

A decorative laurel wreath is positioned in the upper right corner of the page, rendered in a dark blue color that matches the background. It features a curved branch with several pointed leaves.

SCRF Brand Guidelines

APRIL 2022

SCRF

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BRAND IDENTITY

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ABOUT

The Smart Contract Research Forum (SCRF) is a not-for-profit public benefits organization dedicated to advancing research while serving the web3 space.

In support of its mission, SCRF distributes grants, sponsors projects, facilitates resources, and provides operational support to organizations and independent researchers who create or use actionable research.

The company was founded in early 2021 by Richard Brown, former Head of Community at MakerDAO, and Sergey Nazarov, the Co-founder of Chainlink.

1.0

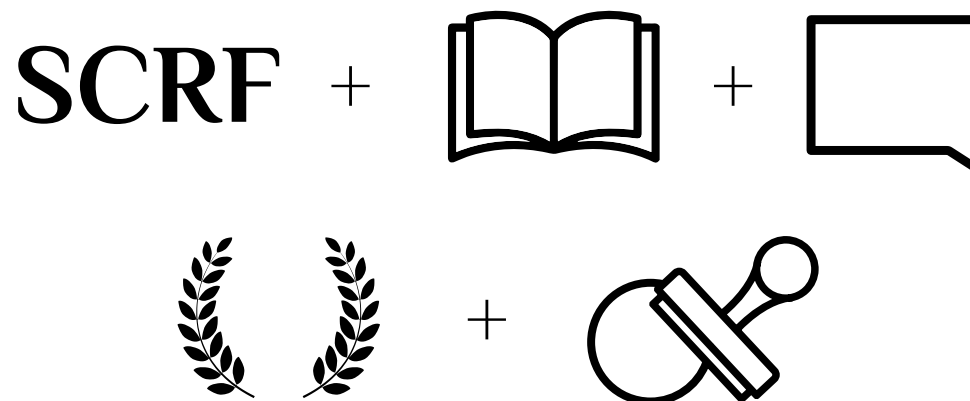
LOGO INSPIRATION

Logo Architecture

The figurative mark at the centre of the logo is a combination of the word SCRF, book pages and a speech bubble.

The book pages represent knowledge, research and academia, whilst the speech bubble signifies discussion, review and collaboration.

Surrounding the figurative mark are laurel branches that symbolises success and achievement and the surrounding ring that holds the logo together denotes legitimacy - a stamp of approval.



1.1

SCRF LOGO

Logo

The SCRF Stamp is the primary logo.

The lettering is created using the Philosopher typeface.

Always use the provided logo files provided. **Do not re-create.**



1.2

SCRF LOGO VARIATIONS

Variations

There are three further variations of the SCRF logo. The SCRF Horizontal logo, the SCRF Vertical logo and the SCRF Pages.

Each version of the logo should be used at specific sizes (see page 8).

SCRF Horizontal Logo



Smart Contract Research Forum

SCRF Vertical Logo



Smart Contract Research Forum

SCRF Pages



1.3

LOGO SIZING

Sizes

The SCRF Horizontal & Vertical logo should only be used when appearing in sizes 500px wide and above.

The SCRF Stamp should be used when appearing in sizes above 150px wide.

The SCRF Pages should be used when appearing in sizes below 150px wide.

The minimum size the SCRF Pages should appear is 32px wide.

SCRF Horizontal / Vertical Logo - 500px wide and above



Smart Contract
Research Forum



Smart Contract
Research Forum

SCRF Stamp - Sizes above 150px wide



SCRF Pages - Below 150px wide



Minimum size



The minimum size of the
SCRF Pages logo is 32px wide.

1.4

SAFE AREA

Spacing

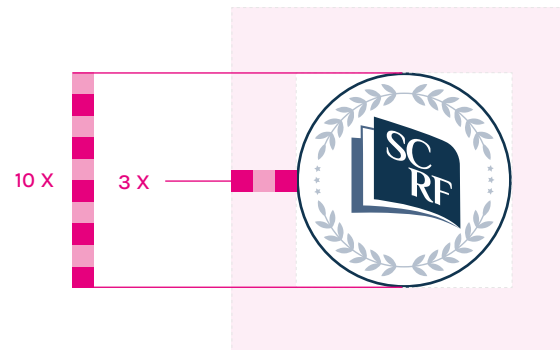
An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.

The exclusion zone is determined by the size of the SCRF Stamp.

SCRF Horizontal Logo spacing



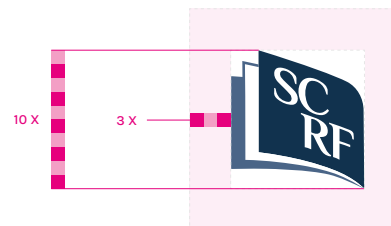
SCRF Stamp spacing



SCRF Vertical Logo spacing



SCRF Pages spacing



1.5

ACHROMATIC STAMP LOGO

Positive & Negative

The achromatic logo versions have been specifically designed to meet some specific printing requirements.

They should not be used in other circumstances.

SCRF Stamp in black



SCRF Stamp in white



1.6

ACHROMATIC LOGO VARIATIONS

Positive & Negative

The achromatic logo versions have been specifically designed to meet some specific printing requirements.

They should not be used in other circumstances.

SCRF Horizontal logo in black



SCRF Vertical logo in black



Smart Contract
Research Forum

SCRF Pages in black



SCRF Horizontal logo in white



SCRF Horizontal logo in white



Smart Contract
Research Forum

SCRF Pages in white



1.7

LOGO USAGE

Don't

This page illustrates a series of changes to the SCRF Logo which are not allowed in any way.

- 01** The SCRF Logo must not be distorted. Its shape must always be maintained and the ratio between elements must not be modified.
- 02** The SCRF Logo must not be used over any non-approved colored backgrounds, or photographic backgrounds that do not provide adequate contrast.
- 03** The SCRF Logo must never be recolored or have special effects applied to it such as drop shadows and 3D effects.



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Do not add apply a shadow or any other effects to the SCRF Logo.



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Never stray from the color palette

Smart Contract
Research Forum



Never rearrange elements of the design.



Smart Contract
Research Forum



Do not use other fonts for the logo.



Smart Contract
Research Forum



Do not distort or physically alter the proportions of the logo.



Do not use the logo on a background colour or pattern that makes the signature, or any part of it, hard to see or read.

2.0

LOGO TYPEFACE

Logo Typeface

The font used in the SCRF logo is Philosopher Bold.

This typeface should be used sparing so not to undermine or detract from the uniqueness of the SCRF logo.

Philosopher Font files can be located [HERE](#).

Philosopher

AaBbCc123

Philosopher Regular

Ecae volo quo modisci isquam, velit aut verro essinis ciducit mi, cusanit excestis dipsunt andi conse laut inctur, as magni dolorecto volor a dolor accus esciet, ut quae officimi, temperspid quo omnihit poritam atiusam.

AaBbCc123

Philosopher Regular italic

Ecae volo quo modisci isquam, velit aut verro essinis ciducit mi, cusanit excestis dipsunt andi conse laut inctur, as magni dolorecto volor a dolor accus esciet, ut quae officimi, temperspid aute commim poritam atiusam.

AaBbCc123

Philosopher Bold

Ecae volo quo modisci isquam, velit aut verro essinis ciducit mi, cusanit excestis dipsunt andi conse laut inctur, as magni dolorecto volor a dolor accus esciet, ut quae officimi, temperspid aute commim norpor poritam atiusam.

AaBbCc123

Philosopher Bold Italic

Ecae volo quo modisci isquam, velit aut verro essinis ciducit mi, cusanit excestis dipsunt andi conse laut inctur, as magni dolorecto volor a dolor accus esciet, ut quae officimi, fugit, solorehent aute commim poritam atiusam.

2.1

PRIMARY TYPEFACE

Typeface

The primary typeface chosen to convey the SCRF identity is Karla, which is the preferred typeface on all SCRF materials.

To create a clean, cohesive appearance, the use of no more than two different typeface families in a document is recommended. This includes design elements such as callouts and photo captions.

This primary typeface is available in six weights: extra light, light, regular, medium, bold and extra bold. For every weight an italic version is also available.

Karla Font files can be located [HERE](#).

Karla

AaBbCc123

Karla Extra Light

Ecae volo quo modisci isquam, velit aut verro essinis ciducit mi, cusanit excestis dipsunt andi conse laut inctur, as magni dolorectoolor a dolor accus esciet, ut quae officimi, temperspid quo omnihitporitam atiusam.

AaBbCc123

Karla Light

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AaBbCc123

Karla Regular

Ecae volo quo modisci isquam, velit aut verro essinis ciducit mi, cusanit excestis dipsunt andi conse laut inctur, as magni dolorectoolor a dolor accus esciet, ut quae officimi, temperspid aute comnim norpor poritam atiusam.

AaBbCc123

Karla Medium

Ecae volo quo modisci isquam, velit aut verro essinis ciducit mi, cusanit excestis dipsunt andi conse laut inctur, as magni dolorectoolor a dolor accus esciet, ut quae officimi, fugit, solorehent aute comnim poritam atiusam.

AaBbCc123

Karla Bold

Ecae volo quo modisci isquam, velit aut verro essinis ciducit mi, cusanit excestis dipsunt andi conse laut inctur, as magni dolorectoolor a dolor accus esciet, ut quae officimi, fugit, solorehent aute comnim poritam atiusam.

AaBbCc123

Karla Extra Bold

Ecae volo quo modisci isquam, velit aut verro essinis ciducit mi, cusanit excestis dipsunt andi conse laut inctur, as magni dolorectoolor a dolor accus esciet, ut quae officimi, fugit, solorehent aute comnim poritam atiusam.

3.0

COLOR PALETTE

Color

Color is a powerful tool in creating a distinctive and memorable brand image. The SCRF brand identity is made up of four primary colours and four secondary colours.

The secondary colors are used more sparingly e.g. within posters, charts, graphs and diagrams, or as highlight colours.

The color chart to the right shows color references for both online and offline.

Primary Colors

SCRF BLUE

RGB R74 G101 B135
CMYK C95 M83 Y51 K65
HEX #4a6587



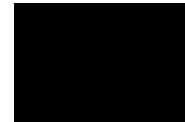
SCRF DARK BLUE

RGB R17 G50 B77
CMYK C98 M79 Y44 K40
HEX #11324d



BLACK

RGB R0 G0 B0
CMYK C0 M0 Y0 K100
HEX #000000



WHITE

RGB R255 G255 B255
CMYK C0 M0 Y0 K0
HEX #ffffff



Secondary Colors

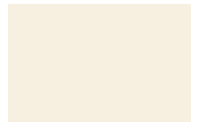
SCRF SAGE

RGB R193 G207 B192
CMYK C25 M11 Y25 K0
HEX #c1cfc0



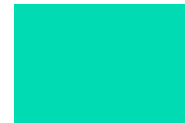
SCRF IVORY

RGB R247 G239 B223
CMYK C2 M4 Y11 K0
HEX #f7efdf



SCRF GREEN

RGB R0 G219 B179
CMYK C64 M0 Y44 K0
HEX #00dbb3



SCRF ORANGE

RGB R255 G88 B57
CMYK C0 M80 Y82 K0
HEX #ff5839



3.1

COLOR PALETTE TINTS

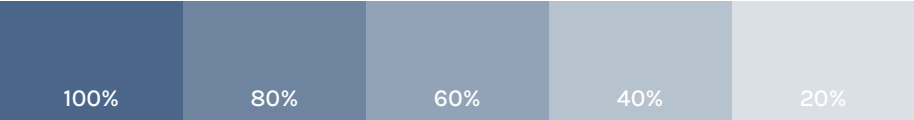
Tints

Primary colours should be used in the first instance but can also be used in varying degrees of tints as a secondary colour.

Primary Tints

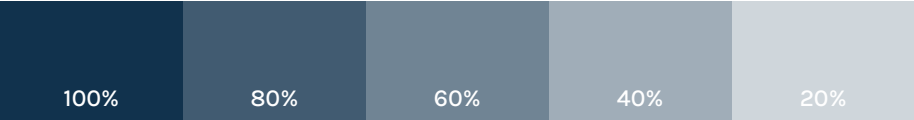
SCRF BLUE

RGB R74 G101 B135
CMYK C95 M83 Y51 K65
HEX #4a6587



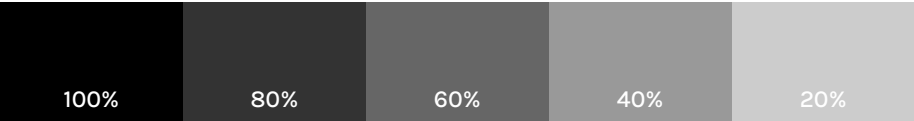
SCRF DARK BLUE

RGB R17 G50 B77
CMYK C98 M79 Y44 K40
HEX #11324d



BLACK

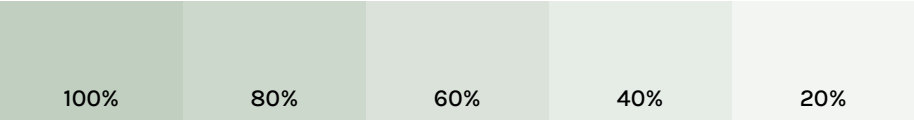
RGB R0 G0 B0
CMYK C0 M0 Y0 K100
HEX #000000



Secondary Tints

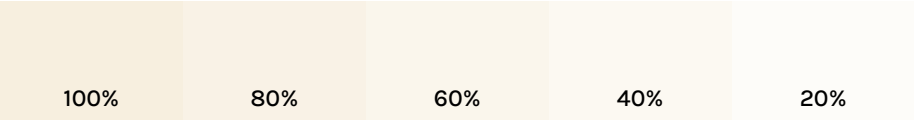
SCRF SAGE

RGB R193 G207 B192
CMYK C25 M11 Y25 K0
HEX #c1cfc0



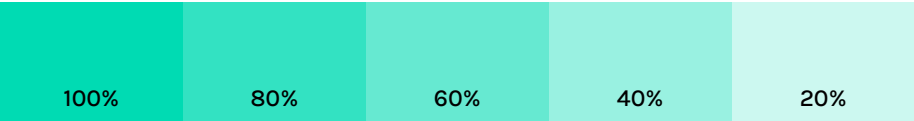
SCRF IVORY

RGB R247 G239 B223
CMYK C2 M4 Y11 K0
HEX #f7efd



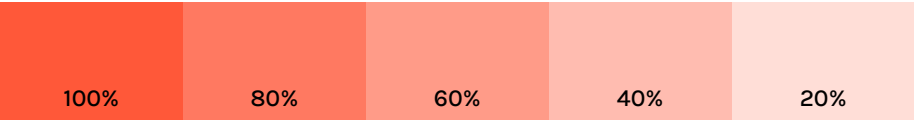
SCRF GREEN

RGB R0 G219 B179
CMYK C64 M0 Y44 K0
HEX #00dbb3



SCRF ORANGE

RGB R255 G88 B57
CMYK C0 M80 Y82 K0
HEX #ff5839



QUESTIONS?

For any brand inquiries contact
maria@scrf.io

