

CONFIDENTIAL



THORCHAIN

STYLE GUIDE

// JUN 2018



THE LOGO

Main Logo

Use this Logo wherever possible - avoid using this logo against any colour other than white and Night black



Logo White Text

Use this icon where colour is unavailable

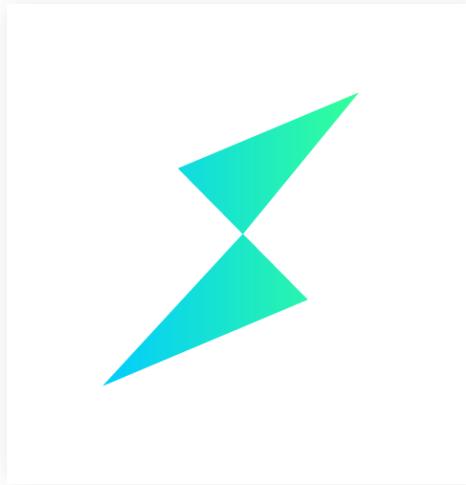




THE ICON

Main Icon

Use this Logo wherever possible - avoid using this logo against any colour other than white and Night black.
White Background to be used for favicon



Greyscale Icon

Use this icon where colour is unavailable





THE TYPOGRAPHY

The following are the fonts used for the brand in all communications.

Exo

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

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

TITLE

EXO - Capitalised
32px

Header 1

Proxima Nova Semibold 24px

Header 2

Open Sans Semibold 20px

“Quote”

Open Sans Italic 15px

Body Text

Open Sans Light 15px



THE COLOUR PALETTE

Lightning Blue



HEX CODE: #00CCFF

Yggdrasil Green



HEX CODE: #33FF99

Night Black

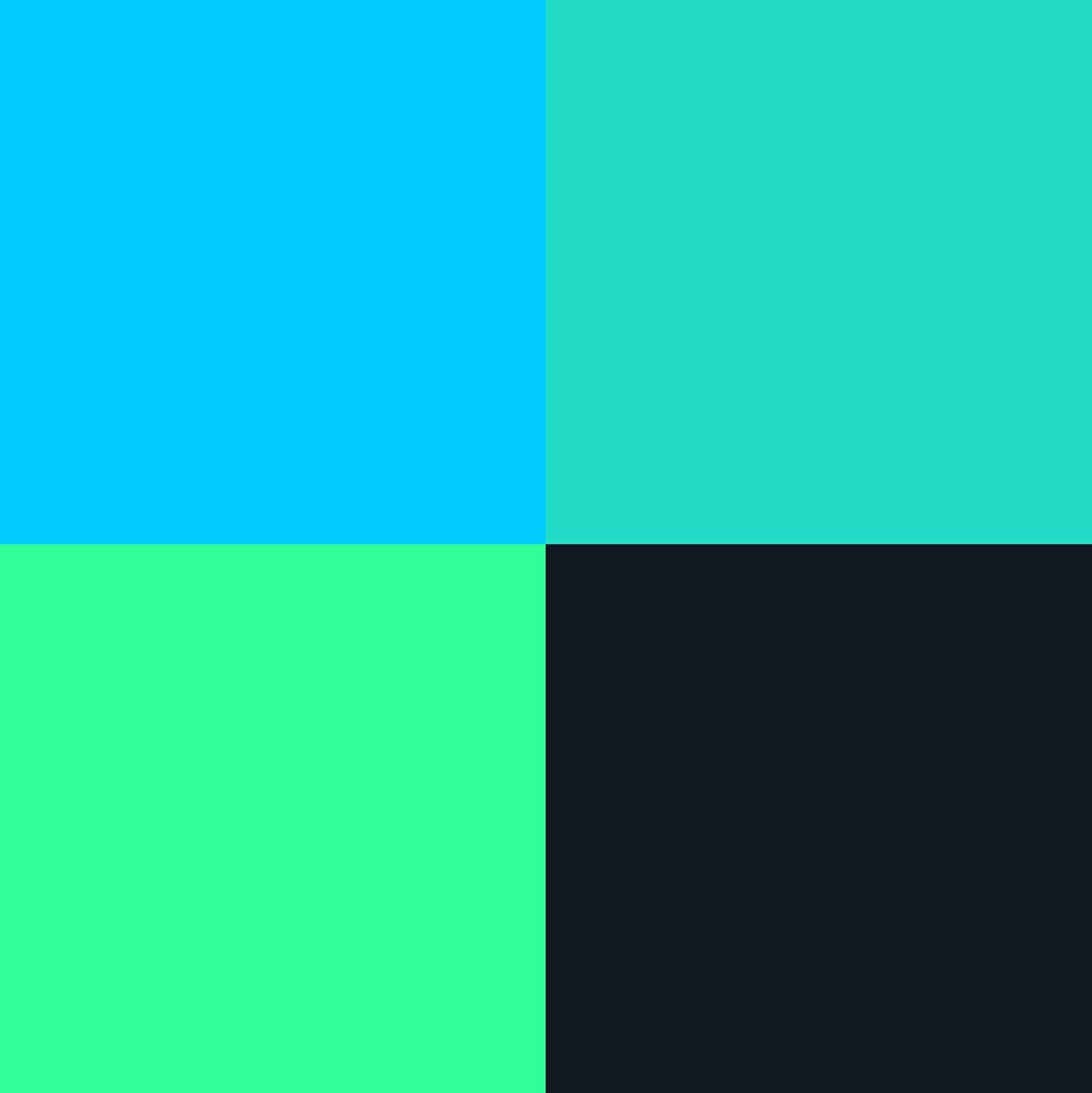


HEX CODE: #101921

Midgard Turquoise



HEX CODE: #23DCC8





THE IMAGERY

Inspiration

Imagery from the Thorchain brand takes from motifs from Norse cosmology. In particular, of the god of thunder and the forest, Thor.

The image is ethereal, dimensional, and outerworldly.

