

2020

V1.0



BRAND GUIDELINES

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Marketing materials

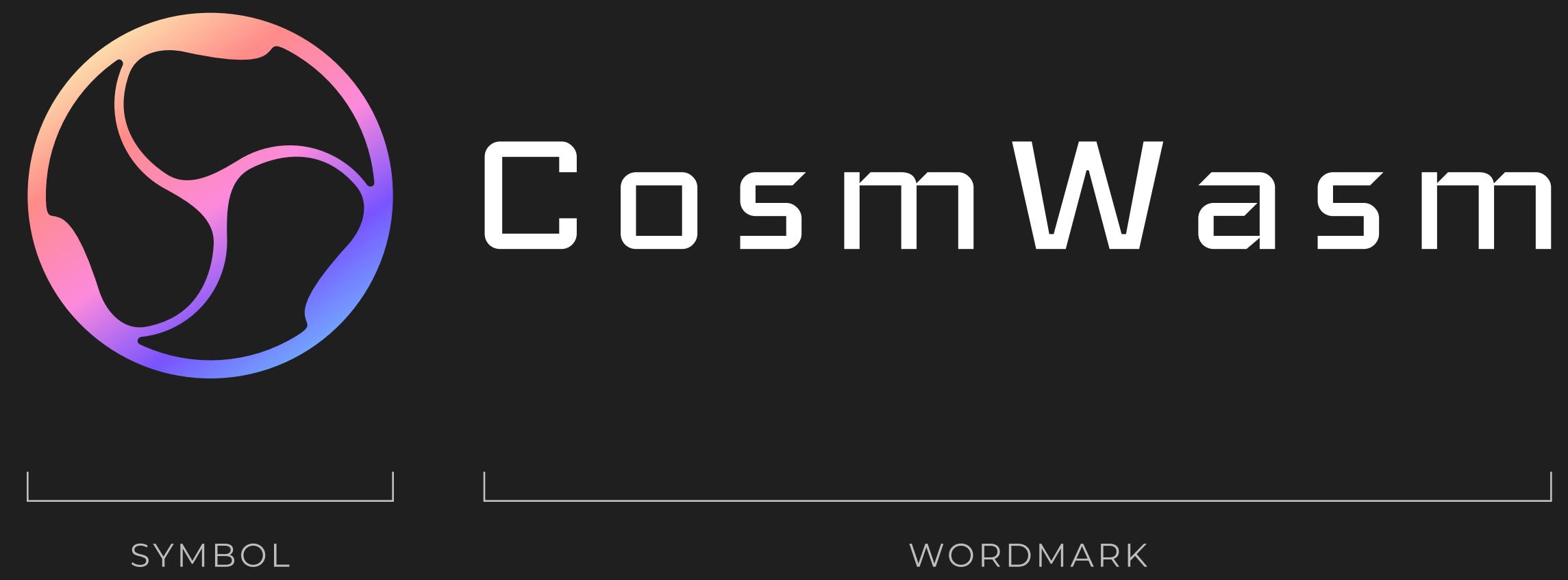
Business card	15
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LOGO

STRUCTURE

The logo is considered a combination mark.
It consists of a wordmark and a symbol.

The main concept of the logo is to present CosmWasm as an effective, robust and secure brand. The idea of the sign: the same elements in the circle, like chain links, are in constant motion in a spiral. Together they create a strong, durable mechanism. Pearl color circle and spiral elements - a reference to the shell and pearls, the parent company. The aesthetics of the font based on the 80s cosmos arcade games.



LOGO

LOGO COLOR

There are 5 versions of the CosmWasm logo; multicolor, grayscale, brand black, clear black (#000000) and white (#FFFFFF).

Always choose the version of the logo that is proper for the background to ensure appropriate contrast and legibility, as in the samples right.

MULTICOLOR



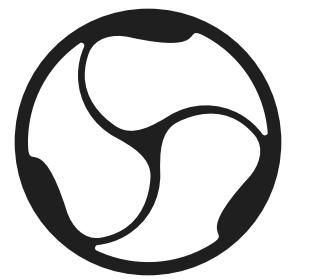
CosmWasm

GRayscale



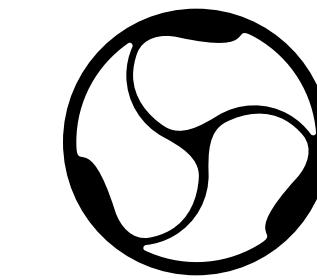
CosmWasm

BRAND BLACK



CosmWasm

CLEAR BLACK



CosmWasm

WHITE



CosmWasm

LOGO

CLEAR SPACE AND MINIMUM SIZE

When you're using the logo with other graphic elements, make sure you give it some space to breathe. The letter "C" is used to provide a free space. The letter "C" is located on the edge of the logo on all sides.

The minimum size of the logo for screen application is 24 px. In print it is 0.393 in or 10 mm.

LOGO CLEAR SPACE



LOGO MINIMUM SIZE

24 px []

FAVICON

16 px []

LOGO

LOCKUP

The CosmWasm logo has 2 versions of lockups: wide and stacked. The main version is wide.

WIDE LOCKUP



CosmWasm

STACKED LOCKUP



CosmWasm

SYMBOL



LOGO

LOGO BACKGROUND

There are three background colors that can be used with the logo: brand black, clear black and clear white. Always use this backgrounds when using multicolor logo.

Never show the CosmWasm logo on backgrounds of other color.



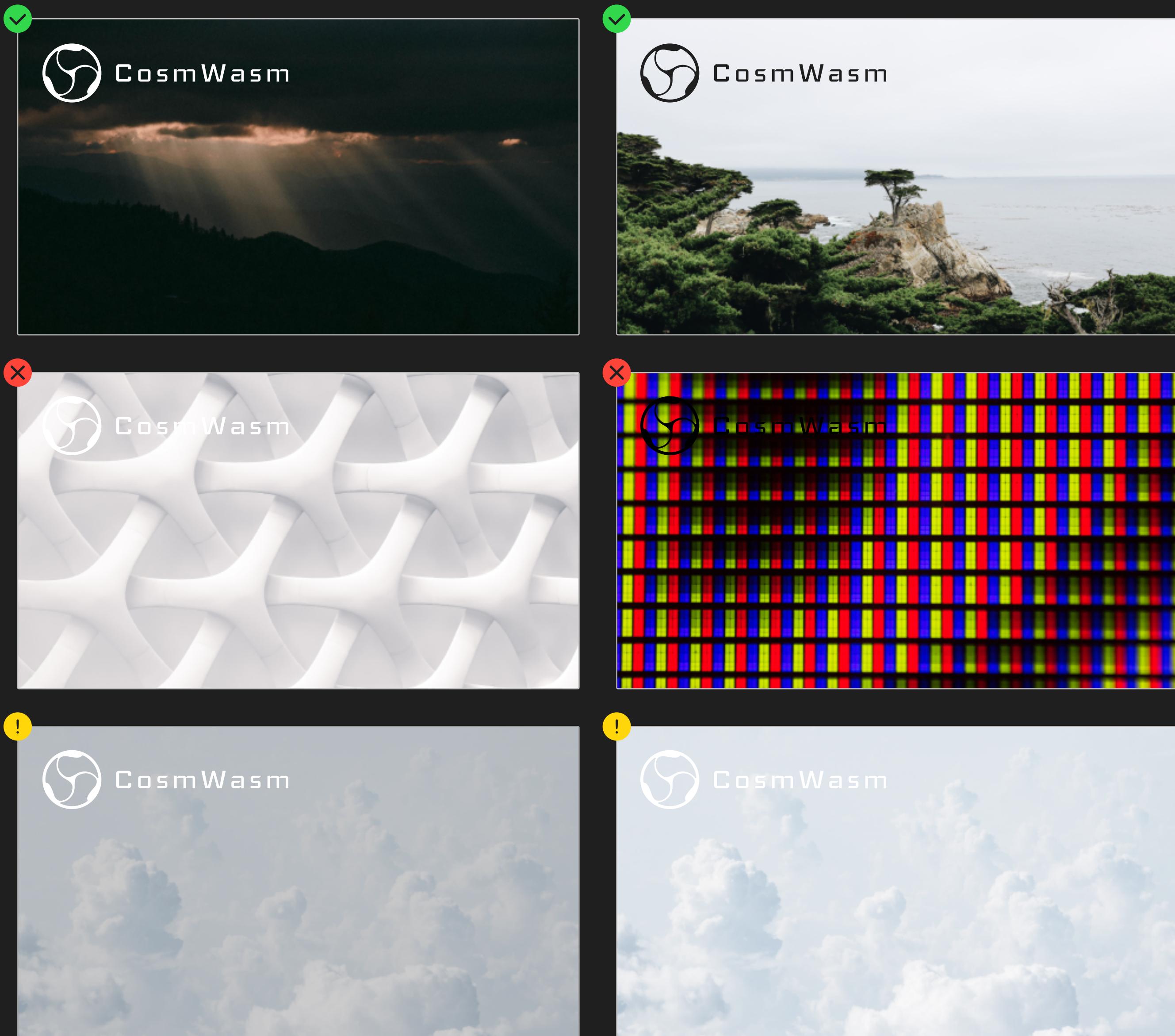
LOGO

USAGE ON PHOTOGRAPHY

Always use such color background for black and white logo versions to ensure appropriate contrast and legibility.

The CosmWasm logo should be carefully placed on a complex background like photography. Always place on clear and simple backgrounds with plenty of contrast for legibility. Avoid placing on busy or complex backgrounds or images to keep the logo as legible as possible.

For images with a light background, we suggest applying a 20-50% black tint to the entire image to maintain legibility of the white logo.



LOGO

MISUSE



Do not apply outlines



Do not fill with unallowed colors and patterns



Do not lock up with copy, headlines, or logos



Do not add drop or inner shadows, special effects



Do not change the symbol



Do not contain in a shape



Do not skew, rotate or stretch



Do not add elements



Do not use as a watermark.
Always use at 100% opacity

COLORS

BRAND PALETTE

The primary colors should be used for all CosmWasm marketing communications. The palette has been designed to preserve the brand's confidence and deep thinking in the CosmWasm design.

RICH BLACK

HEX
1F1F1F

RGB
31 31 31

CMYK
0 0 0 81

MAYA BLUE

HEX
70BCFF

RGB
112 188 255

CMYK
56 26 0 0

MEDIUM BLUE

HEX
7954FF

RGB
121 84 255

CMYK
53 67 0 0

PERSIAN PINK

HEX
FC8ADC

RGB
252 138 220

CMYK
0 45 13 1

CONGO PINK

HEX
FF8B89

RGB
255 139 137

CMYK
0 45 46 0

CHAMPAGNE

HEX
FCECB2

RGB
252 236 178

CMYK
0 6 29 1

COLORS

GRAY PALETTE

The grays are a robust set of colors that can be used in the product to build components and environments.

Also this palette can be used for patterns and tertiary objects.

GRAY 80

HEX

4C4C4C

RGB

76 76 76

CMYK

0 0 0 70

GRAY 60

HEX

797979

RGB

121 121 121

CMYK

0 0 0 53

GRAY 40

HEX

959595

RGB

149 149 149

CMYK

0 0 0 42

GRAY 20

HEX

BDBDBD

RGB

189 189 189

CMYK

0 0 0 26

WHITE

HEX

FFFFFF

RGB

255 255 255

CMYK

0 0 0 0

TYPOGRAPHY

FONTS

The Iceland font has been chosen to use in headlines and other display-sized text on the screen as a primary font.



PRIMARY

Iceland

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
1 2 3 4 5 6 7 8 9 0 (‘ ? ’ “ ! ” % @ / & \ : ; , . *)

The Montserrat font is for secondary priority text items - body text, taglines, titles etc.



SECONDARY

Montserrat

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
1 2 3 4 5 6 7 8 9 0 (‘ ? ’ “ ! ” % @ / & \ : ; , . *)

TYPOGRAPHY

FONTS HIERARCHY

Headings

In our design, we use the typographic hierarchy in order to emphasize and highlight the necessary information, as well as to make it convenient for the user. We use the bigger size of the font to emphasize on what is more important and smaller size font for less important information. Also, we can use color to increase the user's attention. It is allowed to apply a brand gradient to the text style.

HIGHER PRIORITY

 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit.

HEADING 1

Iceland Regular · Upper case · 9.000em

HEADING 2

Iceland Regular · Upper case · 4.500em

HEADING 3

Iceland Regular · Upper case · 4.000em

HEADING 4

Iceland Regular · Upper case · 3.000em

HEADING 5

Iceland Regular · Upper case · 2.250em

TYPOGRAPHY

FONTS HIERARCHY

Body and supporting styles

There are various methods in the typographic hierarchy to highlight the necessary information besides the font size and color.

We use different font-weight, the titles are bolder than the body text. We use different cases, for example, we use the upper case in taglines to emphasize on the important text. Also, we use contrast. It is allowed to apply brand gray 40 or gray 60 to differentiate between the main and auxiliary text.

Title 1

Montserrat Medium · Sentence case · 2.250em

Title 2

Montserrat Medium · Sentence case · 1.500em

Body 1

Montserrat Light · Sentence case · 1.500em

Body 2

Montserrat Light · Sentence case · 1.125em

TAGLINE 1

Montserrat Regular · Upper case · 1.500em

TAGLINE 2

Montserrat Regular · Upper case · 1.125em

Caption

Montserrat Light · Sentence case · 0.875em

TAGLINE

 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit.

MARKETING MATERIALS

BUSINESS CARD

FORMAT

90 mm x 50 mm (width x height)

04 JOB ROLE

Typeface: Montserrat

Size: 12 pt

Alignment: left

Color: multicolor

PAPER

Extra Plus pure

Color: brand black
350 g/m²

01 TITLE LOGO

Lockup: wide

Color: multicolor

Width: 110 mm

05 PERSONAL INFORMATION

Font: Montserrat

Size: 14 pt

Alignment: left

Color: white

06 PATTERN

Color: multicolor

02 TITLE SIDE BACKGROUND

Color: brand black

03 EMPLOYEE INFORMATION

Font: Montserrat

Size: 24 pt

Alignment: left

Color: white

