Empowering Freedom

A cooperative network that enables everyone to freely connect and prosper.

Contents

Mission, vision and values

Minima's aim is to create the world's first, completely decentralized blockchain network that will operate as an open, co-operative ecosystem, within which users are free to transfer information and value in a secure and trusted environment.

Minima's ultra-lean blockchain protocol fits in full on mobile devices, allowing every user to run a constructing and validating node. This enables a truly decentralized network. One that is scalable and inclusive, while remaining secure and resilient, removing existing vulnerabilities commonly found with more centralized blockchains.

This level of total decentralization guarantees anti-censorship by ensuring that there can be no overarching authority controlling the network, creating an ecosystem that is truly autonomous and accountable.

Introduction

The strength of the Minima brand depends on the consistent use of these brand guidelines throughout all communications in all mediums.

The following brand guidelines must be used as a guide by the Minima team, community members and other stakeholders, to ensure that Minima's messaging and positioning is consistent, ultimately protecting the visual identity of Minima.

Clarity in Minima's communications with all participants and prospective participants can be assured, if these standards and guides are followed correctly.

Please contact the Minima team with any questions at: info@minima.global or alternatively, head to the Minima Discord channel.

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Logo

Minima primary logo lockup

This logo lockup is the primary Minima logo and it must be used wherever suitable before and over the use of any other variation of the Minima logo.

Please do not create a variation of this logo.

It must only be used on white or light grey backgrounds, chosen from the Minima colour palette.

See later in the document for rules regarding further information about the usage of logos on coloured backgrounds and spacing.

Logo

Minima landscape logo lockup

This logo lockup should only be used in landscape spaces only, where use of the Minima primary logo lockup is unsuitable.

Please do not create a variation of this logo.

It must only be used on white or light grey backgrounds, chosen from the Minima colour palette.

Logo

Minima square logo lockup

This logo lockup should only be used in larger spaces, due to the scale of the word 'Minima'.

It should also be used when the space provided is more suited to the proportions of this logo which is a perfect square.

It must only be used on white or light grey backgrounds, chosen from the Minima colour palette.

Logo

Minima word mark

On occasion, the Minima word mark may be used independently from the Minima logo mark.

Situations like this may occur when it is required that a strictly black or white logo is supplied to a third party and there is very little space for a logo to be displayed.

Using the word mark in this scenario will ensure maximum impact.

MINIMA

Logo

Minima logo mark

The design of the Minima logo mark is primarily based on the letter M.

The concept and structure of the design loosely represents Minima's cascading chain, which is a fundamental feature of the base layer protocol.

The logo contains the four core colours of Minima.

This logo mark can be used independently to represent the Minima brand when appropriate.

Logo

Dark mode

The dark mode Minima logo lockups and mark must only be used on black backgrounds.

Please see the previous pages for a guide as to when each one should be used.

Logo

Light mode greyscale

These logos are designed to be used in situations where it is not possible to use a full-colour logo.

Only use the logos shown to the right on white or light grey backgrounds.

Please see the previous pages for a guide as to when each one should be used.

Logo

Dark mode greyscale

These logos are designed to be used in situations where it is not possible to use a full-colour logo.

Only use the logos shown to the right on dark or black backgrounds.

Please see the previous pages for a guide as to when each one should be used.

Logo

Minima outlined logo mark

The Minima outlined logo mark is designed to be used as a decorative element to represent the Minima brand.

It can be used independently when appropriate.

It can be placed on either white or black backgrounds, light grey backgrounds (chosen from the Minima colour palette), any of the 3 Minima core background colours or the light/dark mode background images.

See the following page for more details regarding background colour usage.
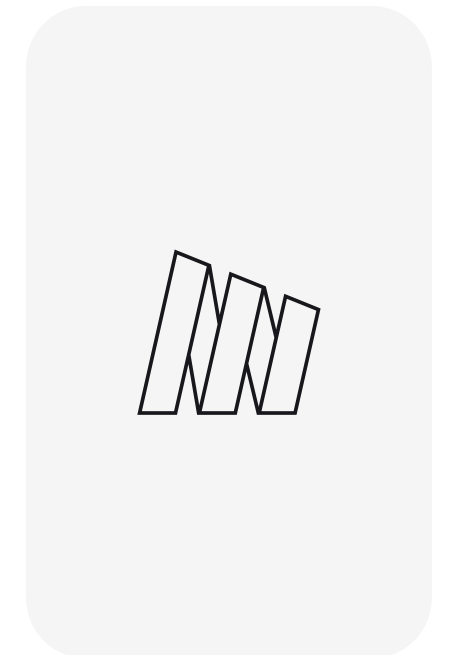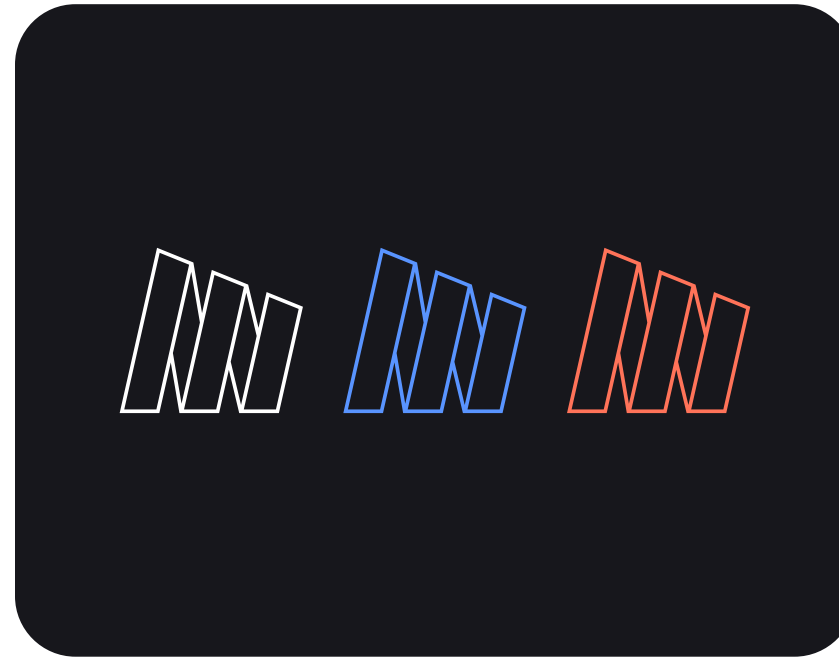
Logo

Minima outlined logo mark colour usage

The Minima outlined logo mark must only be used in the colour combinations shown in the examples to the right.

For more information regarding colours, see the section titled 'Colours'.

Logo

Minima outlined square logo lockup

The Minima outlined square logo lockup is designed to be used as a decorative element to represent the Minima brand.

It can also be used as an alternative to the full colour, light or dark mode Minima logos if they can not be used.

It can be placed on either white or black backgrounds, light grey backgrounds (chosen from the Minima colour palette) any of the 3 Minima core background colours or the light / dark mode background images.

Please note that the Minima square logo lockup is the only version of the logo to appear as an outlined logo.

See the following page for more details regarding background colour usage.

Logo

Minima outlined square logo lockup colour usage

The Minima outlined square logo lockup must only be used in the colour combinations shown in the examples to the right.

For more information regarding colours, see the section titled 'Colours'.

Logo

Minima outlined logo mark scaling

The Minima outlined logo mark has been designed with digital in mind. The minimum logo width is 50 pixels with a stroke width of 1 pixel to retain clarity. It then scales according to this rule. See below.

If possible, please use one of the Minima outlined logo marks at one of the dimensions provided.

1. 50 pixels in width - 1 pixel stroke width.

2. 100 pixels in width - 2 pixel stroke width.

3. 200 pixels in width - 4 pixel stroke width.

4. 300 pixels in width - 6 pixel stroke width.

5. 400 pixels in width - 8 pixel stroke width.

6. 500 pixels in width - 10 pixel stroke width.

7. 600 pixels in width - 12 pixel stroke width.

8. 700 pixels in width - 14 pixel stroke width.

Logos not to scale
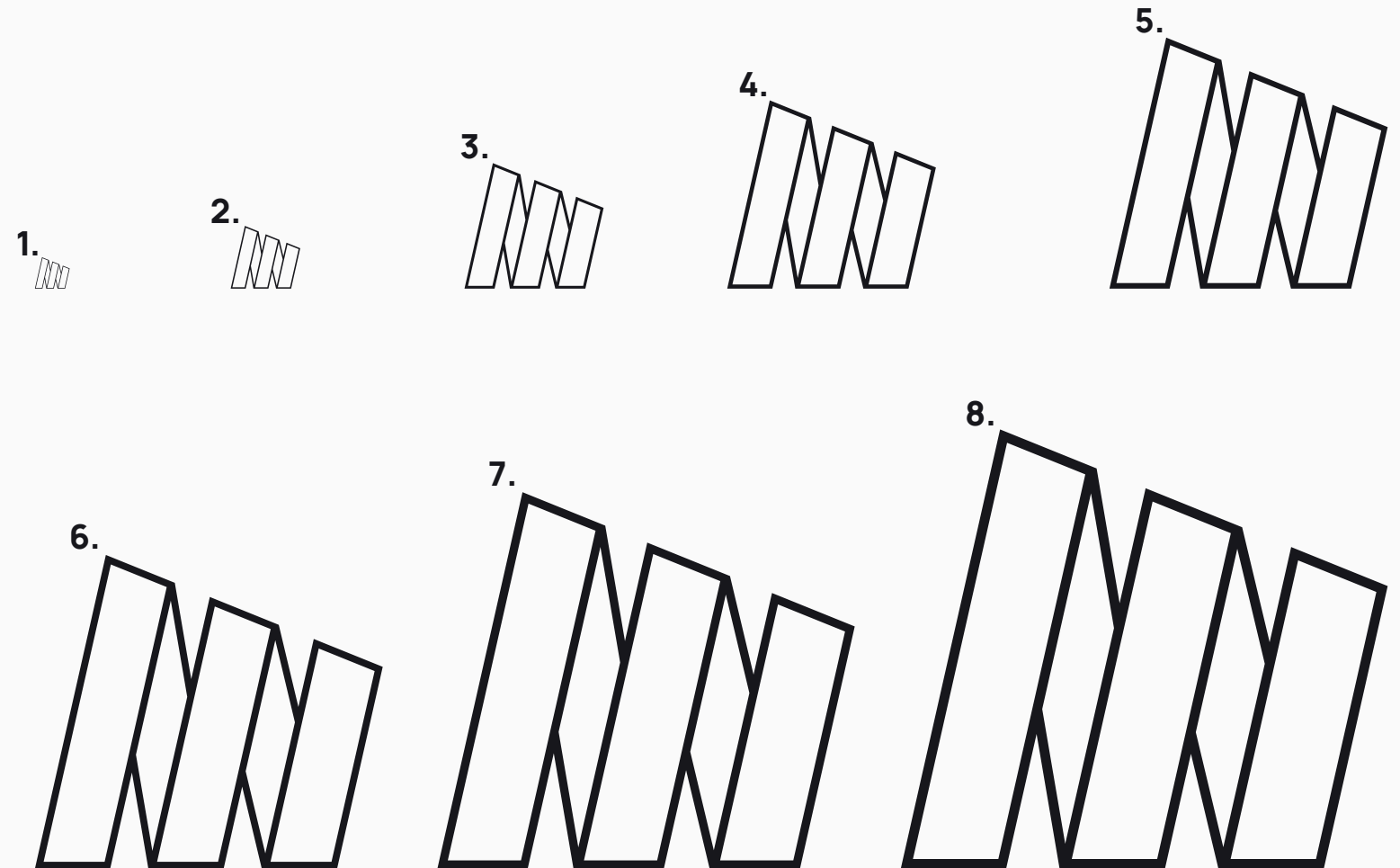
Logo

Minimum reduction
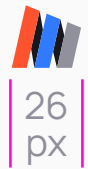
To maintain full legibility, never reproduce the Minima logo lockups or logo marks at widths smaller than shown in the examples to the right.

Digital

Print

MINIMA

50 px

25 mm

MINIMA

120 px

MINIMA

42 mm

MINIMA

50 px

MINIMA

21 mm

26 px

10 mm

MINIMA

50 px

MINIMA

25 mm

Logo

Do not

1. **Do not** adjust the proportions of the Minima logo lockup.

2. **Do not** adjust the proportions of the Minima logo lockup.

3. **Do not** use another font to write the word Minima next to the logo.

4. **Do not** use the coloured logo lockup on a dark background or adjust the colours.

5. **Do not** change the colours of the Minima logo lockup.

6. **Do not** alter or adjust the overall shape of the Minima logo lockup.

7. **Do not** use colours that are not included within the Minima colour palette.

8. **Do not** add a drop shadow to the logo.

1.

MINIMA

2.

MINIMA

3.

MINIMA

4.

MINIMA

5.

MINIMA

6.

MINIMA

7.

MINIMA

8.

MINIMA

Logo

Logo clearance area

Please try to allow a minimum clearance area surrounding the Minima logo lockups and logo mark, this allows them some room to breathe and provide maximum impact.

This may not always be possible, but please be considerate to the guides.
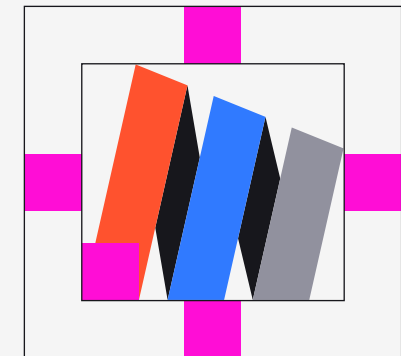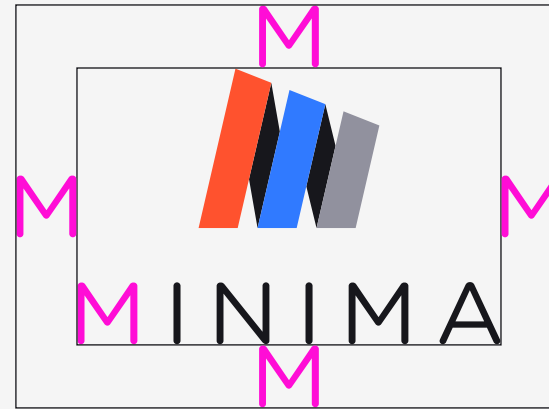
Logo containers

Minima logo mark in a circle

Please note that the Minima logo mark is not symmetrical, therefore, sits uncomfortably in a circle if not placed correctly.

How the Minima logo mark is placed in a circle

The example provided shows that the Minima logo mark is not located in the middle of the circle on a horizontal axis. The horizontal centre line of the logo mark is located slightly above the horizontal centre line of the circle. The logo mark is however located in the middle of the circle on a vertical axis.

This allows the amount of white space surrounding the logo mark to appear optically even and sit comfortably within the circle.

Use the Minima logo mark in the circle whenever this is required.
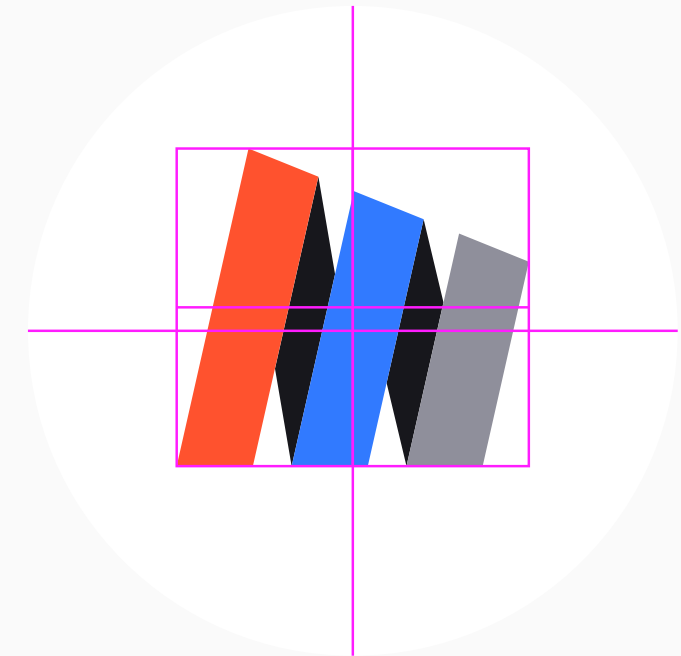
Logo containers

Minima logo mark in a square

Please note that the Minima logo mark is not symmetrical, therefore, sits uncomfortably in a square if not placed correctly.

How the Minima logo mark is placed in a square

The example provided shows that the Minima logo mark is not located in the middle of the square on a horizontal axis. The horizontal centre line of the logo mark is located slightly above the horizontal centre line of the square. The logo mark is however located in the middle of the square on a vertical axis.

This allows the amount of white space surrounding the logo mark to appear optically even and sit comfortably within the square.

Use the Minima logo mark in the square whenever this is required.
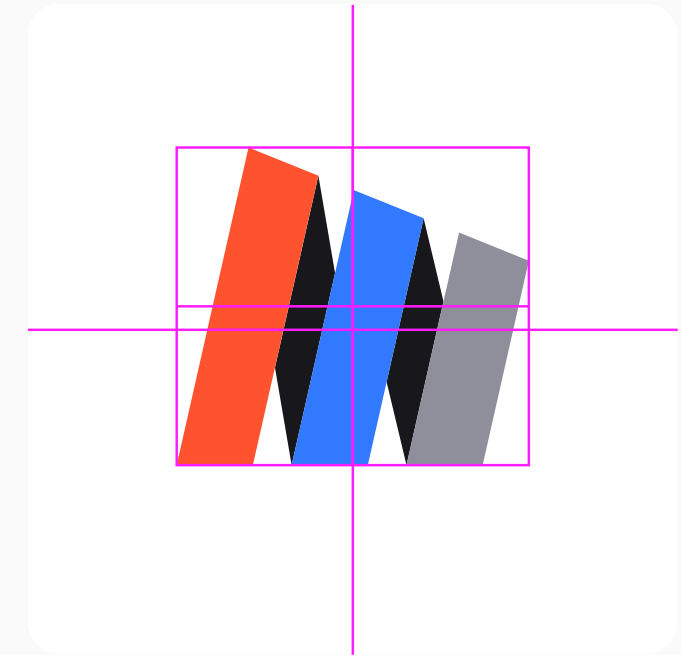
Typeface

The Minima primary font

The Manrope font family is Minima's primary and only font, used throughout all communications, digital products and the Minima website.

Please do not use any other font.

Manrope

Typeface

Manrope Regular

Manrope regular is a Minima primary font, which is used for body copy on all communications and digital products.

Manrope ExtraBold

Manrope ExtraBold is a primary font, which is used for headlines in all communications and digital products.

Manrope Bold

Manrope Bold is a supporting font, which is used to highlight text in body copy. It can also be used for headlines if Manrope ExtraBold is unsuitable.

Manrope Regular

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG
A quick brown fox jumps over the lazy dog
0123456789,.?!@£%&*(){

Manrope Extra Bold

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG
A quick brown fox jumps over the lazy dog
0123456789,.?!@£%&*(){

Manrope Bold

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG
A quick brown fox jumps over the lazy dog
0123456789,.?!@£%&*(){

Typeface

Manrope Light

Care must be taken when using this font-weight.
It should only be used at large display sizes.
It may be hard to read when used in smaller sizes.

Manrope Medium

Manrope Medium is a supporting font, which
can be used in headlines if Manrope ExtraBold is
unsuitable in that circumstance.

Manrope SemiBold

Manrope SemiBold is a supporting font, which
can be used in headlines if Manrope ExtraBold is
unsuitable in that circumstance.

Manrope Light

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG

A quick brown fox jumps over the lazy dog

0123456789,.?!@£%&*(){

Manrope Medium

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG

A quick brown fox jumps over the lazy dog

0123456789,.?!@£%&*(){

Manrope SemiBold

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG

A quick brown fox jumps over the lazy dog

0123456789,.?!@£%&*(){

Colours

Logo core colours

These are the 4 Minima Core colours featured within the Minima logo.

See below for how these colours are used.

Minima core black

In the logo I As a background colour I As a headline and body copy text I In diagrams

Minima core orange

In the logo only

Minima core blue

In the logo I To highlight a link I As a button in the Minima APK

Minima core grey

In the logo I As a background colour

Minima core black

R - **22**
G - **24**
B - **28**

Hex
#16181C

Minima core orange

R - **255**
G - **81**
B - **47**

Hex
#FF512F

Minima core blue

R - **49**
G - **122**
B - **255**

Hex
#317aff

Minima core grey

R - **145**
G - **145**
B - **157**

Hex
#91919D

Colours

Solid background colours and images

These are the Minima solid background colours and images. These colours/images should be used as base colours in digital and print.

See the section titled 'Colour usage' for more information regarding which colours can be used for text and buttons when using the colours/ images shown on the right as a background colour/image.

Minima core black

R - **22**
G - **24**
B - **28**

Hex
#16181C

Minima contrast black

R - **54**
G - **58**
B - **63**

Hex
#363A3F

Minima Core orange 80% tint

R - **255**
G - **115**
B - **88**

Hex
#FF7358

Minima core blue 80% tint

R - **90**
G - **148**
B - **255**

Hex
#5A94FF

Minima core Grey

R - **145**
G - **145**
B - **157**

Hex
#91919D

Minima core white

R - **255**
G - **255**
B - **255**

Hex
#ffffff

Minima core grey 10% tint

R - **244**
G - **244**
B - **245**

Hex
#f5f5f5

Minima light mode image

Minima light mode image

Colours

Primary and supporting colours

Minima core orange, dark orange and tints of the core orange. **Please note that Minima does not use all of these colours very often.**

Minima dark orange	Minima core orange	Minima core orange 80% tint
R **214** | G **49** | B **16**	R **255** | G **81** | B **47**	R **255** | G **115** | B **88**
Hex**#D63110**	Hex**#FF512F**	Hex**#FF7358**
Rollover colour on orange buttons	**Logo colour only**	**Backgrounds, copy, buttons**

Minima core orange 60% tint	Minima core orange 40% tint	Minima core orange 20% tint
R **255** | G **150** | B **130**	R **255** | G **185** | B **171**	R **255** | G **220** | B **213**
Hex**#FF9682**	Hex**#FFB9AB**	Hex**#FFDCD5**
Supporting colour only	**Supporting colour only**	**Supporting colour only**

Minima core orange 10% tint	Minima core orange 5% tint	Minima core orange 2% tint
R **255** | G **237** | B **233**	R **255** | G **246** | B **244**	R **255** | G **251** | B **251**
Hex**#FFEDE9**	Hex**#FFF6F4**	Hex**#FFFBFB**
Supporting colour only	**Supporting colour only**	**Supporting colour only**

Colours

Primary and supporting colours

Minima core blue, dark blue and tints of the core blue. **Please note that Minima does not use all of these colours very often.**

Minima dark blue

R **13** | G **85** | B **217**

Hex**#0D55D9**

Rollover colour on orange buttons

Minima core blue

R **49** | G **122** | B **255**

Hex**#317AFF**

Logo colour only

Minima core blue 80% tint

R **90** | G **148** | B **255**

Hex**#5A94FF**

Backgrounds, copy, buttons

Minima core blue 60% tint

R **131** | G **175** | B **255**

Hex**#83AFFF**

Supporting colour only

Minima core blue 40% tint

R **172** | G **202** | B **255**

Hex**#ACCAFF**

Supporting colour only

Minima core blue 20% tint

R **213** | G **228** | B **255**

Hex**#D5E4FF**

Supporting colour only

Minima core blue 10% tint

R **234** | G **241** | B **255**

Hex**#EAF1FF**

Supporting colour only

Minima core blue 5% tint

R **244** | G **248** | B **255**

Hex**#F4F8FF**

Supporting colour only

Minima core blue 2% tint

R **251** | G **252** | B **255**

Hex**#FBFCFF**

Supporting colour only

Colours

Primary and supporting colours

Minima core grey and tints of the core grey.

Minima core grey	Minima core grey 80% tint	Minima core grey 60% tint
R **145** I G **145** I B **157**	R **167** I G **167** I B **176**	R **189** I G **189** I B **196**
Hex **#91919D**	Hex **#A7A7B0**	Hex **#BDBDC4**
Rollover colour on orange buttons	**Logo colour only**	**Backgrounds, copy, buttons**

Minima core grey 40% tint	Minima core grey 20% tint	Minima core grey 10% tint
R **211** I G **211** I B **216**	R **233** I G **233** I B **235**	R **244** I G **244** I B **245**
Hex **#D3D3D8**	Hex **#E9E9EB**	Hex **#F4F4F5**
Supporting colour only	**Supporting colour only**	**Supporting colour only**

Minima core grey 5% tint	Minima core grey 2% tint	Minima core white
R **249** I G **249** I B **250**	R **252** I G **252** I B **253**	R **255** I G **255** I B **255**
Hex **#F9F9FA**	Hex **#FCFCFD**	Hex **#FFFFFF**
Supporting colour only	**Supporting colour only**	**Backgrounds, copy, buttons**

Colours

Primary and supporting colours

Minima dark black, Minima core black and Minima black contrast. Please note that Minima does not use Minima dark black very often, it is generally required when a darker, richer black is needed.

Minima dark black
R **13** | G **14** | B **16**
Hex**#0D0E10**
Backgrounds

Minima core black
R **22** | G **24** | B **28**
Hex**#16181C**
Logo, backgrounds, copy

Minima contrast black
R **54** | G **58** | B **63**
Hex**#363A3F**
Backgrounds

Colour usage

Minima core black background

Please read the text in the box shown to the right for a detailed description as to what colours can be used for copy when using Minima Core black as a background base colour.

When using Minima core black as a background colour, please use white and Minima core grey tint 60% as the predominant colours for copy.

Minima core blue 80% tint and Minima core orange 80% tint can be used to highlight specific words within a paragraph.

Colour usage

Minima contrast black background

Please read the text in the box shown to the right for a detailed description as to what colours can be used for copy when using Minima contrast black as a background base colour.

When using Minima contrast black as a background colour, please only use white as the colour for copy.

Colour usage

Minima core orange 80% tint background

Please read the text in the box shown to the right for a detailed description as to what colours can be used for copy when using Minima core orange 80% tint as a background base colour.

When using Minima core orange 80% tint as a background colour, please only use white as the colour for copy.

Colour usage

Minima core blue 80% tint background

Please read the text in the box shown to the right for a detailed description as to what colours can be used for copy when using Minima core blue 80% tint as a background base colour.

When using Minima core blue 80% tint as a background colour, please only use white as the colour for copy.

Colour usage

Minima core grey background

Please read the text in the box shown to the right for a detailed description as to what colours can be used for copy when using Minima core grey as a background base colour.

When using Minima core grey as a background colour, please only use white as the colour for copy.

Colour usage

Minima light mode image background

Please read the text in the box shown to the right for a detailed description as to what colours can be used for copy when using the Minima light mode image background as a base image.

When using Minima light mode image background as a background image, please use Minima core black for copy. Minima core orange 80% tint and Minima core orange 80% tint can also be used.

Please never use Minima core orange 80% tint and Minima core blue 80% tint in the same paragraph.

Colour usage

Minima dark mode image background

Please read the text in the box shown to the right for a detailed description as to what colours can be used for copy when using the Minima dark mode image background as a base image.

When using Minima dark mode image background as a background image, please use white for copy.

Background images

**Minima light mode image background**

This background image is used as a background for the light mode version of the Minima APK. It can also be used as a decorative background in other communications.

Background images

Minima light mode image background

This background image is used as a background for the light mode version of the Minima APK. It can also be used as a decorative background in other communications.
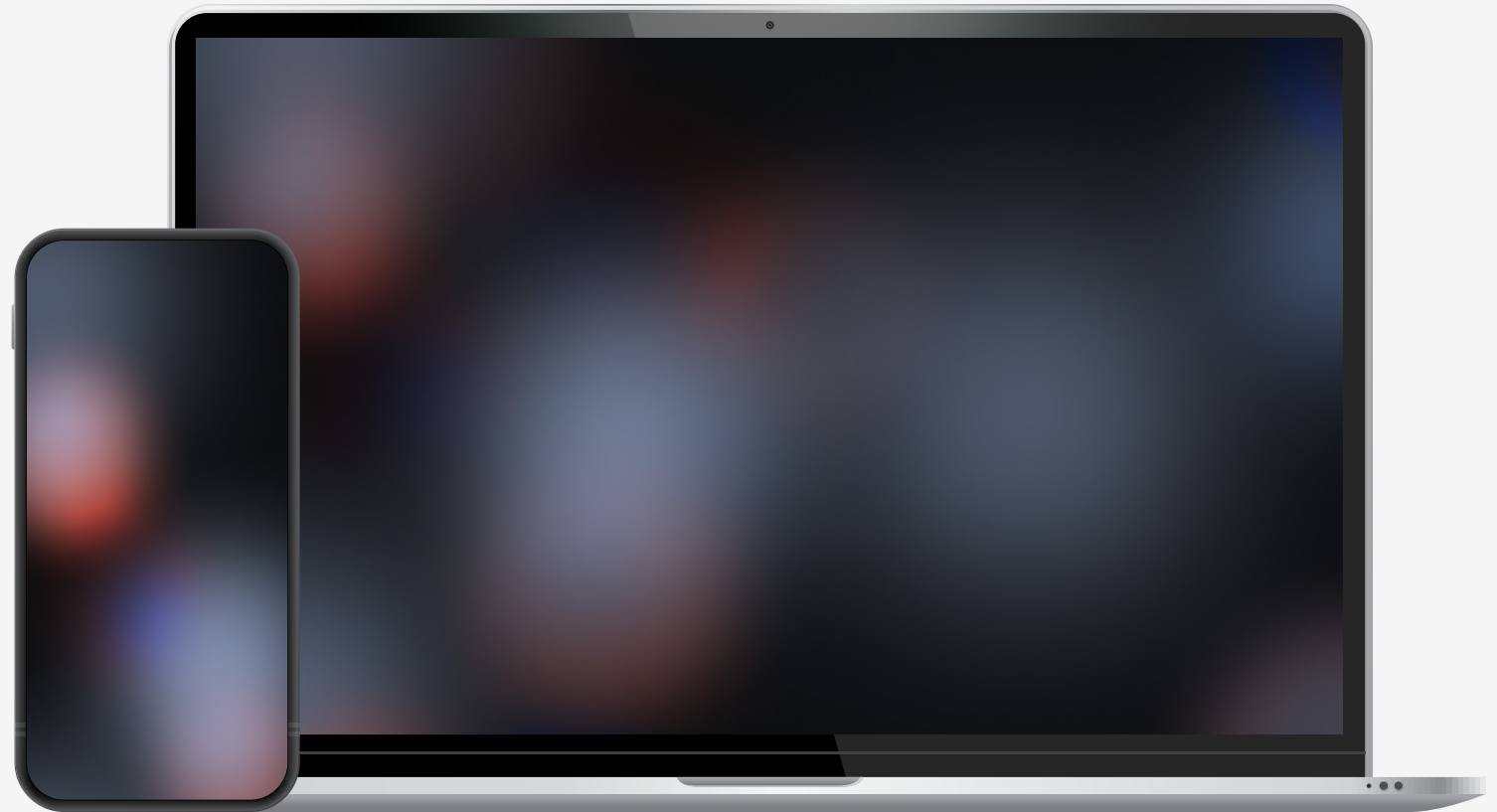
Co-branding

The Minima logo lockup alongside other brands

When Minima is marketed with other brands for the purposes of promoting both brands, please follow the guidance below and the examples shown in the diagram to the right, as much as possible and practical.

- The Minima logo and the partner logo should be optically equal in size

- Make sure to respect the exclusion zone

- Please choose a Minima logo that maximises the visual impact with regards to the space that is provided

- Please choose a Minima logo that works with regards to the colour of the background provided

Co-branding

The Minima word mark alongside other brands

It may be that in certain scenarios, the use of the Minima word mark without the Minima logo is more impactful.

Brand voice

Minima is all about giving power to the people. The focus on equality, fairness, democracy and collaboration means our brand voice is authentically human. We have created an open network where anyone can participate as an equal, so this is all about inclusion.

We genuinely want to welcome people to their own blockchain and allow the community to increasingly be the driving force.