



Brand Guidelines
V1 2020

Introduction

This document contains the rules for our visual communication. Follow these rules strictly to maintain brand consistency. This includes all of the elements you need – logo, typefaces, colours, and more. We invite you to absorb this information and reference it often to become an informed keeper of the Radix brand.

Last updated June 25th, 2020



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Logo

Our logo has two different versions:

A full-colour version to be shown only on a white or light grey background.

A white version with our green symbol to be shown only on our blue background and on our dark blue background for dark mode.

It's important that all new files and documents feature the updated edition of this logo.

The Radix logo font is Gotham medium.



Safe zone

It's important to maintain proper spacing around the logo to avoid overcrowding. The use of whitespace keeps the brand feeling clean and not cluttered. Use the Radix x for an example of the recommended spacing.



Monochrome logo

This option is used when printing with one ink, for example, when sending a fax.



Logo icons

Our Radix square route symbol is used on its own to display apps and social media icons.



Typography

IBM Plex Sans is our primary typeface for headers and body copy. Modern, flexible and easy to read, IBM Plex Sans is suited for a wide range of visual communications.

We only use two weights from the IBM Plex Sans font family they are Regular and Medium.

IBM Plex Sans - Regular

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabc
čćdďefghijklmnopqrsštuvwxyz žž1234567890
‘?’“!” %)[#{@}/&< -+÷×=>®©\$€£ ¥ ¢:;, . *

IBM Plex Sans - Medium

ABCĆČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽab
cčćdďefghijklmnopqrsštuvwxyz žž1234567890
‘?’“!” %)[#{@}/&< -+÷×=>®©\$€£ ¥ ¢:;, . *

Colours

Colour is an integral part of our brand identity. Consistent use of the colour palette helps differentiate, build association and keep our brand strong. Our blue colours are mainly used for backgrounds. Our green is used for highlighted areas such as links and buttons. Dark greys are used for copy and light greys are used to add depth to a white background. Our secondary colours at the bottom are used to show highlight sections in stats.

RGB (5, 44, 192)
#052CC0
CMYK (100,75,0,5)

RGB (6, 15, 143)
#060F8F
CMYK (100,90,0,15)

RGB (0, 195, 137)
#00C389
CMYK (75,0,70,0)

RGB (0, 171, 132)
#00ab84
CMYK (90,0,70,0)

RGB (0, 48, 87)
#003057
CMYK (100,57,12,61)

RGB (255, 255, 255)
#ffffff
CMYK (0,0,0,0)

RGB (66, 85, 99)
#425563
CMYK (77, 58, 45, 25)

RGB (79, 117, 139)
#4f758b
CMYK (71,30,13,41)

RGB (122, 153, 172)
#7a99ac
CMYK (44,15,7,22)

RGB (221, 229, 237)
#dde5ed
CMYK (10, 2, 0, 0)

RGB (242, 242, 252)
#F2F2FC
CMYK (4,3,0,0)

RGB (239, 65, 54)
#ef4136
CMYK (0, 90, 85, 0)

RGB (0, 174, 239)
#00aeef
CMYK (100, 0, 0, 0)

RGB (255, 242, 0)
#fff200
CMYK (0, 100, 0, 0)



Background Gradients

These background gradients are used in presentations, website and social media.



Visual elements

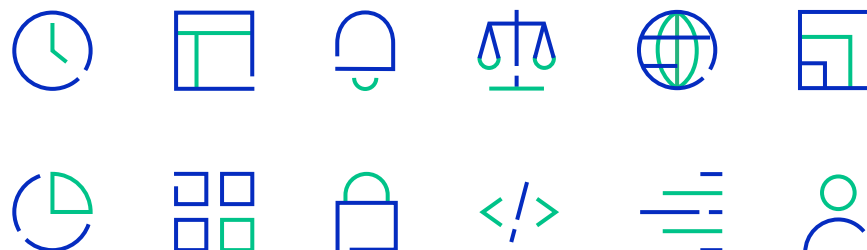
Throughout the branding, you will notice that the new visual elements include and are based on lines. The inspiration to use lines came from research into how Radix's technology is visually displayed. For instance transactions, sharding, decentralised illustrations and Radix technology examples all visually incorporate lines. Even the shape of the Radix logo is designed from a line.

This new visual element will form a strong identity throughout Radix's branding.



Iconography

These Icons are to be used on materials such as presentations, website and social media.



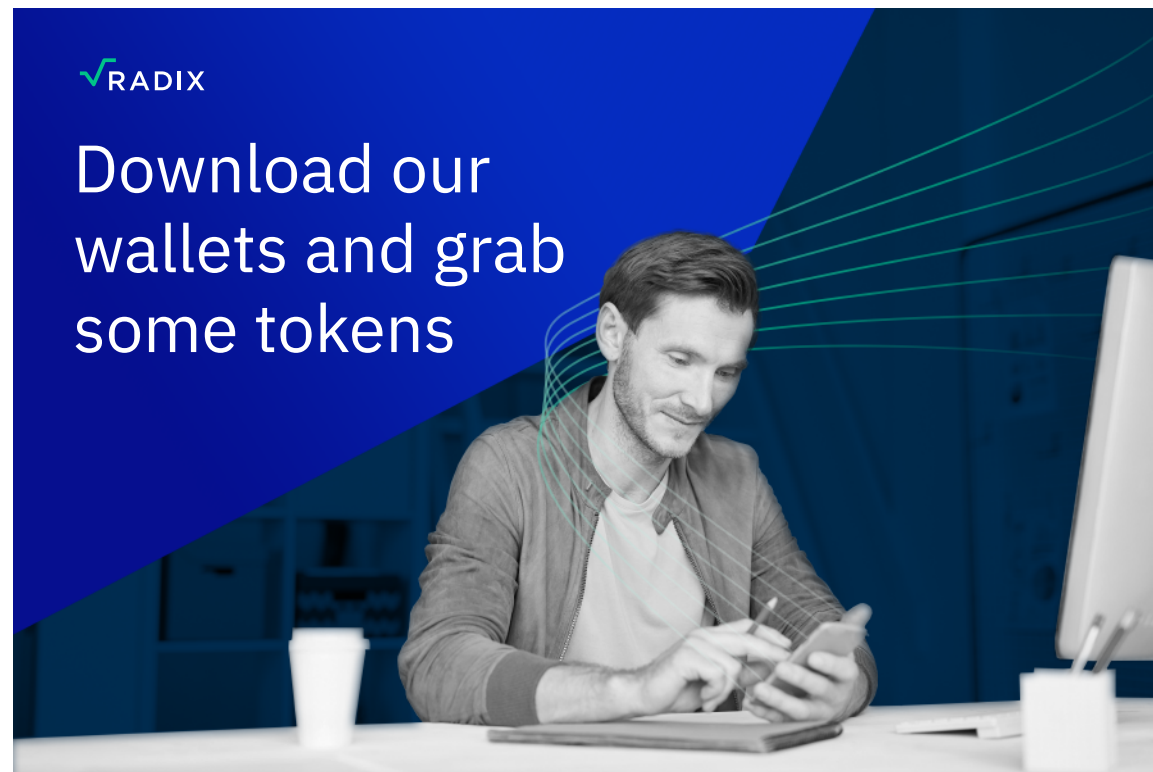
Photography

The photos used in our company's promotional materials should be light, energetic and clean. It is recommended, if possible, to use branded colours as a background for people and objects.



Photo usage

These examples show how photos can be edited and used within our new visual style.



Statistics

These statistics are used in presentations, website and social media.



Button UI

Circular buttons are a new addition to our online UI.

Get Started

Normal

Get Started

Hover

Get Started

Disabled

Get Started

Alternative

Get Started

Normal

Get Started

Hover

Get Started

Disabled

Get Started

Alternative

Get Started

Normal

Get Started

Hover

Get Started

Disabled

Get Started

Alternative



Online graphics

Examples of online graphics implementing our visual design. These can be shown as a part of a campaign on our social media.



London AM Crypto week

Sit amet, consectetur

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh.



London AM Crypto week

Sit amet, consectetur

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh.



Call to action Graphics

Examples of Call to action Graphics designed to entice views to click through. These are designed for online adds.



