



# **BRAND GUIDELINES**

# Logo

This is the logo that is used to represent the ICON network. Here are a few things to keep in mind when using the ICON logo.

- Only show the ICON logo in turquoise, black, or white.
- Do not rotate the logo.
- Do not overemphasize the logo.
- Ensure there is adequate whitespace surrounding the logo.



# Logo

This is the logo that is used to represent the ICX token. Here are a few things to keep in mind when using the ICX logo.

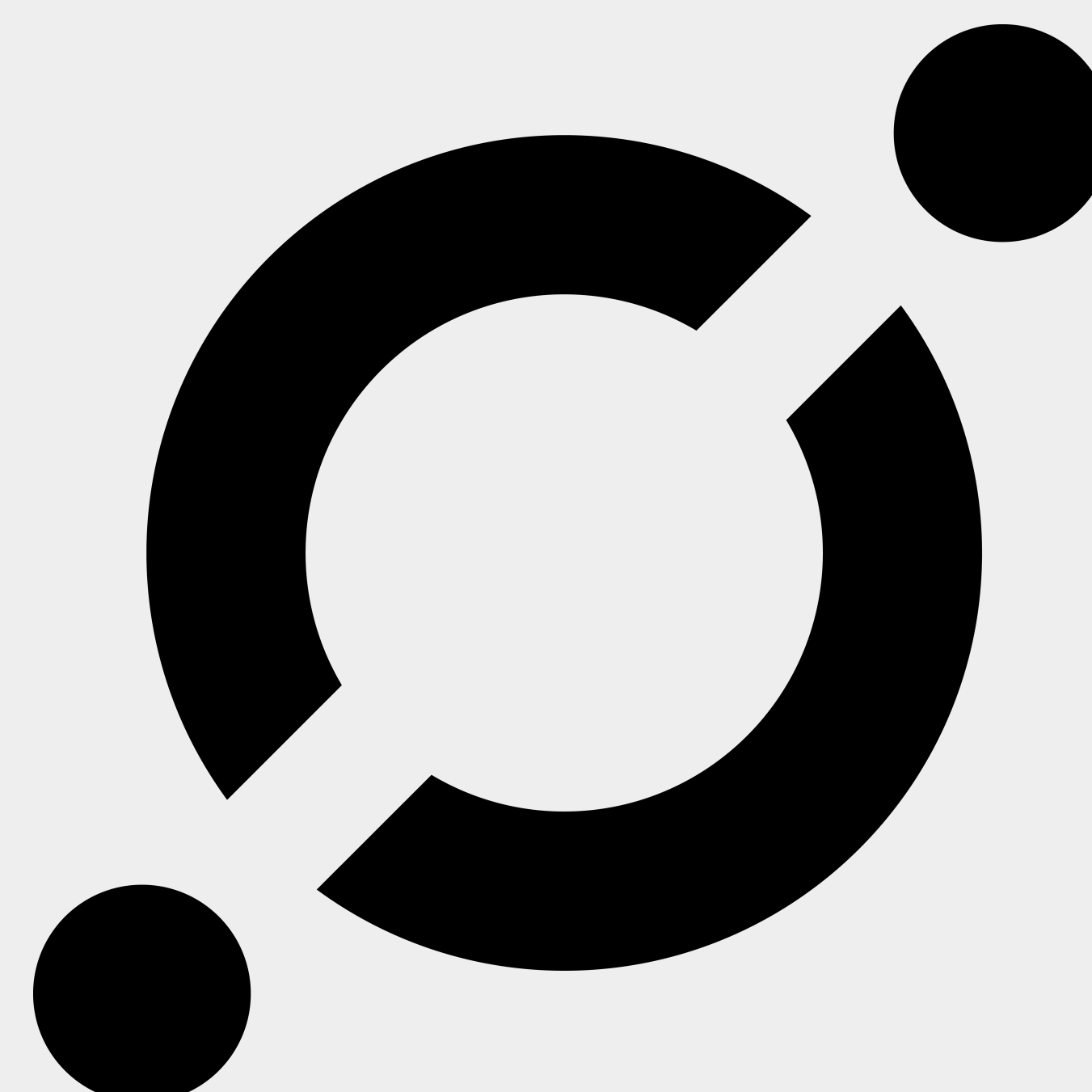
- Only show the ICX logo in turquoise, black, or white.
- Do not rotate the logo.
- Do not overemphasize the logo.
- Ensure there is adequate whitespace surrounding the logo.



# Logo

The ICON and ICX logos come in three color variations - turquoise, white, and black.

The turquoise and white variations of the ICON logo feature a high level of contrast - turquoise/black and turquoise/white. The black ICON logo features a low level of contrast ideal for “dark mode” design - black/grey.



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# Color

## Turquoise

HEX #32B8BB  
RGB 50 184 187  
CMYK 70 3 30 0

## Black

HEX #1f2120  
RGB 31 33 32  
CMYK 73 65 66 74

## Dark Grey

HEX #545454  
RGB 84 84 84  
CMYK 64 56 56 32

## White

HEX #FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0





# Typography

ICON's font of choice is Montserrat, a sans-serif font inspired by the Montserrat neighborhood in Buenos Aires, Argentina. Montserrat was designed by Julieta Ulanovsky.

A **rhizome** has no beginning or end; it is *always in the middle*, between things, interbeing, *intermezzo*.



# Questions & Comments

Contact us at [hello@rhizomeicx.com](mailto:hello@rhizomeicx.com)

