



*Brandbook 2018*

01

vision & values

03

colors

05

stationary

07

site

02

logo

04

typography

06

graphic assets

08

swag

# vision & values

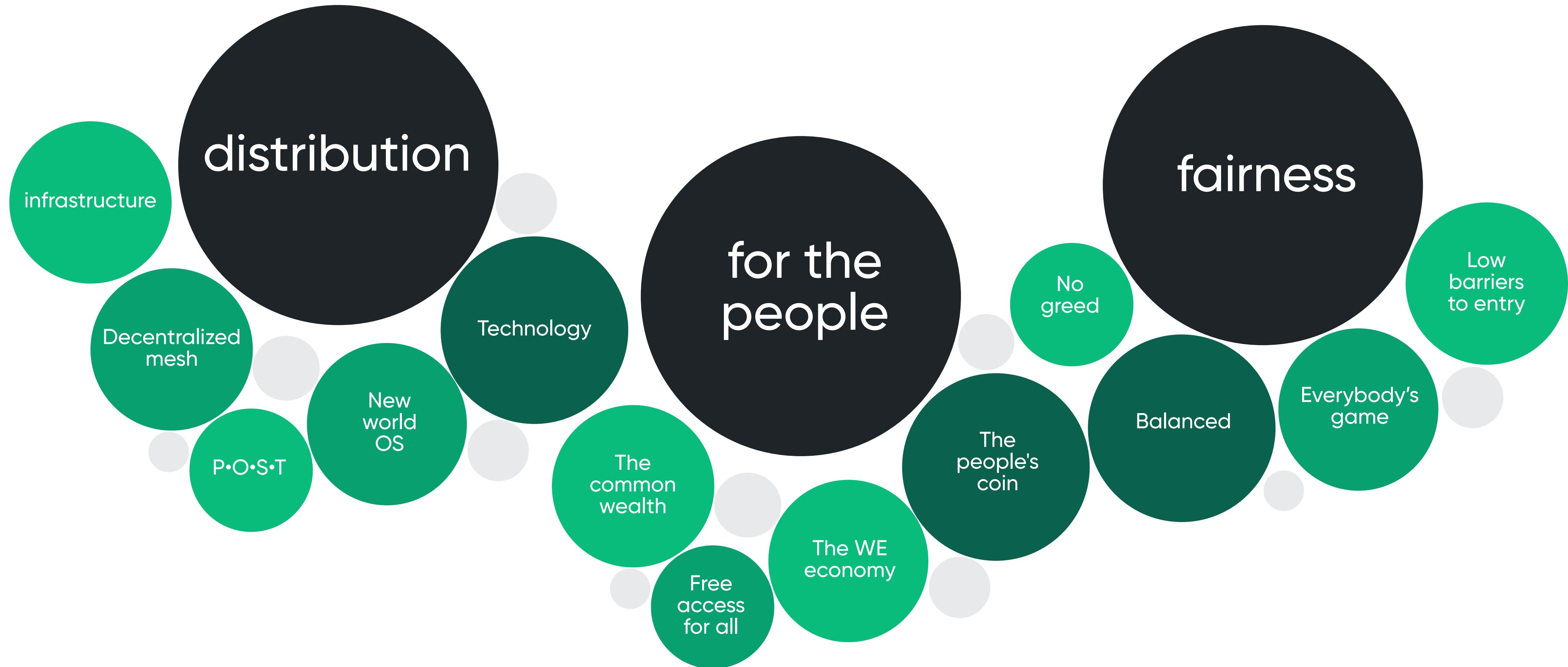
## SPACEMESH VISION

Create a fair cryptocurrency designed to become a global means of payment and a fair global infrastructure for tokenized apps, economies and communities.

## OUR CORE VALUES

The Spacemesh community is committed to collaboration in striving for the optimal balance between: ***Fairness*** to the little guy, ***Security***, ***Distribution***, ***Scalability***, ***Innovation***, ***Unity*** (measures to mitigate hard forks), ***Inclusiveness*** and ***tolerance***.

## KEYWORDS



logo

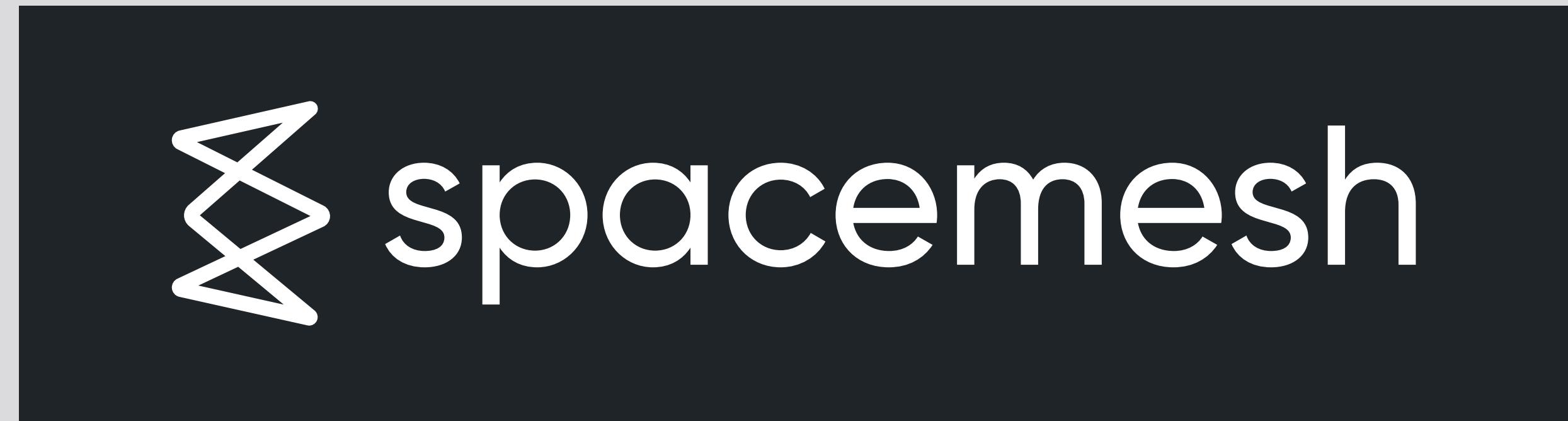
1 COLOR LOGO



2 COLOR LOGO



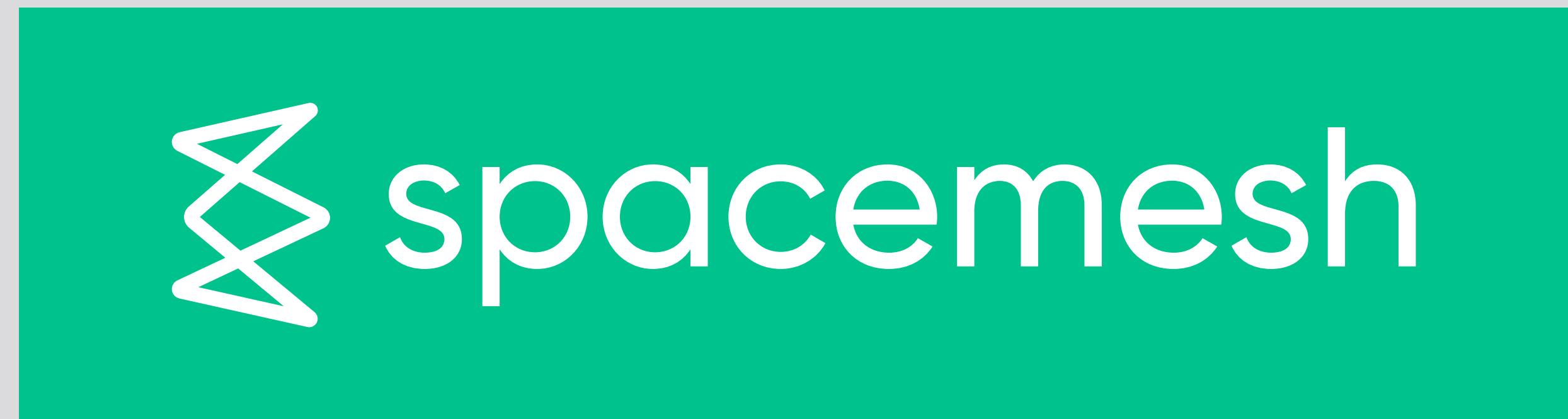
## LOGO COLOR VARIATIONS



primary color  
dark grey  
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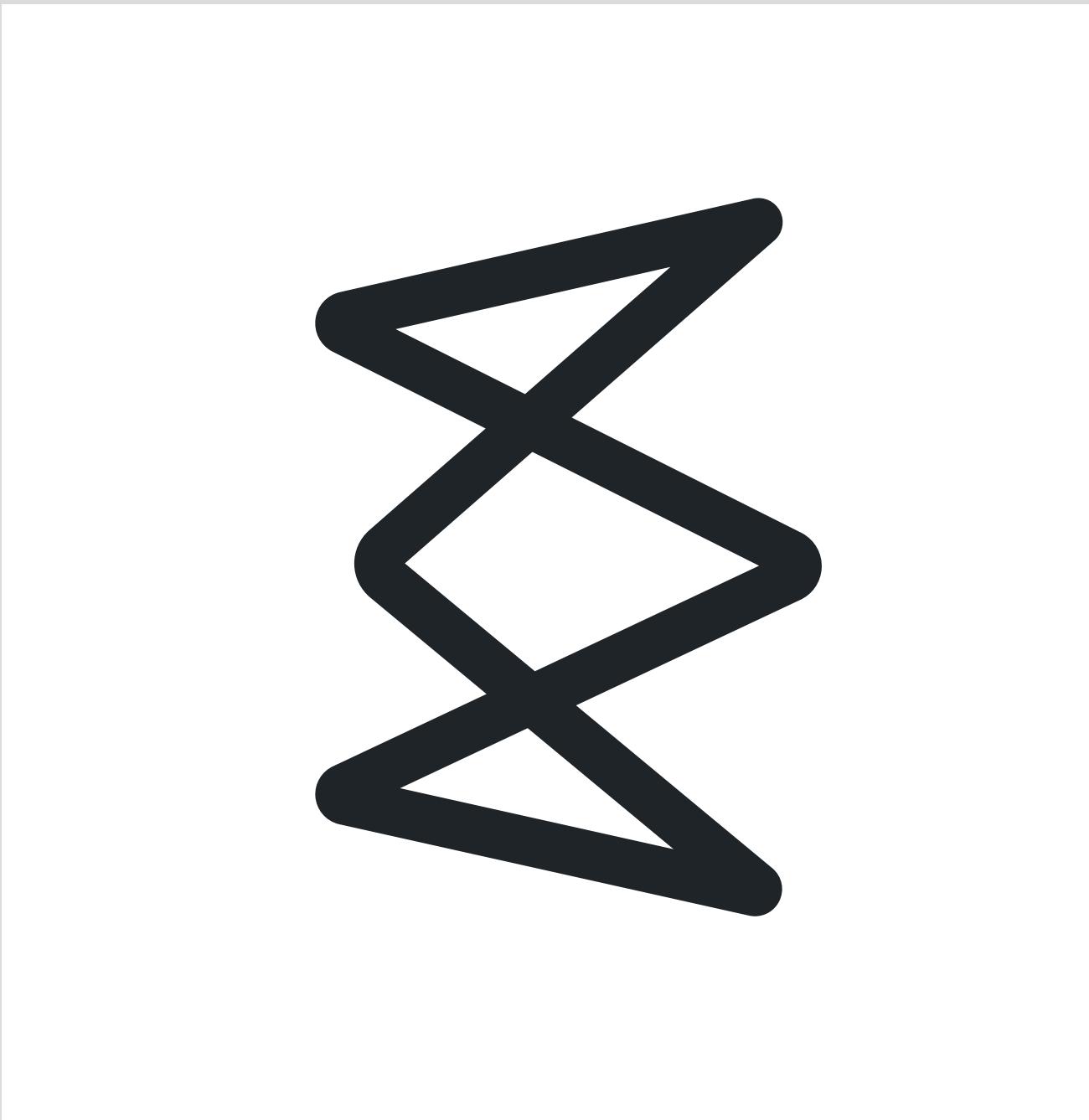


primary color  
white  
#ffffff

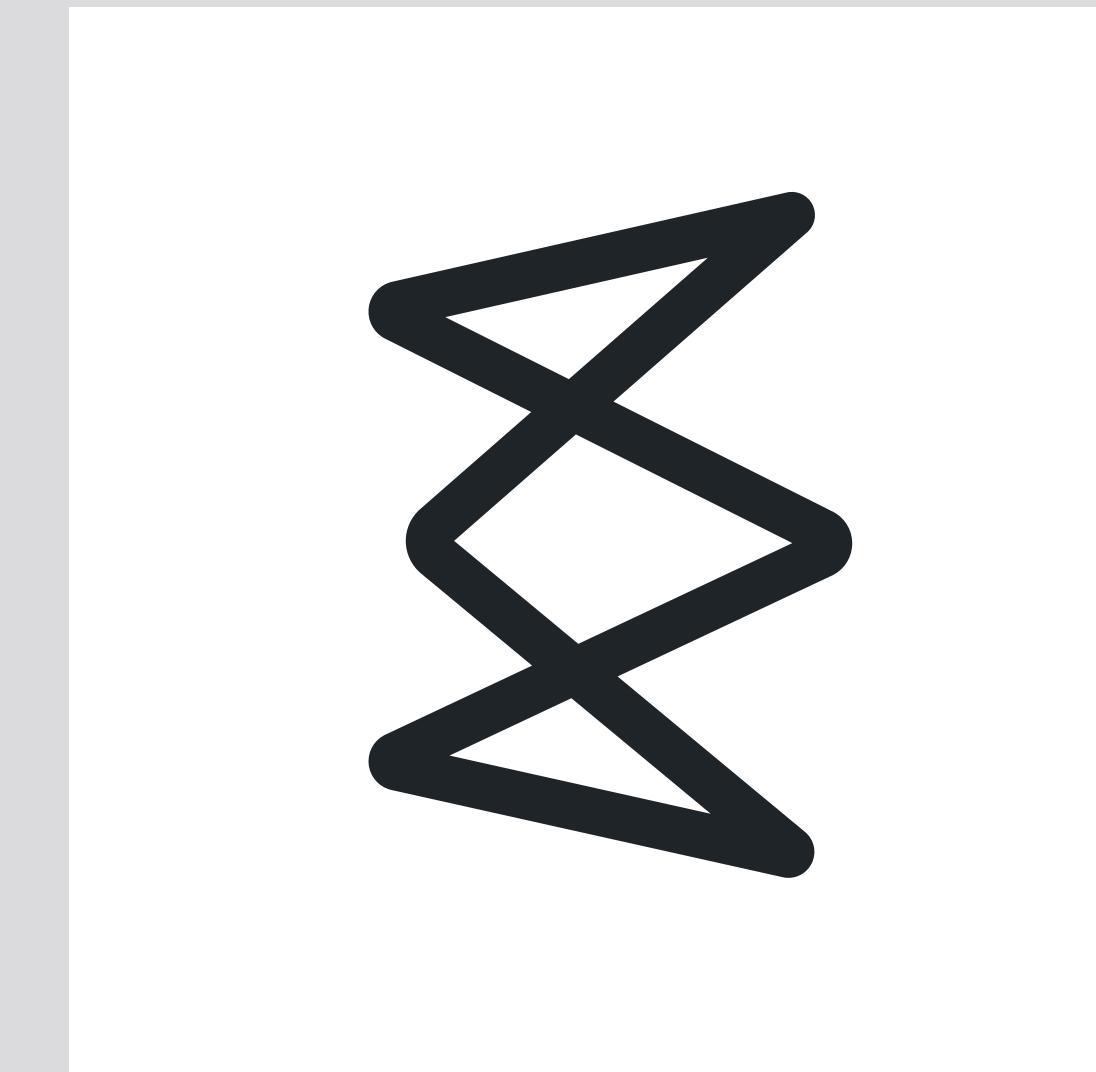


primary color  
green  
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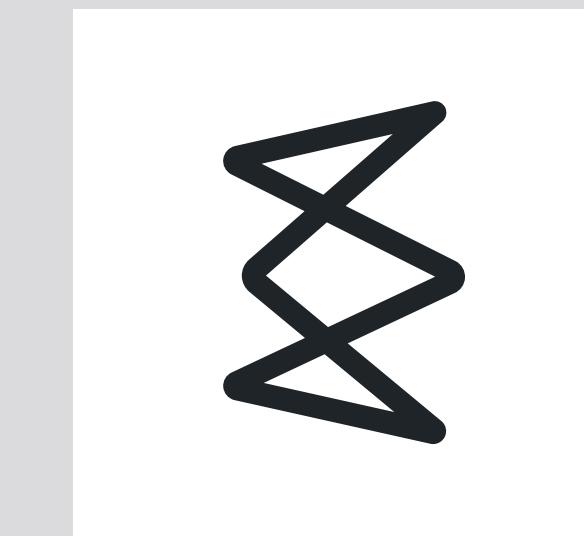
## ICON SIZES SQUARE SHAPE



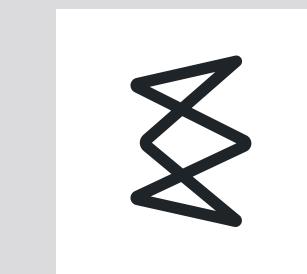
500 px



400 px



200 px



100 px



32 px



16 px

## ICON SIZES ROUND SHAPE



500 px



400 px



200 px



100 px

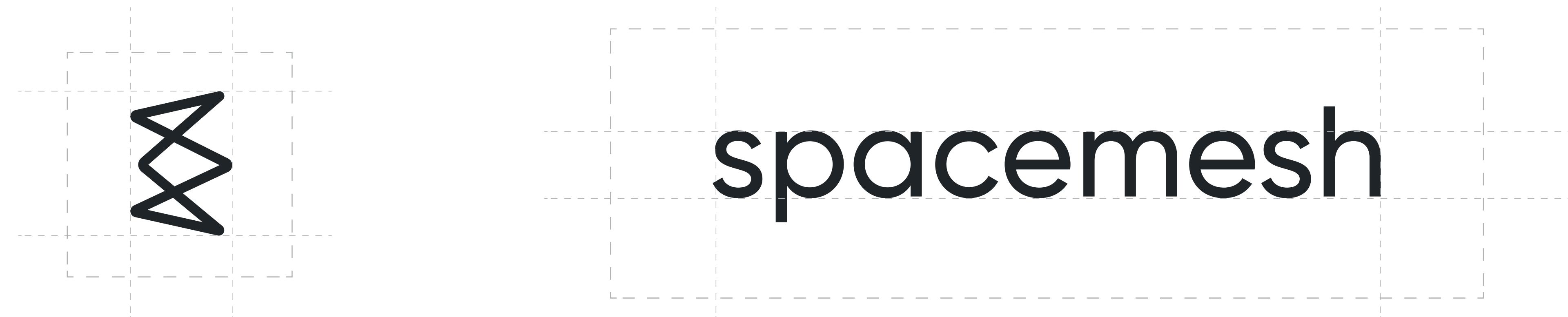


32 px



16 px

## LOGO SAFE AREA



# colors

## BRAND COLORS

primary  
colors

#00c28c

#ffffff

#1f2329

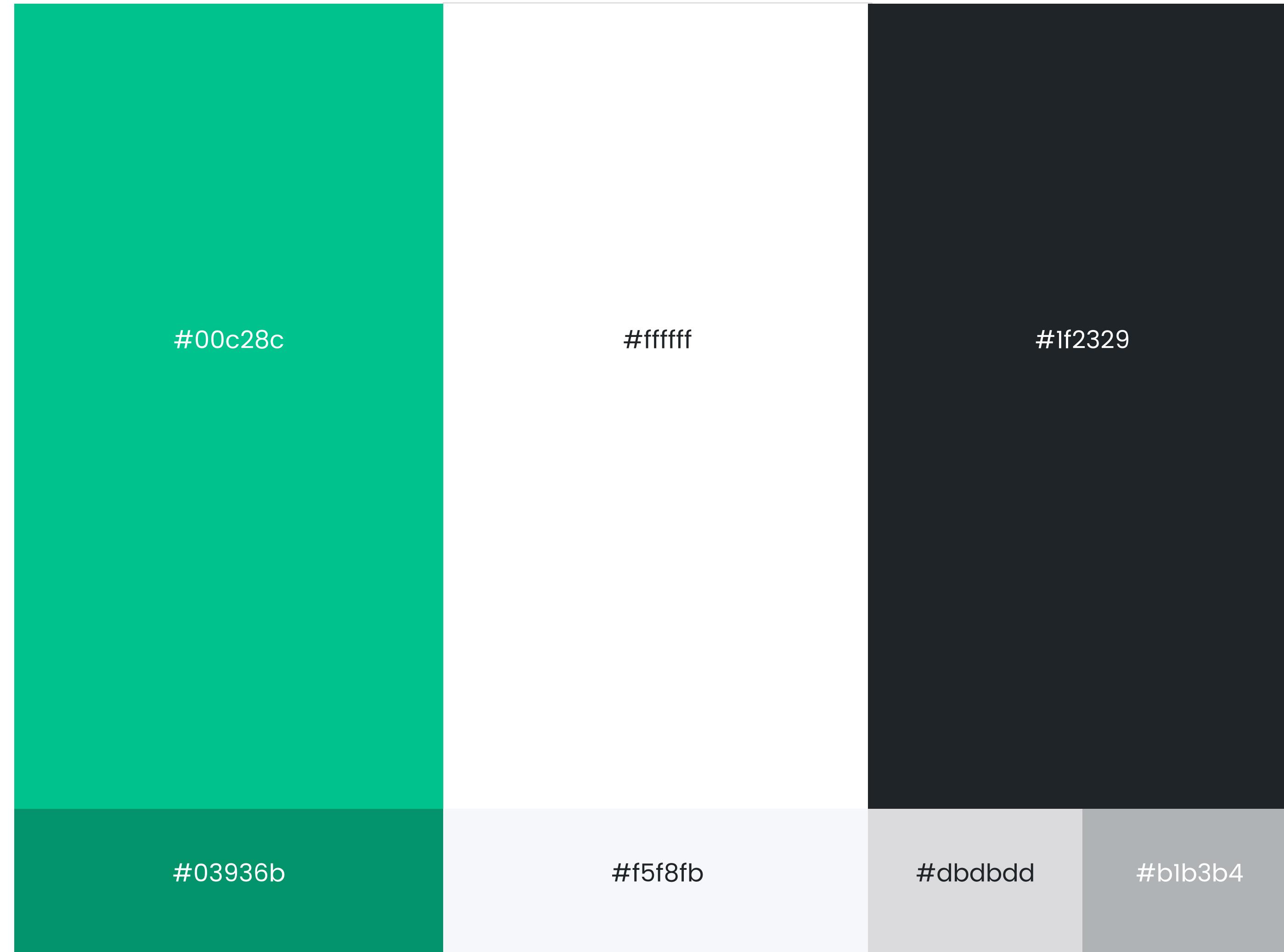
secondary  
colors

#03936b

#f5f8fb

#dbdbdd

#b1b3b4



# typography

# Spacemesh Blockchain OS

Poppins light subtitle overview  
short text example

Spacemesh paragraph running text  
paragraph running text paraaraph running  
text abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()\_+

**BRAND TITLE FONT (H1)**  
**POPPINS SEMIBOLD**  
EXAMPLE SIZE: 110PT  
LEADING: 120PT

**SUBTITLE FONT**  
**POPPINS LIGHT**  
EXAMPLE SIZE:55PT  
LEADING: 74PT

**PARAGRAPH FONT**  
**SOURCE SANS PRO LIGHT**  
EXAMPLE SIZE:40PT  
LEADING: 60PT

## BRAND TITLE FONT (H1)

POPPINS SEMIBOLD

EXAMPLE SIZE: 48PT LEADING: 60PT

poppins title  
abcdefghijklmnopqrstuvwxyz  
0123456789!@\$%^&\*()\_+

## SUBTITLE FONT

POPPINS LIGHT USE FOR OVERVIEW TEXT

/ POPPINS REGULAR USE FOR POST TITLE

poppins light subtitle  
abcdefghijklmnopqrstuvwxyz  
0123456789!@\$%^&\*()\_+

poppins regular post title  
abcdefghijklmnopqrstuvwxyz  
0123456789!@\$%^&\*()\_+

## PARAGRAPH FONT

SOURCE SANS PRO LIGHT

Spacemesh paragraph running text

abcdefghijklmnoprstuvwxyz

0123456789!@#\$%^&\*()\_+

## HIGHLIGHT FONT

POPPINS MEDIUM ALL CAPS

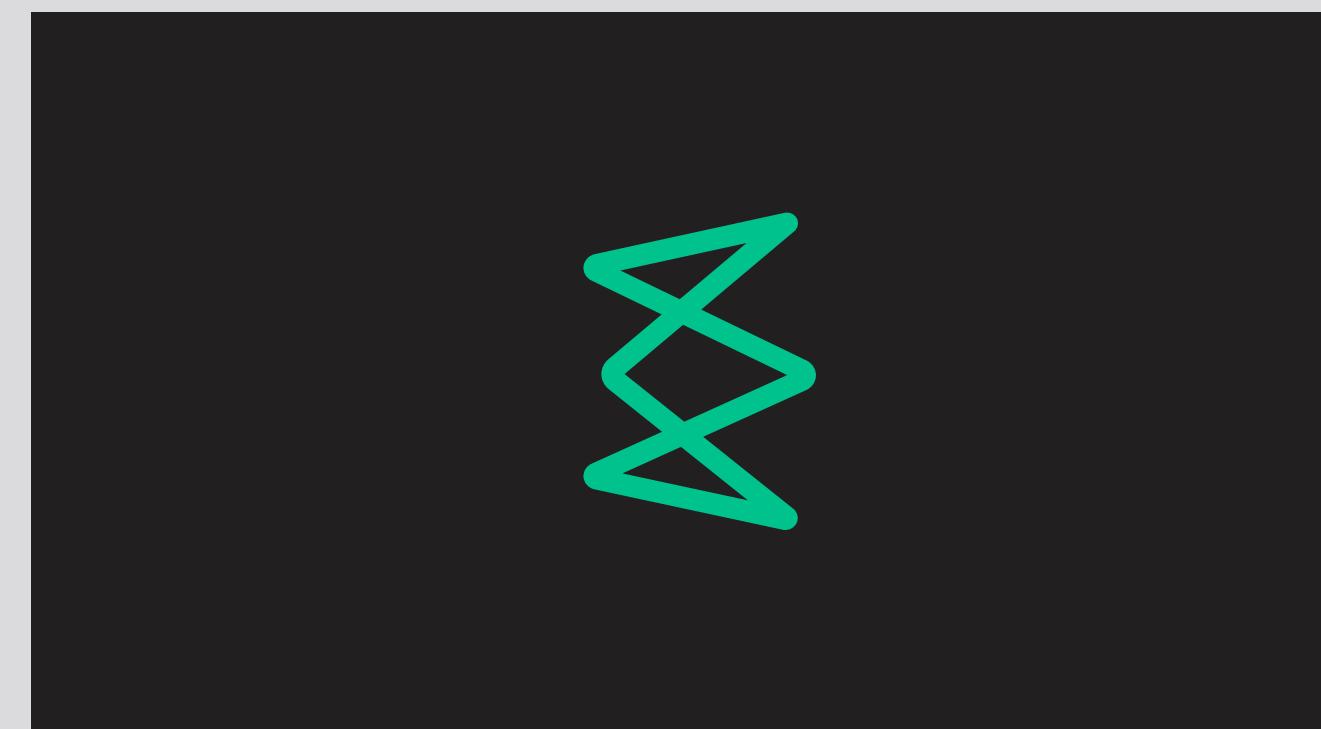
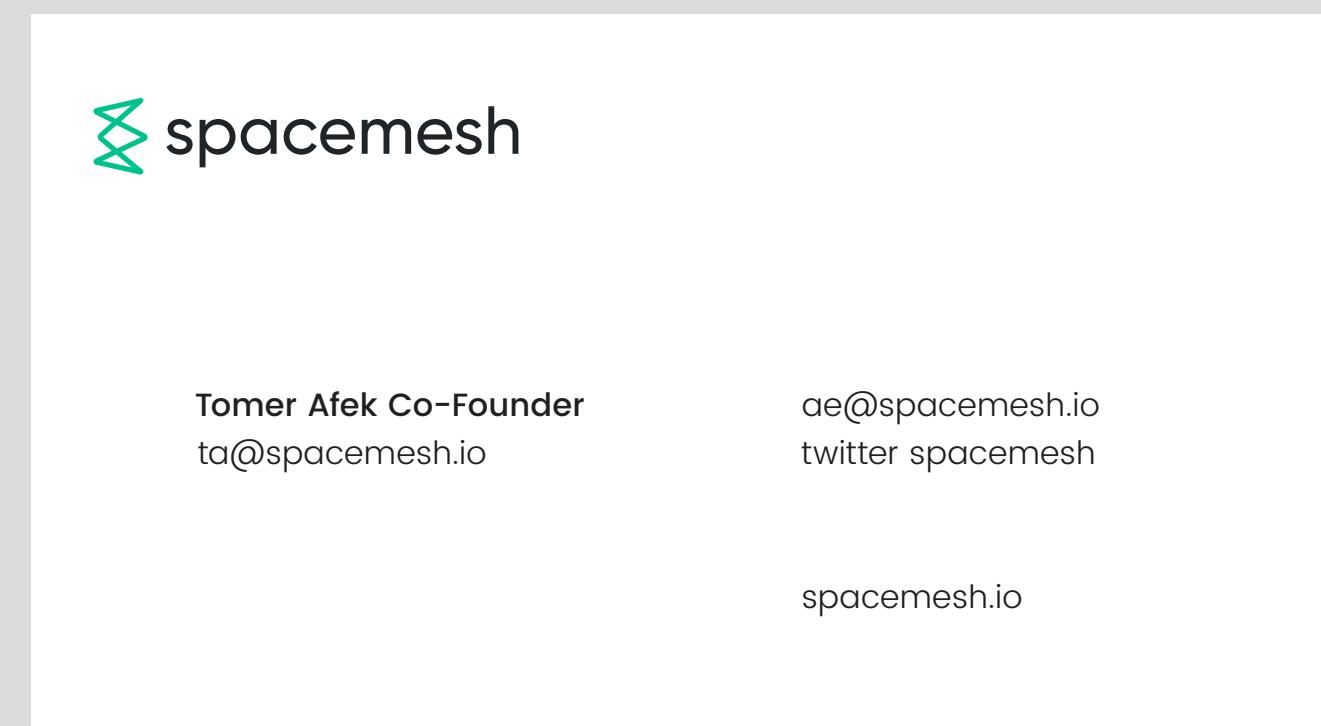
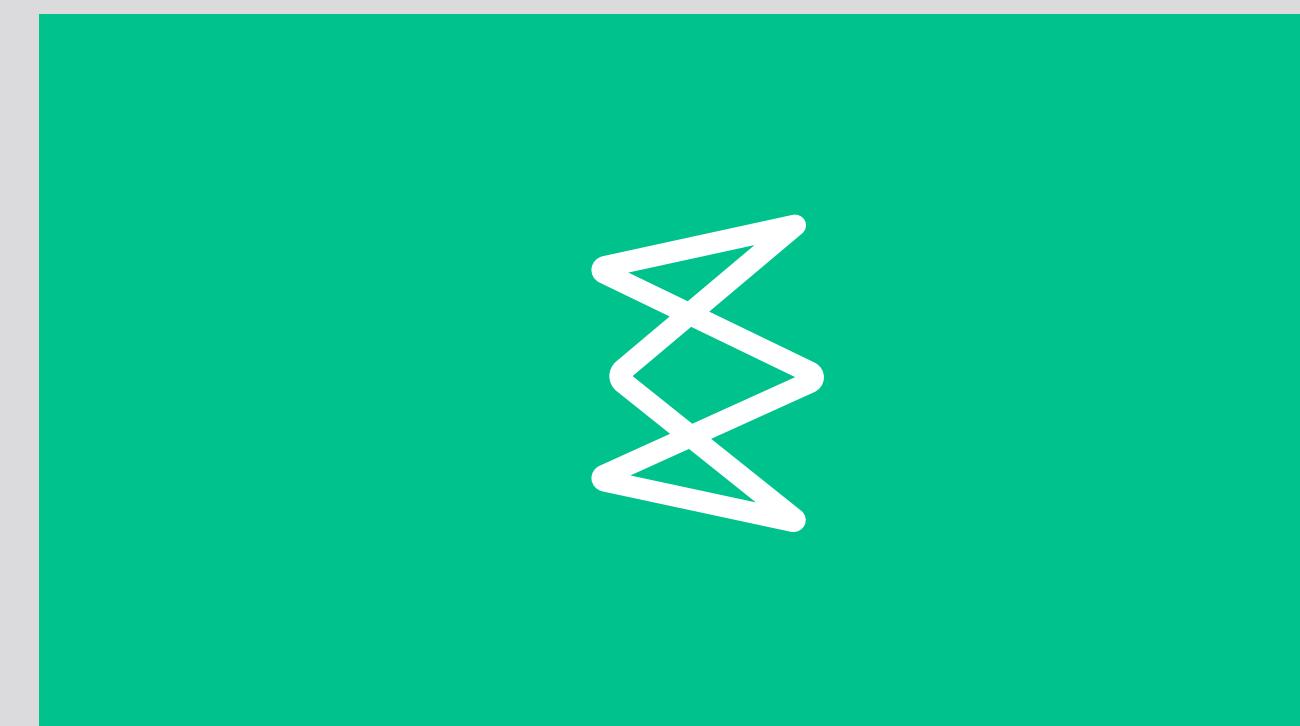
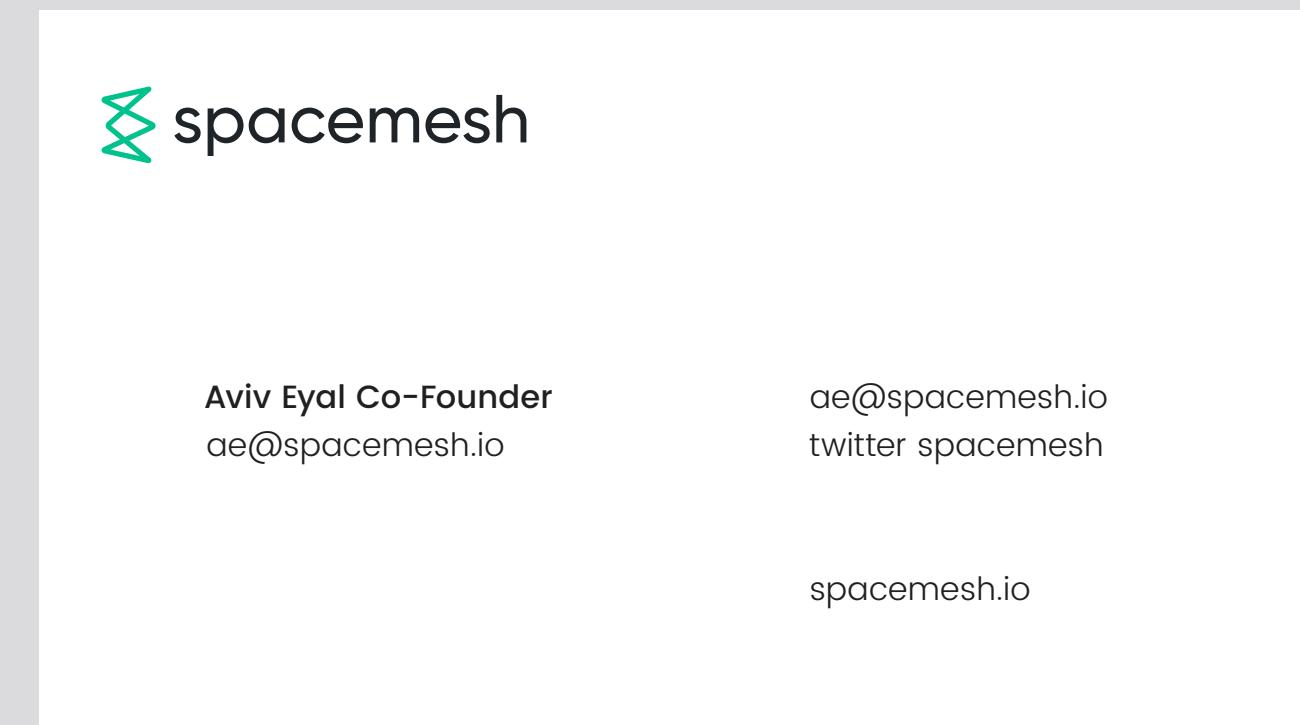
SPACEMESH

ABCDEFGHIJKLMNPQRSTUVWXYZ

0123456789!@#\$%^&\*()\_+

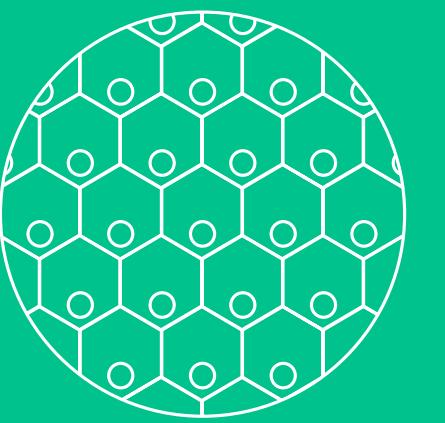
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# stationary

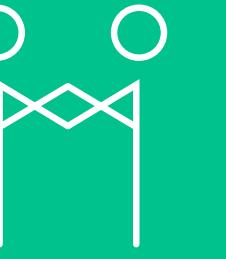


# graphic assets

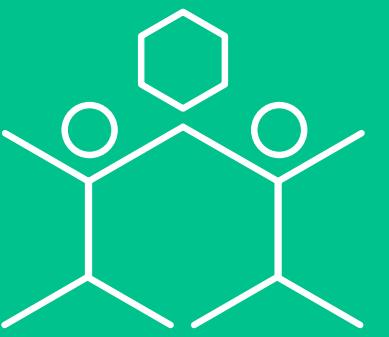
## ILLUSTRATIONS



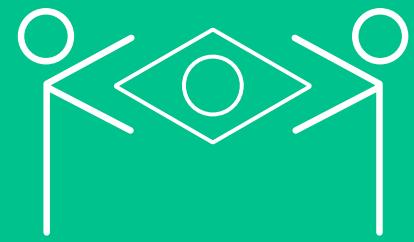
the common's coin



contribute and share  
the commonwealth



collaborate

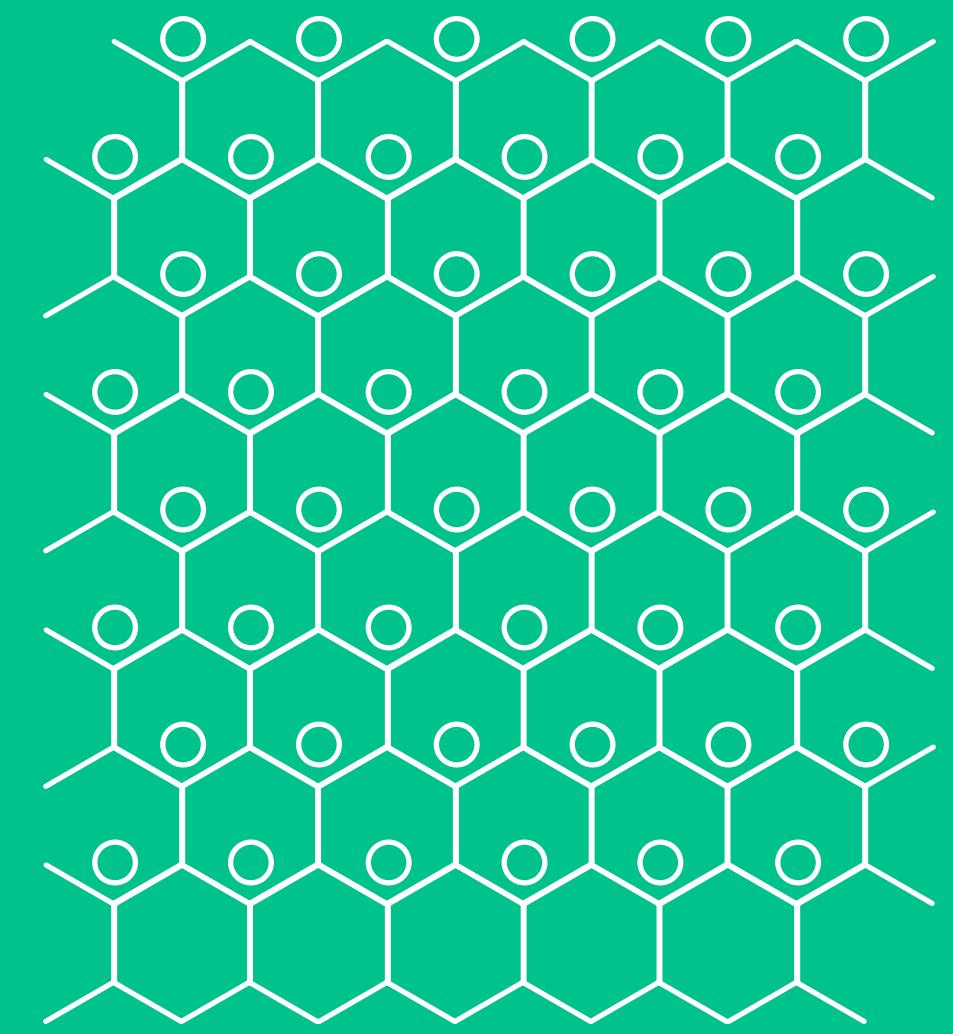


global means of payment

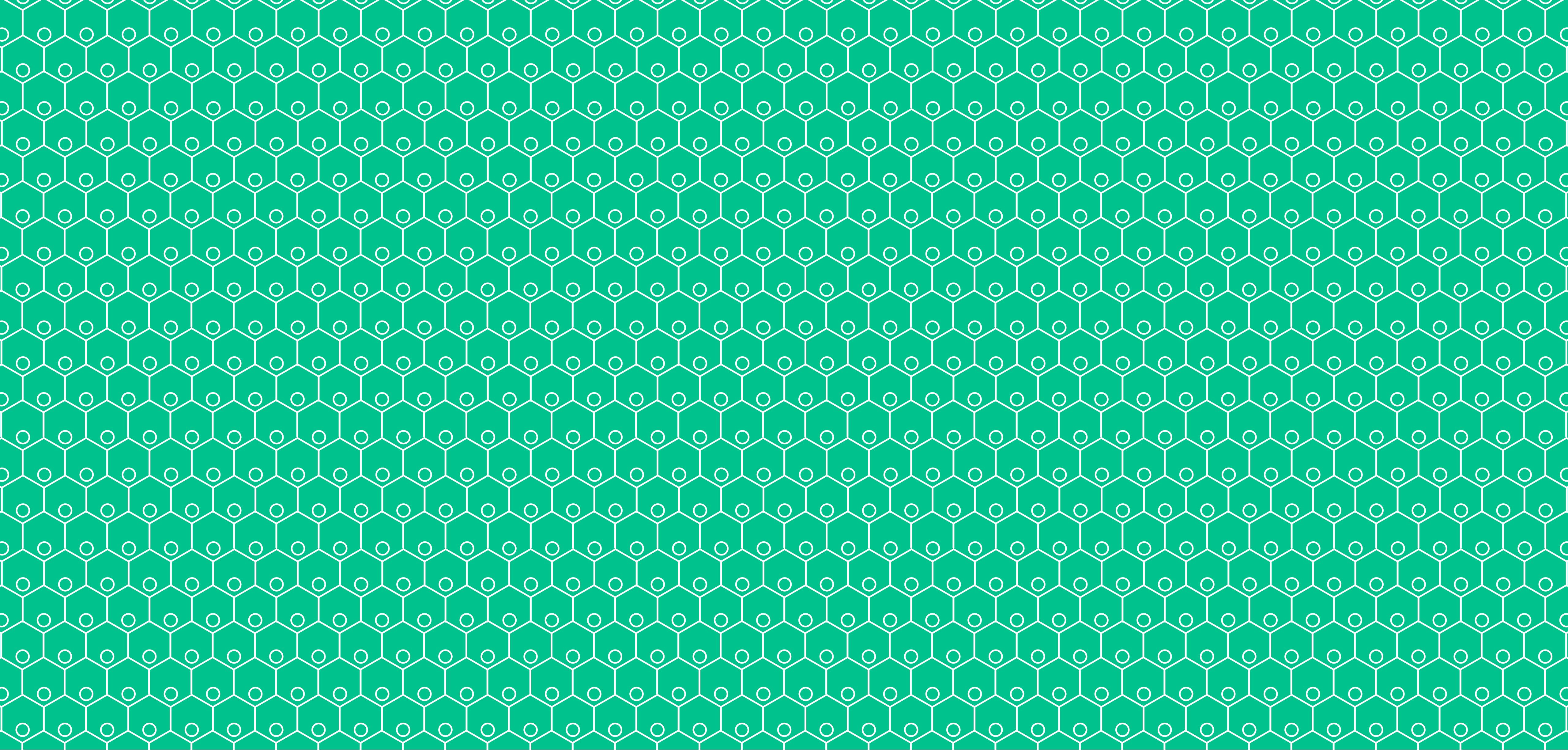








then to economy



the whole world economy

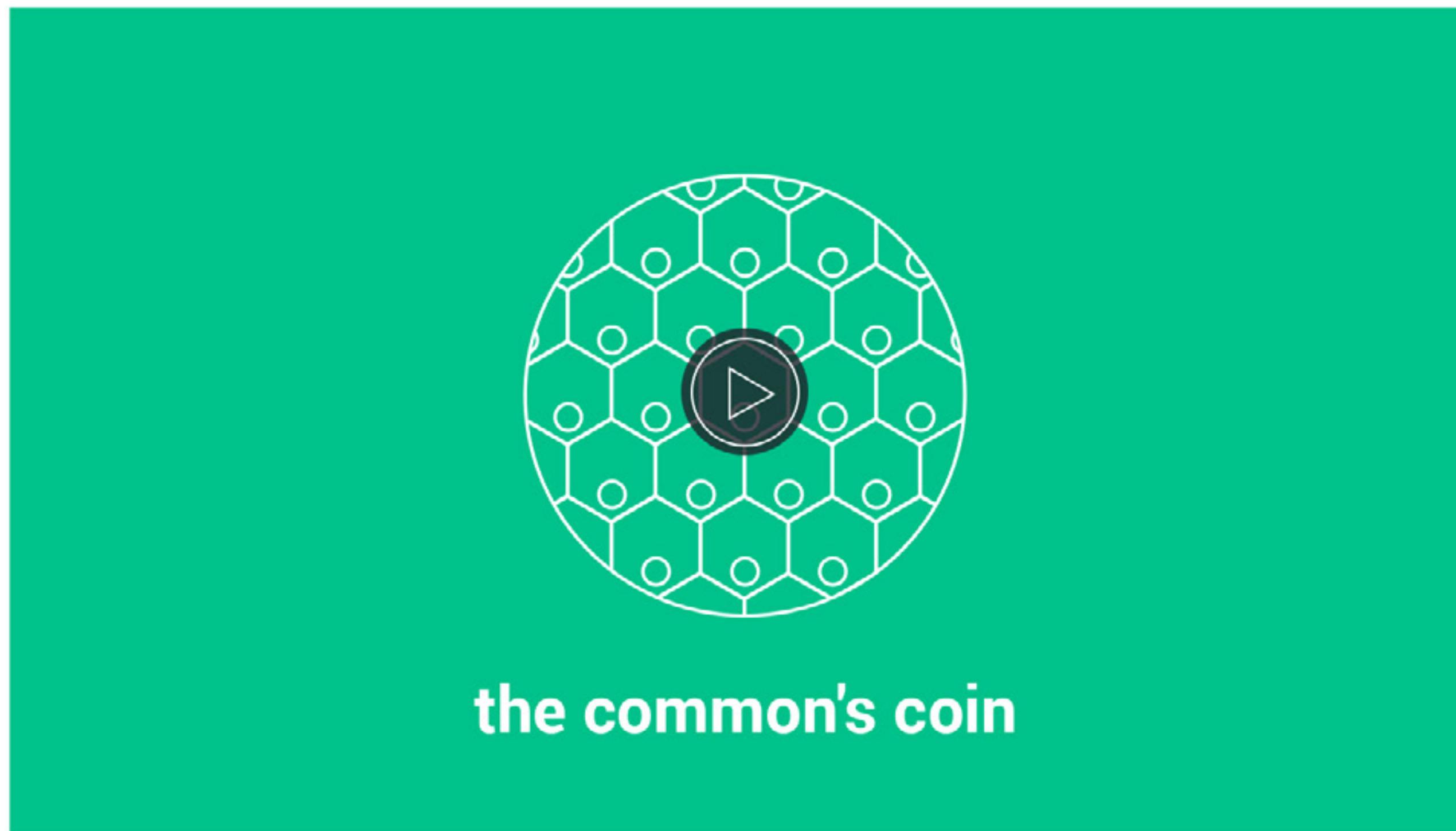
# site



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# Spacemesh

## Blockmesh Operating System



Spacemesh is a fair blockmesh operating system designed to run general-purpose smart contracts at web-scale. It is powered by a novel consensus protocol that is secure, proof of work free and highly incentive-compatible.

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STORIES FROM THE COMMUNITY

GETTING STARTED

## Hello World

SpacemeshOS is a free, open-source blockmesh operating system powering an energy-efficient, decentralized, secure, and scalable smart contracts global computer and a cryptocurrency. Our aim is to build on top of the foundational work that was pioneered by the Bitcoin and Ethereum projects. By learning from the challenges that have arisen over the past 10 years, we hope to deliver a

[✉ team spacemesh](#)

GETTING STARTED

## Spacemesh Press Release #1

Spacemesh Raises \$3M for a Fair and Open Blockchain Infrastructure. Developed by a team of academic researchers, the project has announced they have raised a \$3 million seed round to build a new blockmesh and cryptocurrency that will be fairer and encourage greater adoption amongst home

[✉ team spacemesh](#)

COMMUNITY

## Join Us

Spacemesh is free open source software using the MIT license. It is built by a diverse team of software developers, researchers and designers.

The project is lead by the Spacemesh core development team. It includes developers who are committed full-time to the project.

We are actively looking for

[✉ team spacemesh](#)

COMMUNITY

## Spacemesh Vision and Core Values

Our Vision is to Create a fair cryptocurrency designed to become a global means of payment and a fair global infrastructure for tokenized apps, economies and communities.

Our Core Values  
The Spacemesh community is committed to collaboration in

[✉ team spacemesh](#)

POST

## Deep dive with prof. Tal Moran

SpacemeshOS is a free, open-source blockmesh operating system powering an energy-efficient, decentralized, secure, and scalable smart

[✉ team spacemesh](#)

OPEN SOURCE

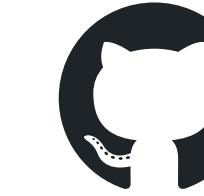
## Spacemesh White Paper 1

Spacemesh is a work in progress as active research is underway. New versions of this paper will appear at <https://spacemesh.io>. Comments and suggestions may be submitted by contacting us at [team@spacemesh.io](mailto:team@spacemesh.io).

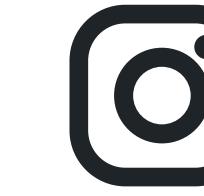
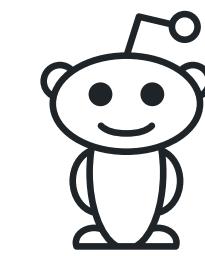
This paper is written to specifically address technical readers who have an

[✉ team spacemesh](#)

## SOCIAL ICONS



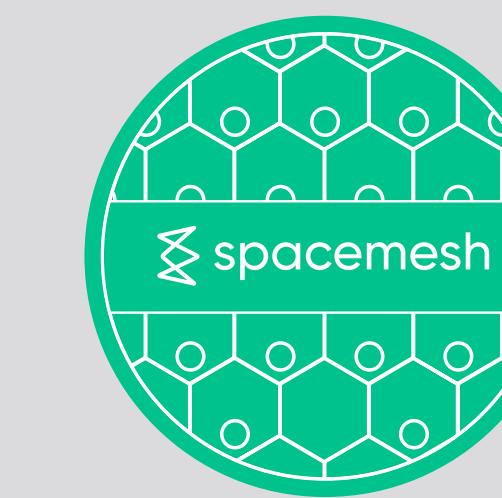
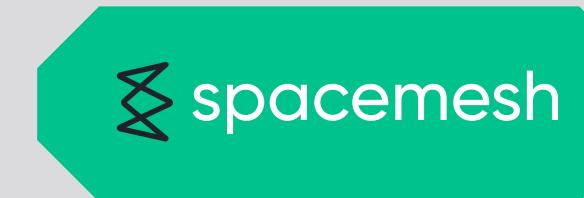
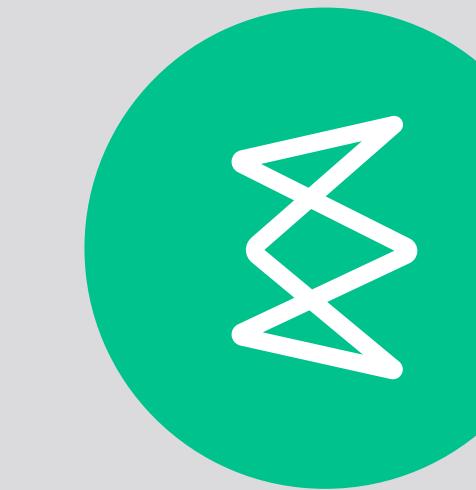
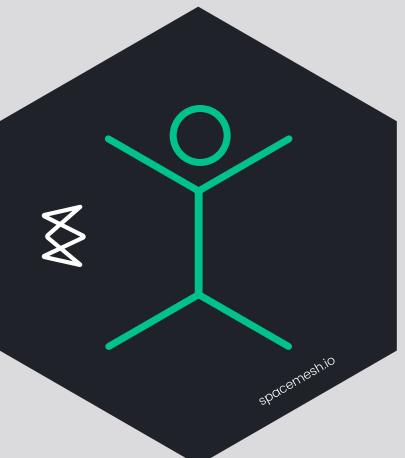
spacemesh  
social channels



optional  
social channels

# swag

## STICKERS

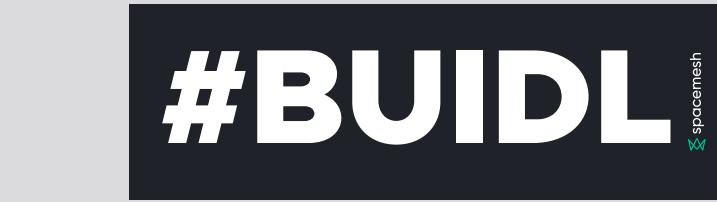
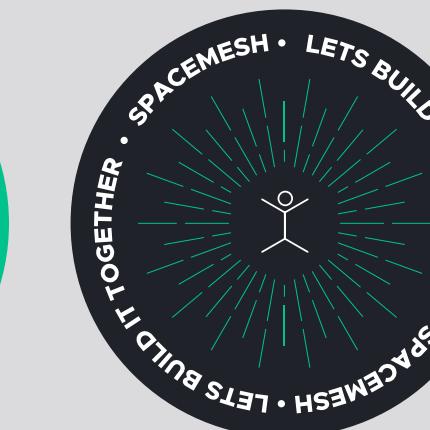
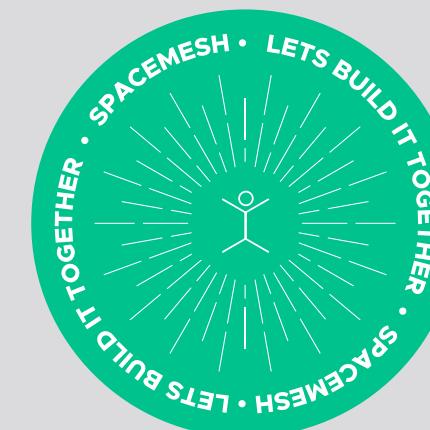


THE REVOLUTION  
WILL NOT BE  
CENTRALIZED

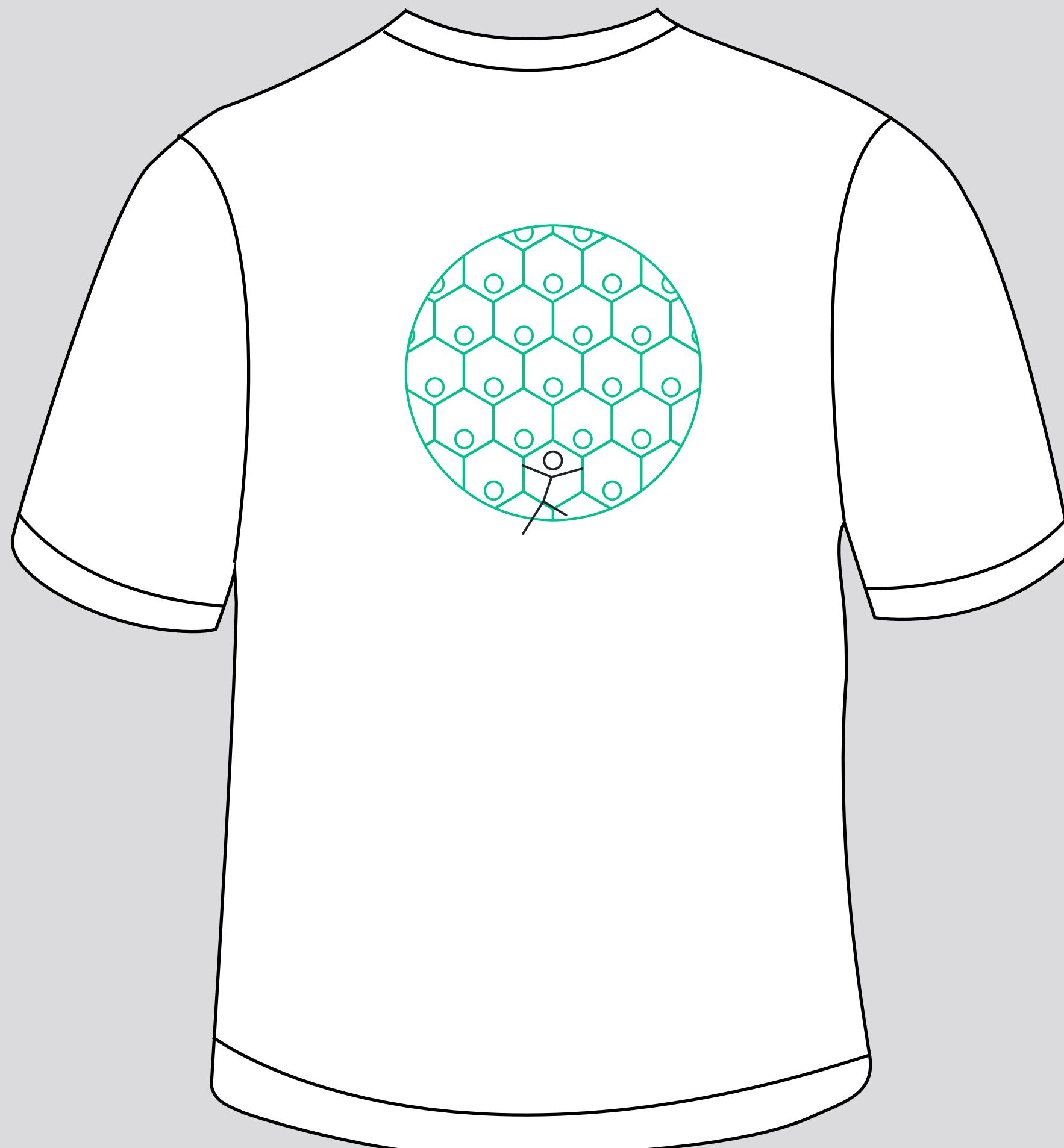
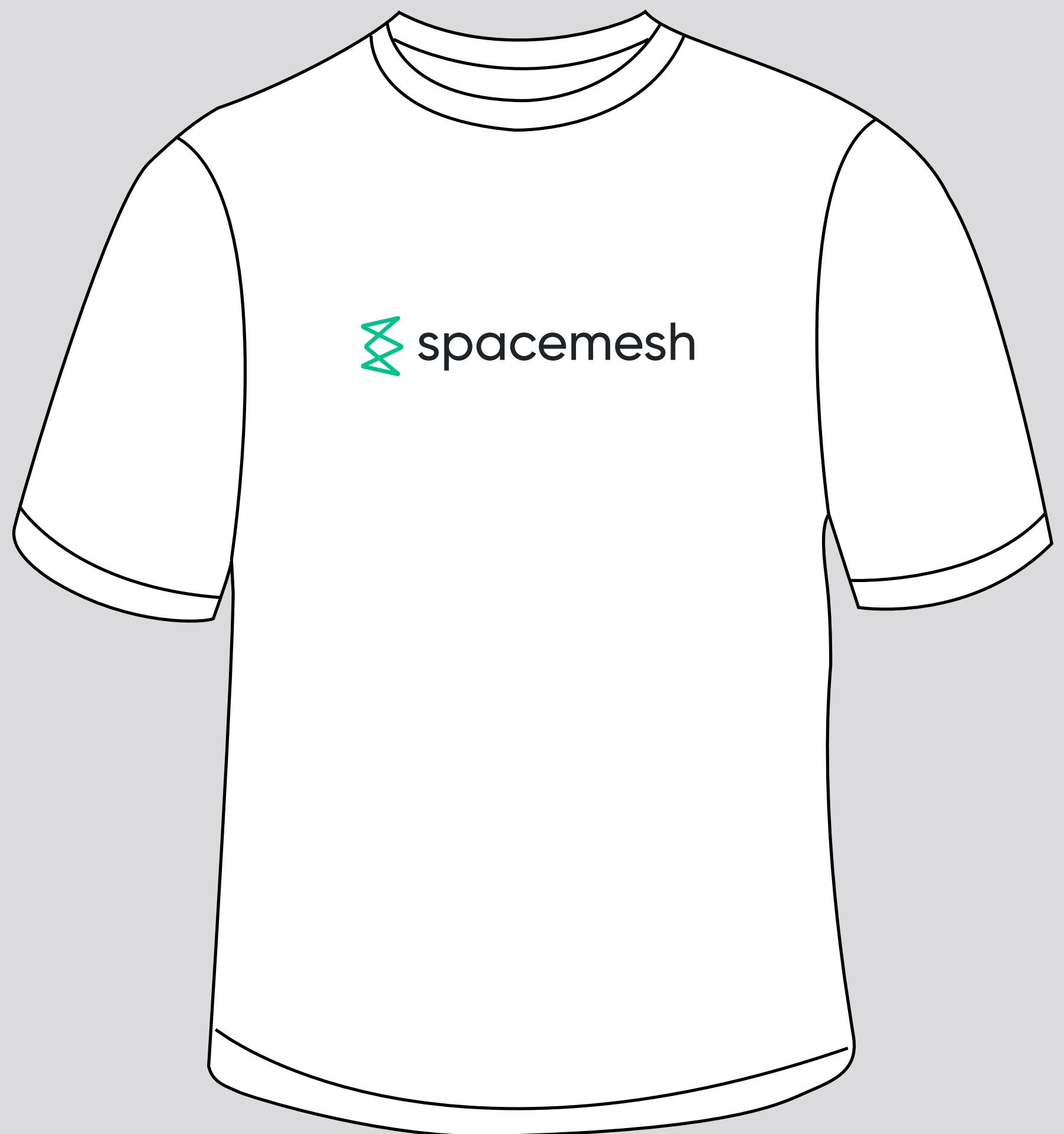


DECENTRALIZED

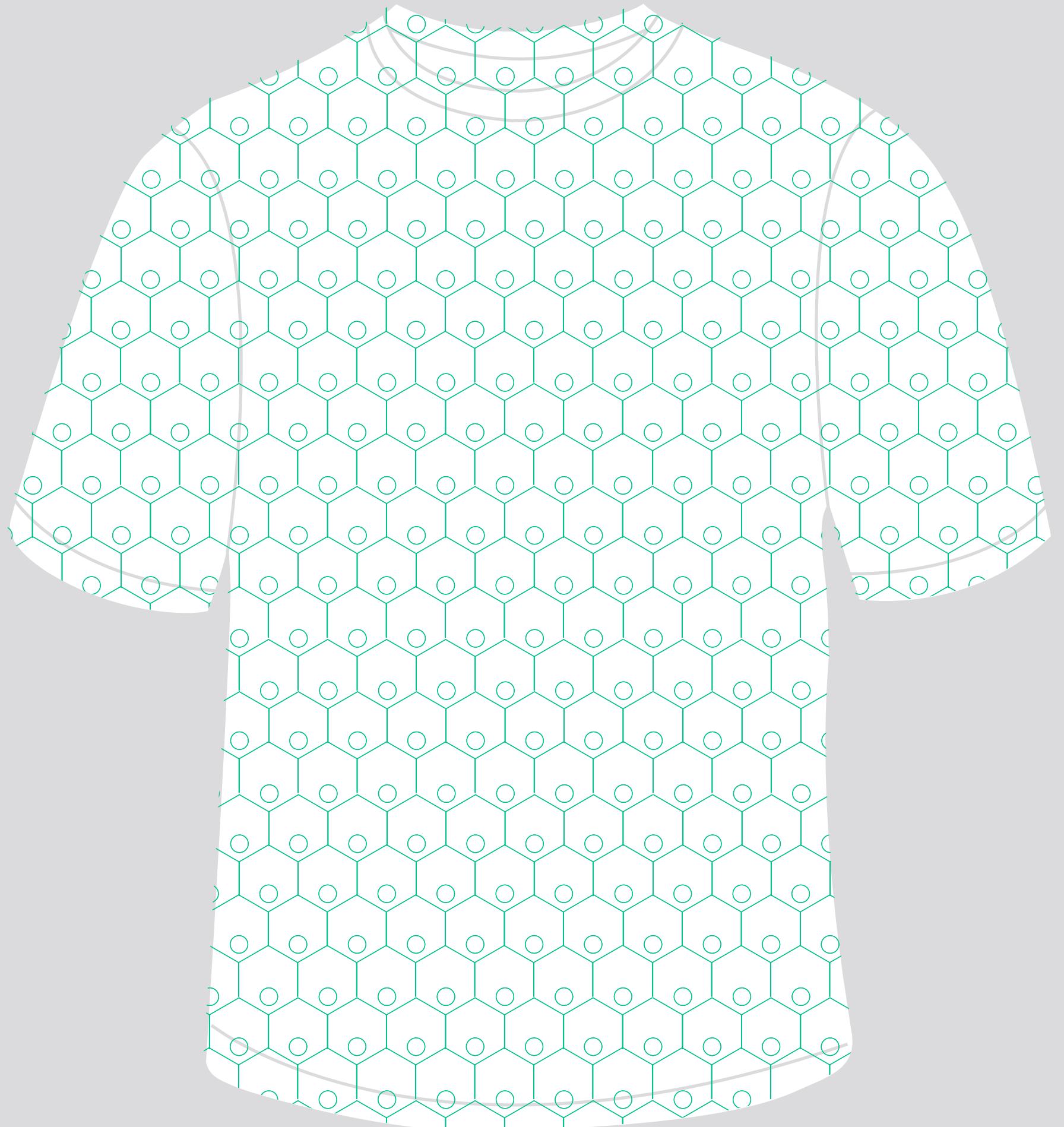
DECENT  
RALIZED



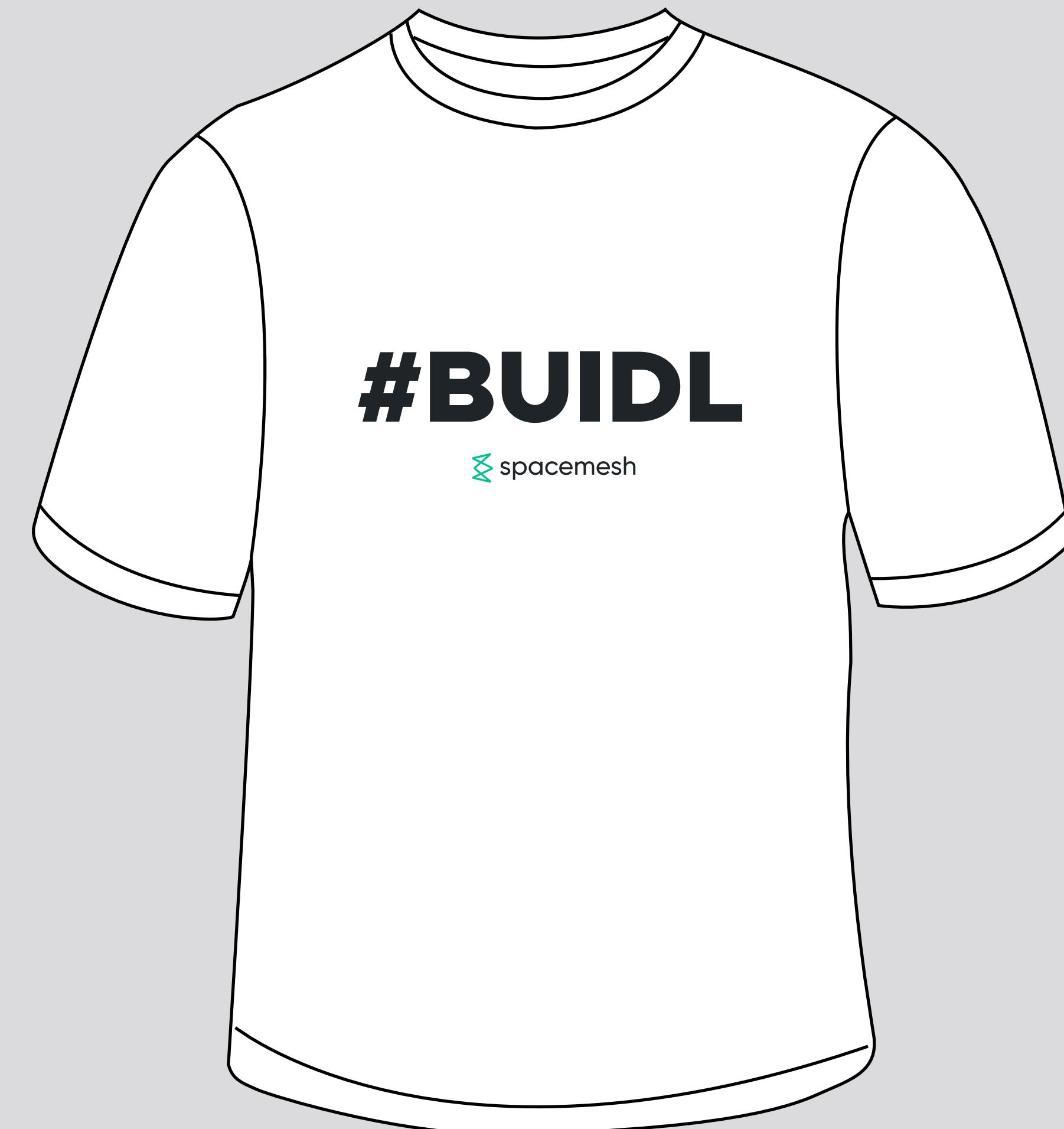
## TEES



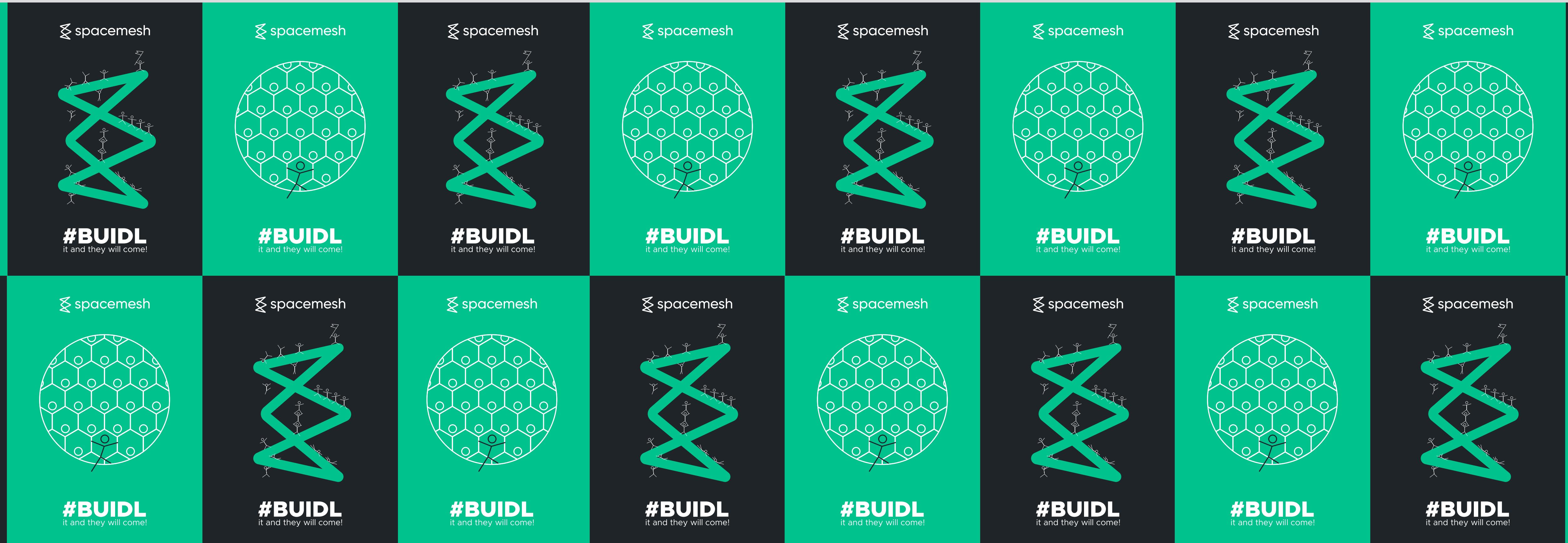
## TEES



## TEES



## POSTERS



# Thank You

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ae@spacemesh.io

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[go-spacemesh](https://go-spacemesh)

[spacemesh.io](https://spacemesh.io)

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Oi! & eyal linur