STARKNET

Community team

Brand book

Menu

Introduction

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Starknet brand:

This document presents a comprehensive guide to the visual direction for the Starknet brand. These visuals were created to echo the core values of Starknet and the broader community. When creating new materials using these assets, please consider the principles below that guided their formation and try to incorporate them into your new creations.

- Represent the founding principles and direction of Starknet and it’s community.
- Echo the underlying technologies and the mission of scaling Ethereum.
- Adapt to various media and applications without becoming monotonous or repetitive.
- Strive to strike a balance between a serious, informed tone and a playful, approachable one.

Logo & Sub-Brands

Linear gradient logo

STARKNET

STARKNET

Stacked gradient logo

STARKNET

STARKNET

Gradient symbol

Single colour

Clear space

The Starknet logotype should always be surrounded by sufficient clear space in order to appear as clear and distinct as possible. The minimum clear space around the logotype should be half of the logos height. This measurement is the minimum space allowed around the logotype and should always be applied in all instances. It 's important to point out that the defined clearspace is a minimum, it is of course allowed and recommended to go above this in order to create clear and consistent designs

Clear space

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Clear space

The Starknet symbol should always be surrounded by sufficient clear space in order to appear as clear and distinct as possible. The minimum clear space around the symbol should be a quarter of the symbols height. This measurement is the minimum space allowed around the symbol and should always be applied in all instances. It 's important to point out that the defined clearspace is a minimum, it is of course allowed and recommended to go above this in order to create clear and consistent designs

Colour

Name: SN Navy
HEX: #0C0C4F
RGB: 12,12,79
CMYK: 85,85,0,69

STARKNET

Gradient

Name: SN Orange
HEX: #EC796B
RGB: 236,121,107
CMYK: 0,49,55,7

Name: SN Mauve
HEX: #E175B1
RGB: 225,117,177
CMYK: 0,48,21,12

Sub-Brands

Sub-Brands

Starknet's brand architecture can be worked by adding "surnames" based on different topics.

The composition should always be the same with Starknet's logo on the left side a line divider in the middel and the Sub-Brand on the right side of the composition.

Options for both dark and light background are allowed and Sub-Brands should only have the colours shown in this screen.

STARKNET | Dev News

STARKNET | Dev News

STARKNET | Dev News

STARKNET | Dev News

Colour

Core colour palette

Starknet's core brand colour palette comprises three colours – Infinite Blue, White Flare, and Nebula gradient.

Infinite Blue and White Flare serve as the primary background colours, depending on whether the layout is intended to be light or dark.

The remaining colours should be used as accents, with their proportion being less dominant than the background colours to maintain a balanced visual presentation.

Infinite Blue

-

#0C0C4F
PANTONE: 273 C
CMYK: 100 99 30 41

White Flare

-

#FBFBFB
PANTONE: WHITE C
CMYK: 1 1 1 0

Nebula gradient

-

#EC796B / **#**D672EF
PANTONE: 170 C/ **PANTONE:** 252 C
CMYK: 3 65 55 0/ 30 60 0 0

Complementary flat palette

The Starknet brand has a range of supporting colours designed to bring more flexibility and playfulness into the visual identity.

These supplementary colours should be used sparingly and in conjunction with the primary colour set. They should enhance it without overshadowing or replacing the structure established by the core brand colours.

Palette Tier A (Primary)
Should be used for main complementary elements within designs like big shapes, bigger details or when highlighting both big and small elements.

Palette Tier B (Secondary)
Only for secondary elements like smaller shapes, adding a hint of colour or when highlighting small details.

Tier A (Primary)

Cosmic Blue - **#**1C1C84 **PANTONE:** 276 C **CMYK:** 100 99 14 7	**Purple Void** - **#**2F44B2 **PANTONE:** 2116 C **CMYK:** 0 27 2 50	**Galaxy Blue** - **#**3F8CFF **PANTONE:** 2727 C **CMYK:** 69 44 0 0	**Solar Tangerine** - **#**EC796B **PANTONE:** 170 C **CMYK:** 3 65 55 0
Space Magenta - **#**7F3B7A **PANTONE:** 5135 C **CMYK:** 0 27 2 50	**Cosmic Coral** - **#**E175B1 **PANTONE:** 218 C **CMYK:** 8 67 0 0	**Peach Flare** - **#**F6C9CE **PANTONE:** 496 C **CMYK:** 1 24 9 0	**Sunlit Pink** - **#**F9E8E8 **PANTONE:** 705 C **CMYK:** 1 9 4 0
Lavender Sky - **#**A1A1D6 **PANTONE:** 2705 C **CMYK:** 37 34 0 0	**Lilac Stardust** - **#**CDCDE8 **PANTONE:** 2706 C **CMYK:** 17 16 0 0	**Horizon Blue** - **#**85B6FF **PANTONE:** 7451 C **CMYK:** 43 21 0 0	**Space Blue** - **#**C1F3FC **PANTONE:** 317 C **CMYK:** 21 0 3 0
Moon Green - **#**6985A3 **PANTONE:** 5415 C **CMYK:** 64 42 23 1	**Comet Green** - **#**8DBABB **PANTONE:** 5503 C **CMYK:** 45 13 25 0	**Boreal Green** - **#**90EAC4 **PANTONE:** 7478 C **CMYK:** 39 0 33 0	**Banana Star** - **#**FBF2B1 **PANTONE:** 0131 C **CMYK:** 2 1 37 0

Tier B (Secondary)

Typography

Typeface

Inter.

Styles

Thin ExtraLight Light Regular **Medium** **SemiBold** **Bold** **ExtraBold** **Black**

Glyphs

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

What is Starknet?

Starknet is a Validity Rollup Layer 2. It provides high throughput, low gas costs, and retains Ethereum Layer 1 levels of security.

Given a sudoku puzzle, verifying a solution is easier than solving from scratch. If our goal is to convince people of the statement “this puzzle has been solved”, we can save a lot of computation by having one person compute a solution and then propagate it for others to verify.

STARKNET

Iconography

Icons

The Starknet icon set is designed with a clear purpose: to articulate specific concepts, features, and aspects of the Starknet system.

To promote unity across this icon set and enhance user understanding, a restrained approach was used. Each icon is constructed using a limited selection of elements, viewable on the right. This consistent approach helps bind the icon set together while supporting the user in interpreting the concepts each icon represents.

Transaction

Transaction type 2

Container

Direction

Icons Guidelines

When creating new icons to set alongside the others, it's important to be as consistent as possible.

- Corners should be always rounded following the examples shown.
- The Icons should be a mix of outlined and filled shapes.
- The line thickness should be consistent within the elements in the icon
- Try to always express the concept in an abstract but clever way

On chain computation

Dapps

How Starknet works

Community

Deposit / Withdraw

Scaling

Block explorer

Blog

Onramp

Wallet

Local environment

Tools & resources

Community events

Courses

Jobs

Learn

Documents

Roadmap

Developers

Online community

Nodes & API services

Trustlessness

Tutorials

Example Mockups

Swag - Mug

Swag -
Blue t-shirt

Swag -
White t-shirt

Swag -
White t-shirt

Swag - CAP

Event Booth

Banners

Event Billborad

Twitter home

Twitter home

Twitter home

Linkedin home

Linkedin home

Media thumbnails

Stark Struck

STARK Struck Podcast | Episode 9 | Henri Lieutaud...

Join Henri Lieutaud from the StarkNet team and Scott Piriou from Snapshot, on what gets them excited about technology in general...

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Stark math

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Meetup Templates

Form Cover Templates

Photography

Photography

While photography isn't the primary visual component in the Starknet brand, there are occasions where its incorporation can effectively enhance a design or contribute to a desired objective.

In this section you will find some basic guidelines on using photography in conjunction with the Starknet brand. These can be employed when choosing or creating photographs to ensure alignment with Starknet's brand identity.

Do’s

The photographs that best align with the Starknet brand possess an authentic quality, capturing genuine moments and real people interacting with their work or each other.

Building a collection of such imagery is crucial, as it can be utilized across various mediums. Applying consistent filters to all images will help achieve a uniform appearance, further enhancing the brand's visual coherence.

Do’s

When choosing images or guiding a photographer to capture them, consider the following key attributes to create a compelling collection of brand photographs:

- Authentic scenarios
- Realistic settings
- Natural imperfections
- Genuine emotions
- Believable posing
- Documentary-style ambiance
- Everyday interactions
- Shallow depth of field

By focusing on these attributes, you can ensure a strong visual foundation for the brand's photographic identity.

Don’ts

When selecting imagery, it's essential to avoid certain types that may not align with the brand's identity. Although some may seem obvious, here are a few key attributes to steer clear of:

- Excessively posed images
- Artificial-looking sets
- Exaggerated emotions
- Awkward body positioning
- Models instead of real people
- Contrived scenes

By avoiding these elements, you can maintain the authenticity and coherence of the brand's visual language.

Illustration

AI art generation

We believe that fostering relationships with illustrators is crucial for a community-driven foundation like Starknet. However generating visuals at a fast pace or within budget constraints might not always align with collaborating with an illustrator.

In such situations, it's helpful to create AI-generated art that maintains consistency and includes recognizable themes for your audience. We've started exploring the use of ChatGPT and MidJourney to develop focused prompts that can be refined, resulting in more predictable outcomes when generating artwork.

AI art

Prompt

“Editorial Style photo, Tilted Angle, a group of futuristic people, talking, having fun, photo realistic, Neo-Traditional, Library, Digital Bookshelves, Huxley Library Systems, Intellectual, Neo-Traditional, Space Station, Virtual Fireplace, bold and vibrant deep blue magenta and orange color palette, Dynamic Light, Late Evening --ar 16:9”

Prompt

“Editorial Style photo, Tilted Angle, lecture, Neo-Traditional, college, Digital Bookshelves, Huxley Library Systems, Intellectual, Neo-Traditional, Space Station, bold and vibrant deep blue magenta and orange color palette, Dynamic Light, Late Evening --ar 16:9”

Prompt

“Photo realistic group of young people networking and having fun in a futuristic environment, with a vibrant deep blue magenta and orange color palette and dramatic lighting, Late Evening, Location: planet, Mood: Dreamlike --ar 16:9 --v 5”

Prompt

“Editorial Style photo, Tilted Angle, a group of futuristic people, talking, having fun, Neo-Traditional, Library, Digital Bookshelves, Huxley Library Systems, Intellectual, Neo-Traditional, Space Station, Virtual Fireplace, bold and vibrant deep blue magenta and orange color palette, Dynamic Light, Late Evening”

Prompt

“Photo realistic group of people in a futuristic meeting room, with a vibrant deep blue magenta and orange color palette and dramatic lighting, Late Evening, Location: planet, Mood: Dreamlike --ar 16:9 --v 5”

Prompt

“Outdoor hyperrealistic portrait of a team meeting, having fun in a futuristic alien outdoor outer space environment, with a vibrant deep blue magenta and orange color palette and dramatic lighting, Late Evening, Location: Alien planet, architecture: Alien structures, Mood: Dreamlike, 8k, high detail --ar 16:9”

Graphic elements

Primary graphic elements

The Starknet brand's visual language is intentionally designed to echo the technology and ambitions of Starknet. It incorporates primary shapes drawn directly from the logo.

By combining these elements with complementary shapes, we can create numerous variations through repetition, layering, and modifications while maintaining a consistent connection among them. This approach allows for a versatile and coherent visual language that reflects the brand's identity.

Secondary graphic elements

In addition to incorporating shapes inspired by the logo, which has strong associations with space. Additional shapes are used to reflect Starknet's core offering: scaling transactions on Ethereum through mathematics and cryptography.

This combination of visual elements effectively represents the unique blend of space and technology that defines Starknet's identity and mission.

Wave frequency: To visualise mathematic expression in a visual interesting and understandable wave.

Ethereum rhomboid: This shape is unmistakable. Even its use as a minor element or as just a cropped element helps to set context and meaning to the wider visual.

Embedded circles: A shape that both hints at cryptography and at the marble of the logo.

Moving transactions: Transactions or information being moved at scale. It’s part of the visual language that can be carried through icon design and animation to explain concepts and technology.

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