
ECLIPSE

This document outlines and explains the key rules and principles necessary to executing our visual identity consistently.

When applying the principles and rules outlined in this document, think of them as guard rails to help guide the path you need to take when faced with unique challenges.

1.0 BRAND

INTRODUCTION
NARRATIVE
VOICE AND TONE
ESSENCE

5.0 COLOR

INTRODUCTION
OVERVIEW
SWATCHES

2.0 LOGO

INTRODUCTION
OVERVIEW
SUITE
CLEARSPACE
PLACEMENT
ABSOLUTES

6.0 SHAPE MOTIFS & ART DIRECTION

INTRODUCTION
OVERVIEW
SYMBOLS INTRODUCTION
SHAPE APPLICATION
ART DIRECTION OVERVIEW
DOTTED EFFECT

3.0 LAYOUT

INTRODUCTION
GRID SYSTEM
TIGHT STACK

7.0 APPLICATIONS

4.0 TYPOGRAPHY

INTRODUCTION
OVERVIEW
HIERARCHY
HEADLINE MIXING
ABSOLUTES

BRAND

Eclipse is the most imaginative company on the planet that's all about rallying developers around what the future could look like with more throughput.

Our brand story emphasizes our unique points of differentiation as a company. It helps to clarify the story of what we want to achieve, and how we are going to do things moving forward

WE *are* **TRAVELING TO**
UNCHARTED *frontiers.*

Defining our voice and using it consistently when talking to customers is critical to establishing a long-term brand. Here are a few adjectives that best describe our brand tone and voice. We also wanted to highlight what we aren't.

WE ARE

Direct

Active

Empowering

WE ARE NOT

Complicated

Boring

Unrefined

The brand essence is a highly distilled message that expresses everything we do under a singular idea.

INFINITE
POSSIBILITIES

LOGO

The Eclipse identity was created to align with our mission.
It serves as the face of our company and thus must be handled
with care and precision.

The Eclipse logo is the nucleus of our brand. It consists of two carefully balanced graphic elements: the wordmark and the symbol. Always use the files provided in the logo suite and never attempt to recreate the logo.



SYMBOL

WORDMARK

SOLE USE

SYMBOL



WORDMARK

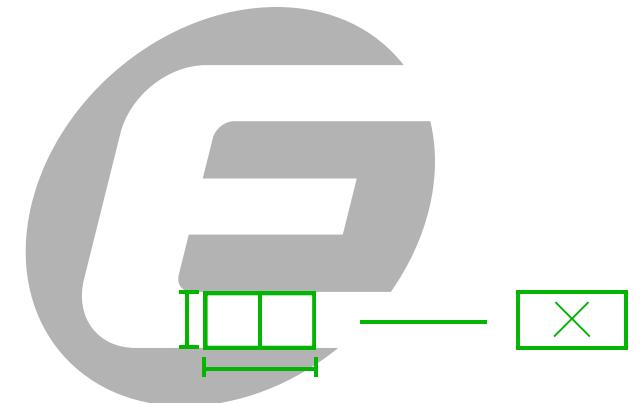
ECLIPSE

LOCKUP USE

STANDARD



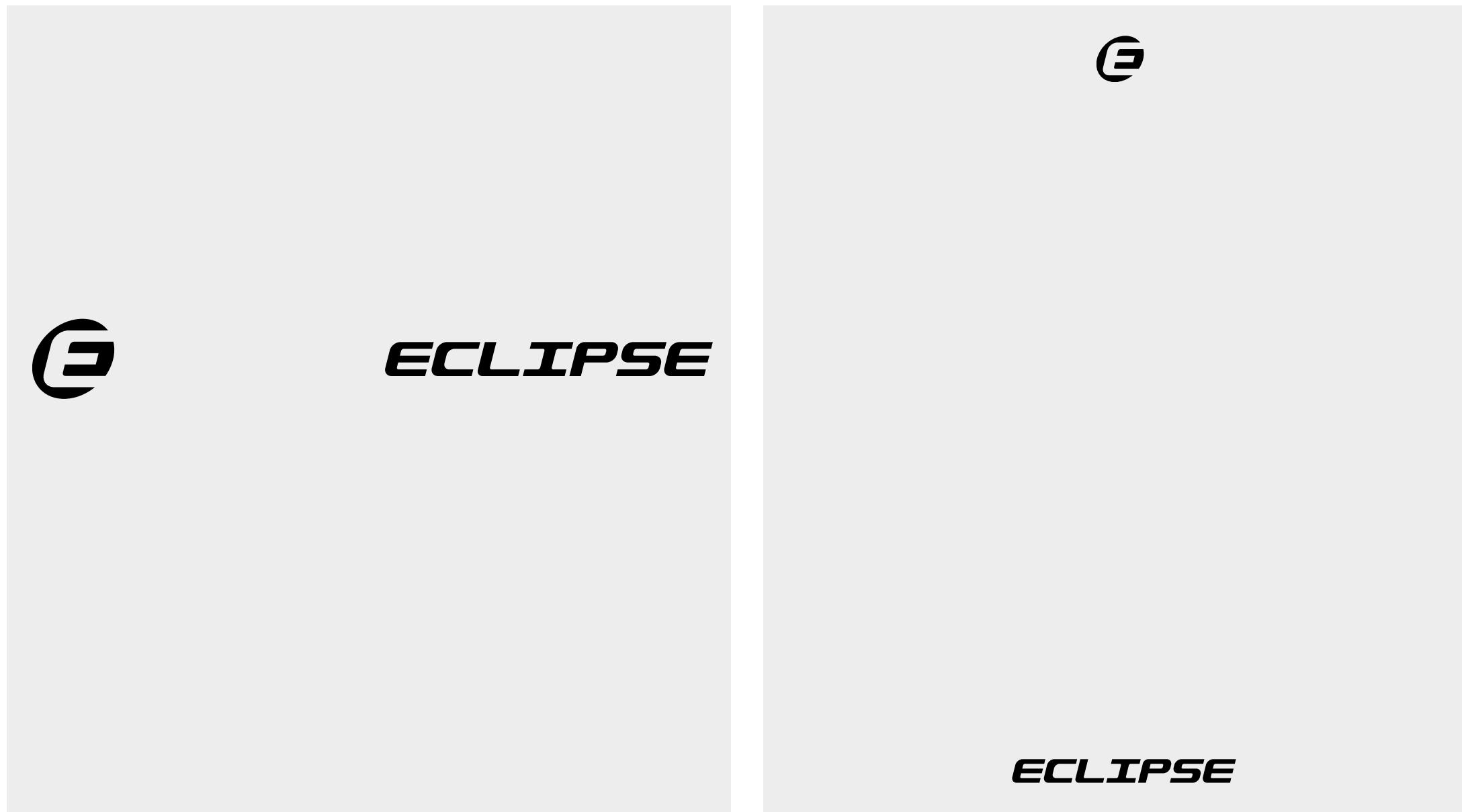
Clearspace is the minimum amount of space needed around the artwork. It is critical for consistent branding that nothing disturbs this space. The logo files provided have the clearspace built into them.



The clearspace is 2x the height of the horizontal stem.

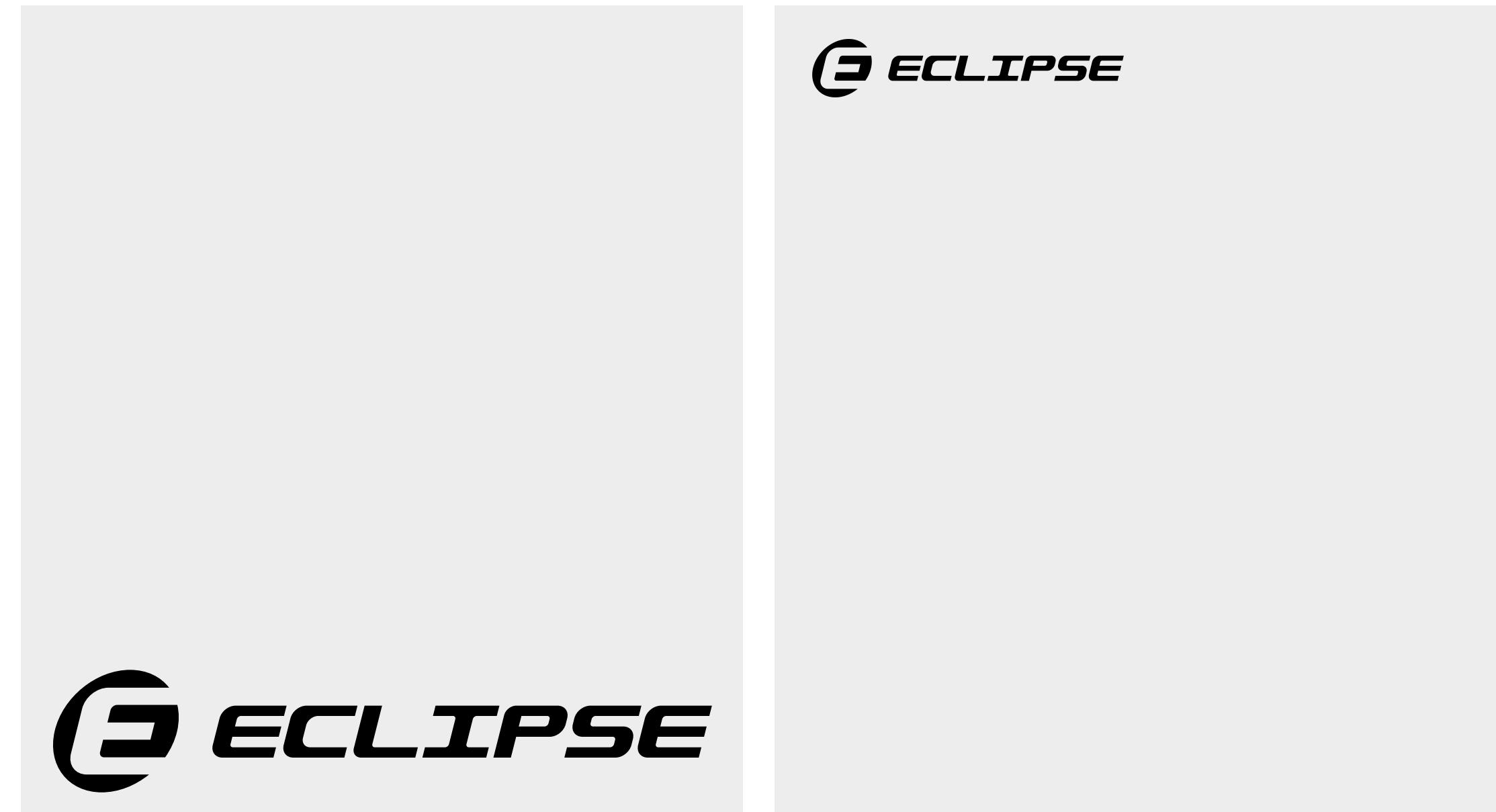
Solo Use Recommended

The Eclipse identity can be used separately to create more dynamic compositions. We recommend this approach.



Lockup Use

Identity lockups can be used to create more traditional lockups.



It is important that our wordmark does not fall below the minimum size. Adhering to the minimum reproduction size avoids legibility issues with the wordmark.



SYMBOL

STANDARD
50PX OR ABOVE



WORDMARK

STANDARD
196PX OR ABOVE



LOCKUP

STANDARD
260PX OR ABOVE



SYMBOL

MIN SIZE
50PX WIDE



WORDMARK

MIN SIZE
196PX WIDE



LOCKUP

MIN SIZE
260PX WIDE

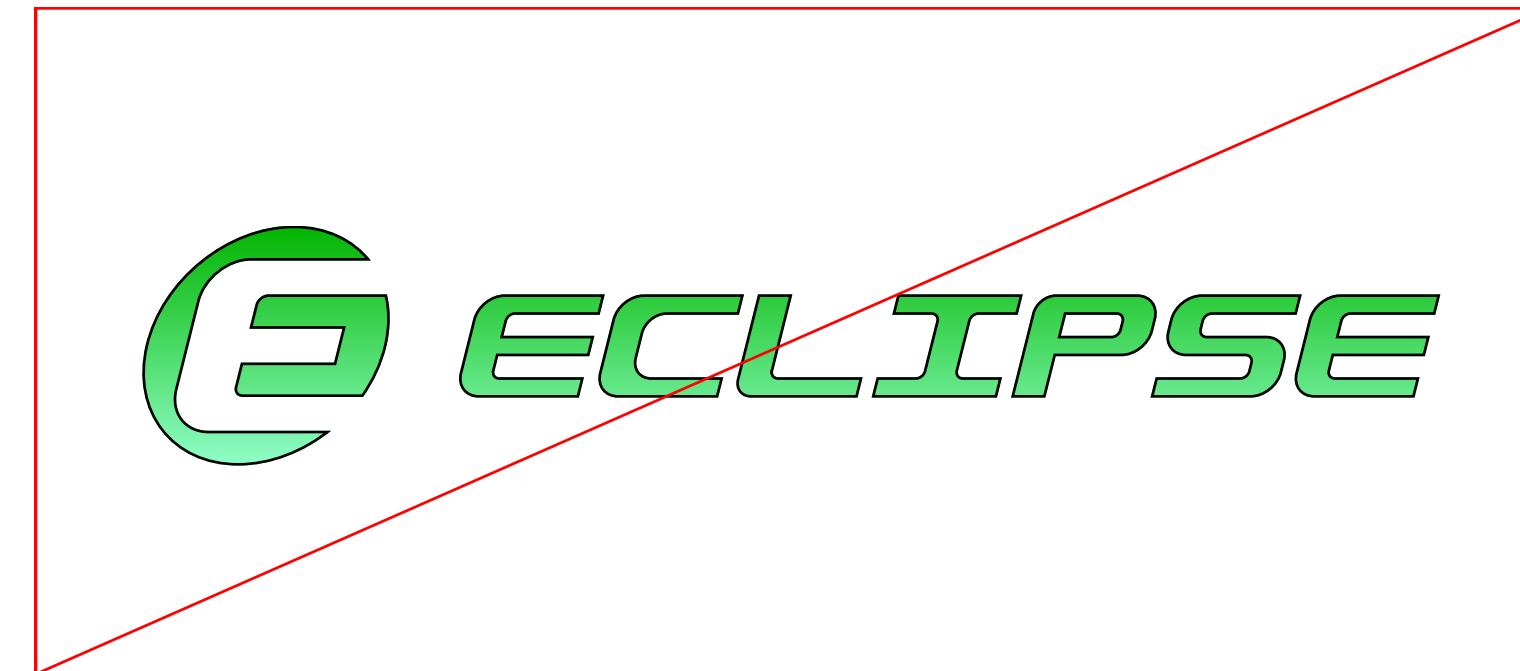
To maintain the integrity of our visual identity, always ensure you are following the guidelines. We are demonstrating some common misuses of the logo below.

**DO NOT**

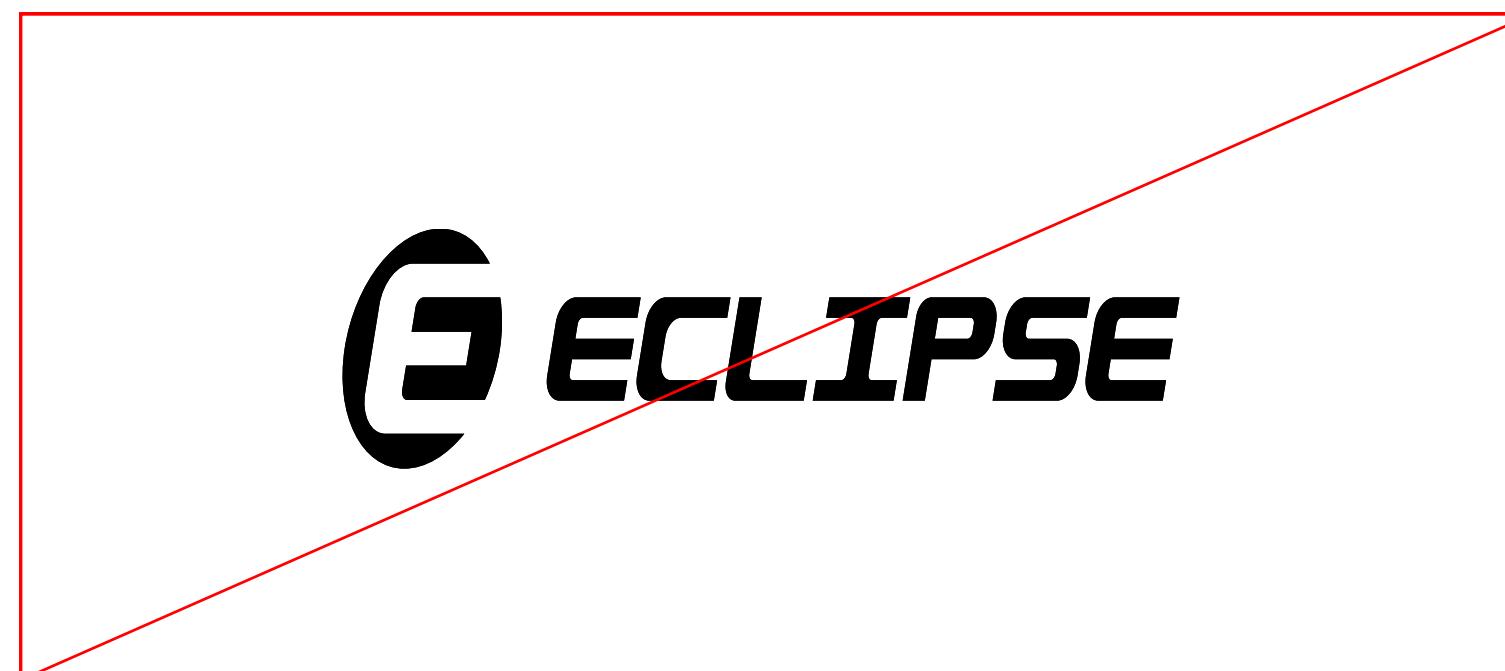
Use colours other than what is available in the logo suite.

**DO NOT**

Fill the wordmark with an image, illustration or other visuals.

**DO NOT**

Add additional styling to the wordmark, such as strokes, gradients, or effects.

**DO NOT**

Distort the wordmark or alter the wordmark in any way.

**DO NOT**

Create additional lockups

**DO NOT**

Put shapes around the wordmark.

AYOUT

Eclipse utilizes impactful and cohesive layouts. We are extremely deliberate in how we present ourselves to the world.

For practical use cases, we recommend **GRID SYSTEM**. This is defined by equal horizontal dispersion with tight margins. These are recommended, not prescriptive. Always rely on your own best judgement.



Headlines can also sit on one line

We offer a completely abstracted experience across all crypto domains and protocols, characterized by impeccable execution quality and unparalleled speed.

HEADLINES CAN SCALE ACROSS LINES OF TEXT.

Sub-heading, similar to headlines, can also scale across lines of text.

We offer a completely abstracted experience across all crypto domains and protocols, characterized by impeccable execution quality and unparalleled speed.



HEADLINES ARE BIG

We offer a completely abstracted experience across all crypto domains and protocols, characterized by impeccable execution quality and unparalleled speed.

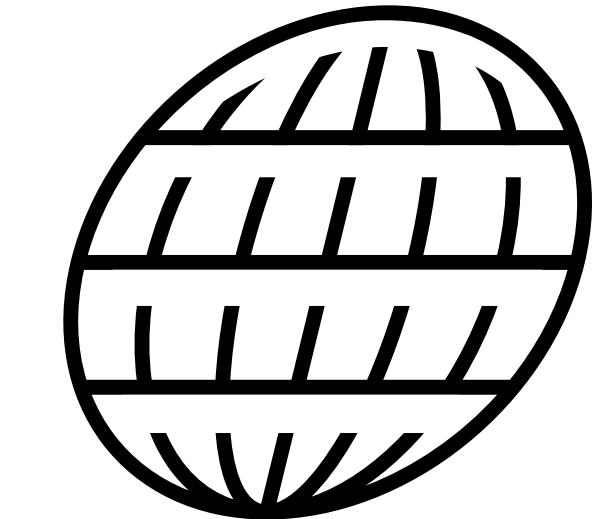
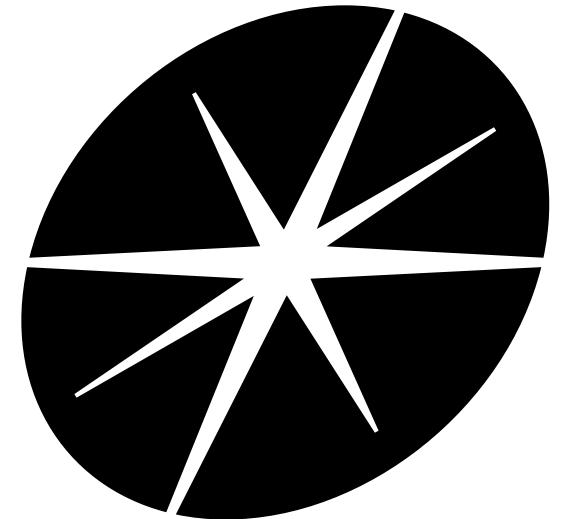
THIS IS A CAPTION

For more dynamic layouts, use the TIGHT STACK method. To use this method effectively, place your content in sequential order without additional spacing and use divider lines to visually break up content.

ECLIPSE

Headlines can also sit on one line

We offer a completely abstracted experience across all crypto domains and protocols, characterized by impeccable execution quality and unparalleled speed.



CONTENT
influences
LAYOUT



POSSIBILITIES

Maximum throughput

INFINITE POSSIBILITIES

Maximum throughput

INFINITE

TYPOGRAPHY

Eclipse maintains visual consistency by utilizing a strong, consistent, and minimal typographic system.

01

TYPEFACE

**BARLOW
CONDENSED**USE ALL-CAPS WHEN USING
BARLOW CONDENSED.

WEIGHTS

BOLD
BOLD ITALIC

CHARACTER PREVIEW

A
B
C
1
2
3

CHARACTER SET

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
!
#
\$
%
^
&

(
)
[
]
{
}

02

GT Alpina
CondensedLight
*Light Italic*AaBbCc
1234
AaBbCc
1234A
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
!

\$
%
^
&
*<
()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
!

\$
%
^
&
*<
()

03

Atlas
Typewriter

REGULAR

AaBbCc
1234A
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
!

\$
%
^
&
*<
()

Having sufficient contrast in size between elements is necessary for the effective distillation of messaging, in addition to maintaining aesthetic cohesion. The type sizes follow a system of halves. Each level is twice as large as the level below it, and half the size of the level above it.

HEADLINE

BARLOW CONDENSED
BOLD
BOLD ITALIC

SIZE
80pt

LINE-HEIGHT
80%

INFINITE POSSIBILITIES WITH MAXIMUM THROUHPUT.

GT ALPINA
THIN
THIN ITALIC

SIZE
80pt

LINE-HEIGHT
80%-96%

Infinite possibilities with *maximum throughput*.

SUB-HEADLINE

BARLOW CONDENSED
BOLD

SIZE
40pt

LINE-HEIGHT
90%

ECLIPSE INTRODUCES MODULAR ROLLUPS ON THE SOLANA VM.

GT ALPINA
THIN

SIZE
40pt

LINE-HEIGHT
96%-100%

Eclipse introduces modular
rollups on the Solana VM.

BODY COPY and CAPTION

ATLAS TYPEWRITER
BOLD

SIZE
20pt

LINE-HEIGHT
140%

The fastest chains today can't accommodate the throughput requirements of web2 applications. The only way to scale is by running more chains horizontally.

ALL CAPS FOR BARLOW → ENSURE BOTH TYPEFACES ARE USING THE SAME FONT SIZE → WE RECOMMEND MIXING UP REGULAR AND ITALIC FOR GREATER CONTRAST →

BUILD *with* THE POWER *of* ECLIPSE

The fastest chains today can't accommodate the throughput requirements of web2 applications. The only way to scale is by running more chains horizontally.

DO NOT

Use a line-height that will cause lines of text to crash into each other.

The fastest chains today can't accommodate the throughput requirements of web2 applications. The only way to scale is by running more chains horizontally.

DO NOT

Use a colour that would make the typography harder to read.

**CUSTOMIZABLE,
MODULAR ROLLUPS
USING THE SOLANA VM**

DO NOT

Adjust the character spacing in display typography.

**CUSTOMIZABLE, MODULAR ROLL-
UPS USING THE SOLANA VM**

DO NOT

Hyphenate display type.

The fastest chains today can't accommodate the throughput requirements of web2 applications. The only way to scale is by running more chains horizontally.

DO NOT

Deviate from left-aligned, right-ragged text.

The fastest chains today can't accommodate the throughput requirements of web2 applications. The only way to scale is by running more chains horizontally.

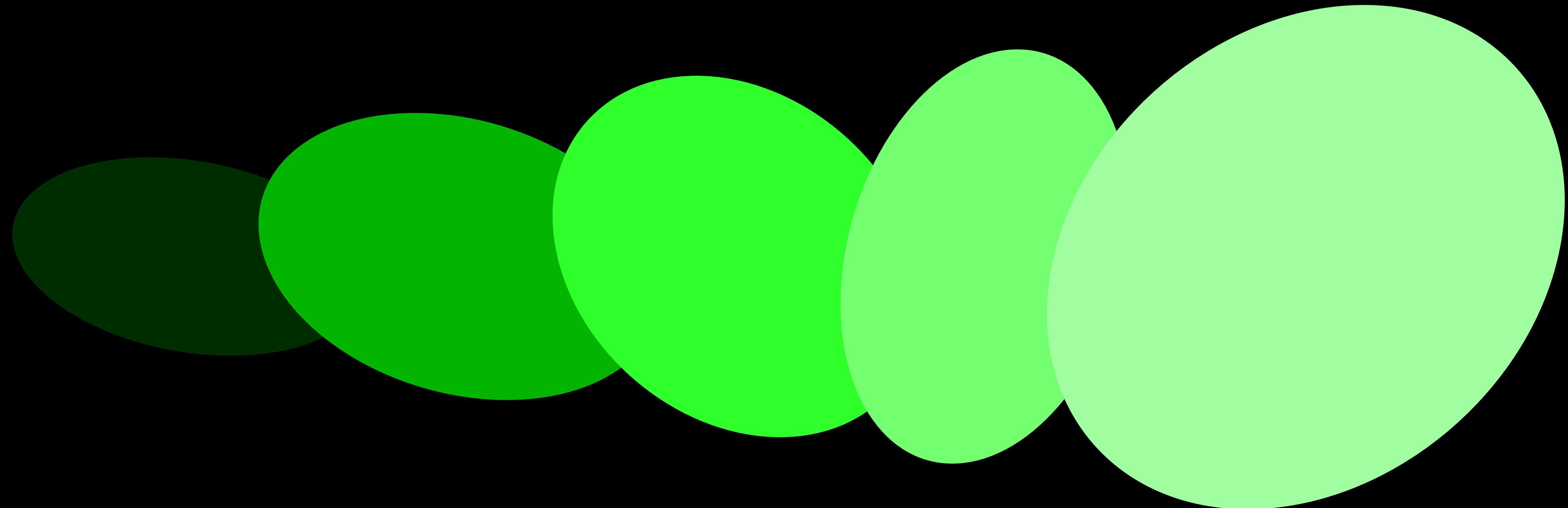
DO NOT

Rotate the typography.

COLOR

Our approach to color is meant to draw eyes towards us. It reflects our brand personality in a bold and confident way.

Our brightest green, Eclipse Aurora, is our primary brand color. The addition of other greens help build contrast when building product UI, and more complex designs.



Consistent use of colour is critical to our visual identity.
Always use the values provided for the appropriate medium and
its method of reproduction.

ECLIPSE AURORA

PMS 353 C
CMYK 36 0 37 0
RGB 161 254 160
HEX A1FEAO

ECLIPSE BLACK

CMYK 0 0 0 100
RGB 0 0 0
HEX 000000

ECLIPSE WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF

ECLIPSE NEON

PMS 802 C
CMYK 81 0 83 10
RGB 47 255 43
HEX 2FFF2B

ECLIPSE MINT

PMS 7847 C
CMYK 54 0 55 0
RGB 116 255 113
HEX 74FF71

ECLIPSE DARK GREEN

PMS 627 C
CMYK 100 0 100 82
RGB 0 45 0
HEX 002D00

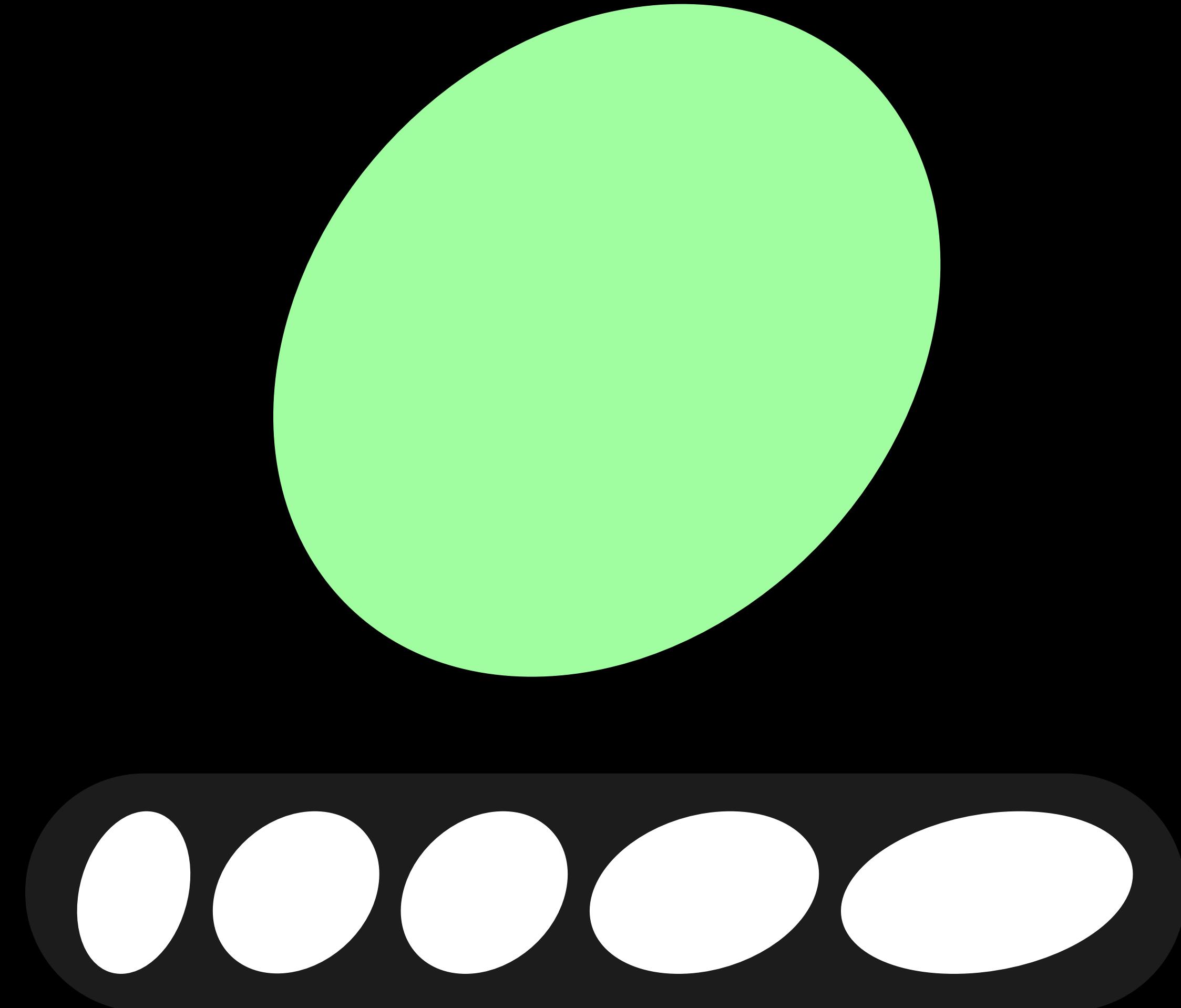
ECLIPSE GREEN

PMS 354 C
CMYK 98 0 100 29
RGB 029 030 034
HEX 03B500

SHAPE MOTIFS & ART DIRECTION

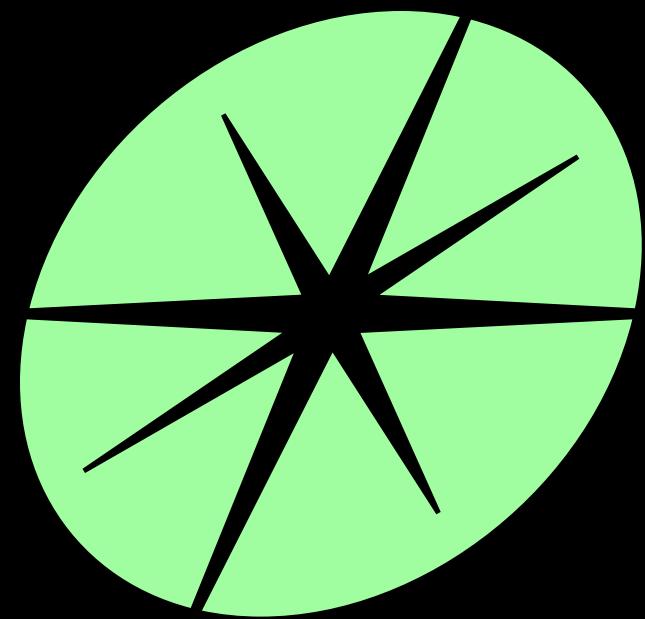
High-impact imagery that is consistent in both tone and quality is necessary to ensure consistency across our brand story.

The primary shape in our visual language is the slanted circle.
It can be dynamic in its presentation.



Here are a few examples of variations of the slanted circle.

Our brand uses symbols to represent the various features of our multifaceted product



SPOTLIGHT

Use when highlighting social, and community events.



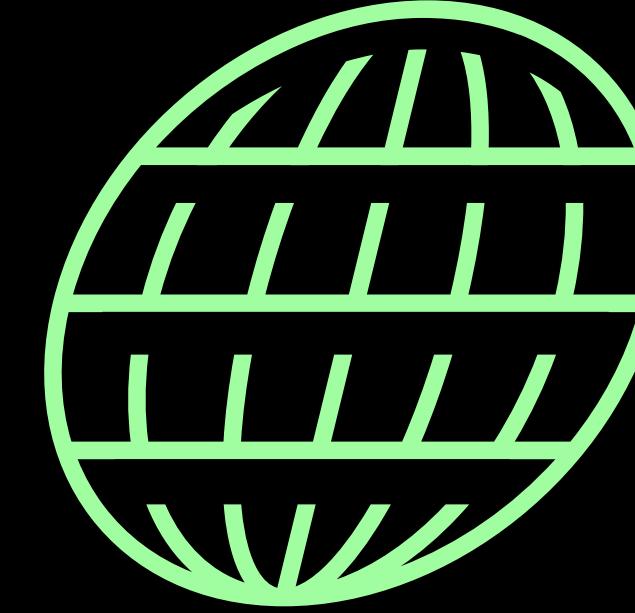
LABS

Use when highlighting internal operations.



LAYER 2

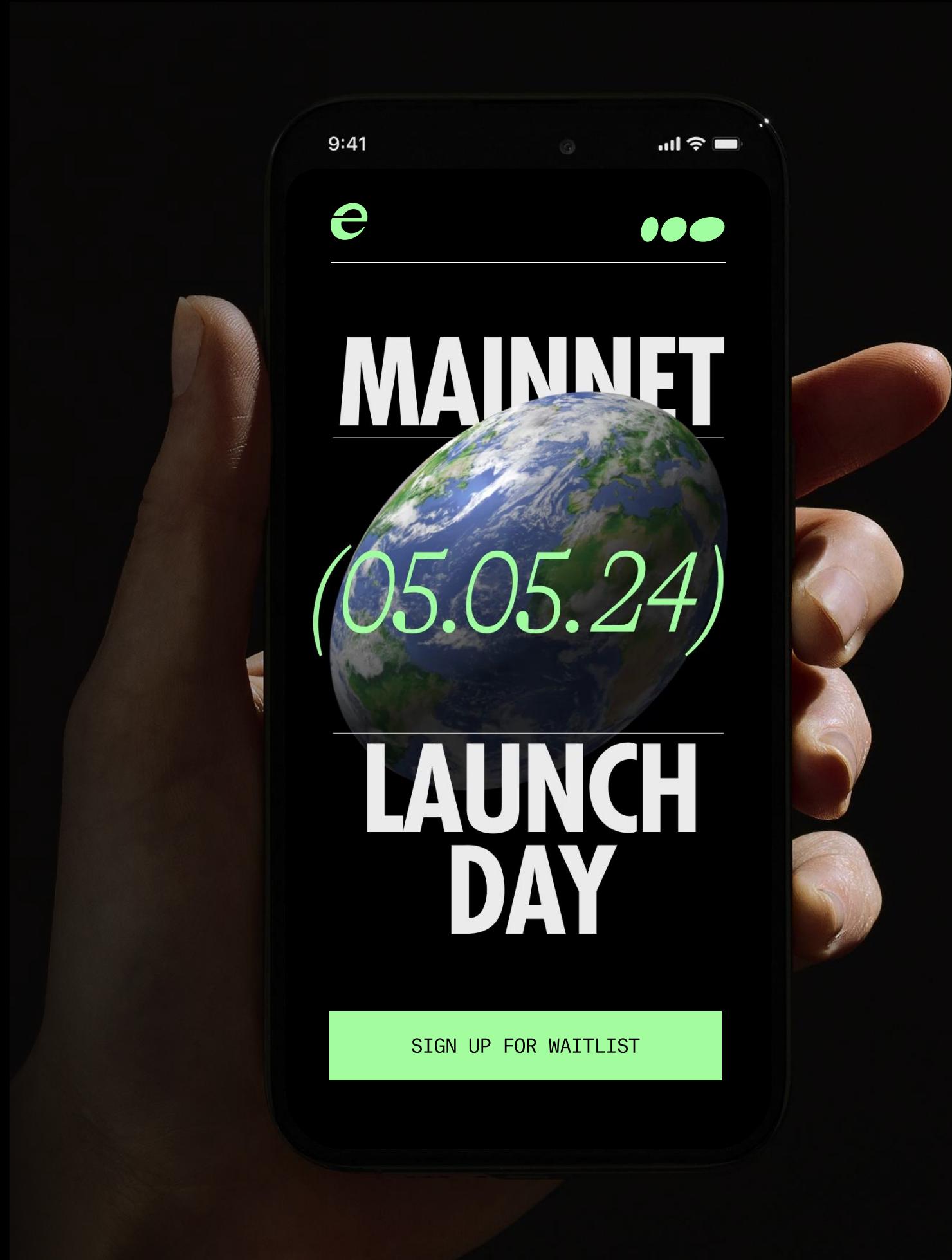
Use when highlighting the L2 feature of the product.



MAINNET

Use when discussing Mainnet launch and status.

There are many ways of expressing the circle and symbols in our brand visuals, product UI and social media. Below is an overview of some of these examples.



3D RENDERING



SHAPE PATTERN

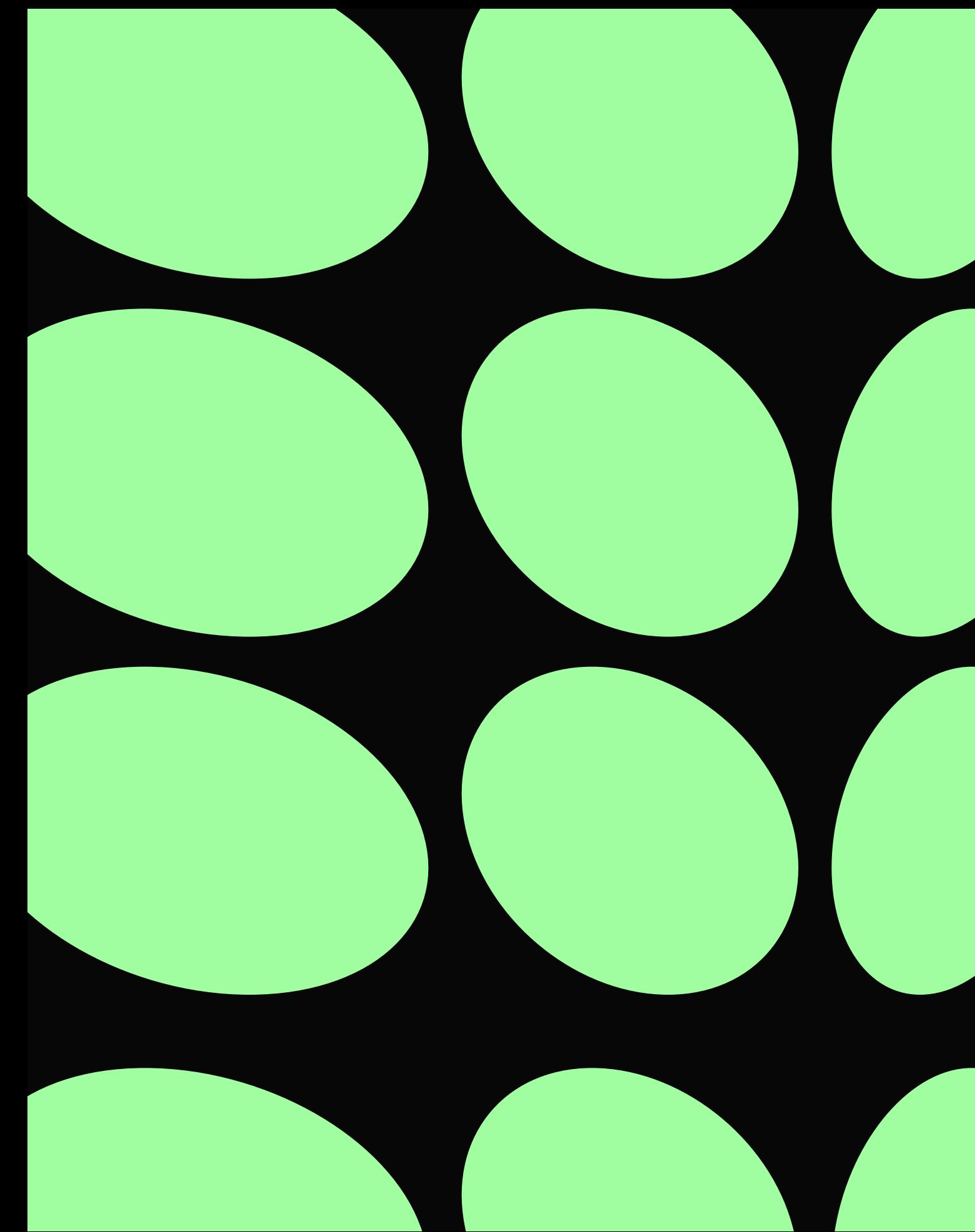


SYMBOL

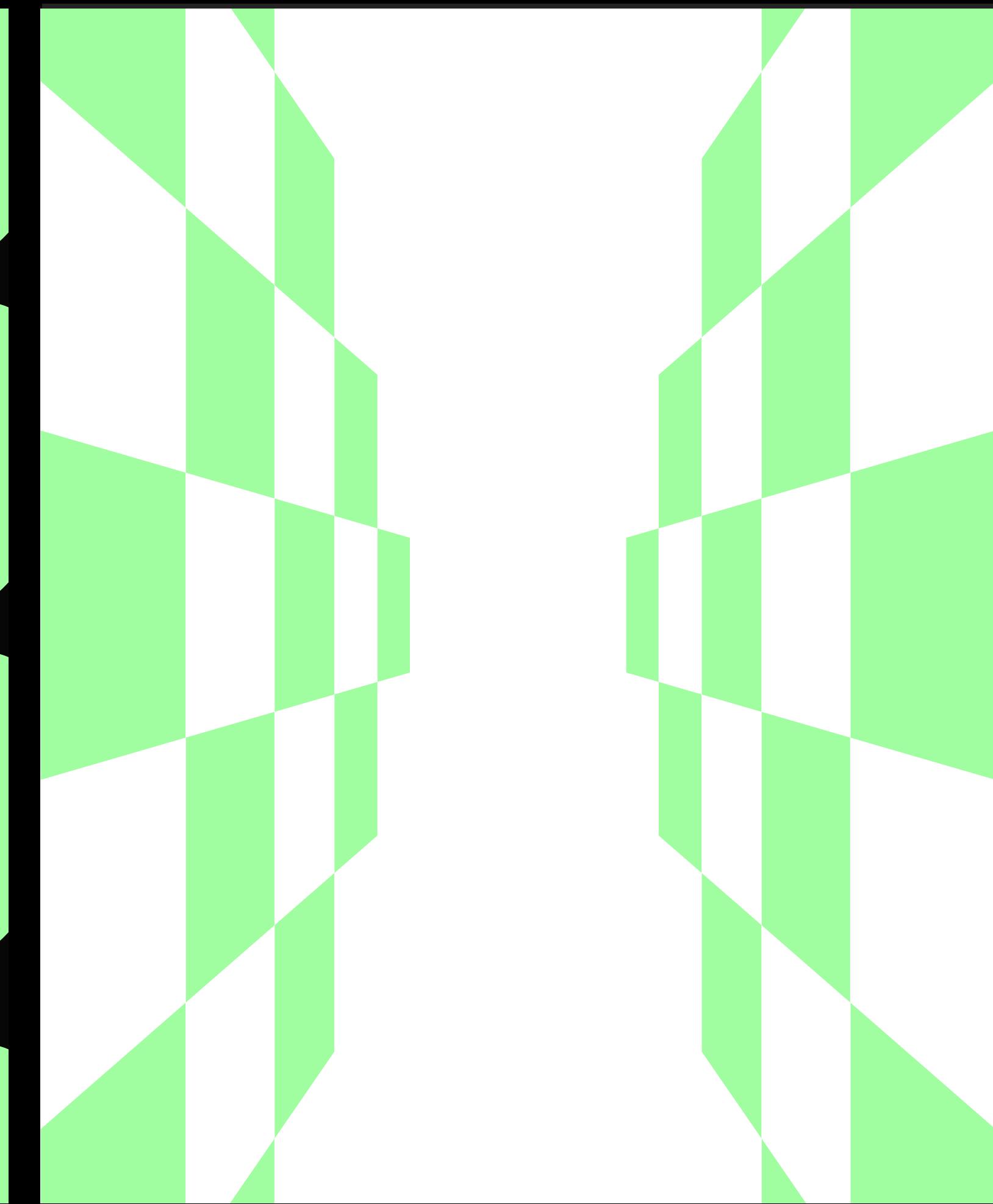
Both photography and patterns are important assets to support the Eclipse narrative. Below is an overview of some of these examples.



DOTTED PHOTOS



CIRCULAR PATTERNS



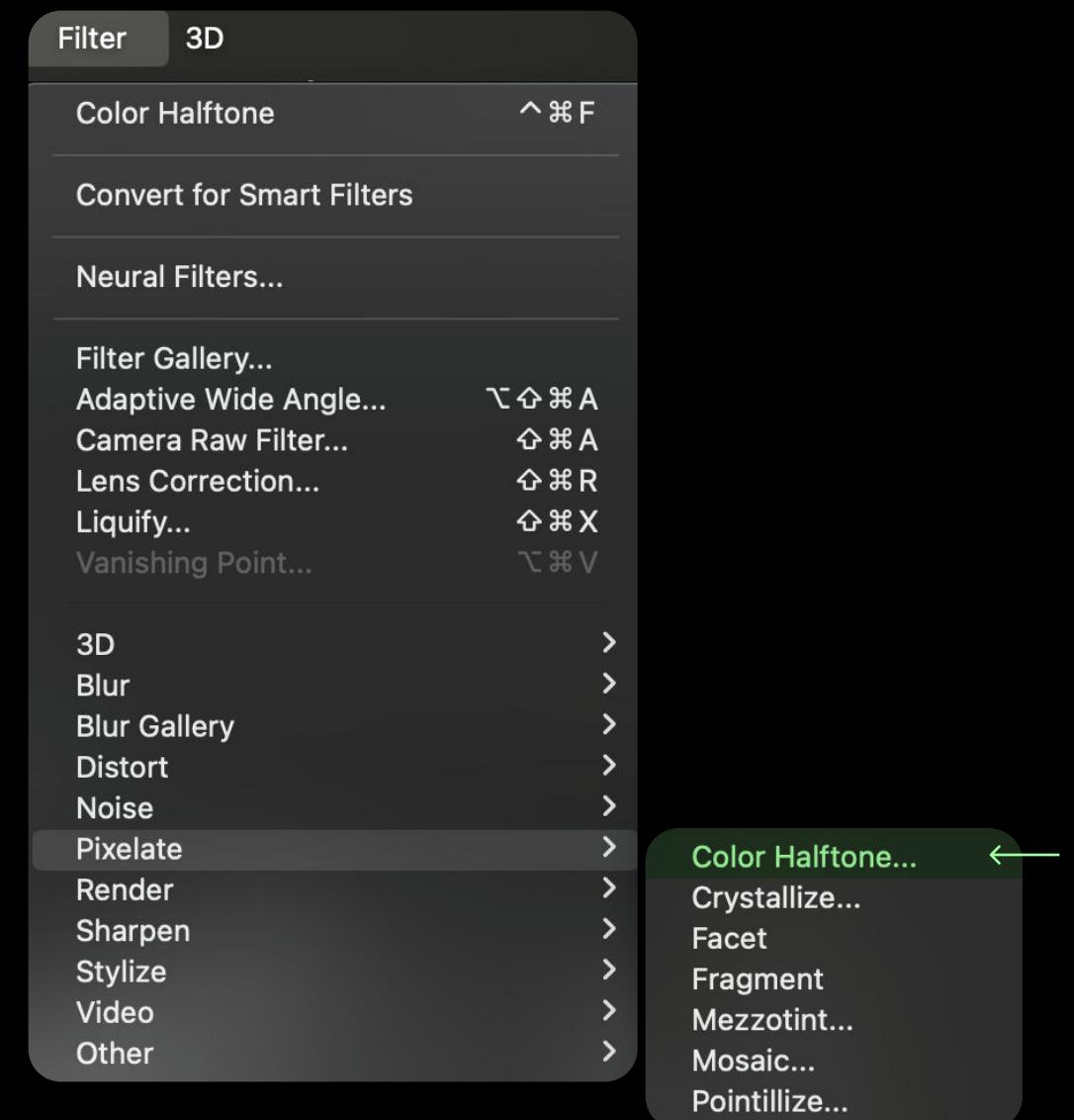
DIMENSIONAL CHECKERBOARD

It's important to be precise and consistent when working with stylized photography. Here is a step-by-step guide to achieving this effect.



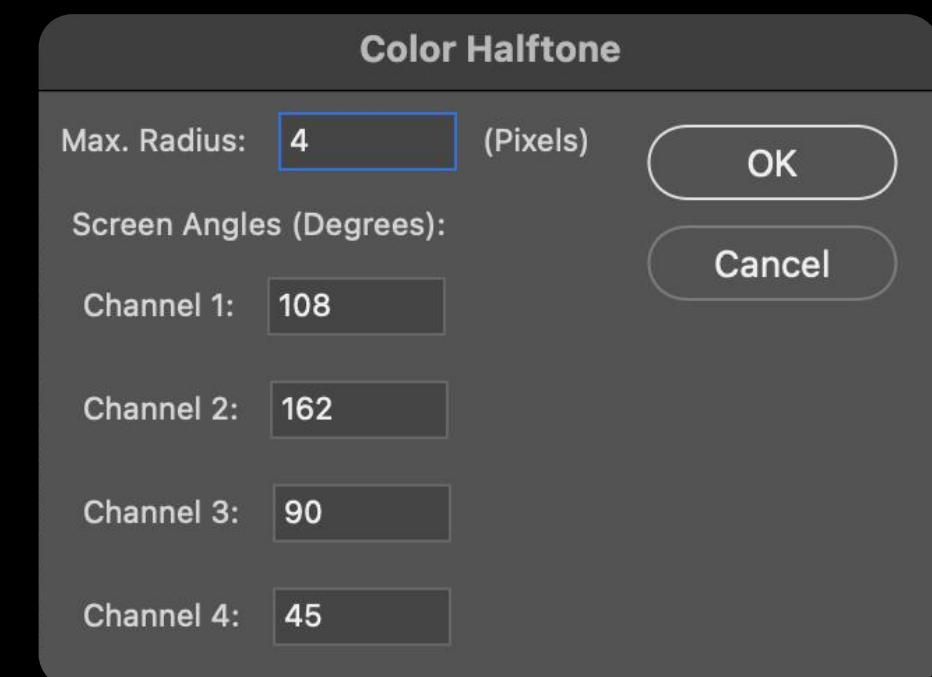
ALWAYS START WITH A BLACK AND WHITE PHOTO

You may start with a black and white photo or adjust the color settings of the photo using any photo editing platform.



CHOOSE THE COLOR HALFTONE EFFECT IN ADOBE PHOTOSHOP

Open the photo in Adobe Photoshop. Select Filter > Pixelate > Color Halftone



EXPERIMENT WITH THE SETTINGS TO ACHIEVE DESIRED EFFECT

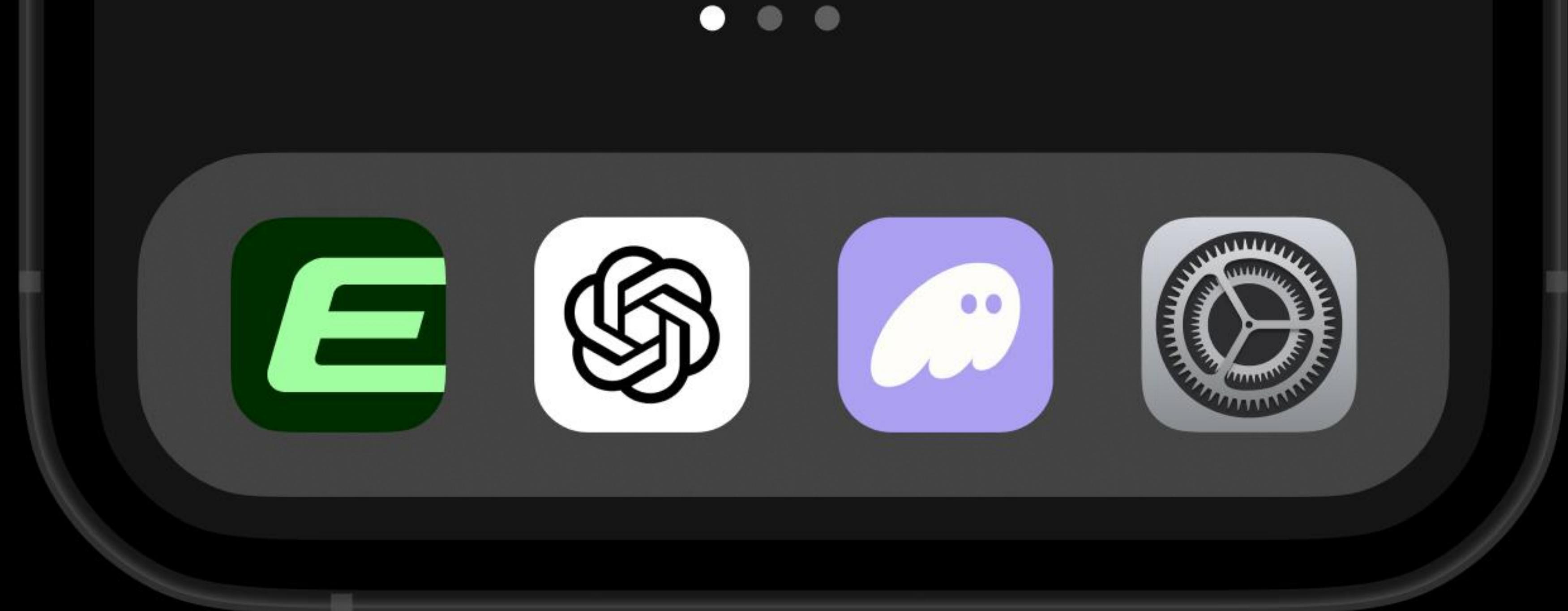
We recommend the above settings however feel free to play around with the settings to achieve the desired look.



OVERLAY A COLOR ATOP THE EDITED PHOTO

Use any color within our brands color palette to overlay the image. We recommend setting the image to "Multiply" in the opacity settings.

APPLICATIONS





Bridging Ethereum's Speed Gap with Solana Virtual Machine

Integrating Solana's performance with Ethereum via the Solana Virtual Machine enhances blockchain efficiency.

NEW ARTICLE

HIRING

Growth Engineer

HAPPY HOUR

Chat about all things parallelization, throughput, and the SVM. We might also have a cow there.

GO

Balancing Demand and Revenue in a Bull Market

In this week's analyst round table we dive into the latest market happenings, discussing Eclipse's \$50 million raise.

by 0xResearch









