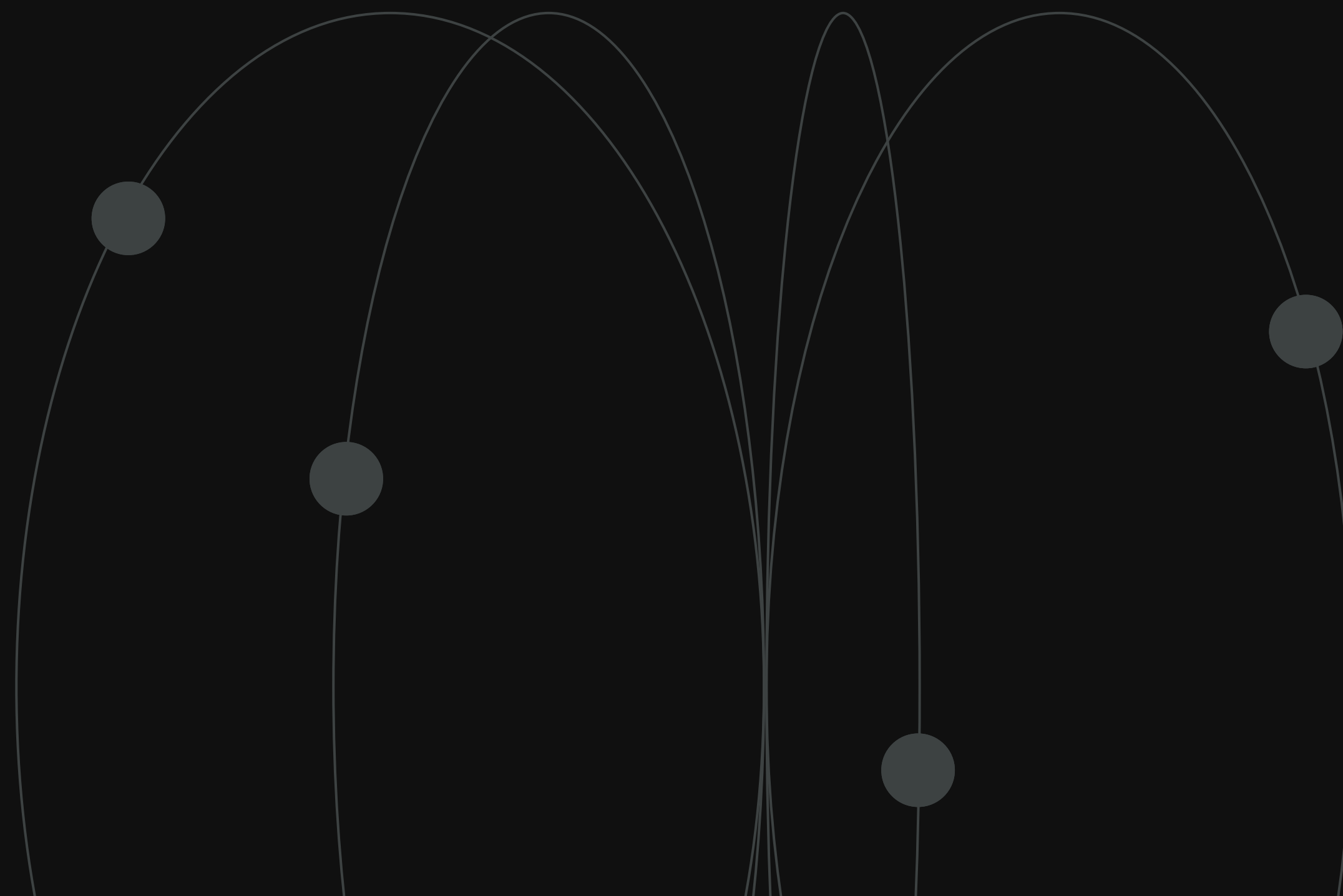


QUADRATIC ACCELERATOR BRAND BOOK GUIDELINES



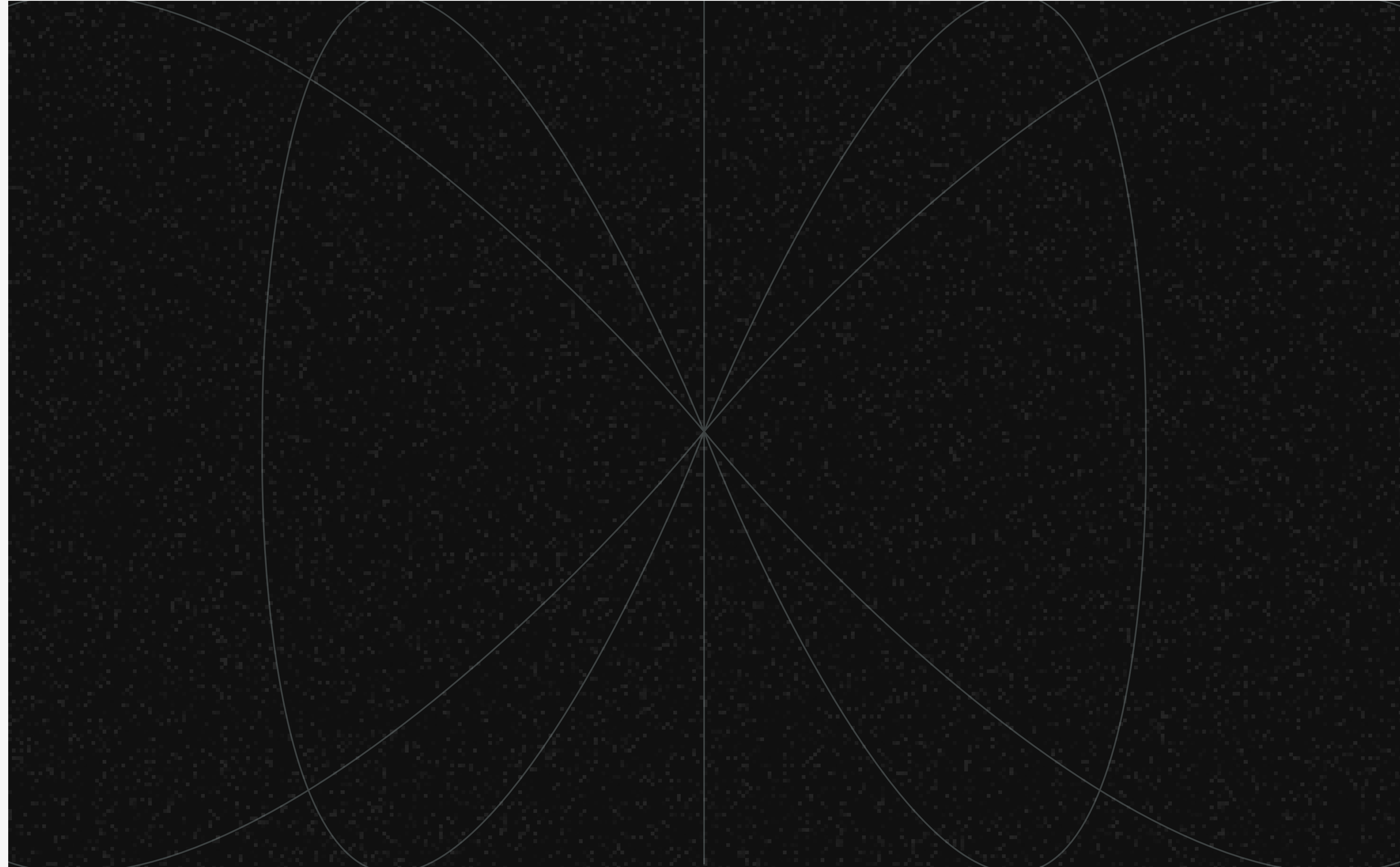
INTRODUCTION

01



The Quadratic Accelerator is an organization pioneering a novel tokenization protocol that combines the best features of Augmented Bonding Curves (ABCs) and Quadratic Funding (QF), called "q/acc".

Launched to foster a mutually beneficial environment for projects, their communities, and the Polygon ecosystem, the Quadratic Accelerator provides a sustainable pathway for continuous community support through tokenization.



Spirit / Archetype

A combination of "The Hero", and "The Explorer".

Hero: Motivation and encouragement. Perseverance.

Explorer: Trailblazer, make your own path.

Future

After proof-of-concept validated by launching on Polygon and Giveth, q/acc is used to run seasons in various ecosystems, enabling many more sustainabe and effective project launches.

Speciality / USPs

- **For projects:** Easy token launch, community growth with regular follow ups, low market cap launch pad for real projects, initial grant funding to launch a token.
- **For Community:** QF but without donations, instead donors get upside
- **For ecosystems:** we give their token utility and make a token sink for the protocol, all while helping them attract great projects that can build to create value in their ecosystem

Target audience

- **Founders/Builders:** Project leaders who are looking to launch a token to fund their startup/product/community.
- Chains, Angel Investors, Grant Operators.

Talks about

- Project Tokenization
- Grants, Fair Launch, Liquidity
- Sustainable ecosystem growth
- Financial models
- Capital Allocation in Web3
- Bonding Curves
- Incentive Alignments
- Community > VC profiting

Brand key words

Futuristic

Trustworthy

Catalyst

Provocative

SEO key words

Web3 Grants

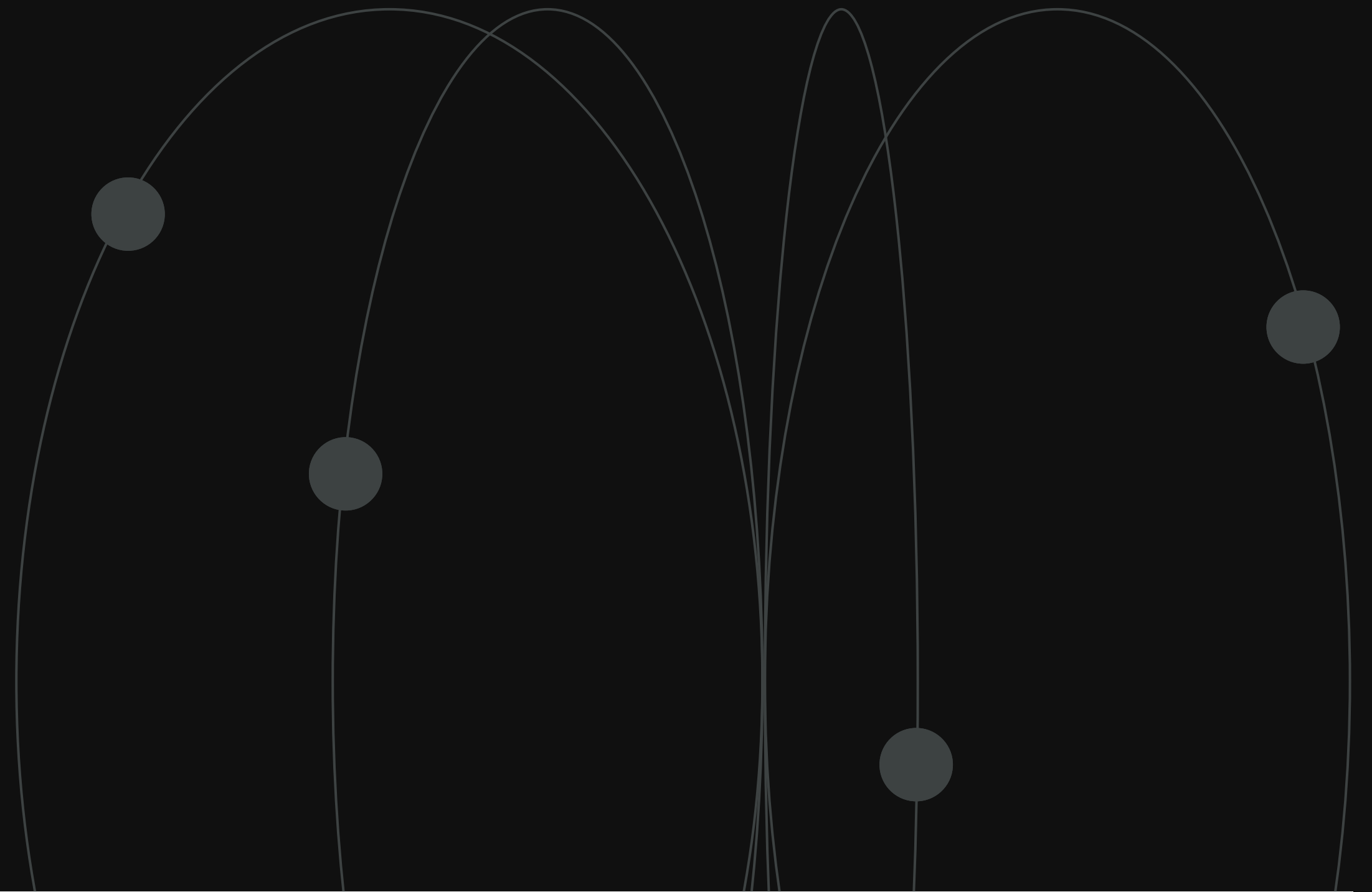
Bonding Curves

Financial Model

Quadratic

Tokenization

Crowd-funding



LOGOTYPE

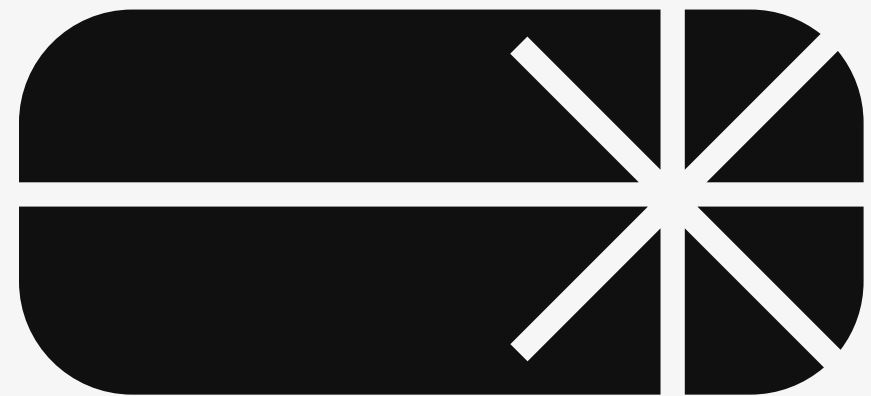
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LOGOTYPE

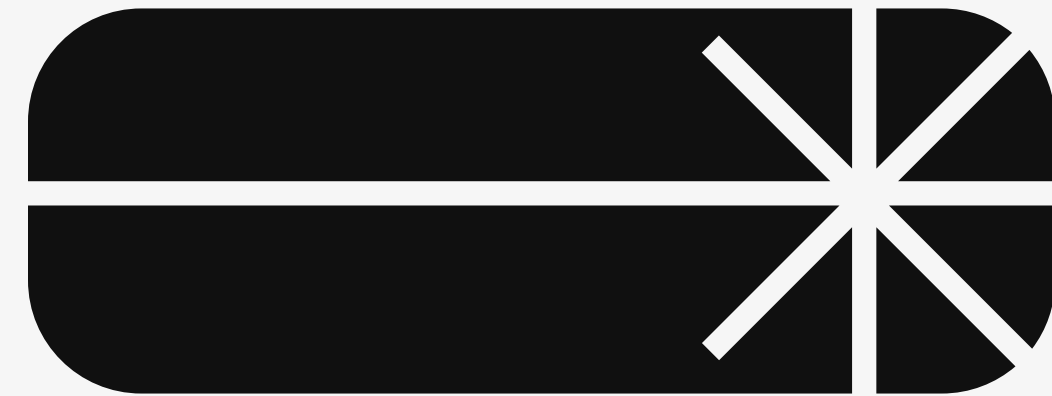


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Logotype 02
Page 06

logomark

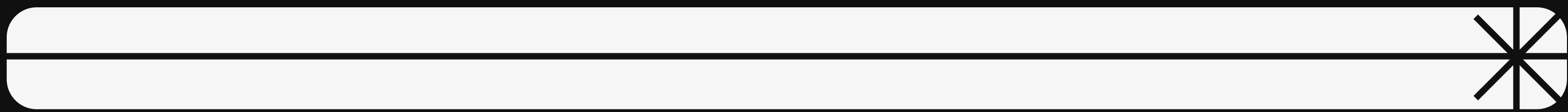


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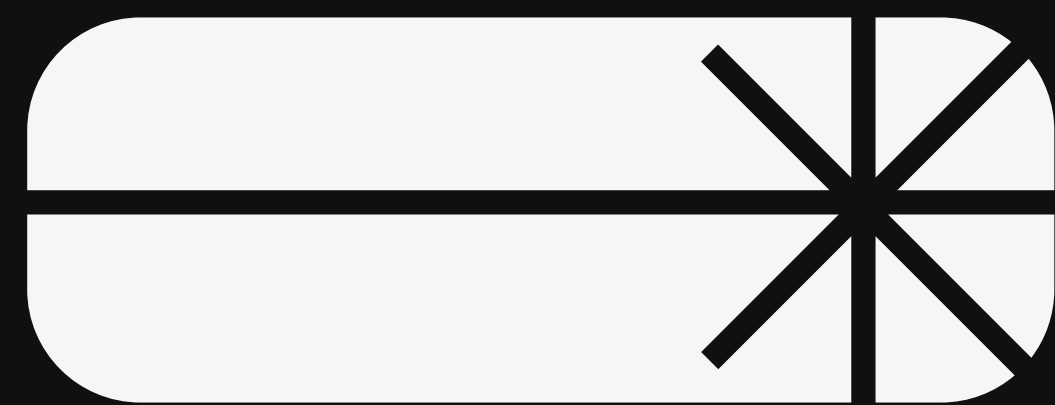


**Quadratic
Accelerator**

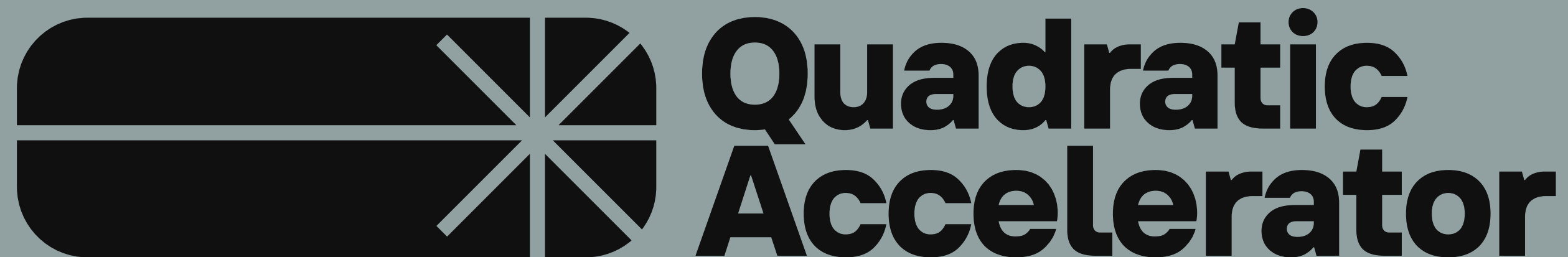
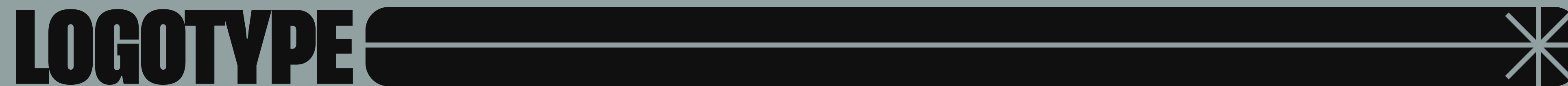
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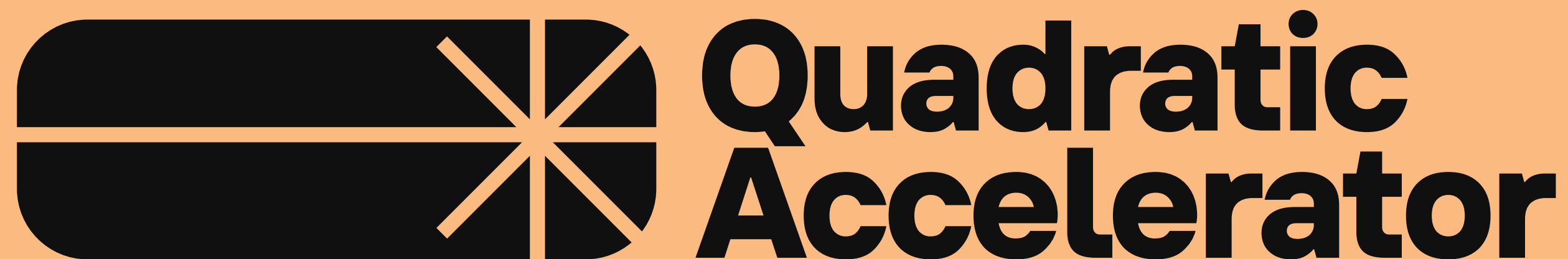
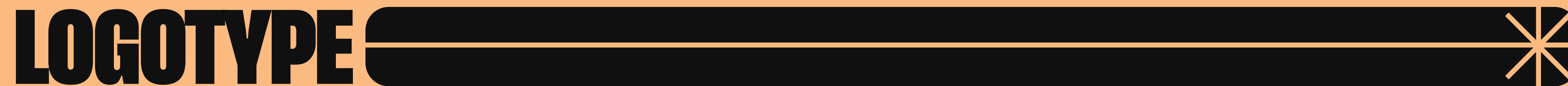


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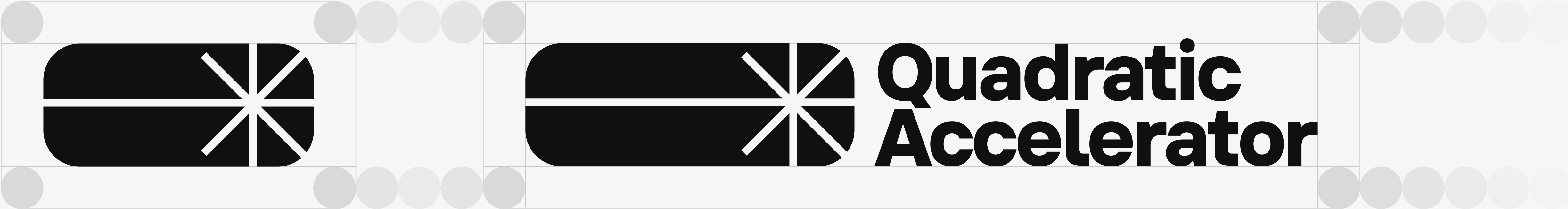
**Quadratic
Accelerator**







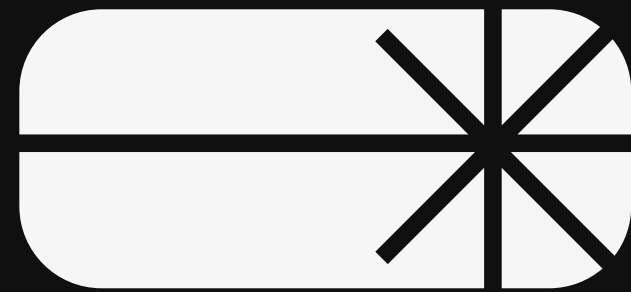
Safe zone



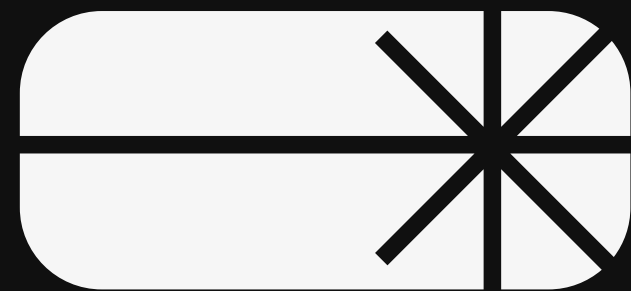
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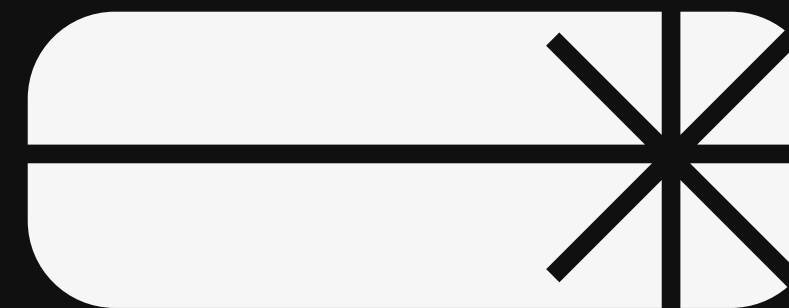
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Logotype 02
Page 11



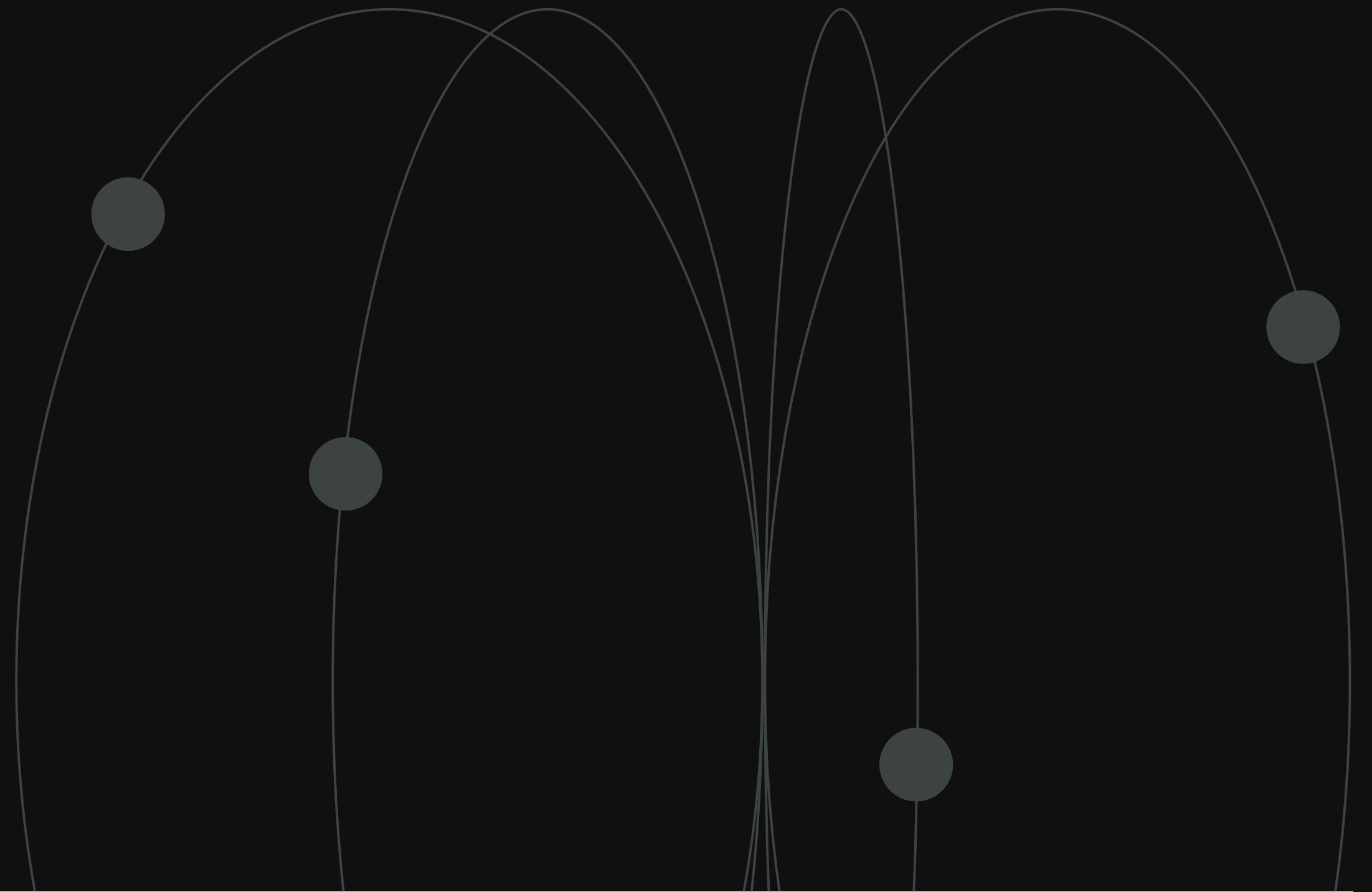
**LOGO
VARIATIONS**



**Quadratic
Accelerator**



**Quadratic
Accelerator**



TYPOGRAPHY

03

Primary font

Tusker Grotesk is a headline typeface designed for robust and high-impact use. Each width set is duplexed, stackable and is ideal for headlines, logos and bold attention-grabbing editorial design. Tusker has extended latin coverage ideal for western, central and eastern European languages.

4500 BOLD
6700 MEDIUM



TUSKER GROTESK

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
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1234567890@*\?!.,®@™

Secondary font

IBM Plex Mono is an international typeface family designed to illustrate the unique relationship between mankind and machine. The result is a neutral yet friendly Grotesque style typeface that balances design with the engineered details.



IBM PLEX MONO

bold
medium
regular
light

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NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890©* \ ? ! . , ® @™



Medium
Bold
Headlines

THE FUTURE OF TOKENISATION

Medium
Paragraph

The Quadratic Accelerator is pioneering a novel tokenization protocol that combines the best features of Quadratic Funding (QF) and Augmented Bonding Curves (ABCs).

Bold
Links

Learn more about q/acc ->



Medium
Bold
Headlines

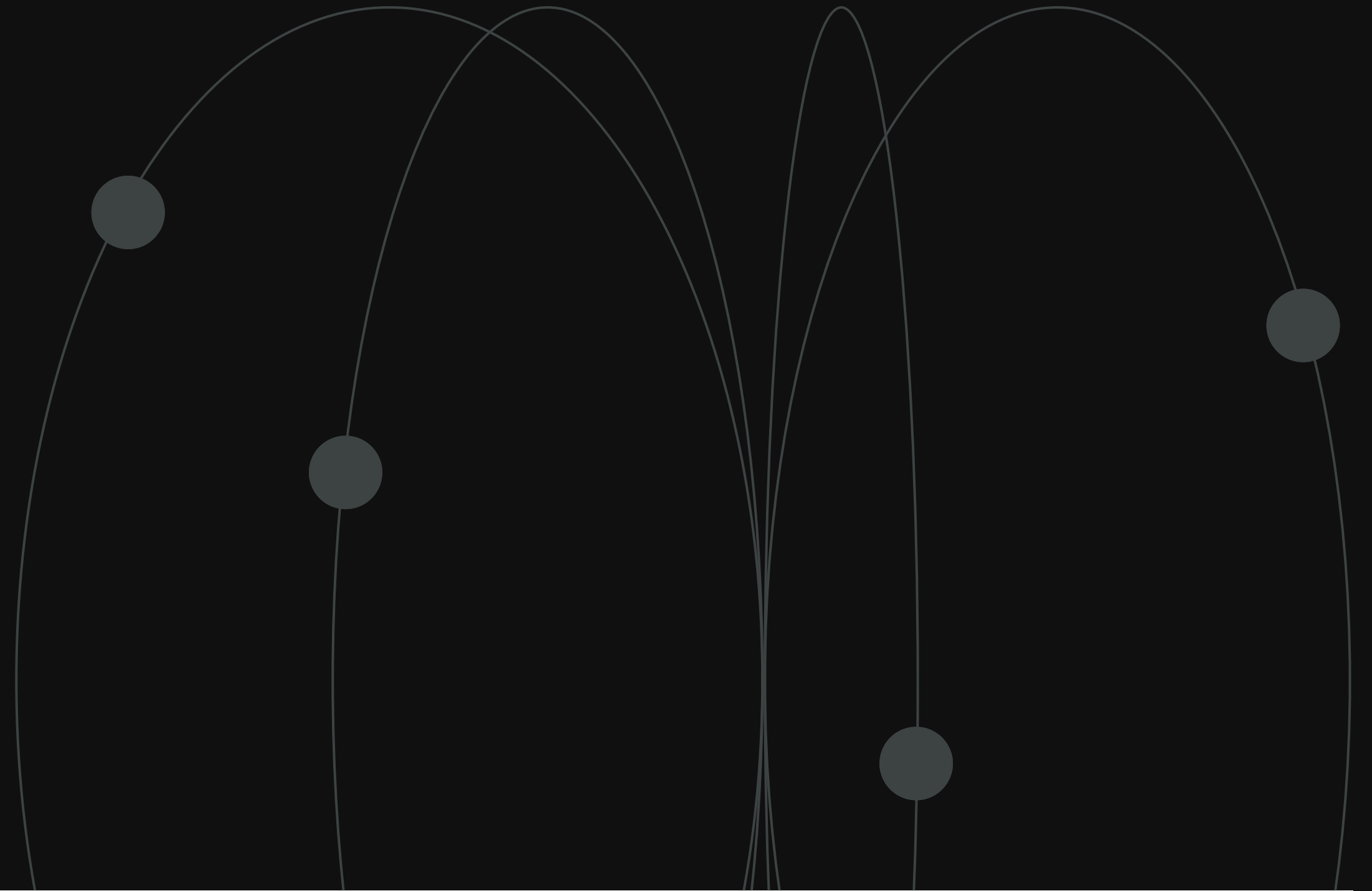
THE FUTURE OF TOKENISATION

Medium
Paragraph

The Quadratic Accelerator is pioneering a novel tokenization protocol that combines the best features of Quadratic Funding (QF) and Augmented Bonding Curves (ABCs).

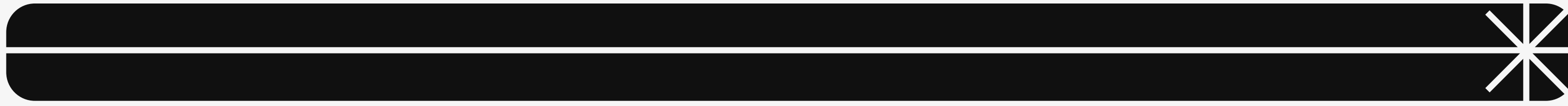
Bold
Links

Learn more about q/acc ->



PALETTE

04



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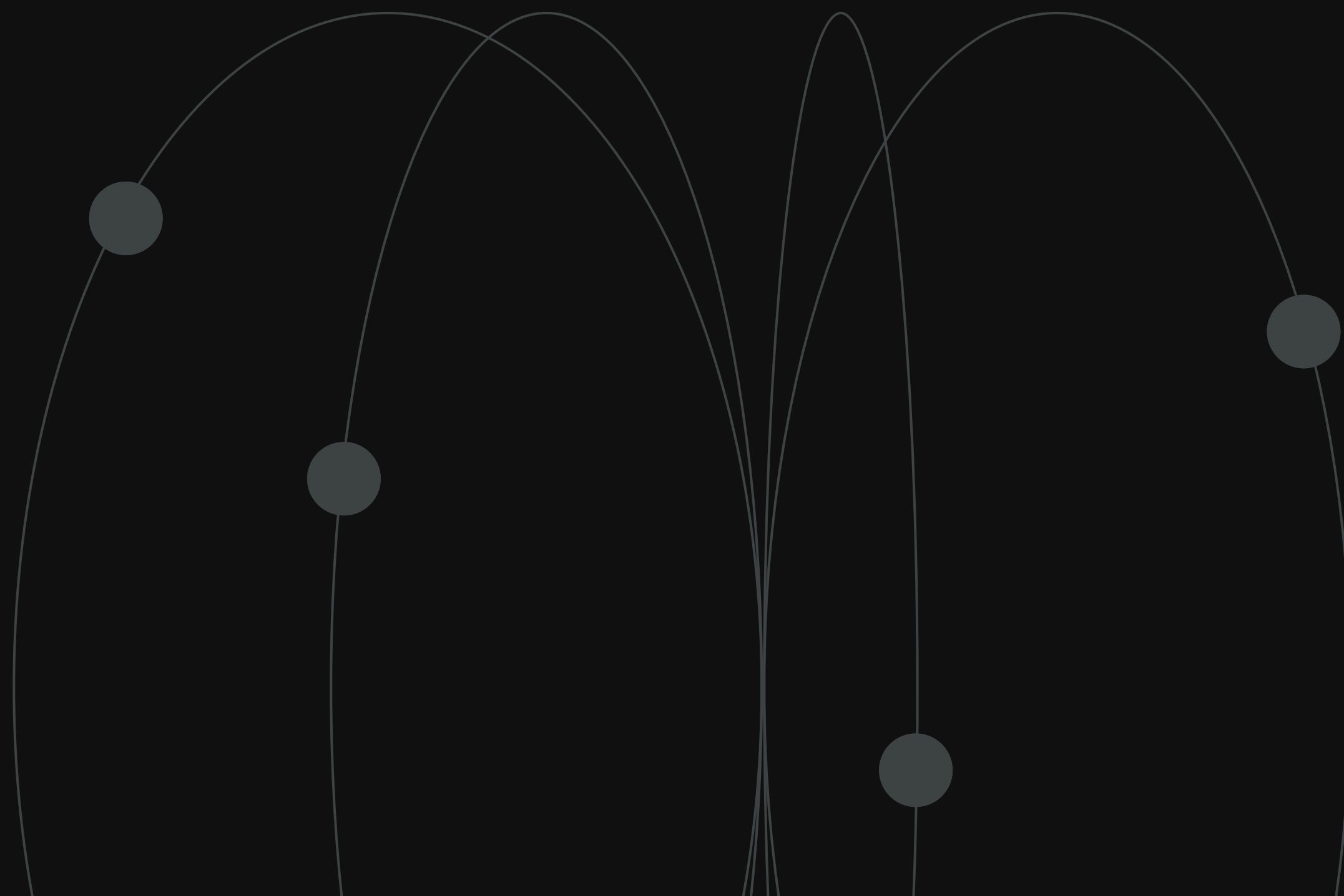
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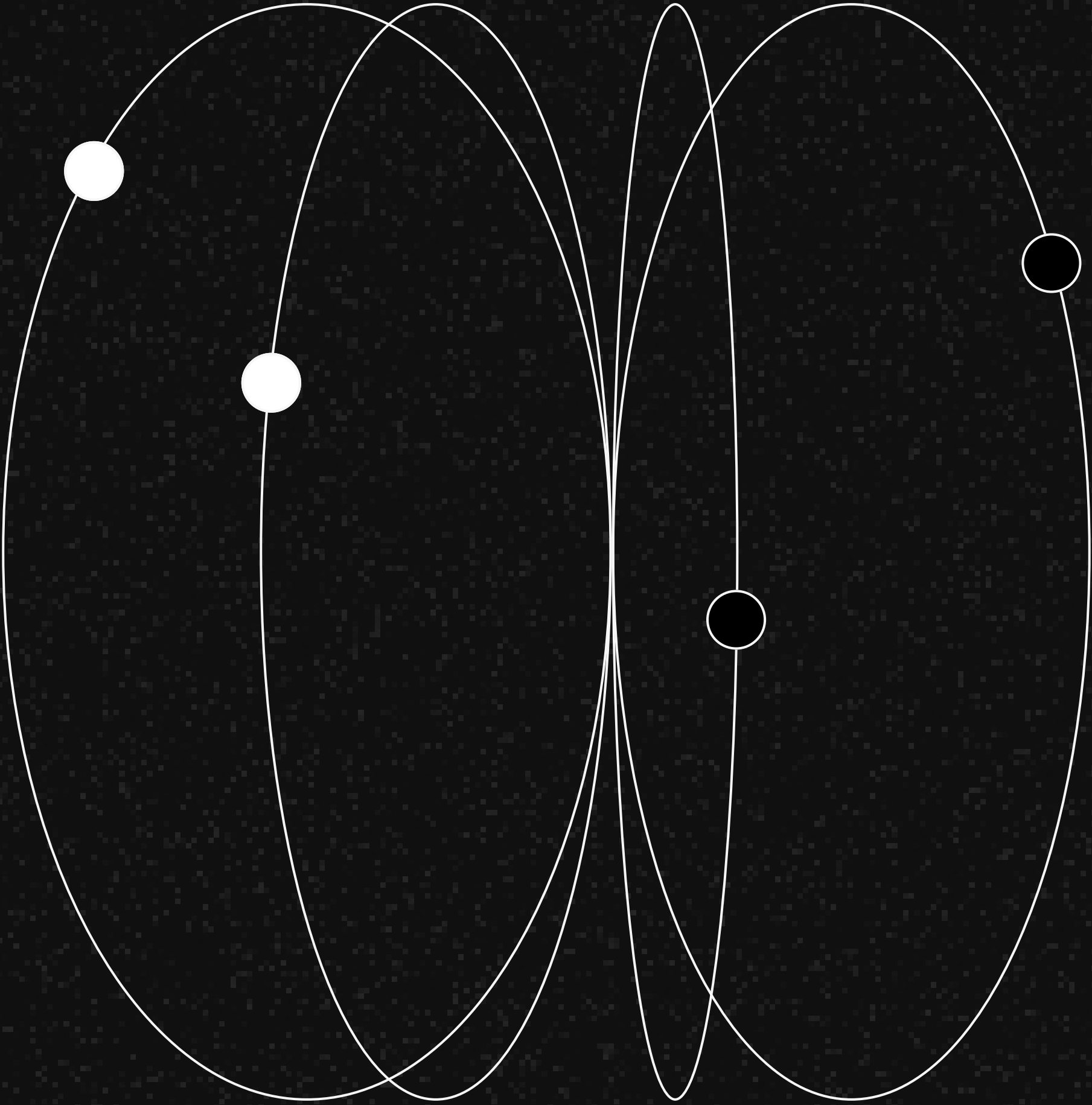
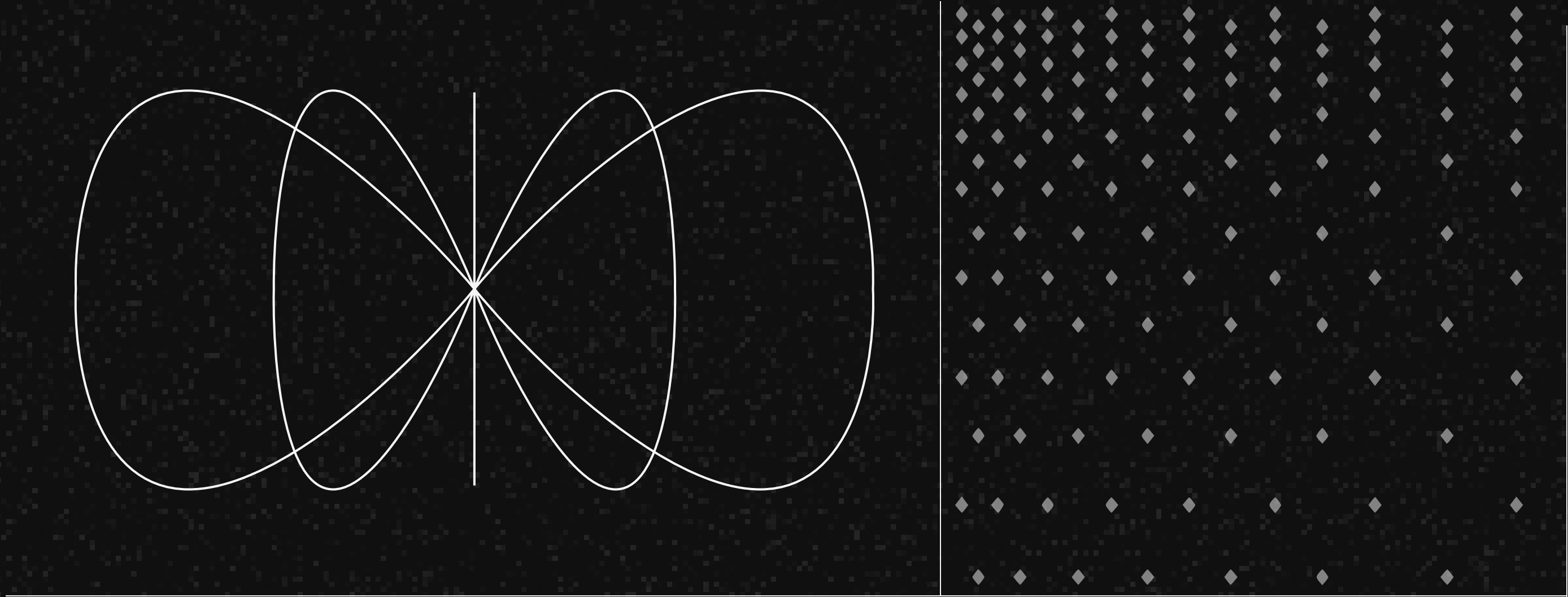
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ILLUSTRATIONS



THANK YOU!

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June 2024

**general
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