple or blue colour backgrounds does not fit the brand aesthetic, and pairing them as text will only increase illegibility. While the body copy may be clear, the title is not. Graphics will also generally be on top of the white and black background, instead of the reverse. For photos, using full opacity colour blocks to place text is generally unadvised as it interferes with the photo, and using thin and non monochromatic colours for body copy is not advised as it is illegible.

EXAMPLE

UI SECONDARY COLOURS

Red
#CE3E16
R206 G62 B23
C13 M89 Y100 K3
H12°S88% V80%

Orange
#f48c51
R244 G140 B81
C0 M55 Y74 K0
H21°S66% V95%

Warm Yellow
#f4c356
R244 G195 B86
C1 M25 Y88 K0
H40°S64% V95%

Olive
#a5a550
R165 G165 B80
C39 M24 Y96 K2
H59° S51% V64%

Tree Green
#03511e
R3 G81 B30
C94 M38 Y100 K41
H139°S96% V31%

Turqoise
#8806ce
R17 G127 B119
C95 M27 Y58 K8
H175° S86% V49%

Teal
#54bdb6
R84 G189 B182
C72 M0 Y36 K0
H175° S55% V74%

Natural Green
#abd194
R171 G209 B148
C39 M0 Y59 K0
H96° S29% V81%

Presented are secondary colours that can be used for labels in the UI, or in places where the two main secondary colours are not applicable. The colours have been tested for contrast between each other, and use these colours sparringly.

UI SECONDARY COLOURS

Spanish Purple
#75113e
R117 G17 B62
C36 M100 Y54 K32
H331° S85% V45%

Violet - Red
#b4357b
R180 G53 B124
C22 M98 Y16 K0
H326° S70% V70%

Pale Chestnut
#d5a9a9
R213 G169 B169
C11 M38 Y24 K0
H0° S20% V83%

Peach
#f6d6bb
R246 G214 B187
C0 M18 Y27 K0
H26° S23% V96 %

Ultramarine
#000075
R0 G0 B117
C100 M100 Y14 K21
H240° S100% V45%

Purple Navy
#5c6199
R92 G97 B153
C74 M68 Y10 K1
H234° S39% V60%

Blue Bell
#9b9bc4
R155 G155 B196
C40 M37 Y2 K0
H240° S20% V76%

Pink Lavender
#e1b7e2
R225 G183 B226
C9 M33 Y0 K0
H297° S18% V88%

Typography

Typography plays an important role in the way we communicate to our audience. The voice we portray must align with the brand image and values, and ensure that a level of trust and credibility is established for our users.

TYPEFACE

Proxima Nova

PRIMARY

The Proxima Nova will be Atlas's main typeface used throughout both print and web materials. It is easily legible, clear, geomtric, and the extra kerning applied through the different weights will bring a sense of authority to readers. The font will be able to convey the brand's intetion to be clear, transparent and credible. The font body copy should never be smaller than 9px, and the subtitles should always be in all caps to contrast with the strong headers.

PRINT

weight • line height • spacing

Bold • 130% • 0.025em

Aa

This is a headline.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$% &*()+-––—“” ‘’?/

Light• 130% • 0.1em

Aa

THIS IS A SUBTITLE.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£$% &*()+-––—“” ‘’?/

Regular • 140% • 0.025em

Aa

This is a body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$% &*()+-––—“” ‘’?/

TYPEFACE

WEB

size • weight • line height • spacing

48px • 800 • 1.05em • 0.025em

H1 **Atlas Analytics**

36px • 700 • 1.25em • 0.025em

H2 **Atlas Analytics**

28px • 300 • 1.25em • 0.1em

H3 BLOCKCHAIN DATA

18px • 600 • 1.2em • 0.05em

H4 **What do we do?**

16px • 400 • 1.375em • 0.025em

Body 1 We interpret the transaction ledgers using graph theory and machine learning to provide insights for exchanges, investors, and regulators.

12px • 400 • 1.375em • 0.025em

Body 2 Our solutions help our clients understand the cryptocurrency activity that is relevant to them, and give them the means to comply with anti money laundering regulation.

16px • 300 • 1.375em • 0.025em

Subtitles A comprehensive typography guide.

18px • 700 • 1.2em • 0.05em

CTA **Click Here!**

TYPEFACE

MOBILE

size • weight • line height • spacing

32px • 800 • 1.25em • 0.025em

H1 **Atlas Analytics**

26px • 700 • 1.15em • 0.025em

H2 **Atlas Analytics**

22px • 300 • 1.13em • 0.1em

H3 BLOCKCHAIN DATA

18px • 700 • 1.11em • 0.05em

H4 **What do we do?**

16px • 400 • 1.255em • 0.025em

Body 1 We interpret the transaction ledgers using graph theory and machine learning to provide insights for exchanges, investors, and developers.

16px • 300 • 1.375em • 0.025em

Subtitles A comprehensive typography guide.

18px • 700 • 1.2em • 0.05em

CTA **Click Here!**

TYPEFACE

Source Code Pro

DISPLAY

In the case where you would want to use fancier font for product names, large titles, or event badges, you can use Source Code Pro. Adhering the technology aspect of Atlas, this font is still a bold, legible but unique typeface to use. If used appropriately, it can be used to emphasise copy in an compelling way. No additional kerning is needed because of the code like kerning already embedded in the font.

PRINT

weight • leading

Bold • 130%

Aa **This is a headline.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$% &*()+-–—“” ‘’?/

Regular • 130%

Aa This is a body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$% &*()+-–—“” ‘’?/

WEB

size • weight • line height

48px • 700 • 1.05em

H1 **Atlas**

18px • 400 • 1.11em • 0.05em

H4 What do we do?

MOBILE

size • weight • line height

32px • 700 • 1.25em

H1 **Atlas**

18px • 400 • 1.11em • 0.05em

H4 What do we do?

TYPEFACE EXAMPLE

Atlas

display

BLOCKCHAIN DATA VISUALISED

subtitle

We interpret the transaction ledgers using graph theory and machine learning to provide insights for exchanges, investors, regulators, and developers.

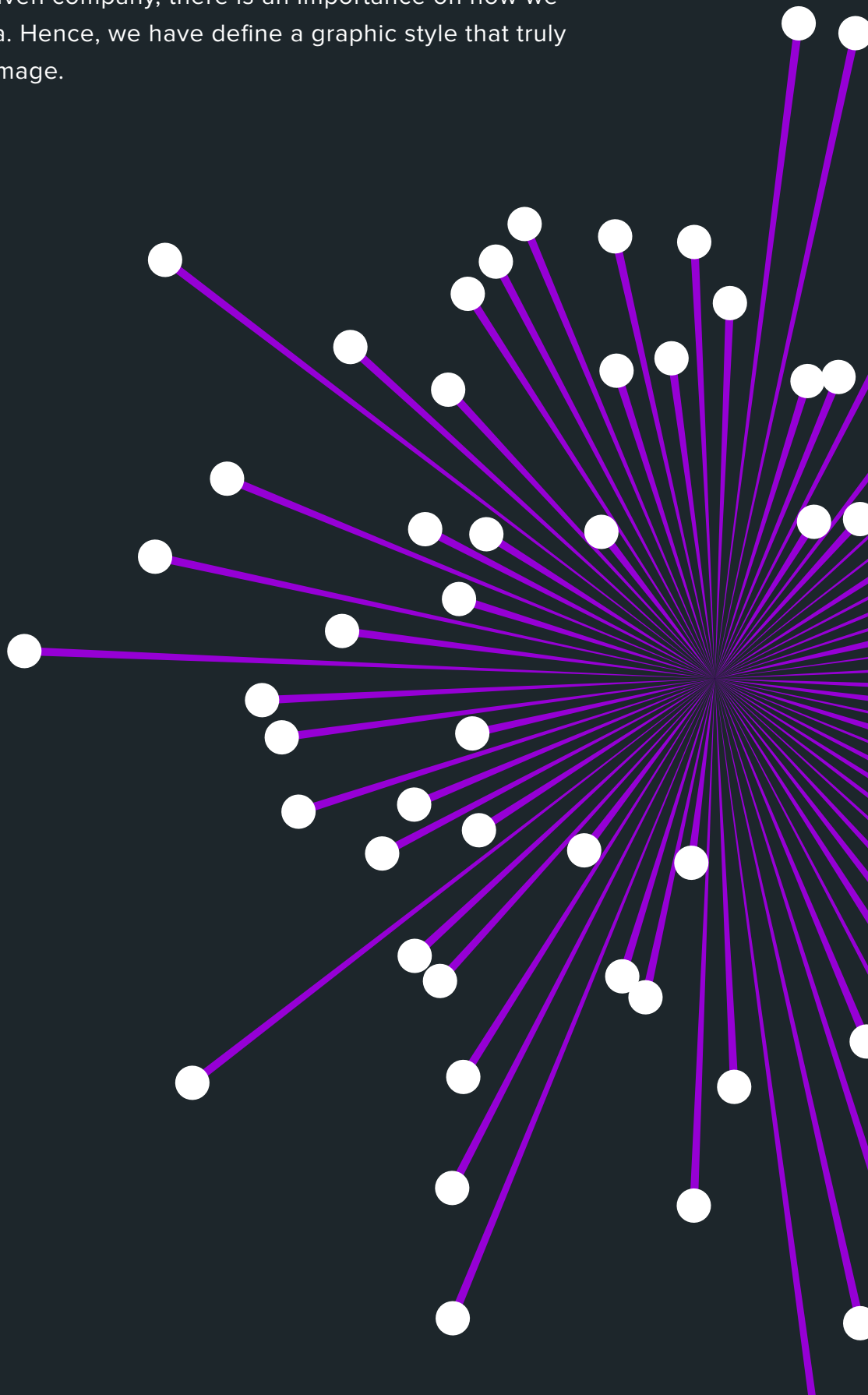
body

click to find out more >

CTA

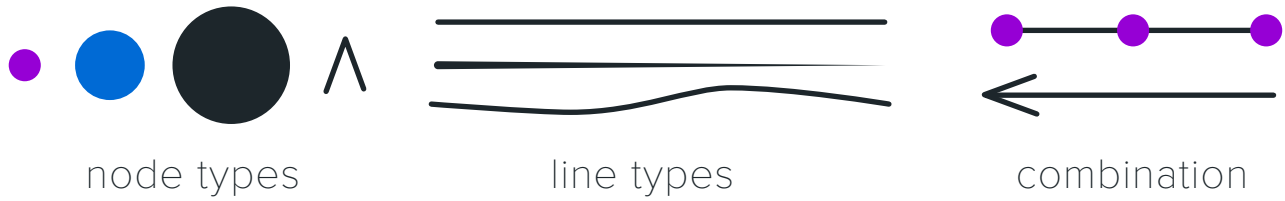
Graphic Style

While for many B2B business, there is little need for a defined graphic style. However, as a data driven company, there is an importance on how we communicate this data. Hence, we have define a graphic style that truly brings out the brand image.

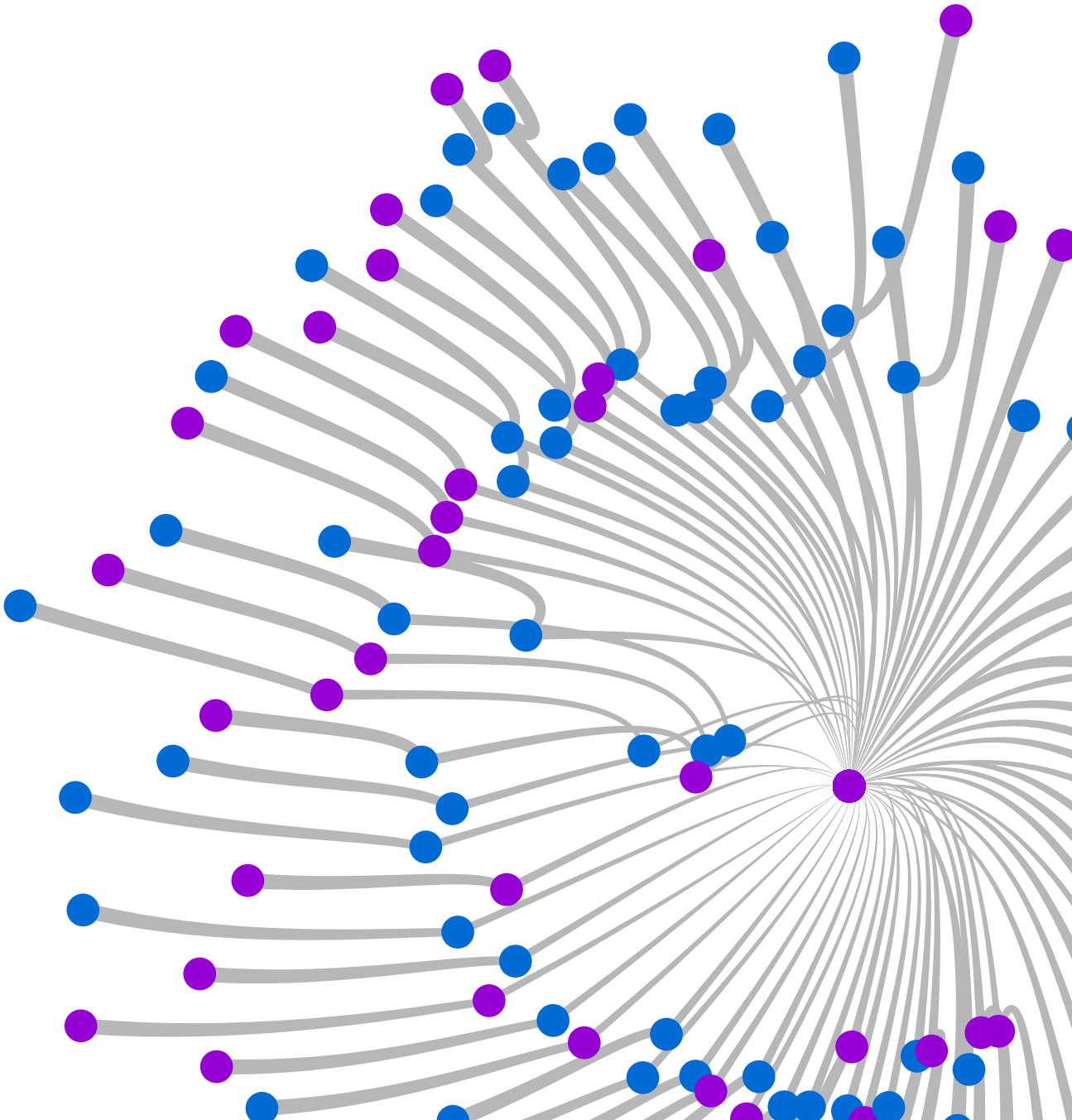


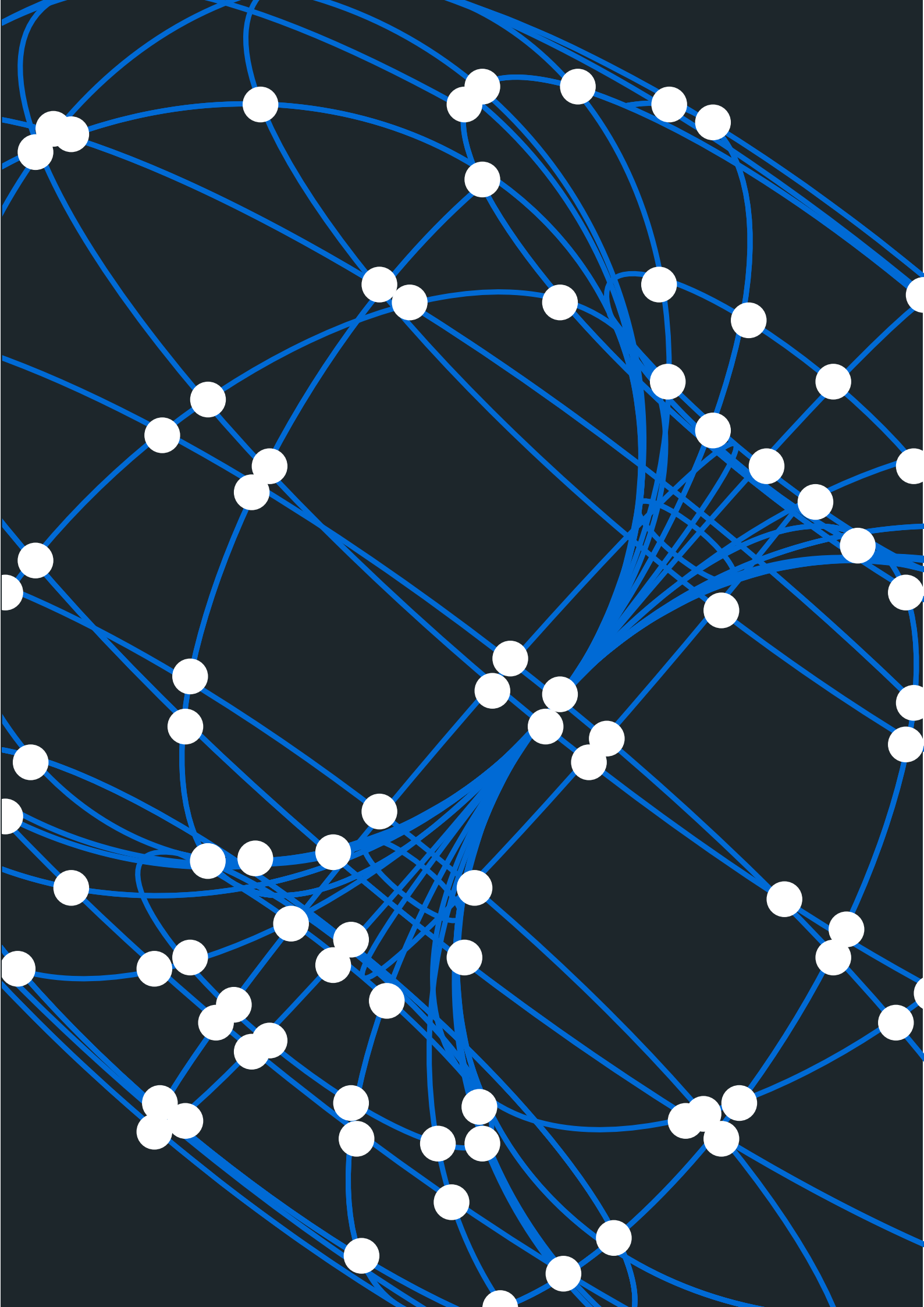
GRAPHICS

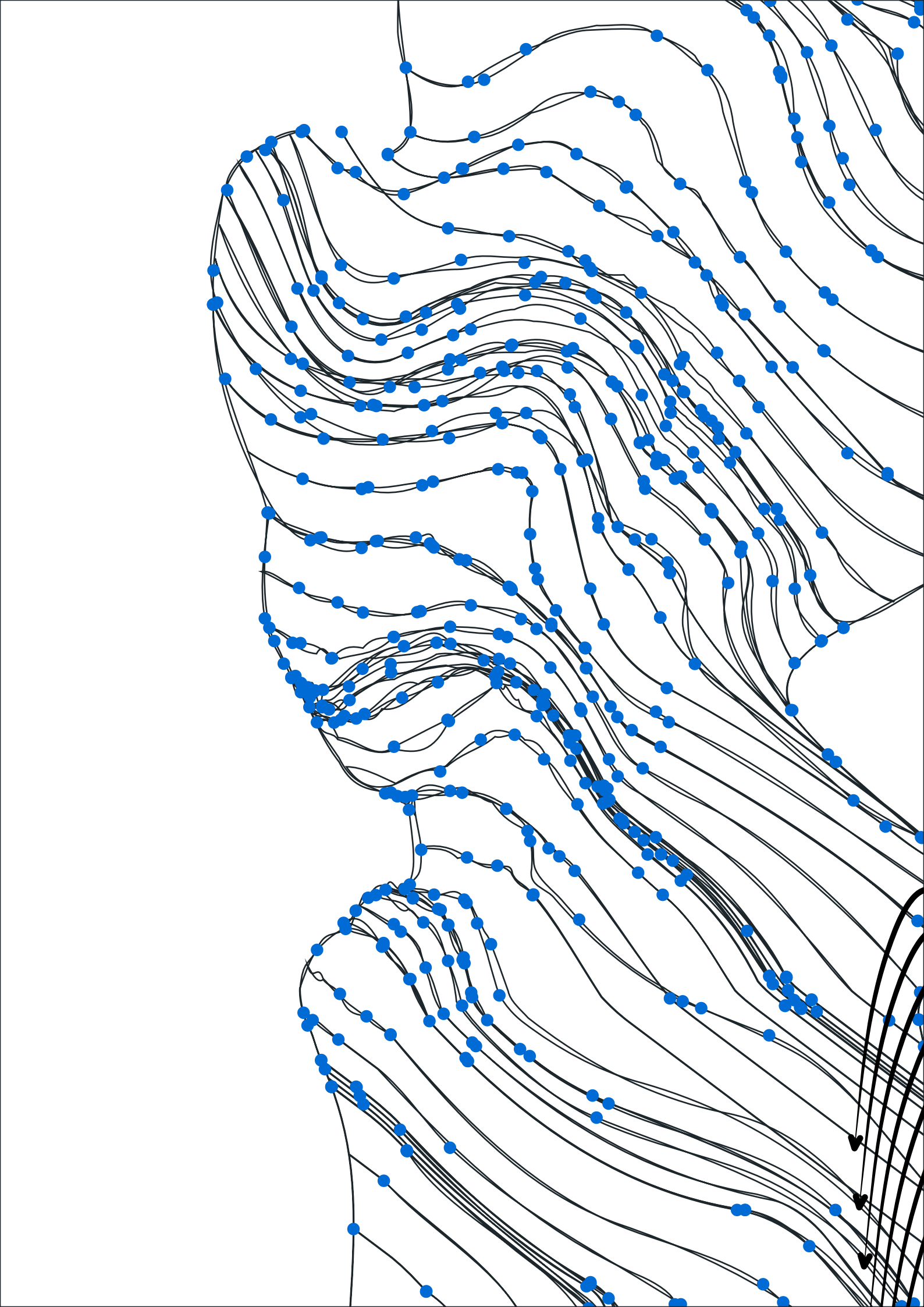
To elevate the brand image and have it stand out as a corporate company, many of the assets can be accompanied by digital graphics. The types of shapes that can be used draw inspiration from the logo: nodes, lines and arrows. These graphics would often depict of node networks, showing connections in various ways. One can experiment with different line manipulations using Illustrator tools, and also experiement with how the nodes are arranged. The main colour combination is also predominately monochromatic, but uses of red and blue can be used for nodes/lines.

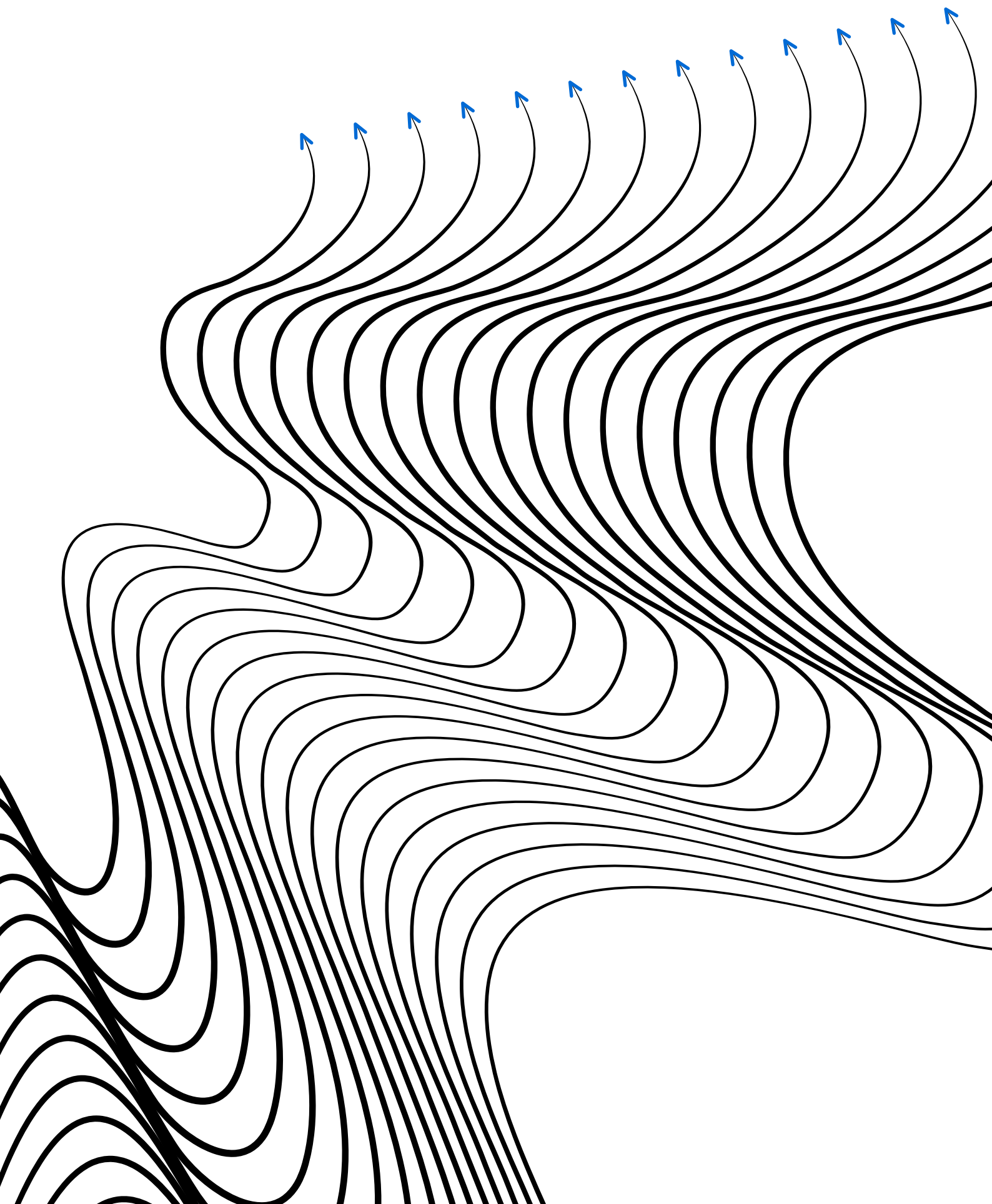


node types line types combination









Photography & Layout

While not as important in comparison to the graphic, photography and layout help reinforce the brand image.

PHOTOGRAPHY

Photography can be used to elevate and reinforce the Atlas brand image. Generally, four types of photos are used: data, high exposure light traces, networks, and business meetings. These represent what Atlas does, and help maintain the professional, grand and technological aspect of the company. Photos can be used for graphic, posters, or to illustrate certain points. They are often edited with a moody qualtiy to reflect the competency. The photos chosen here can be found online and have no license.

LAYOUT

In order to uphold the airy quality of the brand, there are certain layout guidelines that should be adhered to. Any copy that is created must have adequate and equal spacing between and around the text. This is to maintain legibility, allowing the copy to breathe and feel grand in comparison to the strong visual that it will be paired with.

Copy Design

Atlas Analytics

This is some body copy, with a size of 12pt, tracing of 25pt and leading of 18pt.

Call to Action!

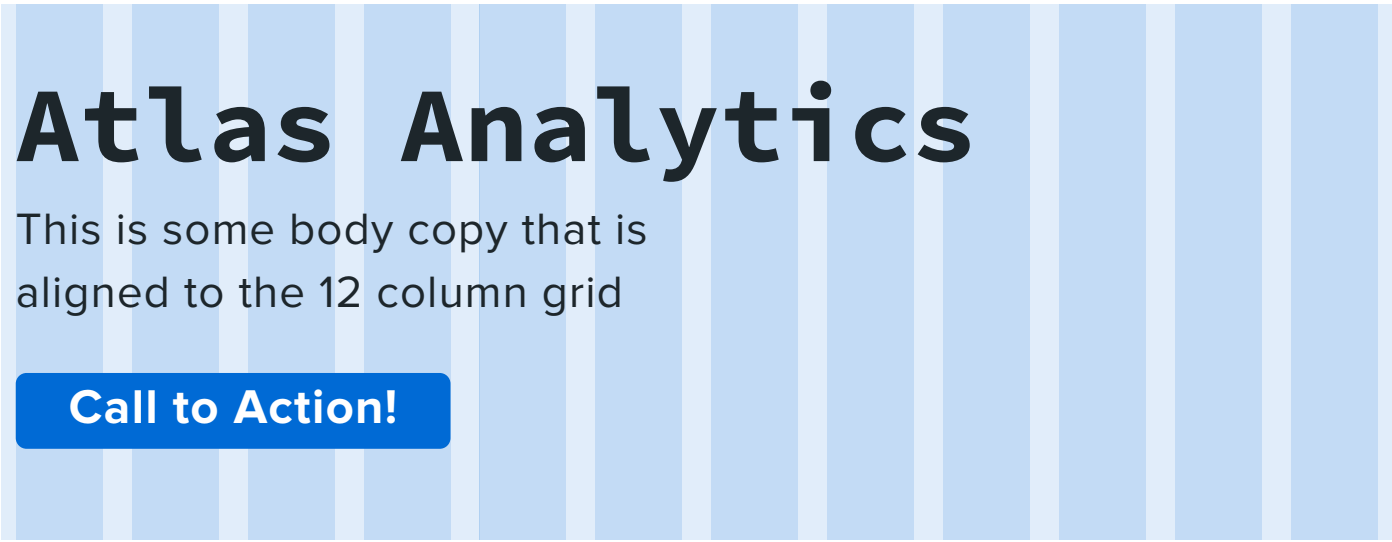
Example

GRID LAYOUT

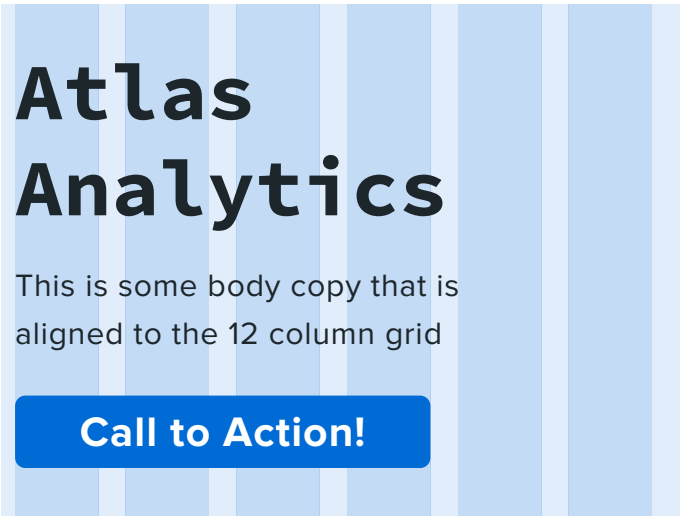
For web and print layouts, placing elements using the 12-grid layout allows for structure, alignment and symmetry. Alternatively, the 6 column grid can be used for smaller screen sizes or portrait posters.

12 Column Grid

960px grid, 60px column width, 20px gutter, 10px side margins



6 Column



6 Column

UI Elements

As the core product of our compony is an data visualisation application, there must be a strict UI element guide to translate our key values of sophistication into our products.

ELEMENTS

Button

Normal | Pressed | Disabled

Normal | Pressed | Disabled

Add + | Delete −

add

delete

Tabs

side bar

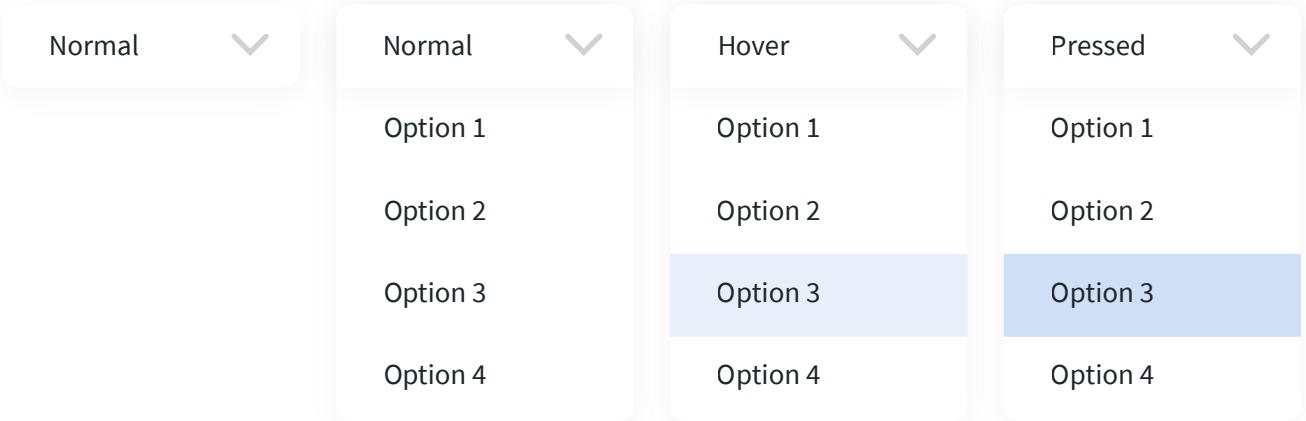
top bar 1

SELECTED UNSELECTED

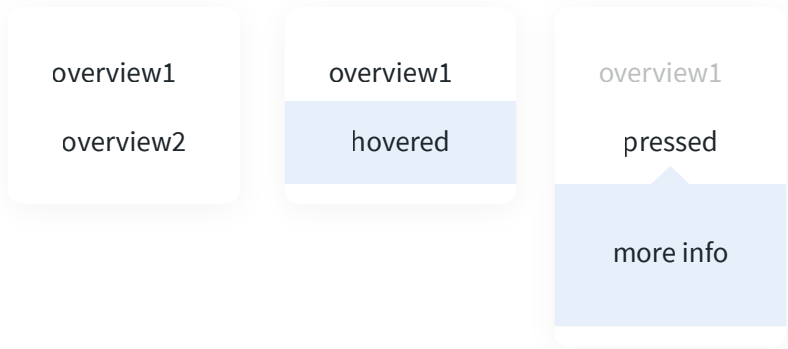
top bar 2

UNSELECTED SELECTED

drop down



drop down information



search

search

progress

ELEMENTS

Cards

small card

Normal
USD ▲ 0.43%

Delete
USD ▲ 0.43%

Inactive
USD ▲ 0.43%

large card

Normal
LARGE CARD
Body Copy
1,434,394
WALLETS

Hover
LARGE CARD
Body Copy
1,434,394
WALLETS

Inactive
LARGE CARD
Body Copy
1,434,394
WALLETS

Tables

TAG	COLUMN1	COLUMN2	COLUMN3
●	name1	number1	☐
●	name2	number2	☐
●	name3	number3	☐
●	name4	number4	☐
●	name5	number5	☐

TAG	COLUMN1	COLUMN2	COLUMN3
●	name1	number1	☐
●	name2	number2	☐
●	hovered	number3	☐
●	name4	number4	☐
●	name5	number5	☐

Forms

TITLE1
supporting text

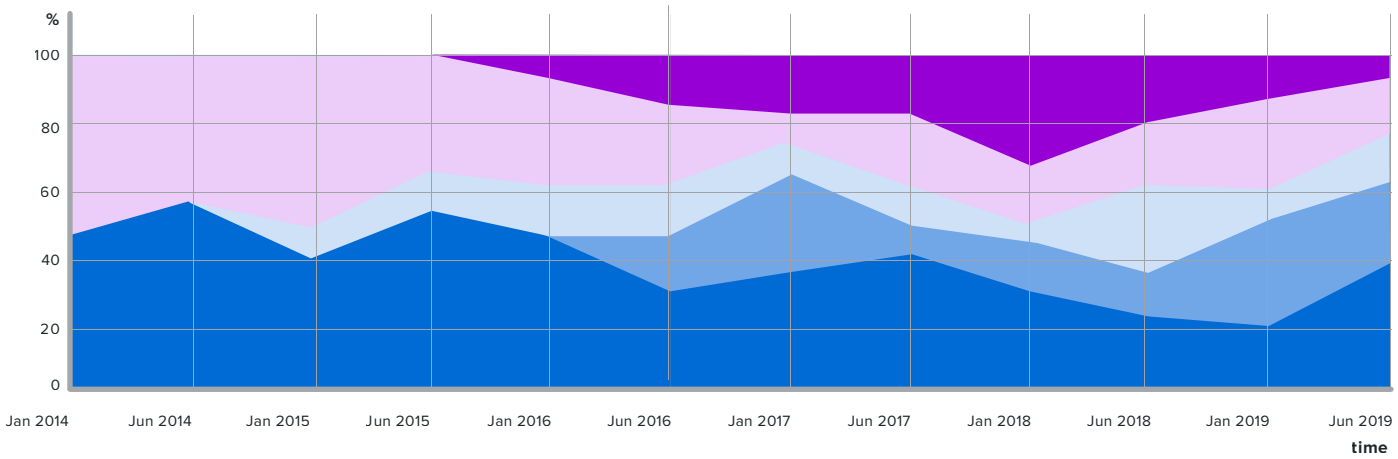
TITLE2
Filled in text

TITLE3
Drop Down Menu

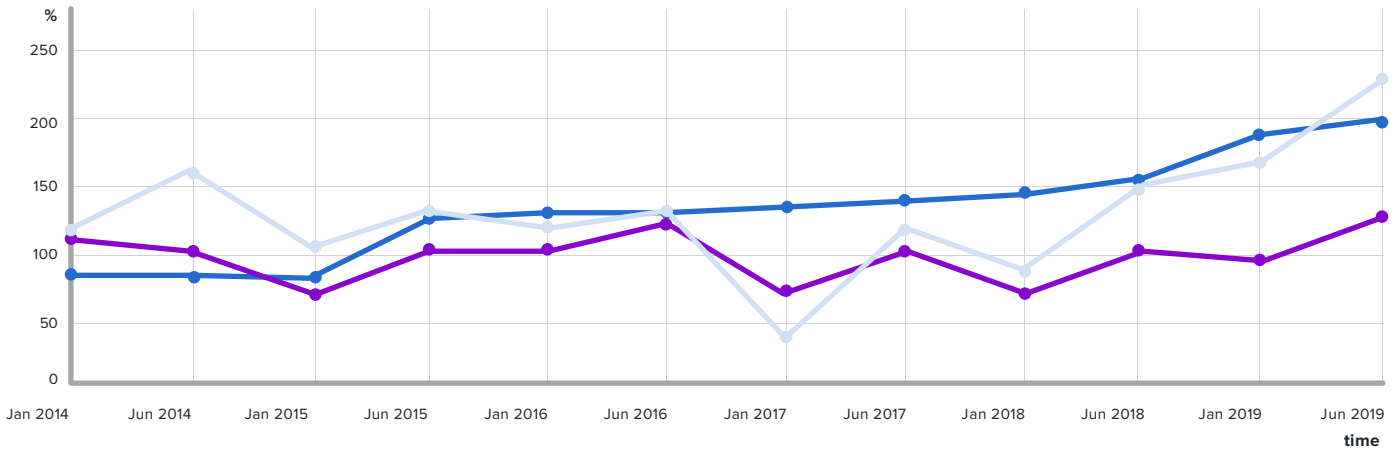
Icons

Graphs

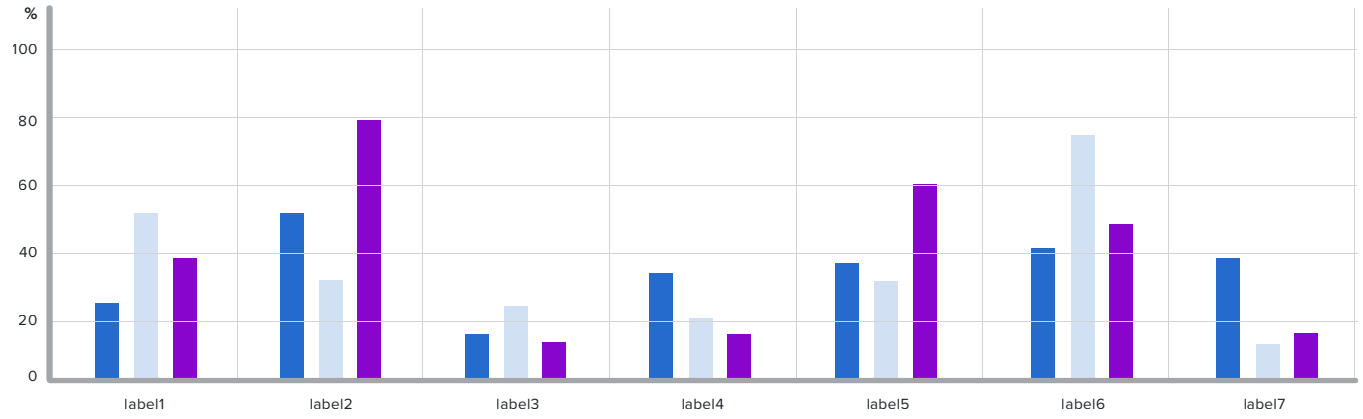
histograph



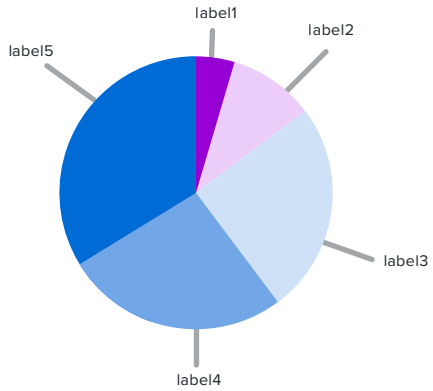
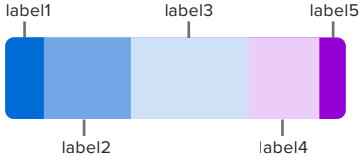
line graph



bar graph



pie chart



bar chart