ANTALPHA

Branding Guideline

Designed by Wimble

July 2024

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Introduction

This document contains the rules for Antalpha's visual communication system, including guidelines dedicated to all individual branding elements: logo, typeface, colors, etc.

Following these rules strictly will help designers maintain brand recognition and consistency.

Last updated July 2024

ANTALPHA

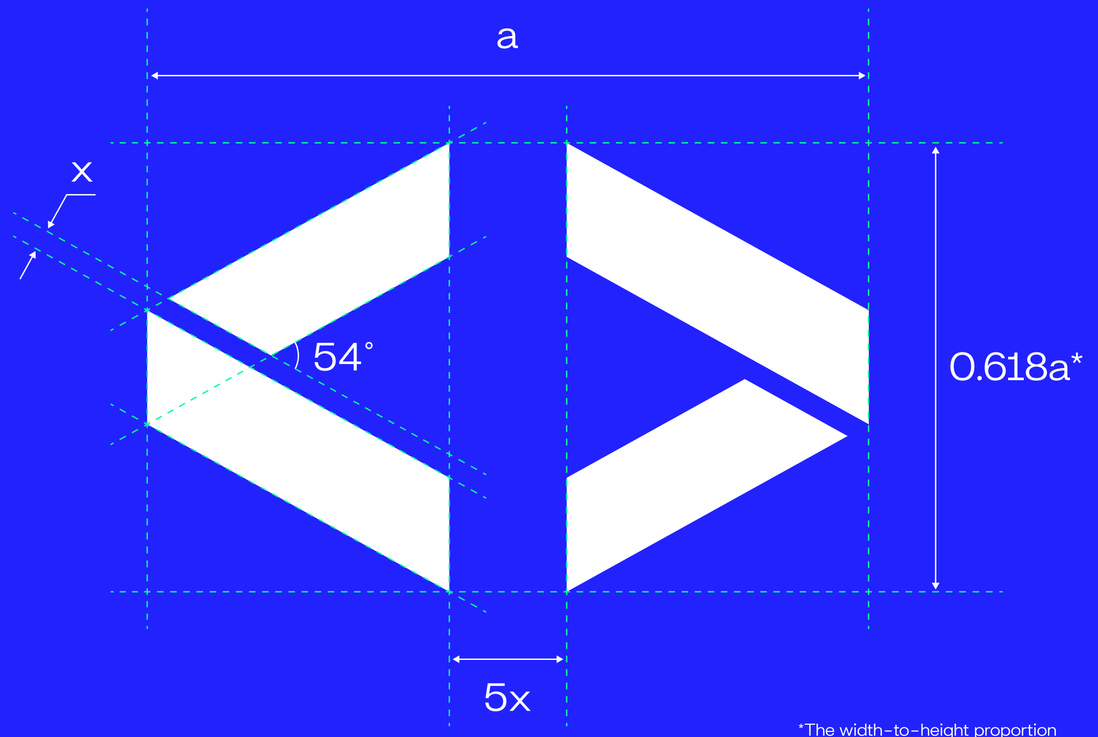
A leading global Bitcoin ecosystem service platform

Positioning

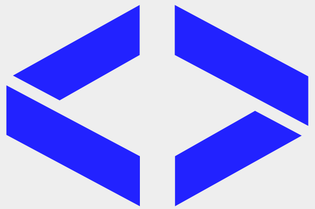
Antalpha aims to help create a world where blockchain, cryptocurrency, digital asset technologies, and Web3 transform existing economic and technological paradigms, revealing unprecedented value and opportunity.

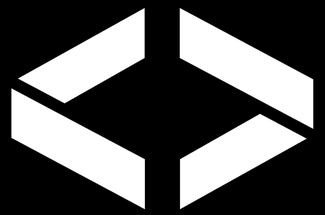
Logo mark construction

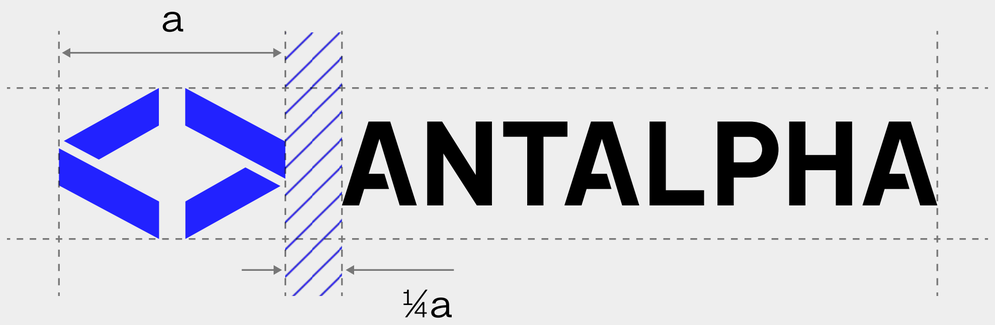
A logo mark is an identifying symbol that does not contain the business name or any other text and can be used as a standalone branding element.



*The width-to-height proportion follows the Golden Ratio.







Logo options

The logo is the combination of the logomark and the wordmark.

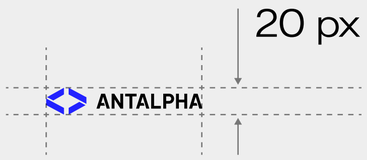
The horizontal logo (form-strip) should be the primary variation used on all surfaces and in all circumstances where applicable.

The vertical option should be used when there is not enough space to use the horizontal logo safely, or if the logo is the sole element in the layout, for example, on a title page or cover.

Safe area and minimal size

It is important to maintain proper spacing around the logo to avoid overcrowding. Additionally, the use of whitespace helps keep the brand feeling clean.

When significantly reduced, the logo may become illegible. It is recommended to stay within the 20px height to preserve the quality of the logo.



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Mono color logo

In situations where only one ink color is available due to production costs, it is important to adhere to the standard practice of using light-colored type on a dark background or dark-colored type on a light background.

Ensure that the logo or symbol outline stand out distinctly from the background color for clarity.

Logo and the backgrounds

It is crucial for logo in any variation to have high contrast with background and to be clearly distinctive from it.

Color scheme

'Royal Blue', renowned for its stable and trustworthy associations, harmonizes with the energetic and refreshing 'Sugar Mint' green to create a distinct, lively, and futuristic combination.

Neutral 'Black', 'Silver', and 'White', on the other hand, tone down the intensity of primary and accent colors, bringing a sense of stability and orderliness even further.

PRIMARY
Royal Blue

ACCENT
Sugar Mint

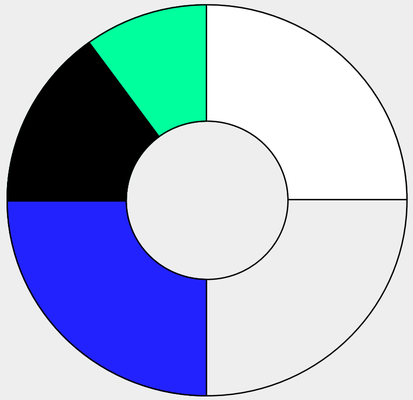
GRADIENT 01

GRADIENT 02

SECONDARY
Black

SECONDARY
Silver

SECONDARY
White



Color Distribution

- 25% White
- 25% Silver
- 25% Royal Blue
- 15% Black
- 10% Sugar Mint

Typography

Being a representative of the 'neo-grotesck' fonts, 'Britanica', is bold in its letterforms, combining very human, organic shapes with sharp, digital feel.

Ag

HEADING

Britanica Black

line height: 80% | Letter spacing: -2%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

BODY

Britanica Regular

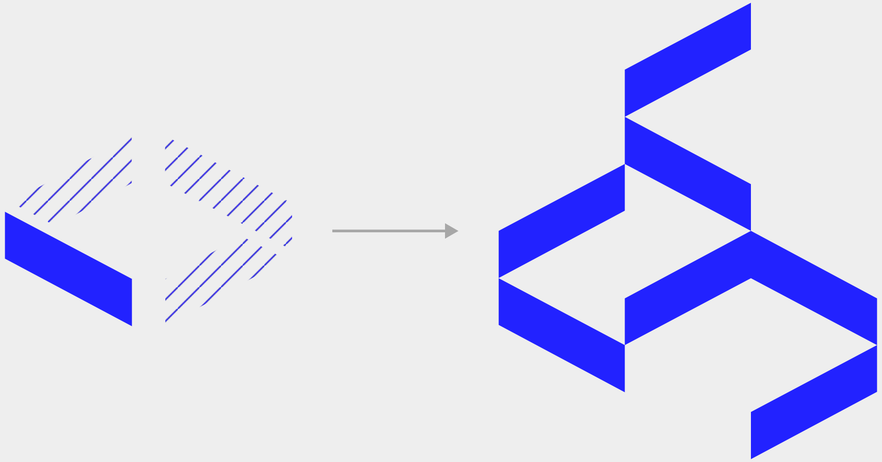
line height: 150% | Letter spacing: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Visual language

One of the basic elements of the logo was used as a foundation for the corporate graphics.

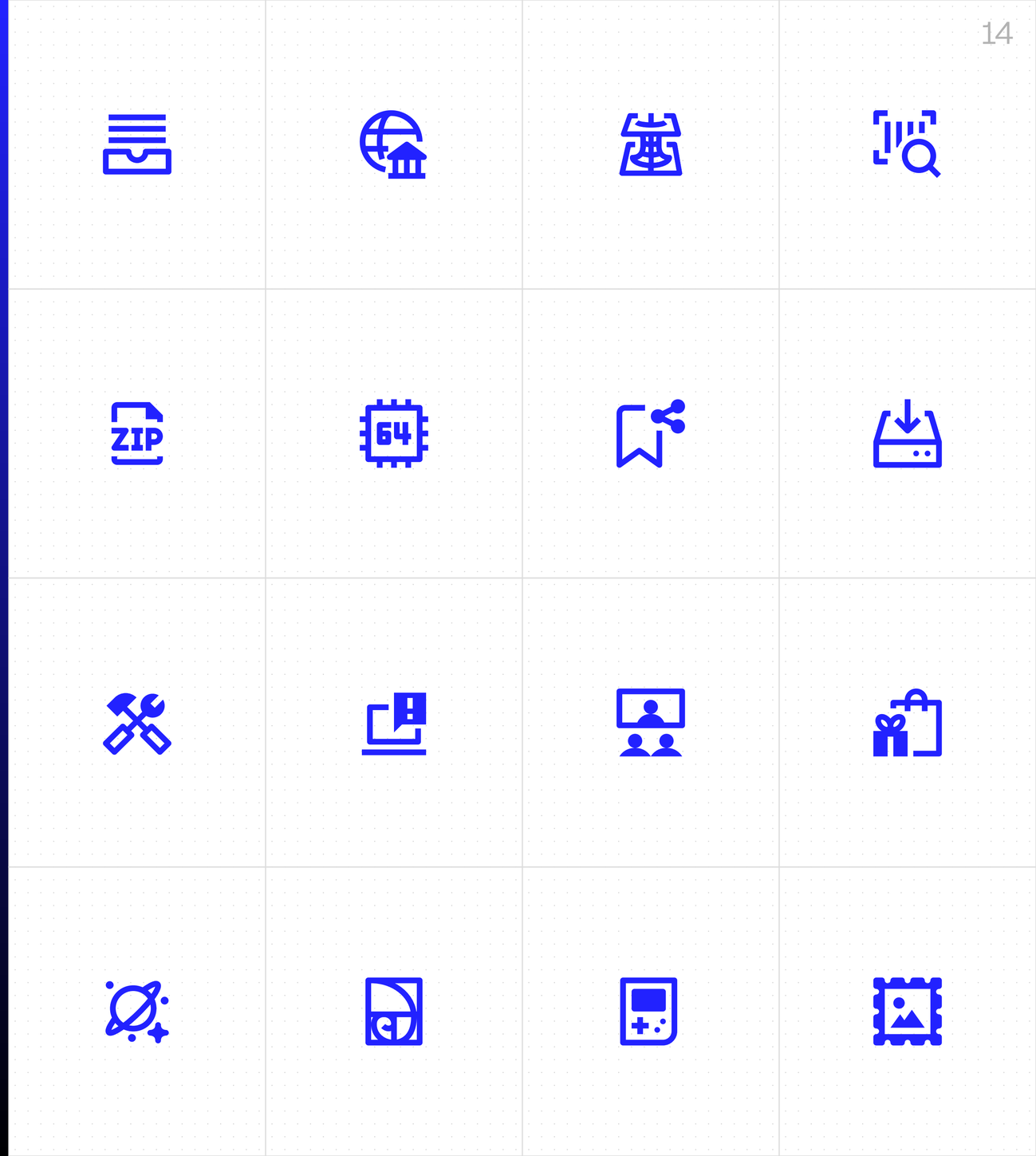
Combining this basic element with itself multiple times in different ways forms the basis of achieving corporate patterns.



Achieved pattern can seamlessly adapt to both dark and light backgrounds, ensuring a versatile and polished look.

Iconography

The icon set embodies a strict geometric style, prioritizing clarity and precision. Each icon is crafted within a consistent grid framework, creating a modern, cohesive visual language that enhances the brand's identity.

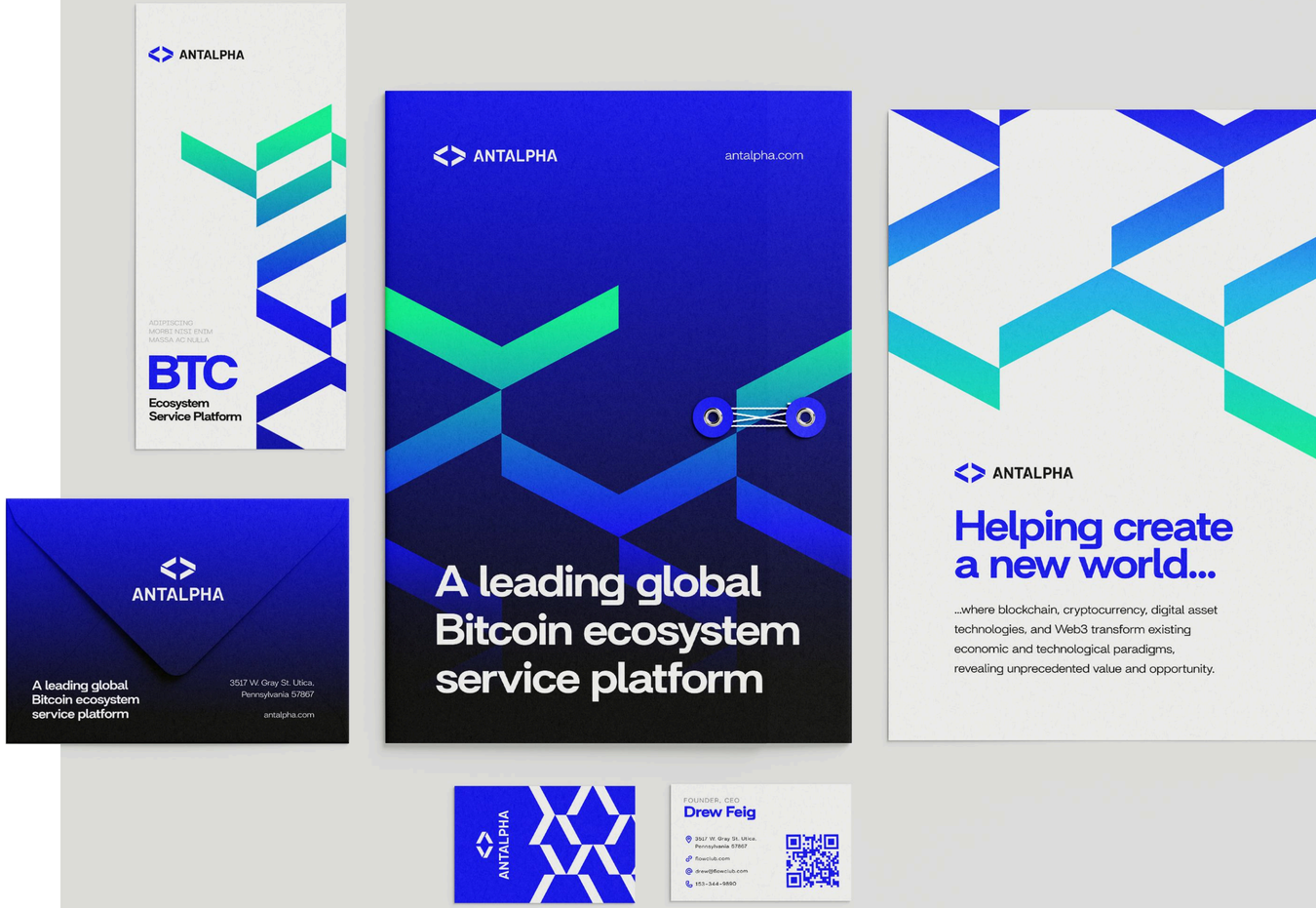


Stationery

The principles outlined in previous sections on typography, color palette, and visual language serve as the backbone and foundation of any layout. Therefore, all stationery media should be branded in accordance with these guidelines.

On the right, you'll find an example showcasing various stationery branding materials.

While these examples can be utilized as they are, they should not restrict the creative possibilities for designing mew media.



Merchandise

The guidelines for branding apparel and miscellaneous media generally do not differ from those for branding stationery.

However, when ordering printing, it is advisable to either request the development of a layout from the printing company or provide the specific requirements of that company to the designer.

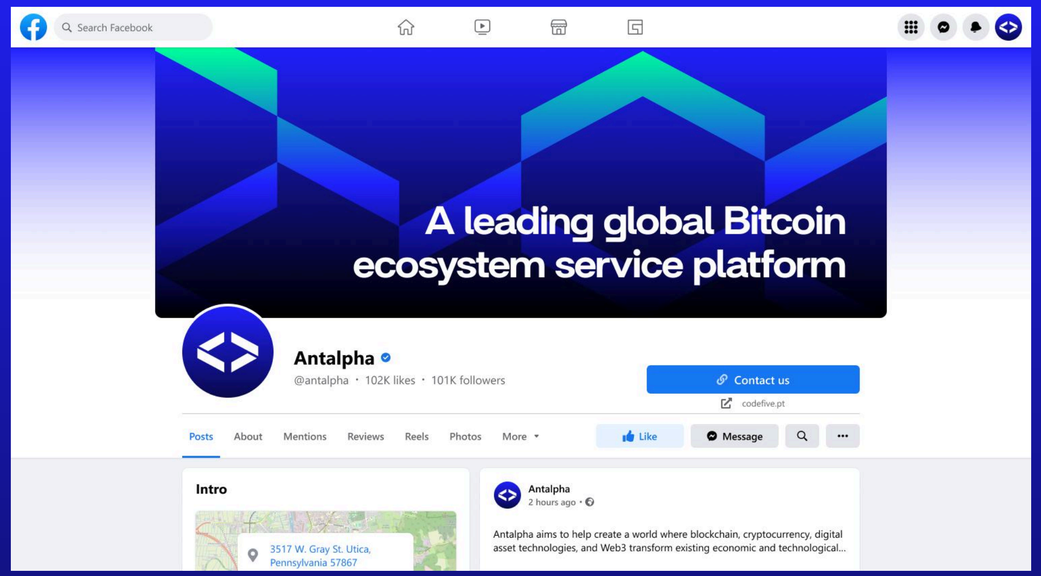
The examples depicted on the right serve solely as demonstrations of potential branding and do not restrict creative approach.

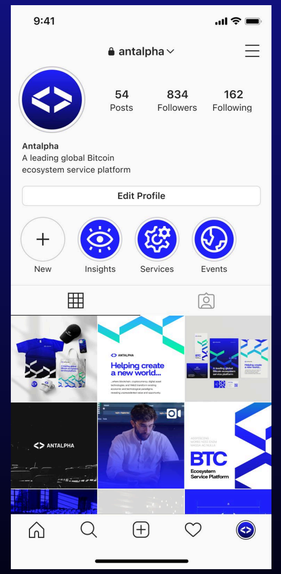
Social media

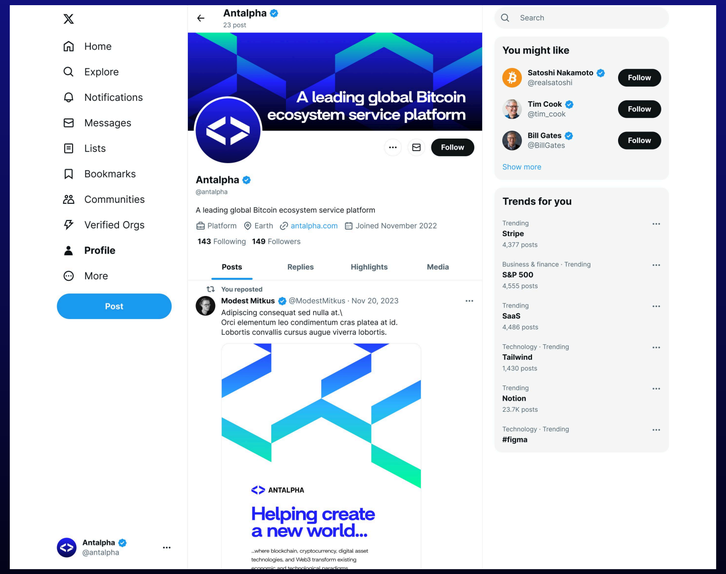
Advertising layouts for social networks should be crafted in accordance with the specific requirements of each platform.

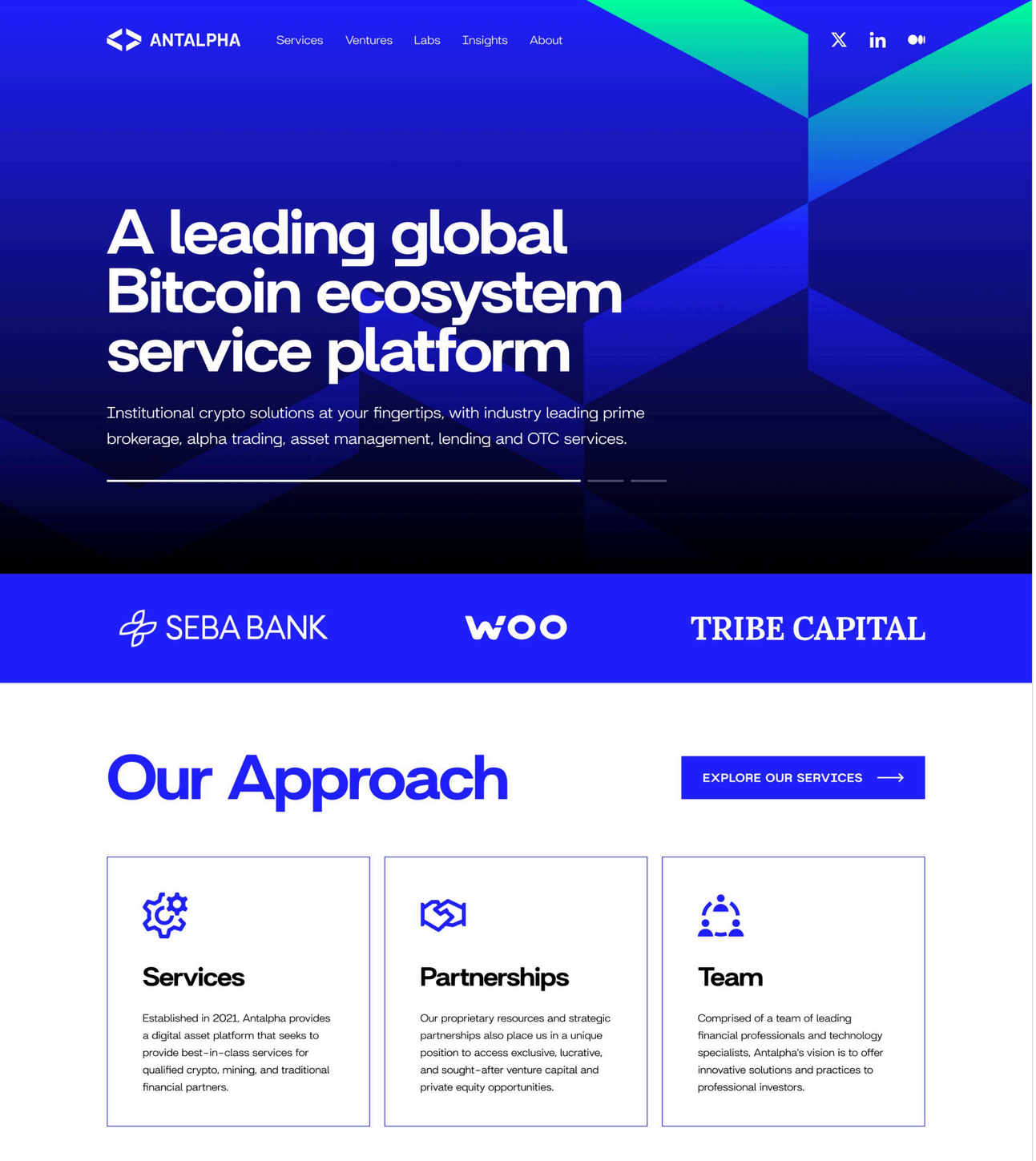
Regarding branding, all the principles and techniques described earlier still apply.

The examples shown on the right are solely demonstrations of potential media branding and do not limit the creative approach of the designer.









Website concept

An official website serves as the primary digital presence of an organization, providing essential information, facilitating communication, and promoting the brand.

It should feature a user-friendly design, ensure accessibility, and offer a consistent, responsive experience across all devices.

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BRANDING GUIDELINE

ANTALPHA KEY VISUAL AND STYLE GUIDES

WIMBLE — 2024