

super
seed

Brand Identity Guidelines

Version 1.0
March 2024

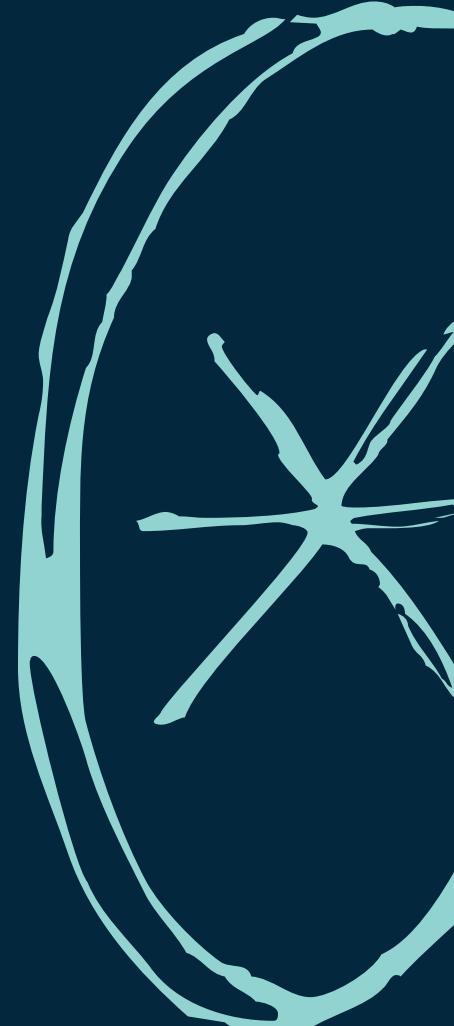


Table Of Content

1.0 Introduction

- 1.1 Introduction
- 1.2 Design Overview

2.0 Logo

- 2.1 Logo Philosophy
- 2.2 Minimum Clear Space
- 2.3 Graphic Element
- 2.4 Logo Usage
- 2.5 Logo Sizes

3.0 Colors

- 3.1 Primary Color Palette
- 3.2 Secondary Color Palette
- 3.3 Color Variations

4.0 Typography

- 4.1 Typography
- 4.2 Typography

5.0 Do's & Don't

- 5.1 Logo Don't
- 5.2 Logo Do's

6.0 Visual Application

1.0

Introduction

01



1.1 Introduction

Superseed is more than another layer 2; it's an evolution from the traditional centralized paradigm, a commitment to empower the builders and users of today, sowing the seeds for a decentralized tomorrow.

It's not about ownership; it's about redefining it. It's about aligning incentives and sharing on-chain value in the most impactful way possible. With Superseed, we're not just talking success – we're living it, because your success is our north star.

1.2 Design Overview

Brand Logo

super
seed®

Secondary Logo

superseed®

Brand Colors



Typeface

Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

Aa

Light
Regular
Bold

Open Sans Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * ()

Aa

Light
Bold

2.0
Logo

02



2.1 Logo Philosophy

Vision

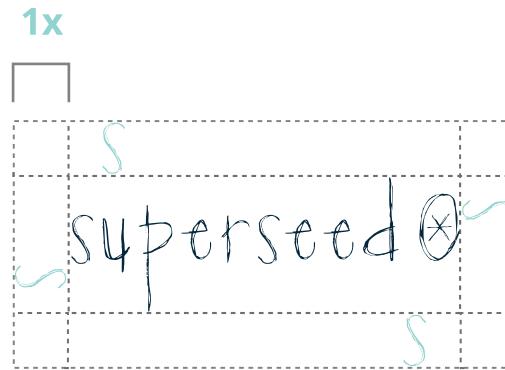
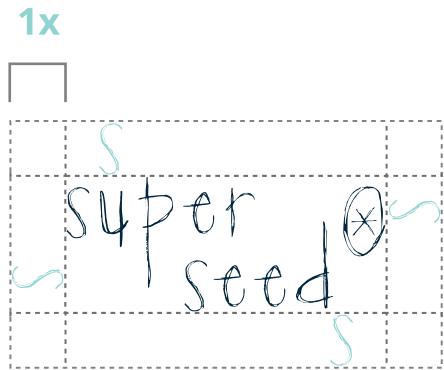
Superseed is a «lifestyle brand».

It goes way beyond the standard crypto world.

The logo is not a logo but a claim.

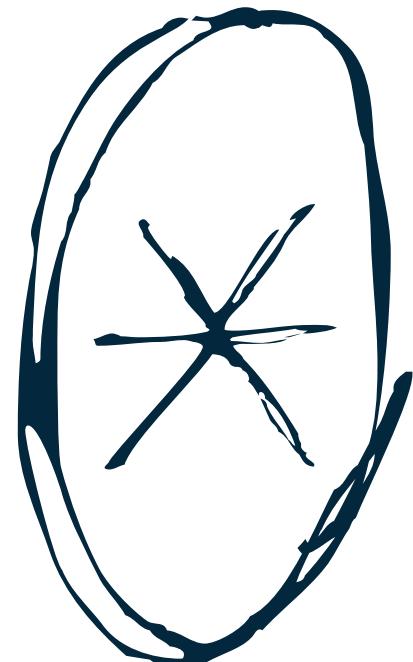
The logo belongs to each one of us in the community.

2.2 Minimum Clear Space

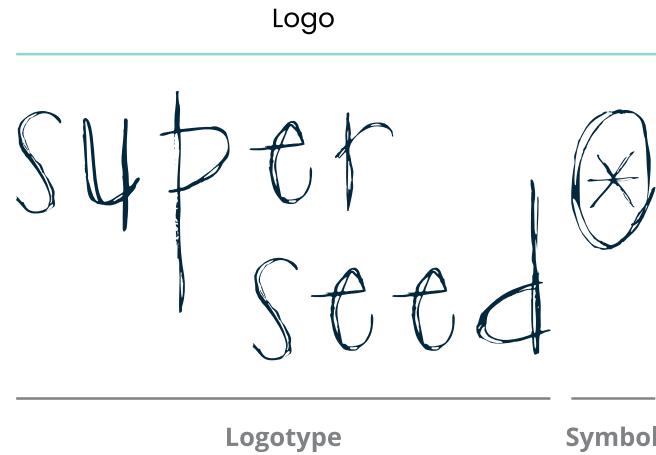


Our logo is the face of Superseed – the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.

2.3 Graphic Element



2.4 Logo Usage



Primary Logomark



logomark



Secondary Logomark



Our logo is the face of Superseed – the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.

2.5 Logo Sizes

Scales & strokes

height < 8mm	<input type="checkbox"/>	super seed 		superseed 
height between 8 & 12 mm	<input type="checkbox"/>	super seed 		superseed 
height > 12 mm	<input type="checkbox"/>	super seed 		superseed 

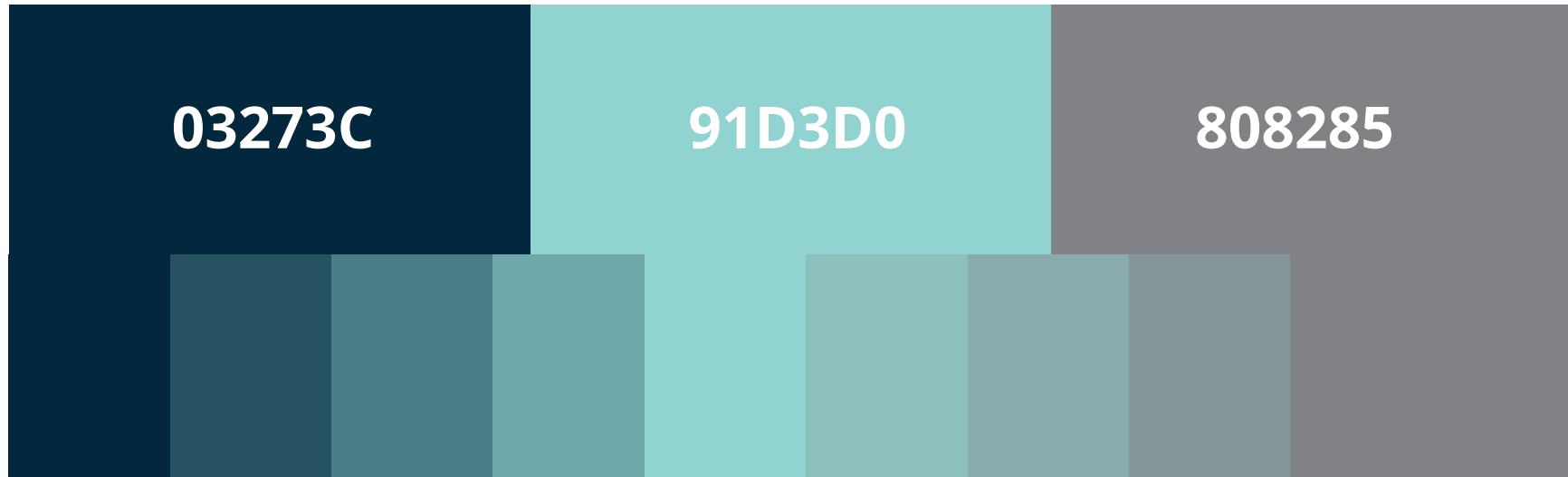
3.0 Color

OPR



3.1 Primary Color Palette

RGB

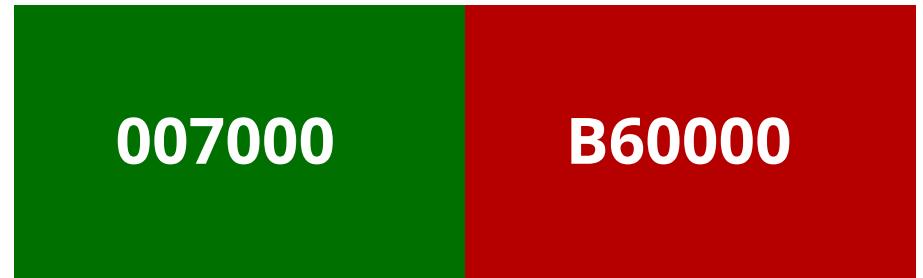


CMYK



3.2 Secondary Color Palette

RGB



CMYK



4.0

Typography

04



4.1 Typography

Priamry font



Open Sans

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

4.2 Typography

Secondary font

Open Sans Condensed
Aa

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

5.0

Do's & don't

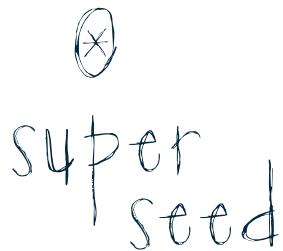
05



5.1 Logo Don't

Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



5.2 Logo Do's

Do

super
seed

super
seed

super
seed

Do

⊗

⊗

⊗

Do

superseed

superseed

superseed

6.0

Visual Application

06



X

- Home
- Explore
- Notifications
- Messages
- Lists
- Bookmarks
- Communities
- Verified Orgs
- Profile
- More

Post

Superseed ✅
@superseed_xyz

Superseed ✅
@superseed_xyz

Unlocking the economic value of Layer 2s. ⚡

0 Following 369 Followers

Posts Replies Highlights Media

You reposted
TzTok-Chad v2 (💡, 💡) ✅ @ModestMitkus - Feb 25, 2024
alas, they were right. Superseed is the ultimate L2.
GM

You reposted
David Iach ✅ @davidiach - Nov 20, 2023
Hello World!

A few months ago, I started working on a secret project. An idea that would not leave me alone for more than two years. So I started a startup to build it and brought in a few people to help me turn it into reality.

We call the project Superseed (@superseed_xyz).

What's Superseed? It's a completely new way of creating and sharing value

...

Search

You might like

- Typeface ✅
@typefaceai
- Paul Mit ✅
@pmitu
- Sam Altman ✅
@sama

Show more

Trends for you

- Trending
Stripe
4,377 posts
- Business & finance
S&P 500
4,555 posts
- Trending
SaaS
4,486 posts
- Technology · Trend
Tailwind
1,430 posts
- Trending
Notion
23.7K posts
- Technology · Trend
#figma

3.3 Color Variation

