



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 green, 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 green, 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 green 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.



icon



icon



icon



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

