Brand
Guidelines

Logo

Primary

The Primary Logo should be used in most situations. If there isn't enough space, or in square format, the Mark should be used in it's place.

Logo

Mark

Dark

Dark logos should be used for single colour situations, such as print and swag material.

Logo

Mark

Logo

Light

The Light logos should be used over dark or coloured backgrounds. It can be used over various colours to represent DAO or Ecosystem.

Logo

Mark

Logo

DAO

For DAO specific situations, the normal ENS Logo or Mark should be used, but filled with the DAO gradient instead.
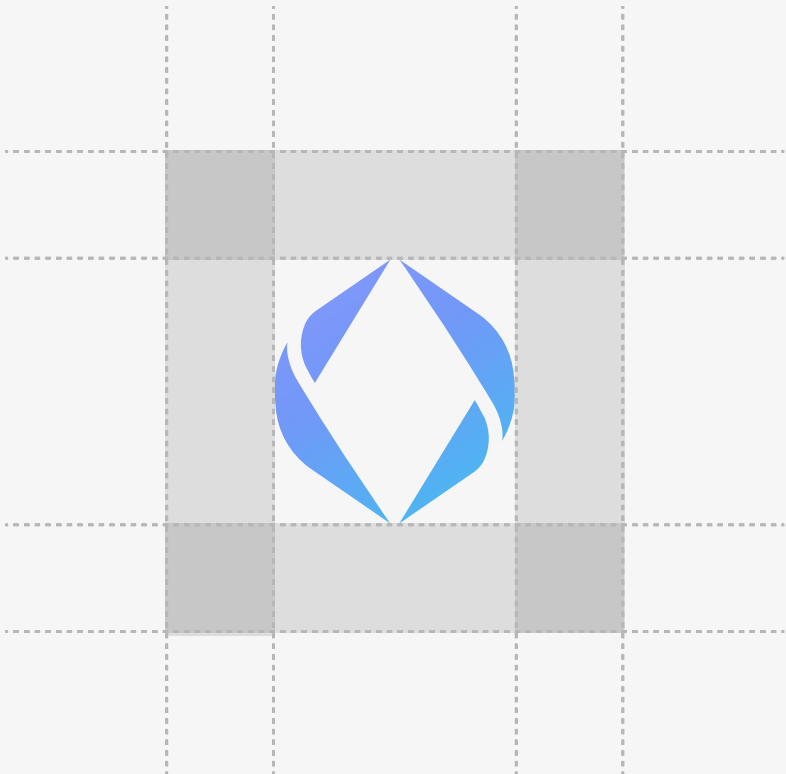
Logo

Mark

Ecosystem

For Ecosystem specific situations, the normal ENS Logo or Mark should be used, but filled with the ECO gradient instead.

Logo

Mark

Clearspace

Typography

Satoshi

Satoshi is used across the ENS ecosystem. When using Satoshi, use stylistic sets 1, 3, and 4. Letter spacing should be set to -1%. For paragraphs, line height should be set to 120%.

For most titles, a custom font weight of 830 is used on Satoshi Variable.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Light	The quick brown fox jumps over the lazy dog.
Light Italic	*The quick brown fox jumps over the lazy dog.*
Regular	The quick brown fox jumps over the lazy dog.
Regular Italic	The quick brown fox jumps over the lazy dog.
Medium	The quick brown fox jumps over the lazy dog.
Medium Italic	*The quick brown fox jumps over the lazy dog.*
Bold	**The quick brown fox jumps over the lazy dog.**
Bold Italic	***The quick brown fox jumps over the lazy dog.***
Custom	**The quick brown fox jumps over the lazy dog.**
Custom Italic	***The quick brown fox jumps over the lazy dog.***
Black	**The quick brown fox jumps over the lazy dog.**
Black Italic	***The quick brown fox jumps over the lazy dog.***

Colours

Gradients

Blue / ENS

linear-gradient(330.4deg, #44BCF0 4.54%, #7298F8 59.2%, #A099FF 148.85%)

Purple / DAO

linear-gradient(323.31deg, #DE82FF -15.56%, #7F6AFF 108.43%)

Green / Ecosystem

linear-gradient(323.31deg, #73A6F2 -15.56%, #42C2AB 108.43%)

Core colours

Blue #5298FF	Red #FE7878	Green #4CD984
White #FFFFFF	Black #333333	Orange #E7AE59

Shades and opacities

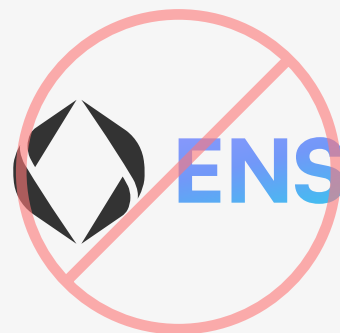|		
Grey 1 #F6F6F6	Grey 2 #9B9BA7	Grey 3 #454545
Secondary Core Opacity 60%	Tertiary Core Opacity 25%	

Logo use

Do not use the type without the mark

Do not change the transparency of the logo

Do not separate the type and mark colours

Do not vertically stack the type and mark

Do not change element spacing

Do not outline the logo

Do not change the logo proportions

Do not recreate the logo with other typefaces

Do not use mismatching ecosystem gradients