



Brand Guide v3

## Horizontal 1

TAIKO

TAIKO

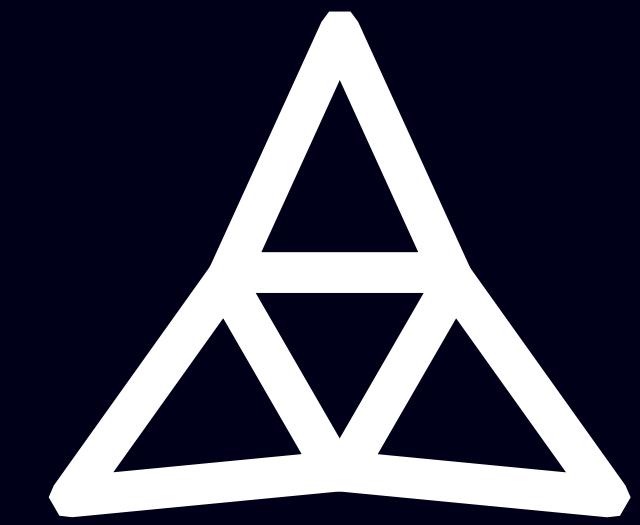
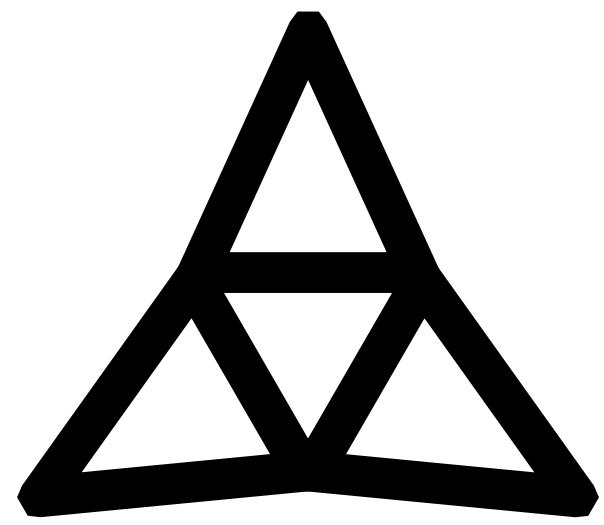
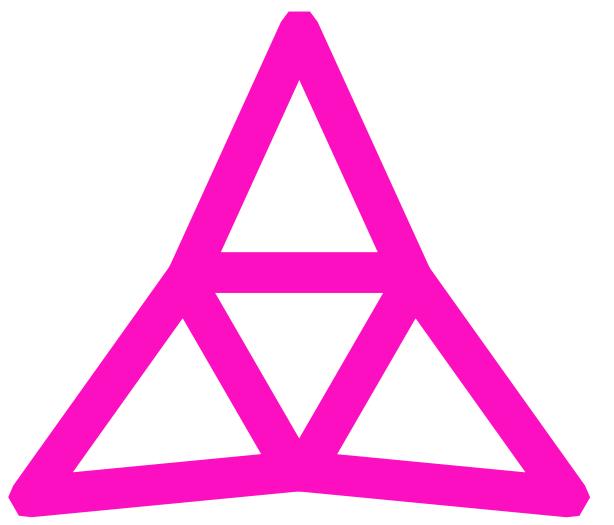
## Horizontal 2



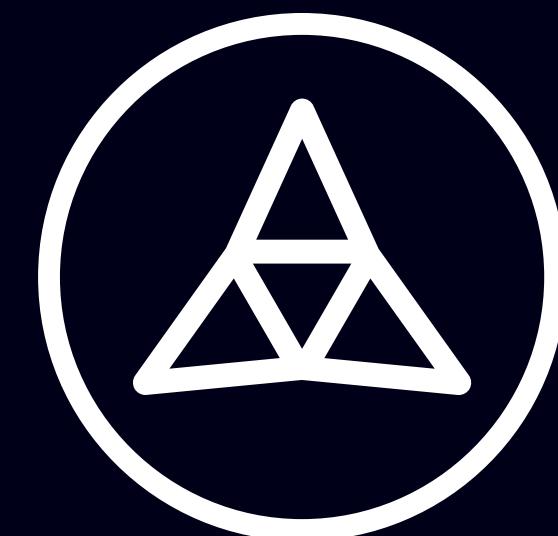
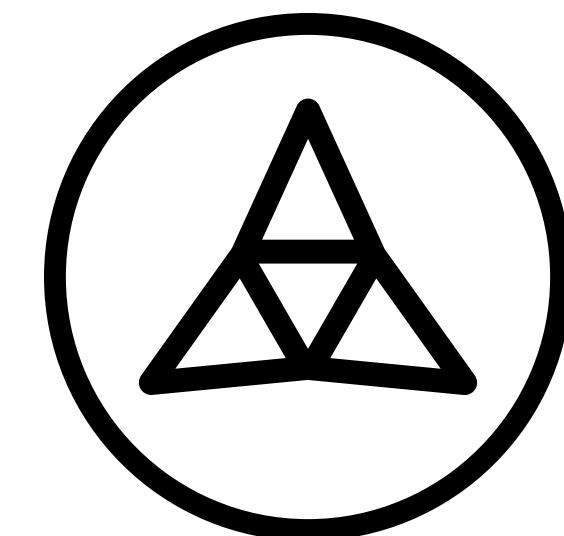
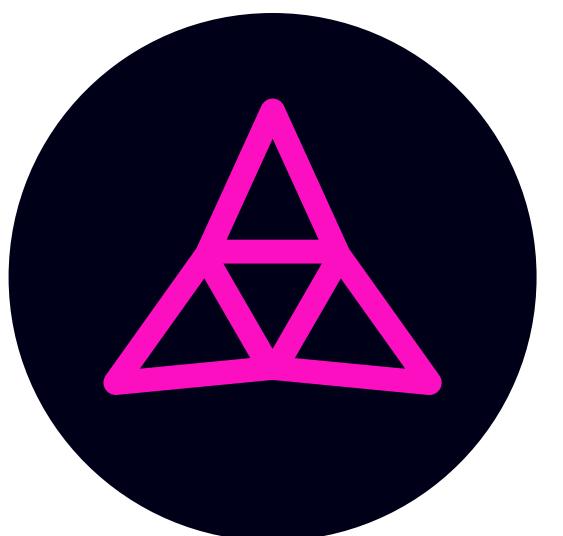
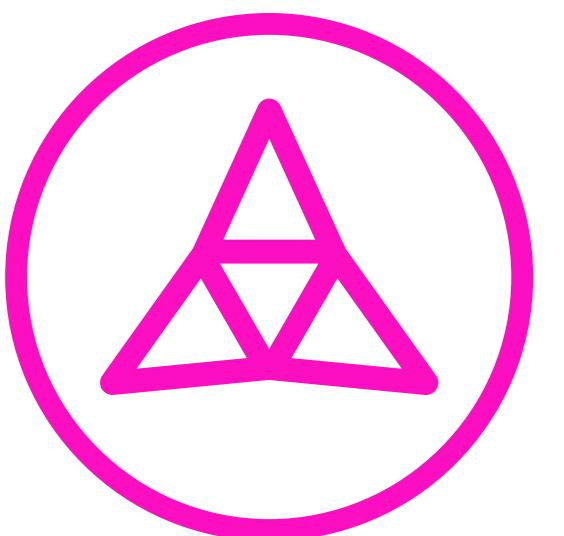
Squared

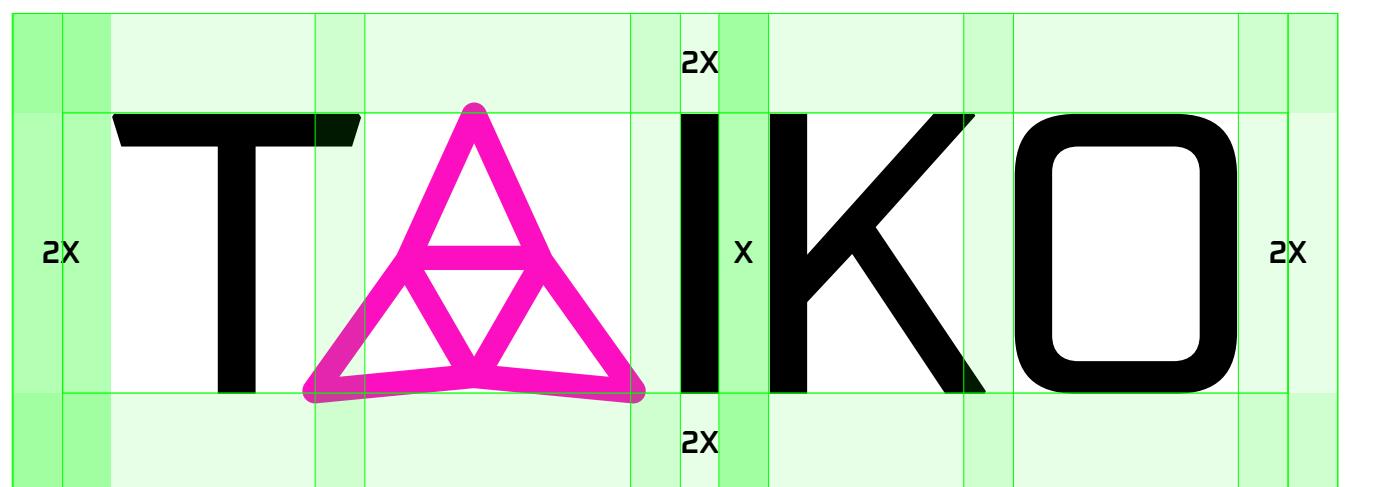


**Logo**

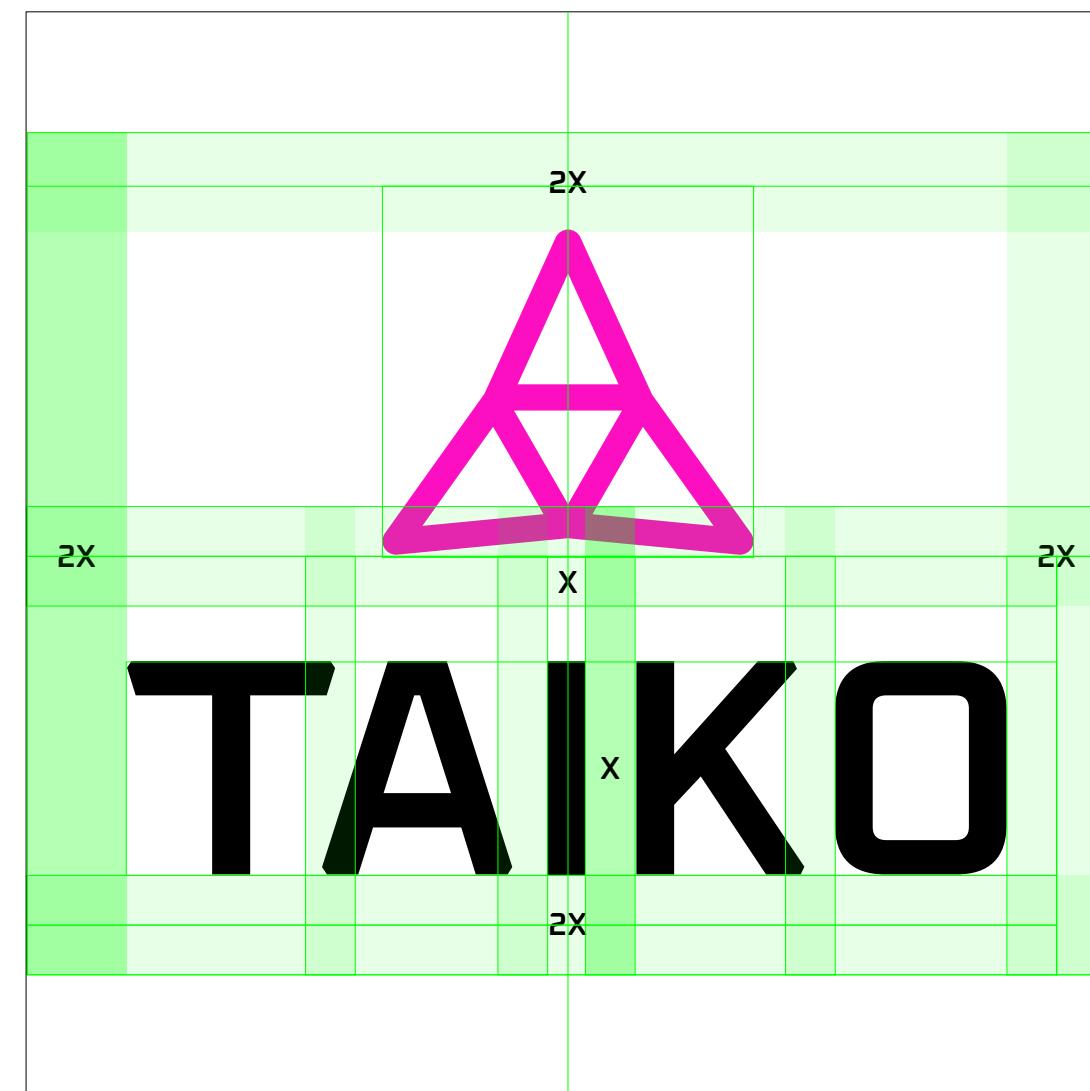


**Token**

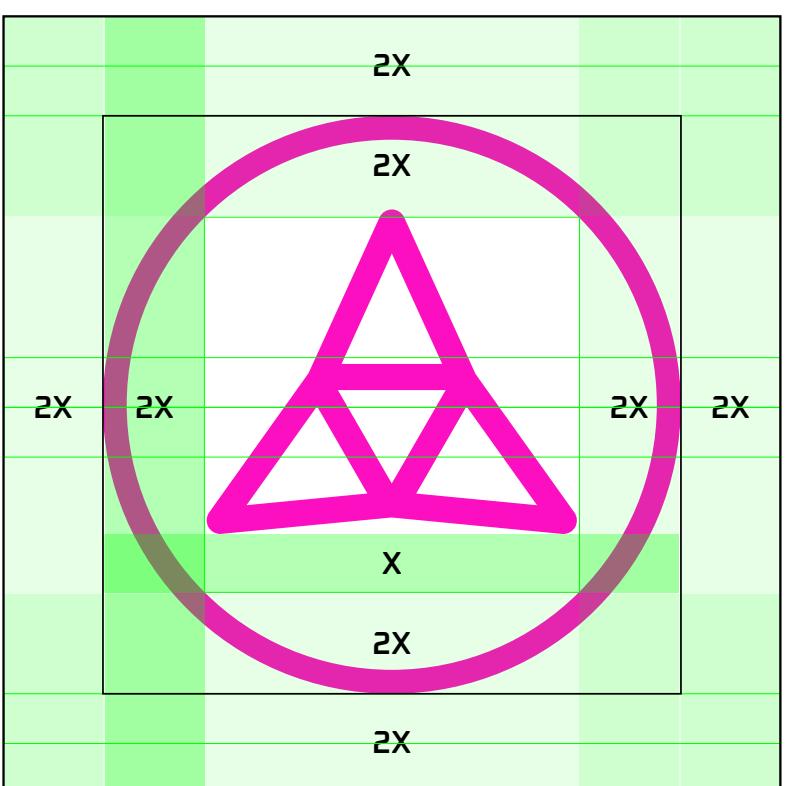




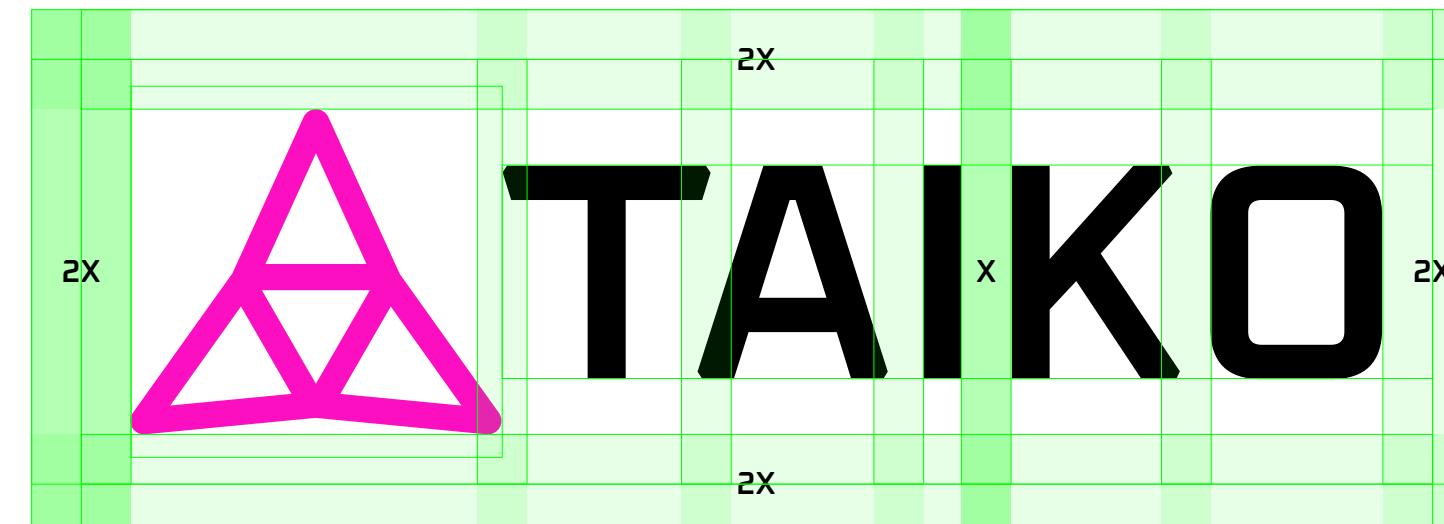
Official logo (horizontal 1)



Vertical / squared variation



Token logo



Horizontal 2

# Colours



**Fluo**

#fc0fc0



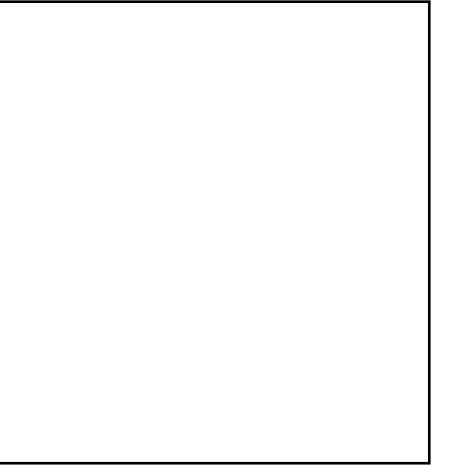
**Black**

#000000



**Navy**

#000018



**White**

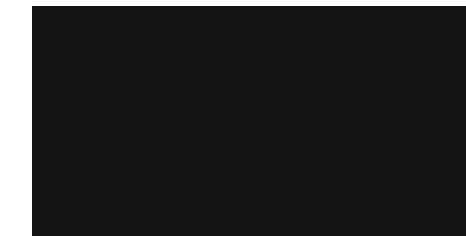
#ffffff

## Secondary Colours



**Fluo dark**

#d313ae



**Dark grey**

#141414



**Navy Brighter**

#020230



**Fluo bright**

#ff56d5



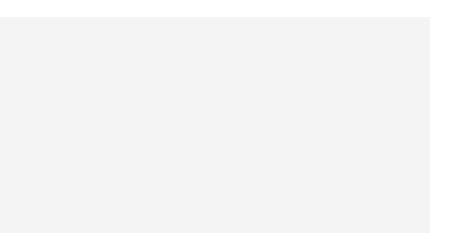
**Dark Mode text**

#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 title is "TAIKO" with a pink triangle icon. Below it is the tagline "Unlocking Web3" and the subtext "Get ready to experience the future of Ethereum". Three callout boxes describe the project's pillars: "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 background features a pink grid pattern.

This is another screenshot of the Taiko Labs website. It includes the same header and navigation links as the first one. The main title "TAIKO" with the pink triangle icon is present. The tagline "Unlocking Web3" and subtext "Get ready to experience the future of Ethereum" are also visible. The three pillars are shown in callout boxes: "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 background is a dark version of the pink grid pattern seen in the first screenshot.

**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 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

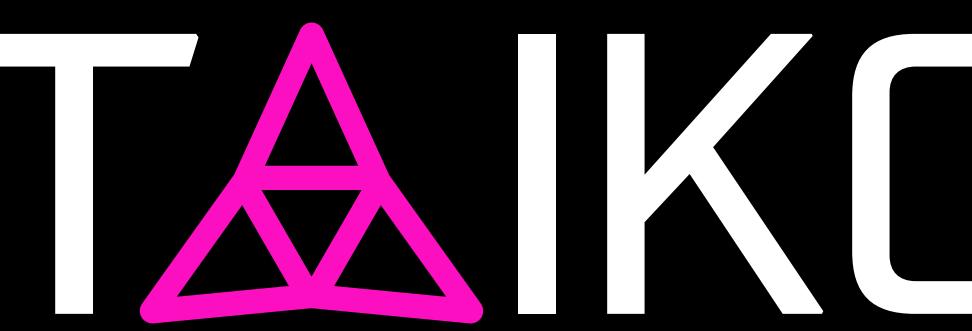
### Font Regular

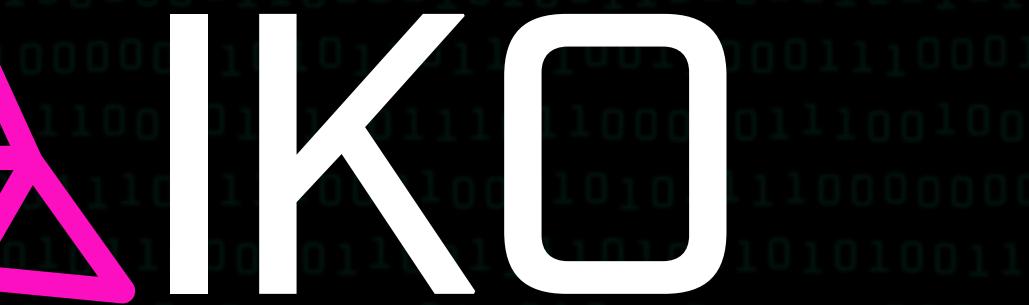
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

### 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



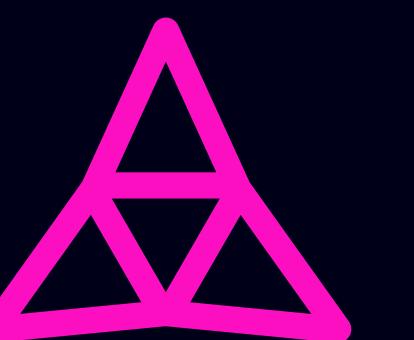


TAKO

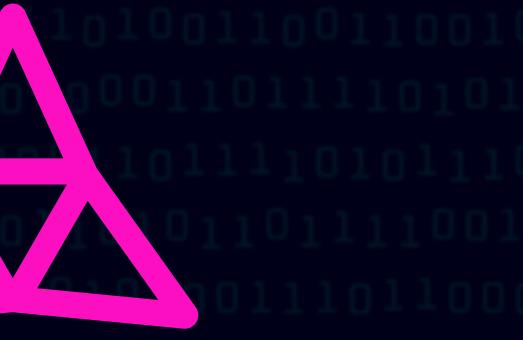
# TAIKO

**TAKO**

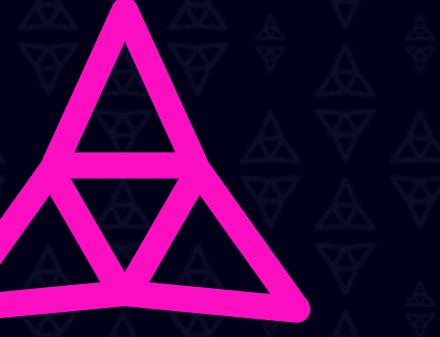
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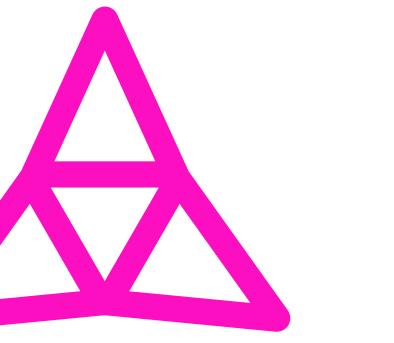
TAIKO



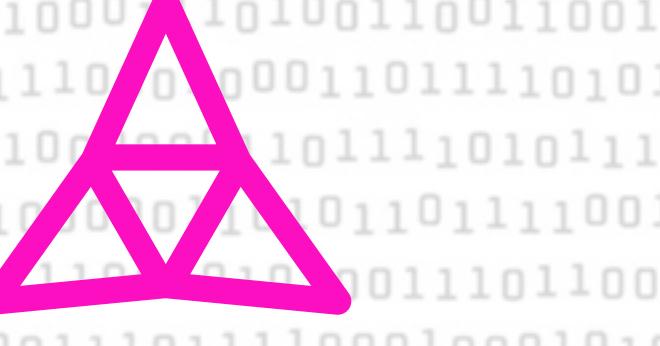
# TAIKO



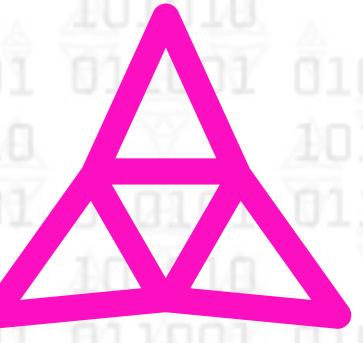
TAIKO



**TAIKO**



# TAIKO



**TAKO**