

**DESIGN AND BRAND GUIDELINES**

# OVERVIEW

These guidelines describe the visual guidelines that represent NULS AI corporate identity. This includes our name, logo and other elements such as color, type and graphics.

We want to send a strong and consistent message of who we are with bold and bright design, presenting a string unified image of our company.

These guidelines reflect NULS AI commitment to quality, consistency and style.

# LOGO GUIDE

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# WE'VE UPGRADED

## LOGO OVERVIEW

We began our journey back in 2017 with the goal of making blockchain simple and easy. Over the years we have developed and adapted to changing market conditions, we've grown as a company and as a community.

To reflect this maturity and growth we've upgraded and refreshed our brand.

Our logo is the key building block of our identity, the primary symbol you will see across platforms, it represents us as a group of bold and passionate people.

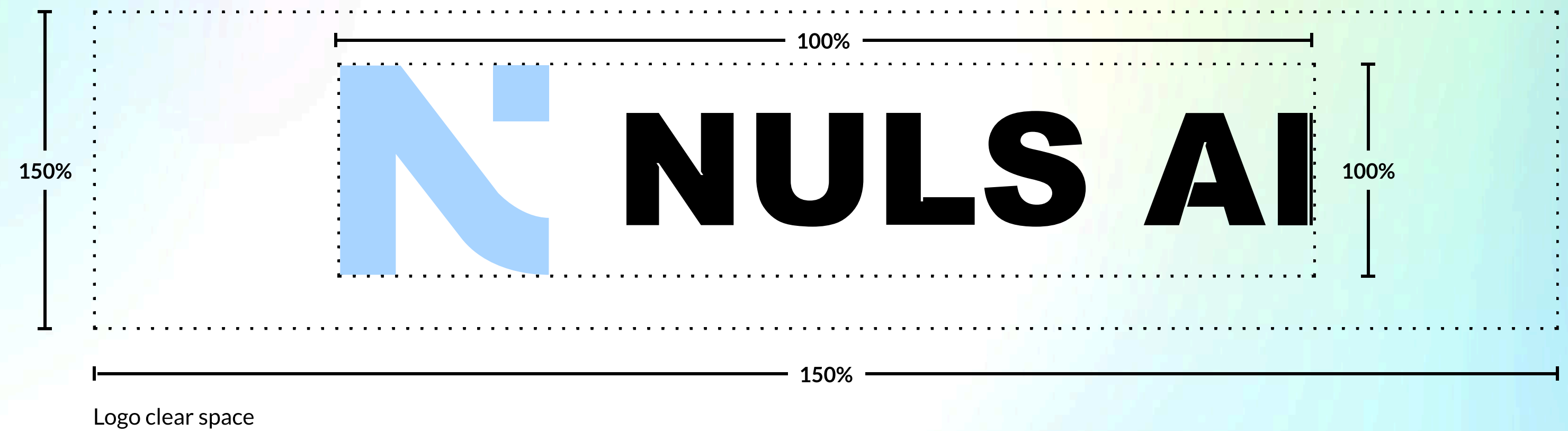


## 2024 BRANDING

# GIVE IT SPACE

## LOGO SPACING

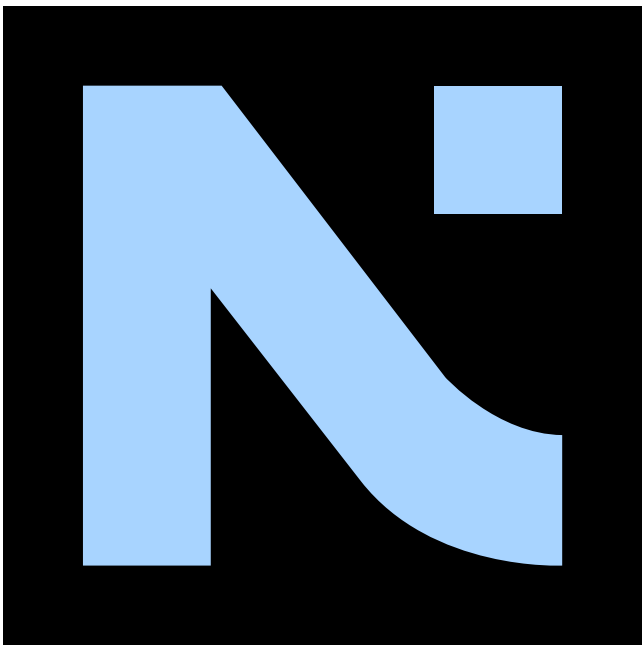
Let our logo breathe, make sure to allow enough spacing around the logo for clear visibility and recognition.



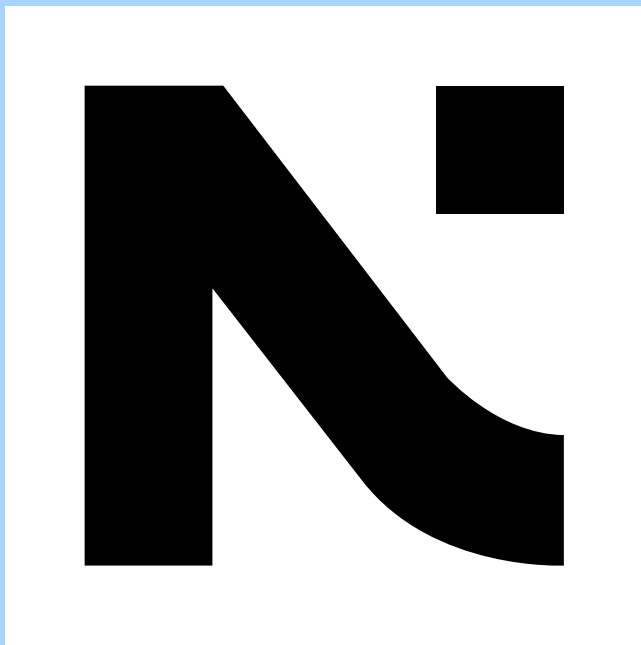
COLOR



**Black**  
CMYK = C93 M88 Y89 K80  
RGB = R0 G0 B0  
#000000



**WHITE**  
CMYK = C0 M0 Y0 K0  
RGB = R255 G255 B255  
#FFFFFF



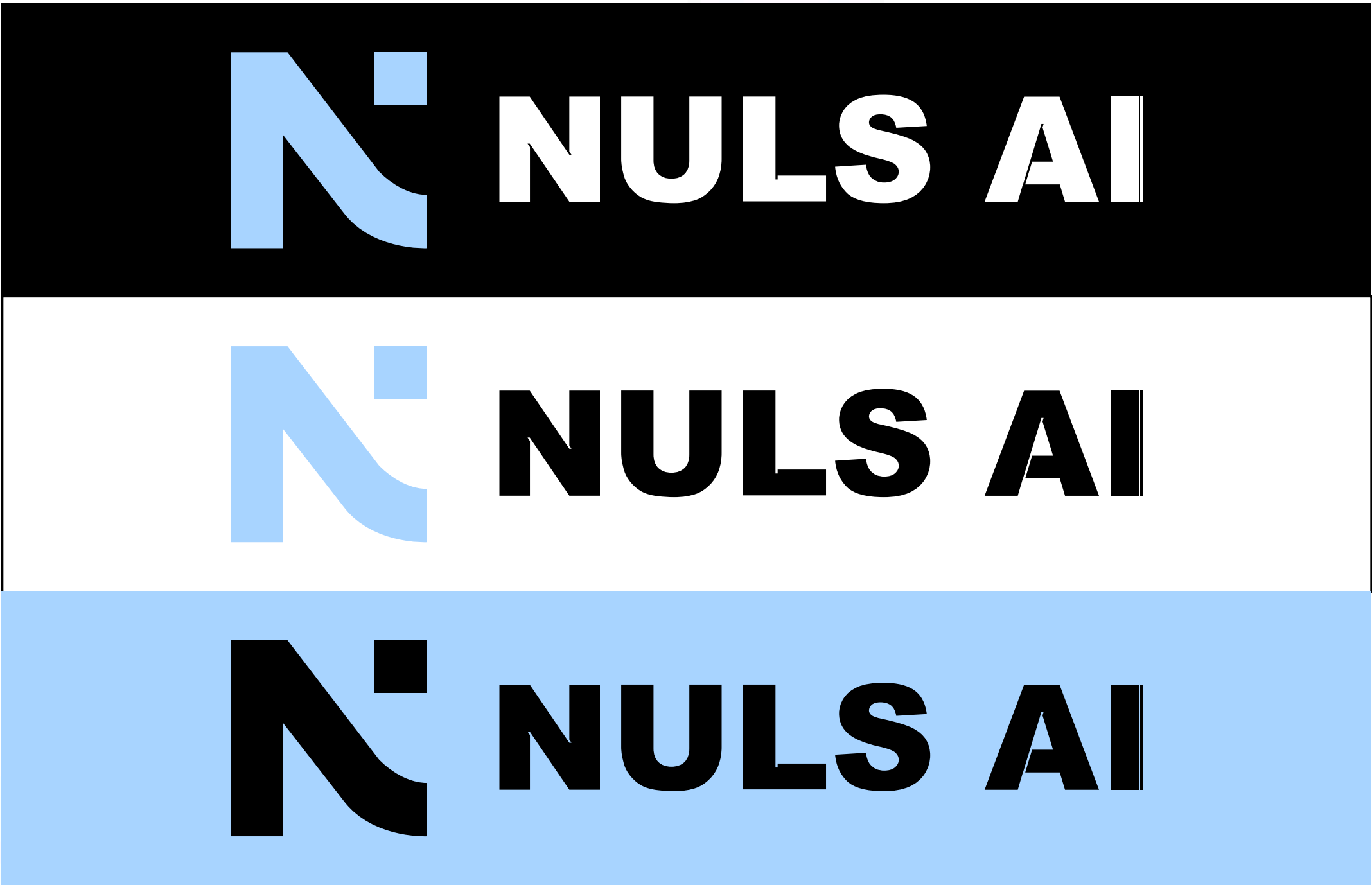
**Light Blue**  
CMYK = C38 M9 Y0 K0  
RGB = R168 G213 B255  
#A8D5FF

# LOOKING GOOD IN COLOR

## COLOR VERSION

The primary way to display the NULS AI logo is ideally with a BLACK background.

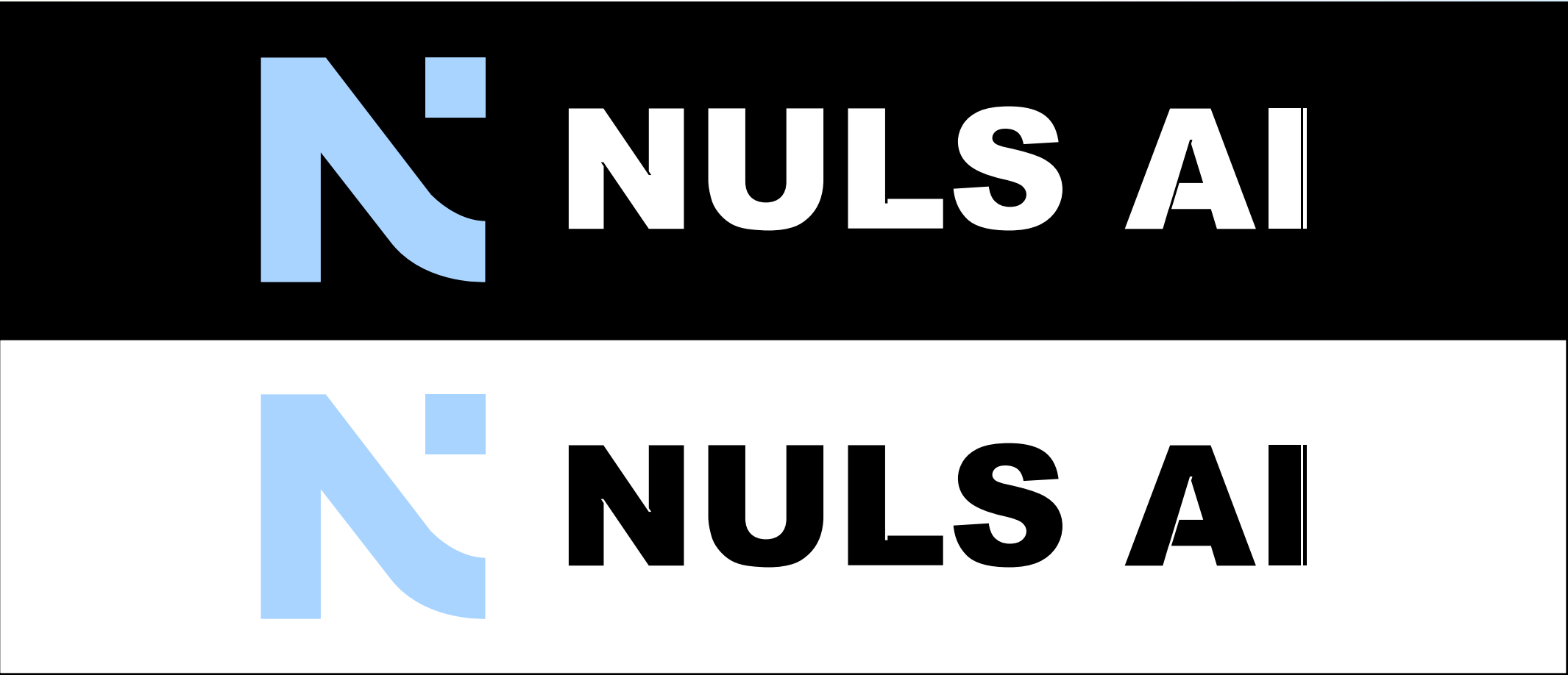
The logo can be displayed on a pure white background or on a NULS AI light blue background.



# BLACK AND WHITE ALSO

## MONO VERSION

If a mono tone version of the logo is required.  
Both horizontal and vertical logos can be used in  
the following ways.



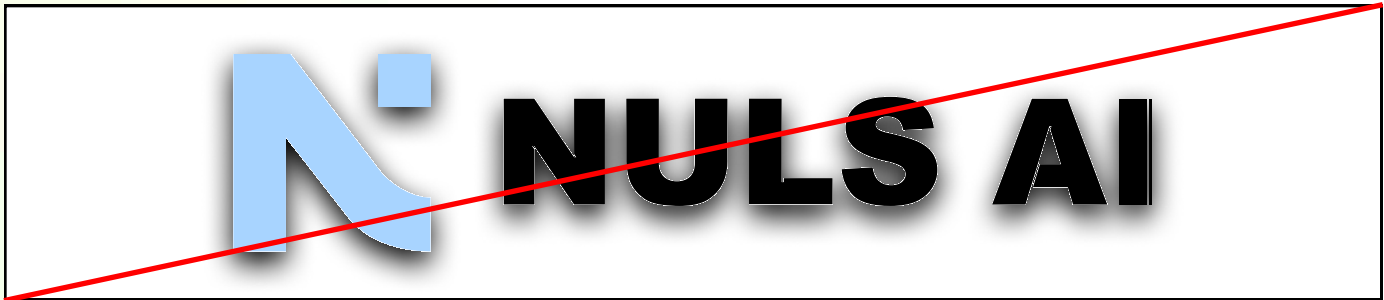
# DON'T DO THIS

## SERIOUSLY, DON'T

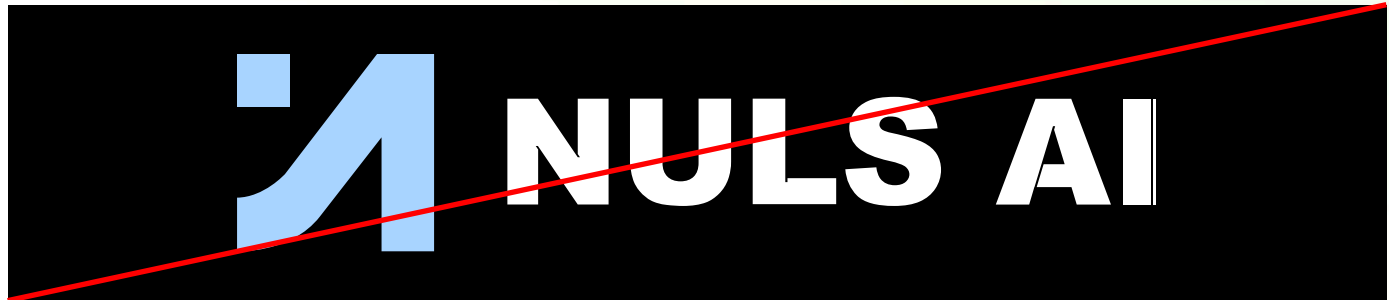
Our designers have worked hard to make the NULS AI brand be the best it can be, don't get creative with the logo, it's perfect the way it is.



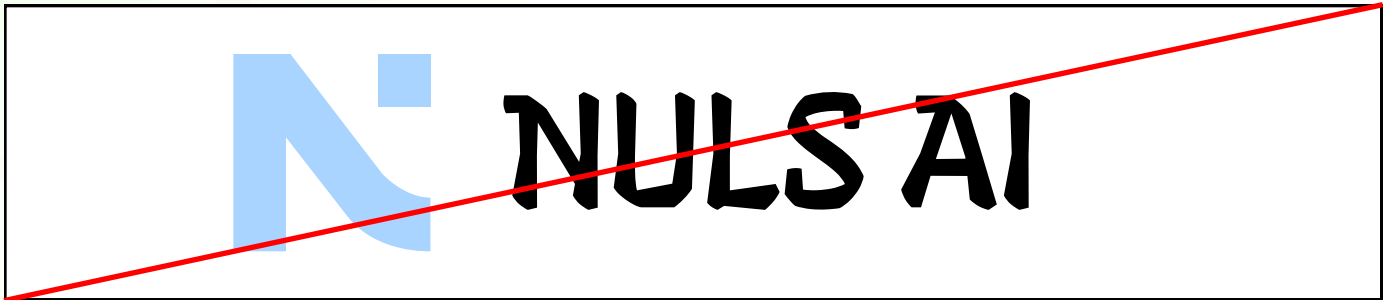
DO NOT USE NON-BRAND COLORS



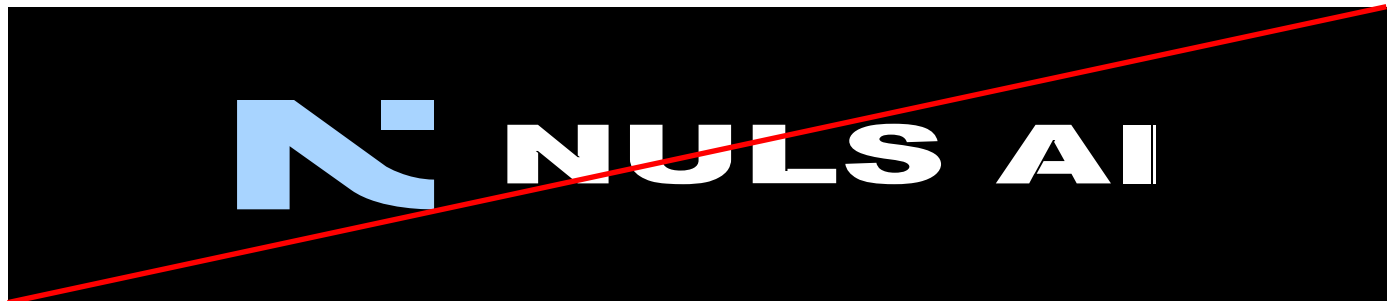
DO NOT ADD DROP SHADOWS



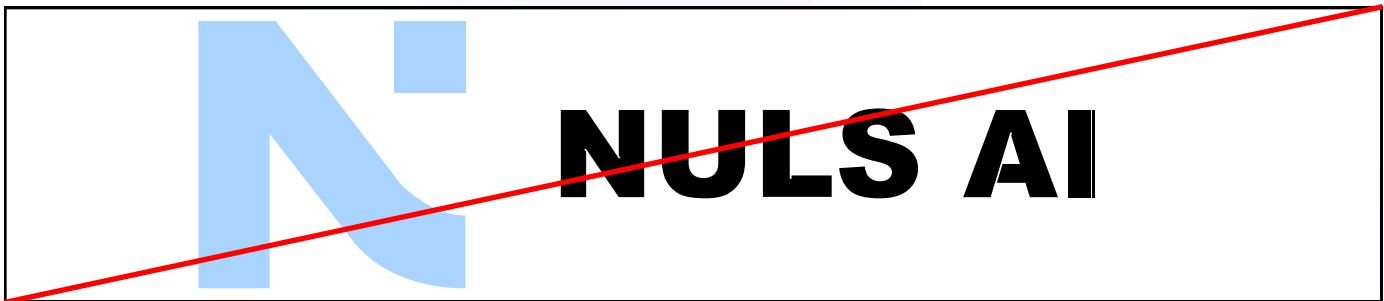
DO NOT ROTATE OR FLIP ORIENTATION



DO NOT CHANGE THE TYPEFACE



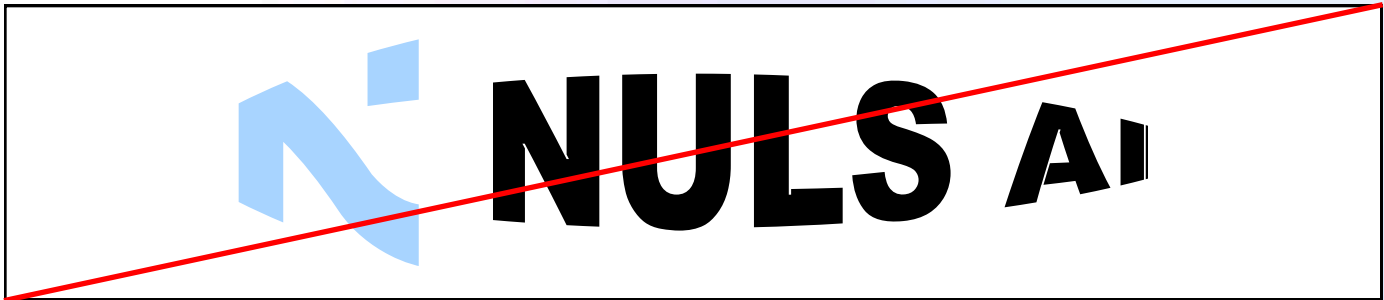
DO NOT SKEW OR STRETCH



DO NOT ALTER PROPORTIONS



DO NOT ADD EXTRA ELEMENTS



DO NOT ADD SPECIAL EFFECTS

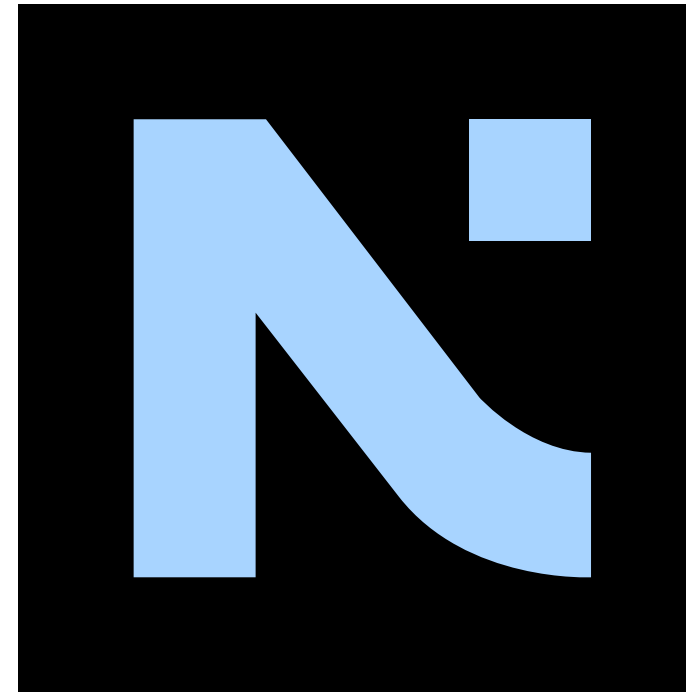


# WE'RE SOCIAL

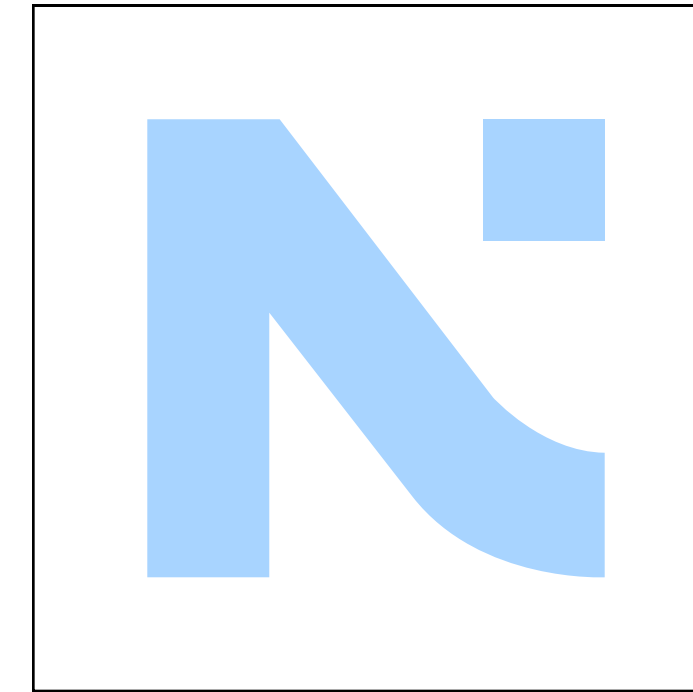
## YOU MAY SEE US AROUND

When it comes to being social, we like to be consistent. Our primary look is with our color logo on a black background.

Depending on the platform we may opt for an alternative look.



PRIMARY



SECONDARY

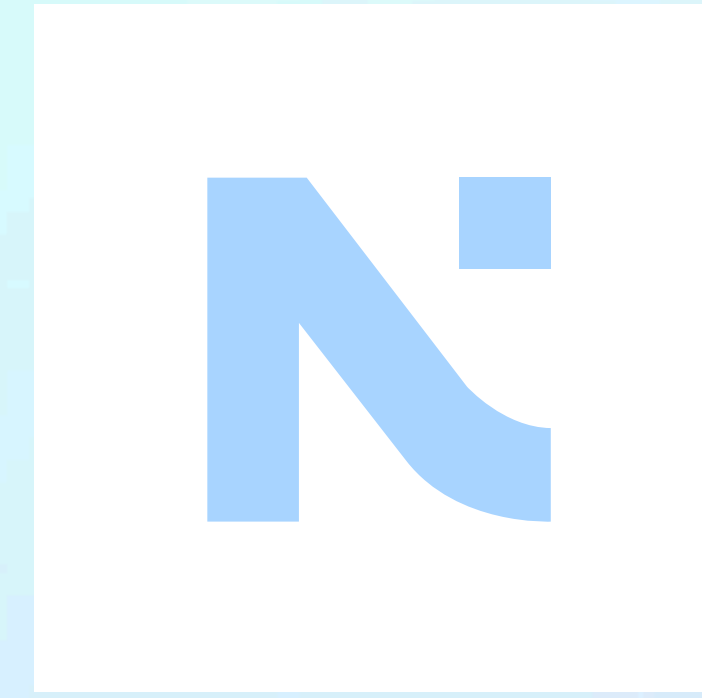


ALTERNATIVE

# NAI Coin

## About the Symbol Logo of NAI Coin

According to the design specification, a circular or square logo with a white background is used.





**NULS AI**