



Brand Guide v3

## Horizontal 1

TAIKO

TAIKO

## Horizontal 2



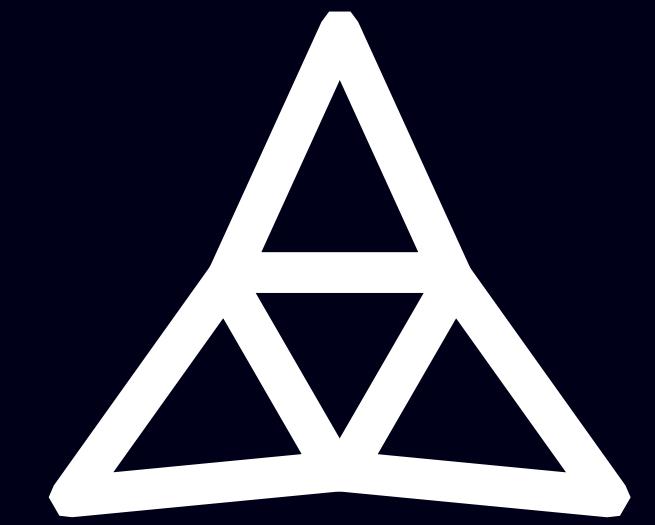
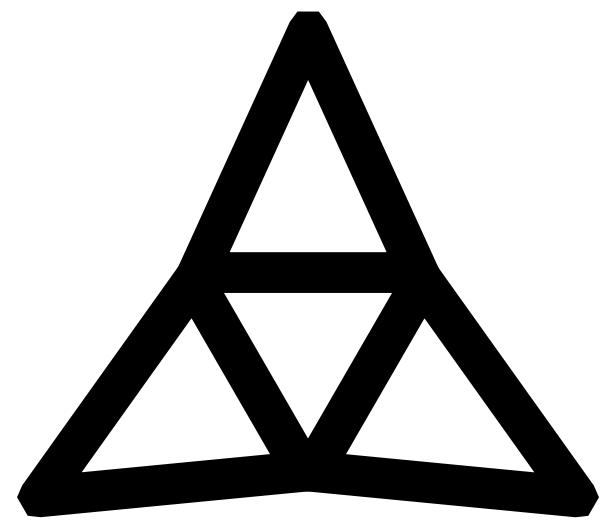
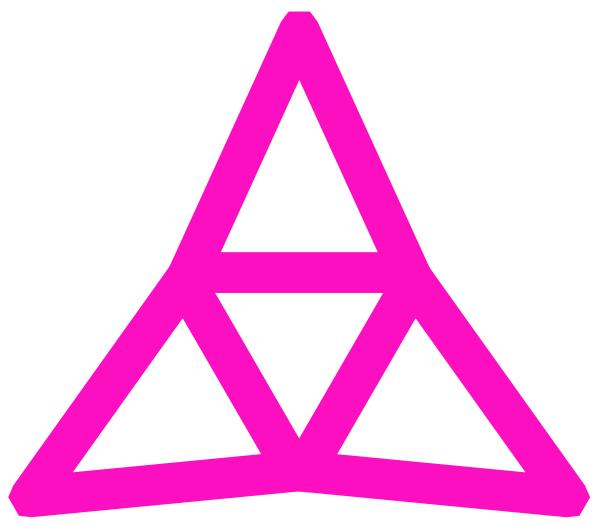
**Vertical**



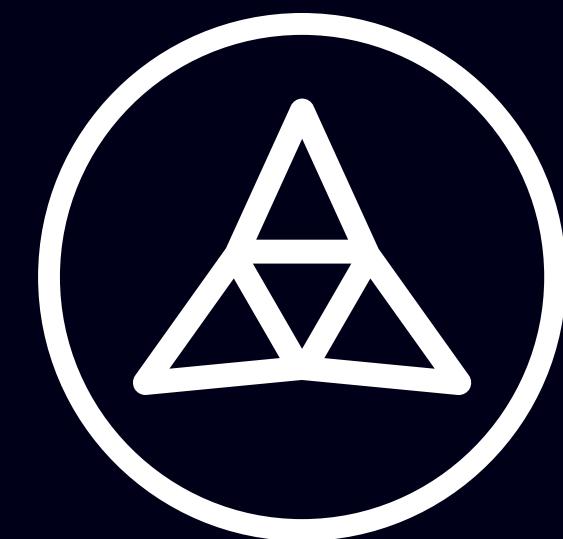
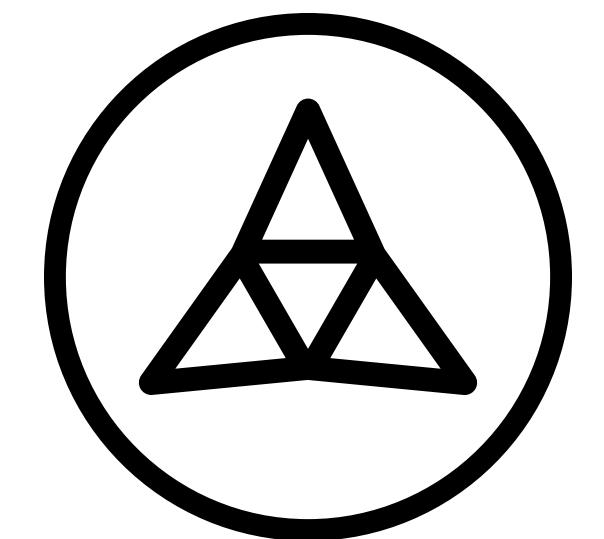
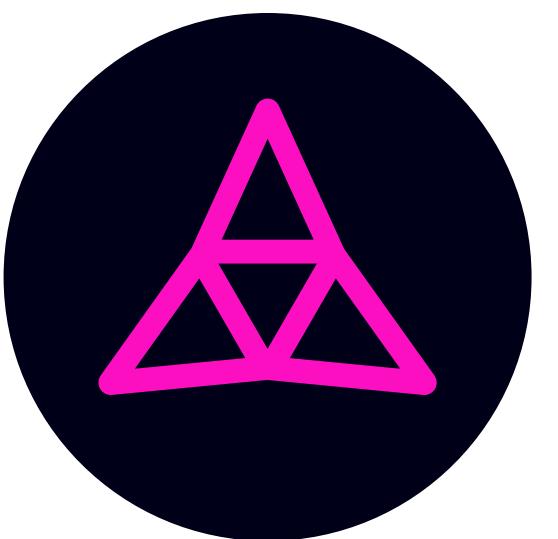
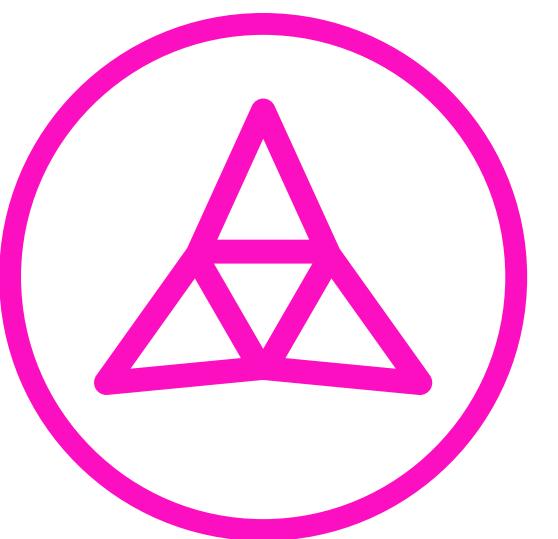
**Square**

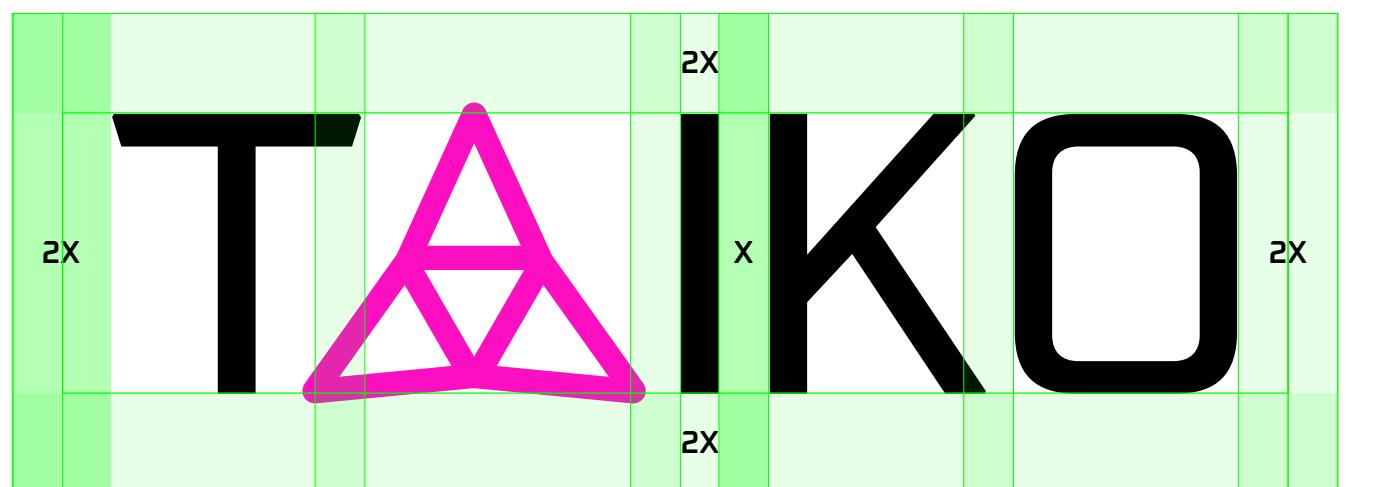


**Logo**

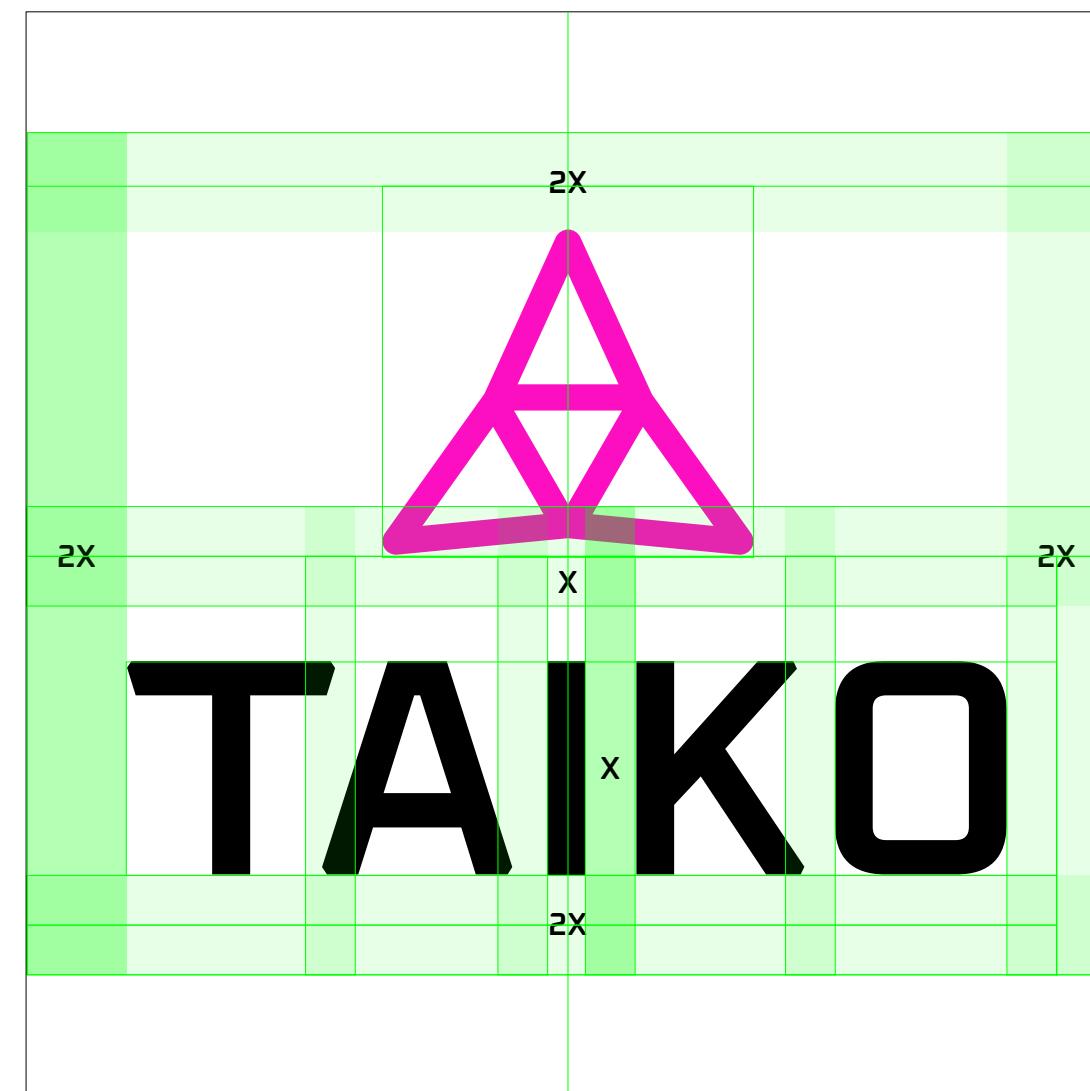


**Token**

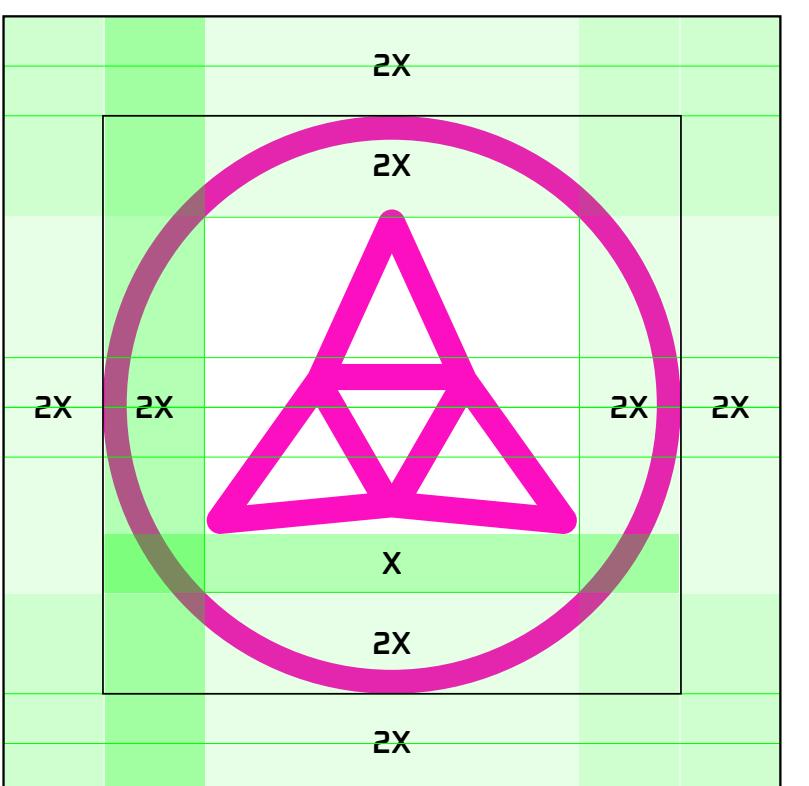




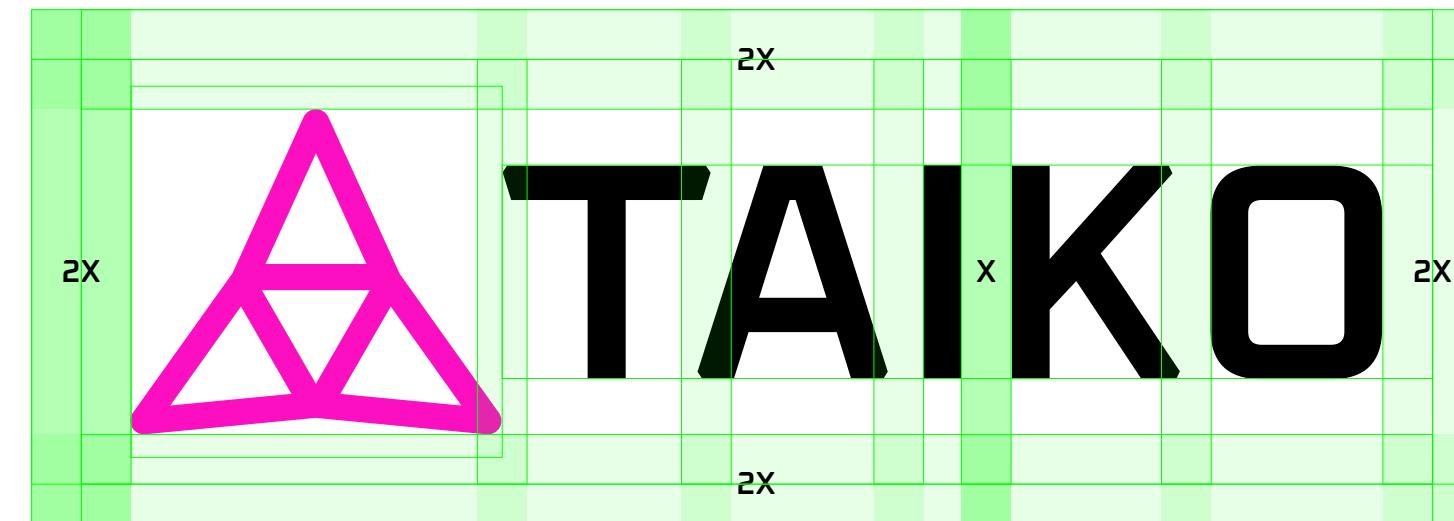
Official logo (horizontal 1)



Vertical / squared variation



Token logo



Horizontal 2

# Colours



**Fluo**

#fc0fc0



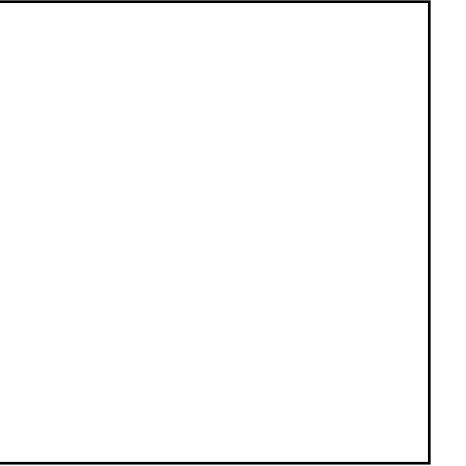
**Black**

#000000



**Navy**

#000018



**White**

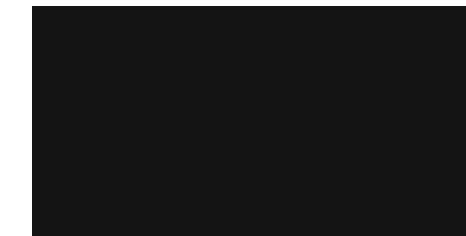
#ffffff

## Secondary Colours



**Fluo dark**

#d313ae



**Dark grey**

#141414



**Navy Brighter**

#020230



**Fluo bright**

#ff56d5



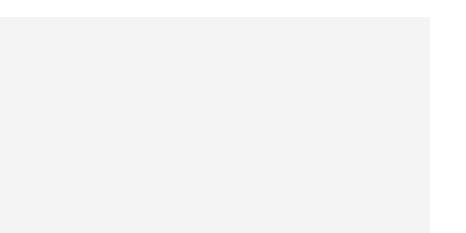
**Dark Mode text**

#cccccc



**Light Mode text**

#9b9b9b



**Light Grey**

#f4f4f4

The screenshot shows the Taiko Labs website homepage. At the top right are navigation links: BLOG, WHITEPAPER, DISCORD, GITHUB, TWITTER, and a sun icon. The main header features the word "TAIKO" with a pink triangle icon. Below the header is a section titled "Unlocking Web3" with the subtext "Get ready to experience the future of Ethereum". Three callout boxes below the text list features: "Accessible" (Cheap tx fees, High throughput, Seamless dApp migration, Permissionless network), "Inclusive" (Censorship-resistant, Ethereum's security, Experienced developers, Fair system), and "Open" (Ethereum infrastructure, Open source, Community-centric, Transparent). The footer contains the text "© Taiko Labs 2022".

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**examples of key visual**

## Global font for the Brand Identity: Oxanium

<https://fonts.google.com/specimen/Oxanium>

Ideal for headlines, titles, standalone text element

### Font Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### Font Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### Font Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### Font Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

## A decentralized zkRollup layer 2 for Ethereum

OXANIUM

### Taiko

Taiko scales Ethereum in a manner that emulates Ethereum as closely as possible - both technically and non-technically. More specifically, Taiko is an Ethereum-equivalent ZK-Rollup, scaling Ethereum by supporting all EVM opcodes in a layer-2 architecture that is decentralized, permissionless, and secure.

## Secondary font for the Brand Identity: Inter

<https://fonts.google.com/specimen/Inter>

Ideal for blocks of text, long text

### Font Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### Font Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

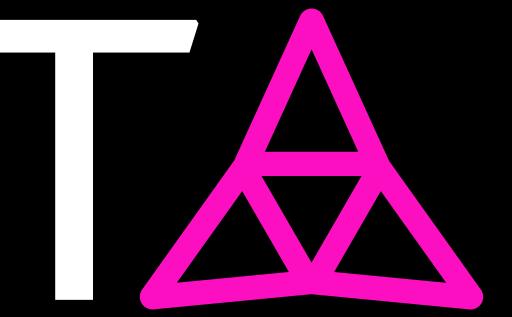
### Font Regular

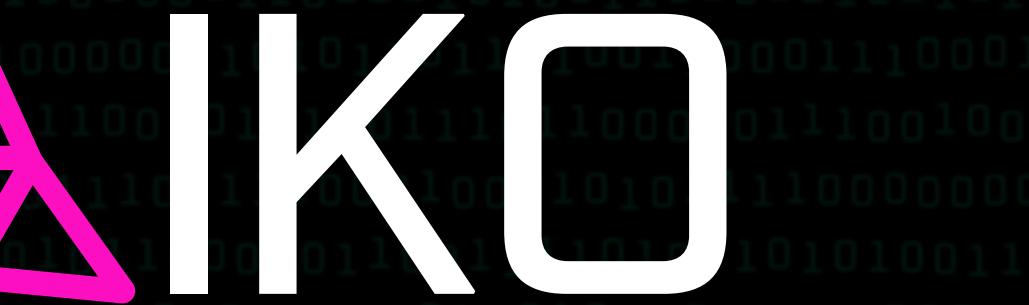
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### Font Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

TAIKO



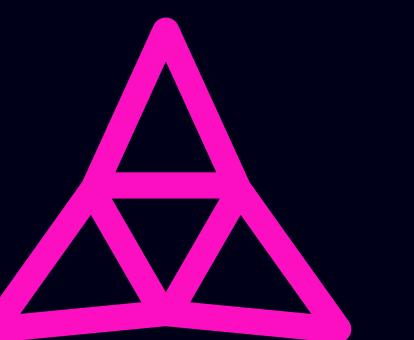


TAKO

# TAIKO

**TAKO**

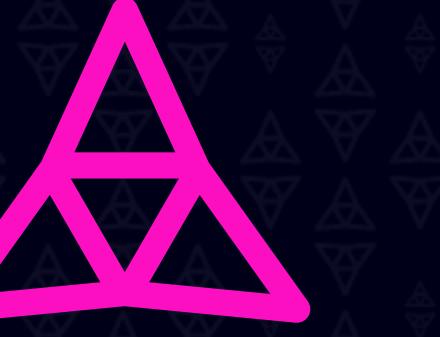
**TAKO**



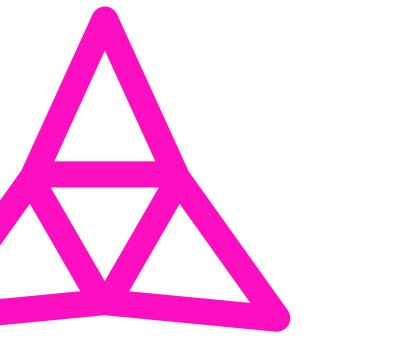
TAIKO



# TAIKO



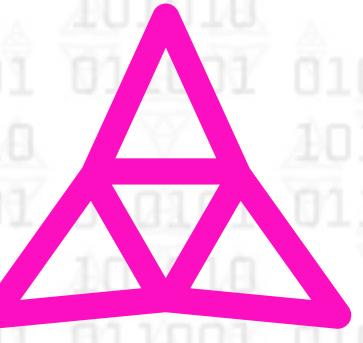
TAIKO



**TAIKO**



**TAKO**



**TAKO**