TokenWorks

A playground for
onchain financialized ideas™

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Introduction

Designed by @0xflooreyes
Version 1.0

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About the brand — **TokenWorks** is one part game studio and one part research lab. While building on the ideas and philosophy of early game companies like Mattel, or Hasbro — **TokenWorks** pushes the needle forward to discover what "onchain fun" looks like. Focusing on building unique experiences, experimentation, and digital novelty.

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Version 1.0

TW

Logomark

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Logomark
Logomark

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Logomark

The **TokenWorks** logomark can be defined as the combination of the company's initials, T and W, mimicking the internationally recognized Trademark (™) symbol. Subliminally communicating authenticity, and credibility in its industry.

The letterforms are strategically positioned to create a distinct, balanced mark where the horizontal stroke of the "T" overlaps the left boundry of the "W", and is to be positioned in a way that precisely echoes the superscript style of the Trademark symbol.

The "logomark" is not to be confined to any one method of delivery, and can be appended in superscript fashion to **TokenWorks** affiliated media, subsequent project wordmarks, copy phrases etc. This document will detail official variants as well as potential examples of compliant usage.

see: variants

TW

Primary Variant

The inner squircle variant can be used as the primary logomark variant across static media touch points, as it should be the first point of contact for brand discovery.

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Primary Variant
Logomark

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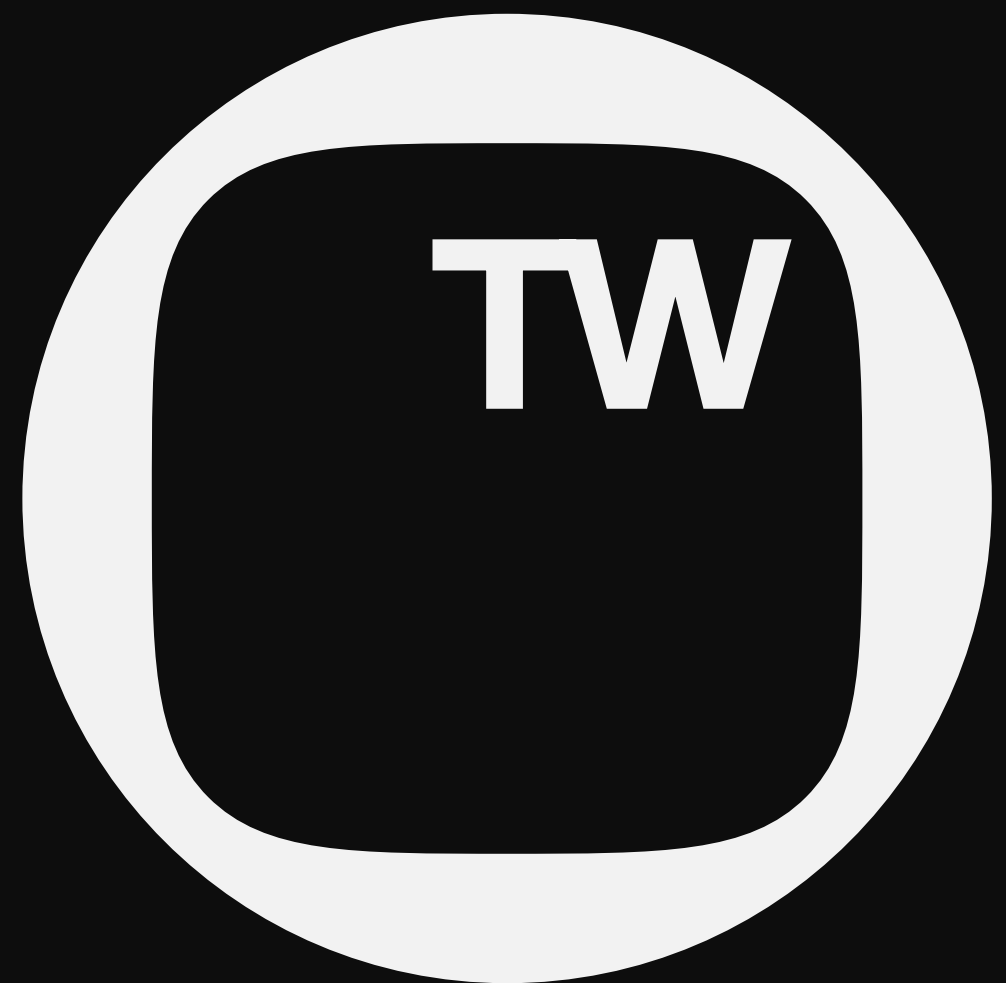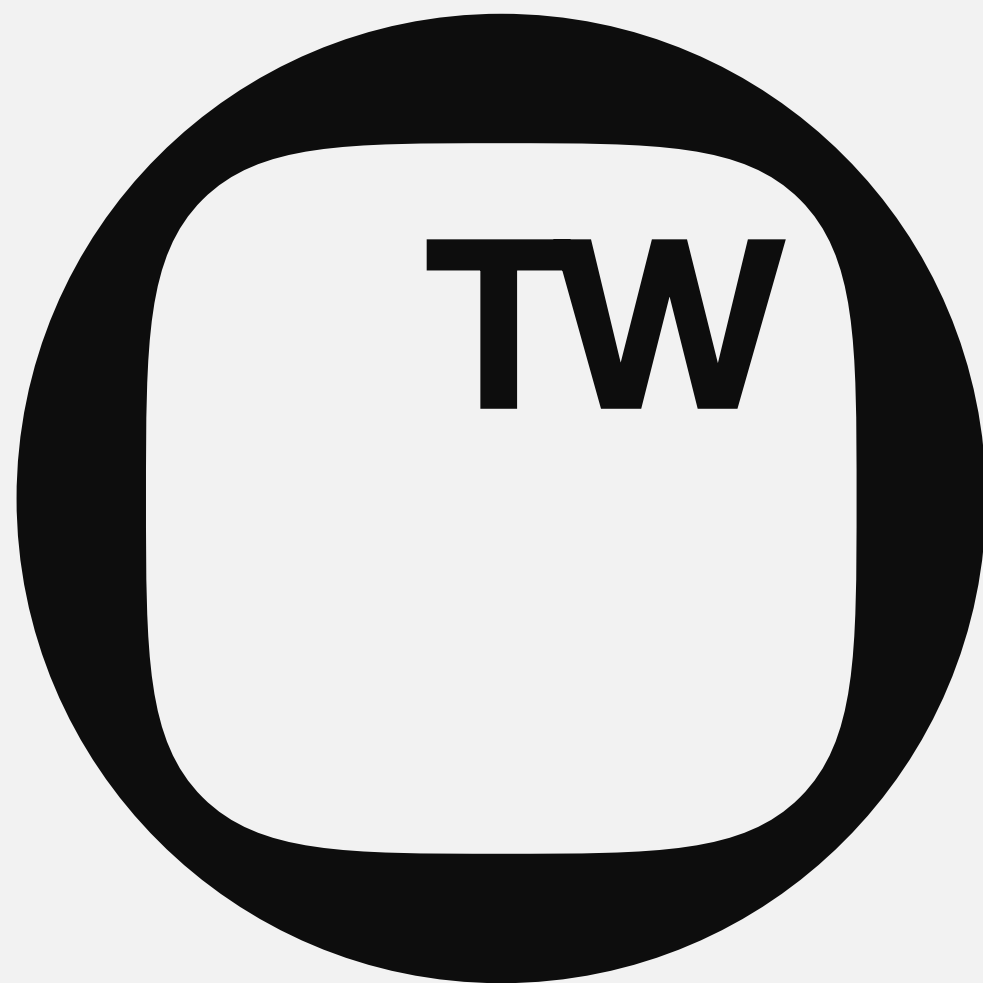
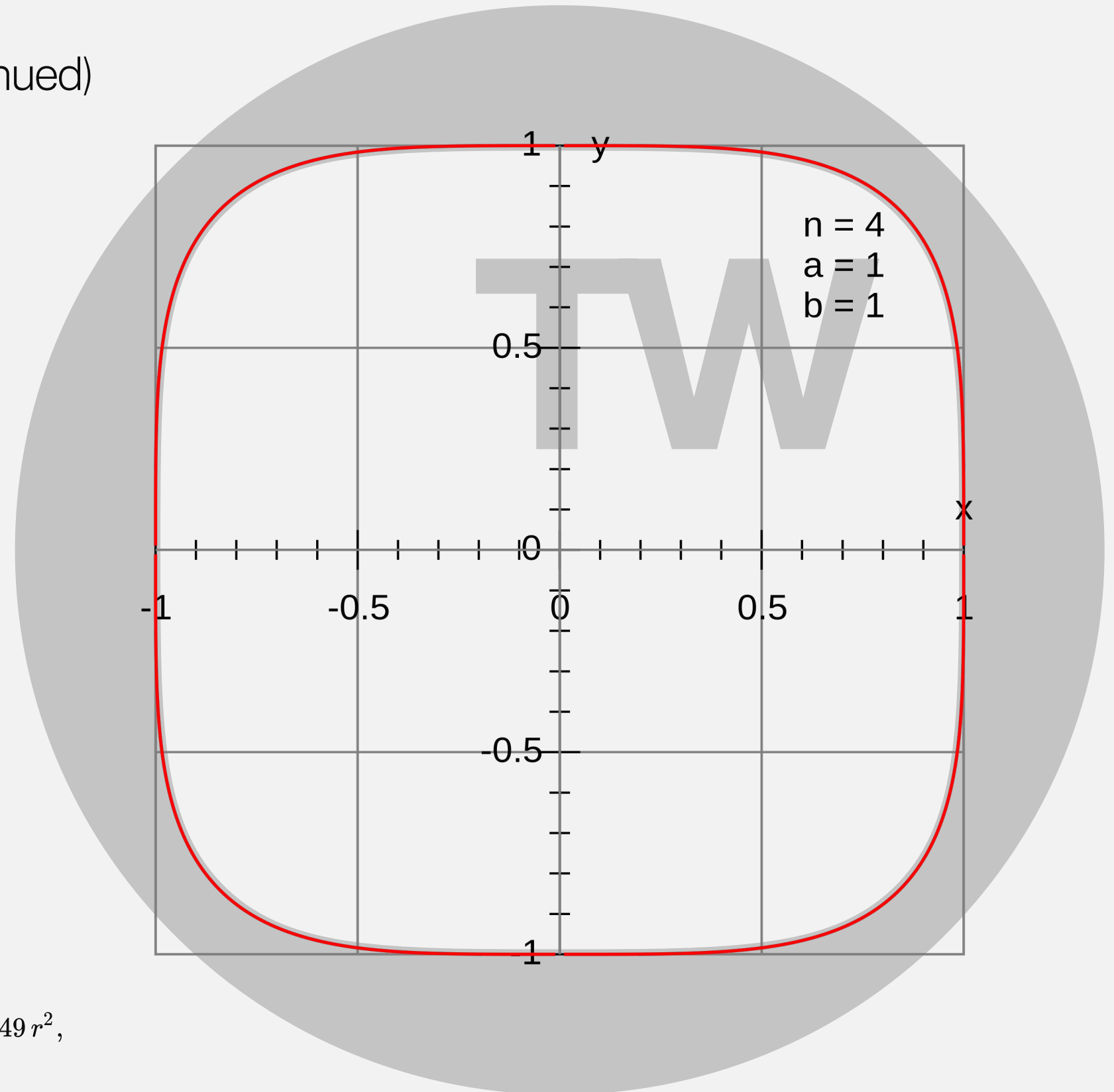# Primary Variant (continued)

The Squircle

The squircle is an interpolation of a square and a circle, two important tertiary elements in subsequent usable logomark variants.

The **TokenWorks** compliant squircle is based on a superellipse in a cartesian coordinate system, and can be defined by the following equation as:

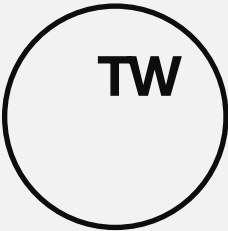$$\left| \frac{x-a}{r_a} \right|^n + \left| \frac{y-b}{r_b} \right|^n = 1,$$

The area inside the squircle can be expressed in terms of the gamma function Γ as:

$$\text{Area} = 4r^2 \frac{\left(\Gamma\left(1+\frac{1}{4}\right) \right)^2}{\Gamma\left(1+\frac{2}{4}\right)} = \frac{8r^2\left(\Gamma\left(\frac{5}{4}\right) \right)^2}{\sqrt{\pi}} = \varpi\sqrt{2}\,r^2 \approx 3.708149\,r^2,$$

n = 4
a = 1
b = 1

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Variants
Logomark
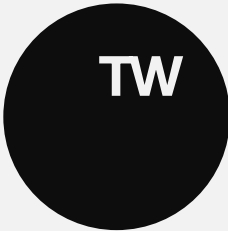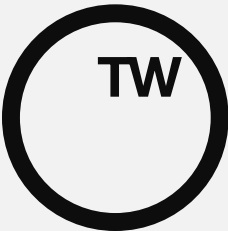
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Variants

The primary mode of delivery of the logomark is to be aligned top right inside a solid colored circle with an optional inner shape encompassing it, with the logomark itself colored as the difference between the foreground and its relative background.
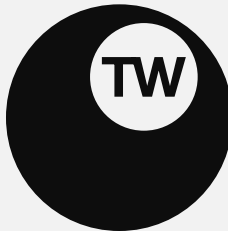
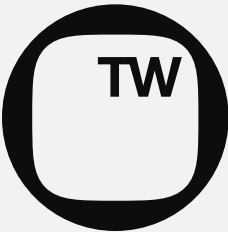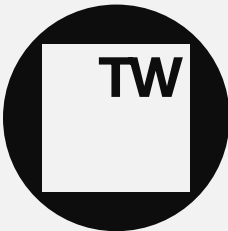|	
TW	Bordered
TW	Inner Circle
TW	Inner Squircle
TW	Inner Square

TW	Solid
TW	Super Circle
TW	Super Squircle
TW	Super Square

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Variance Hierarchy
Logomark

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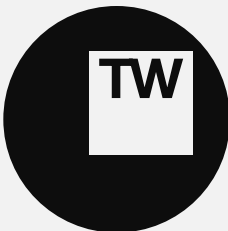
Variance Hierarchy

Besides the use of the inner squircle variant as the primary intermediary between the TokenWorks logomark and the individual, there is no true hierarchal association between individual variants, but rather an intertwined set of multi directional associations.

The logomark, can, and should when possible, utilize interpolation of inner shape variants, to create a unique, interactive brand experience.

see: progressive variance

Progressive Variance
Logomark

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Version 1.0

TW
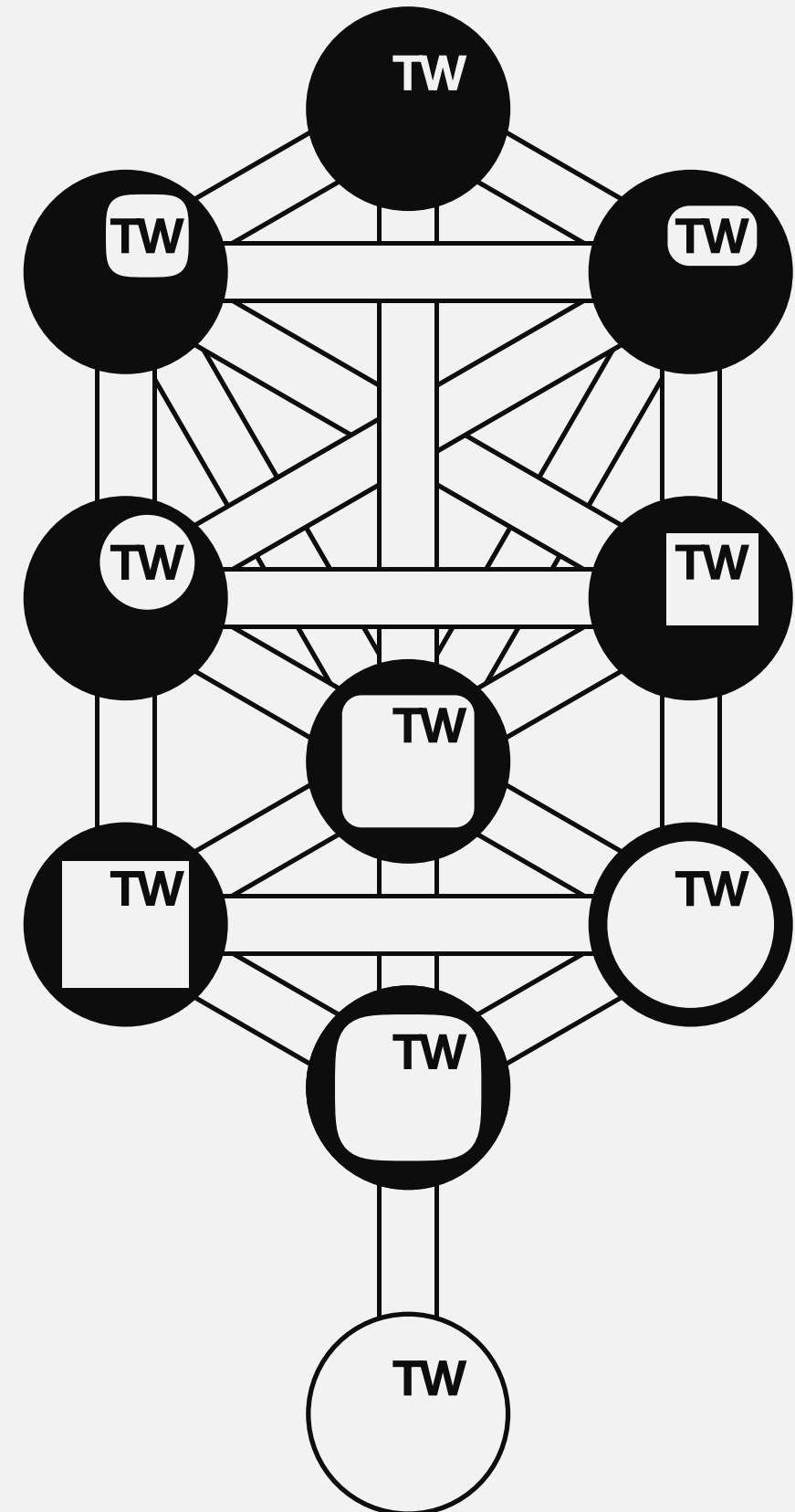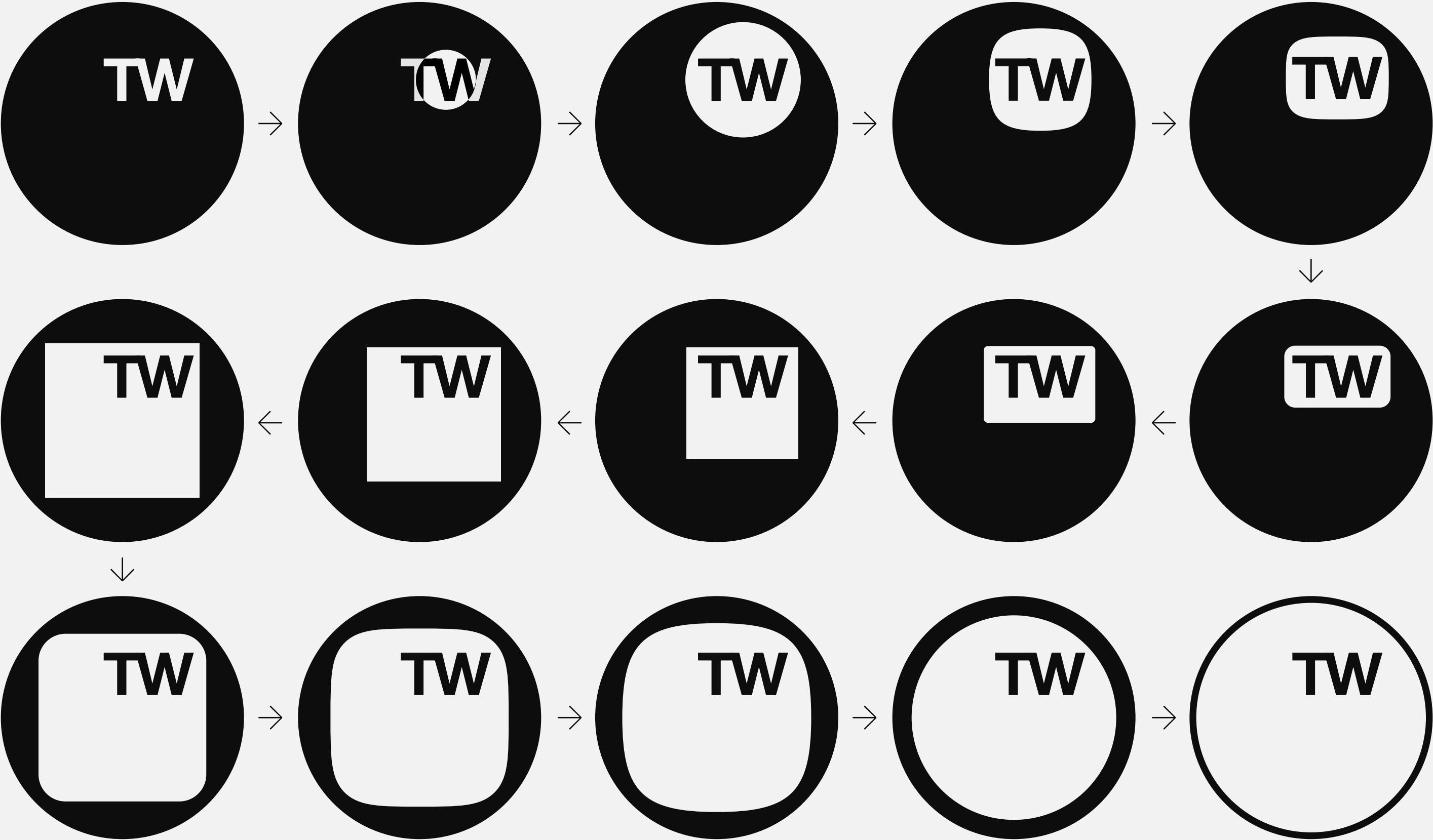
Logo Usage

Logotype

The BDO Grotesk medium, chosen as the logotype for **TokenWorks**, captures the brand's essence with its modern and sophisticated design. The font's clean lines and balanced proportions create a visually pleasing and easily recognizable logo.

This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

Token Works™

TokenWorks™

Lockups

Logo lockups need not use the superscript logomark against the TokenWorks logotype as it is already represented in the use of the primary variant.

Negative Space

Ensure ample surrounding space for TokenWorks logo lockups.

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Minimum Sizes
Logo Usage

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Minimum Size

To ensure the legibility of the logomark with in its method of deliver, ensure that the "**TW**" is greater in size than that of 8px font. Relative to the position of the "**TW**" inside of compliant variants, use a minimum size of 50px as a rule of them or 46px at an absolute minimum.

TW .72" or 46px

ᴛᴡ Ⅰ ¹/₁₂" or 8px (6pt)

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TW

Colors

Color Palette
Colors

White*

H: 0   R: 242
S: 0   G: 242
L: 95   B: 242

#F2F2F2

Black*

H: 0   R: 13
S: 0   G: 13
L: 5   B: 13

#0D0D0D

20%	20%
40%	40%
60%	60%
80%	80%

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Color Modularity
Colors

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Color Modularity

The TokenWorks primary monotone palette was selected to make brand assets adaptable to inherit the palette of subsequent projects launched through TokenWorks. So long as sufficient contrast between background and foreground is used, TokenWorks brand assets can adapt to lend it's stamp to subsidiary projects in their native palette.
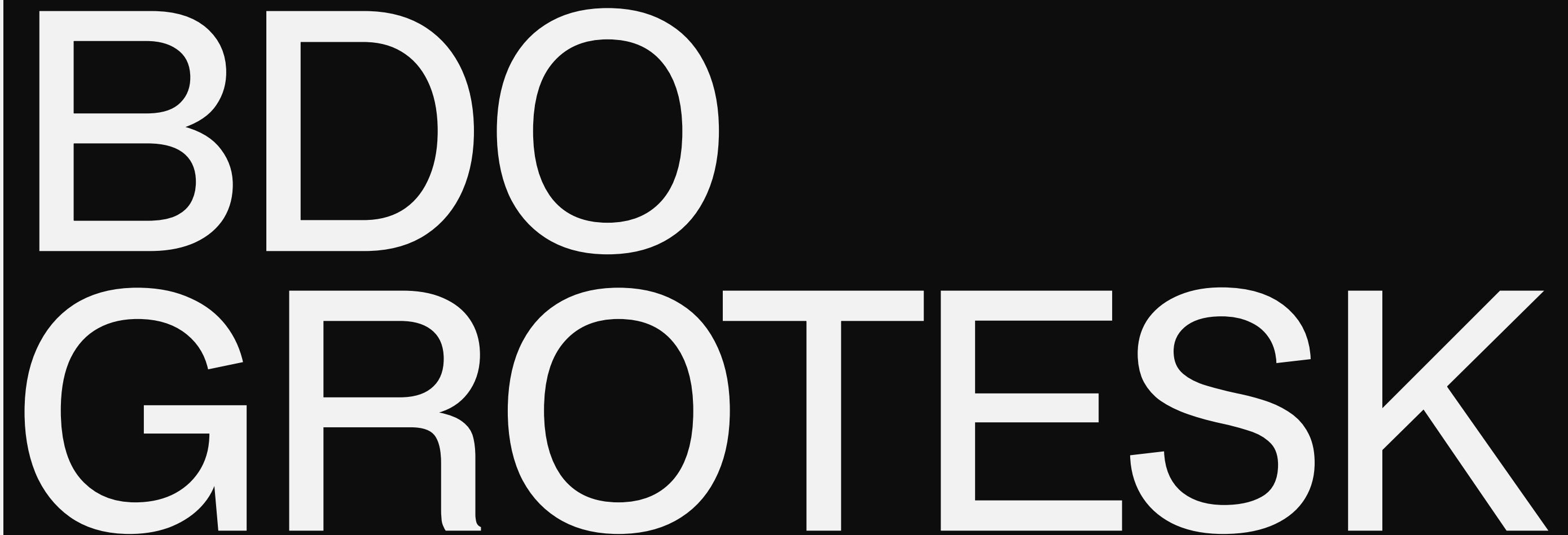
examples

{PROJECT}

By:
TokenWorks^TW

TokenWorks^TW
Presents

{PROJECT}

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TW

Typography

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Typeface
Typography

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Primary Typeface

This versatile and free-for-commercial-use font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials.

BDO GROTESK

Weights

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Demi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#$%&?@)**

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Version 1.0

Type Scaling

64 Px	# Heading 1
48 Px	## Heading 2
36 Px	### Heading 1
24 Px	Heading 1