

# Brand Guidelines

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## Brand Tonality

Legacy issues  
Language

Collaborative  
empowering  
trustworthy  
transparent  
pioneering  
accessible

The brand tonality is characterized by the following values and attributes.

## **Collaborative & empowering**

Enabling people to self-organize, by fostering actions that encourage inclusion and solidarity.

## **Pioneering, brave & bold**

Emerging where nothing exists just yet, while challenging and transforming the status quo.

## **Trustworthy & transparent**

Supporting fully transparent and trustworthy infrastructure, free of rent seeking or centralized power models.

## **Friendly & accessible**

Made for anyone, our systems should be comfortable and inviting to anyone, regardless of gender, age or physical ability.

### **Strategy issues**

Currently, there is no brand persona or brand strategy defined, and thus we cannot guide thoroughly to the ideal use that reflects Trustlines.

# Inclusion. Trust. Community.

## Our message

Trustlines values are expressed through the words we choose and the amount of information we deliver to our users.

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## Logos

Variations  
Minimum Size  
Exclusion zone

# Logo

Our legacy symbol emphasizes Trustlines determination to break barriers with new and unique ideas. This is represented by the unicorn's horn breaking out of the circle. For ideal contrast and legibility, use the logos in Black when placing over light areas.



## Legacy issues

In most use cases (such as within UI), the-left aligned logo is used. The centered aligned variation appears mostly in print.



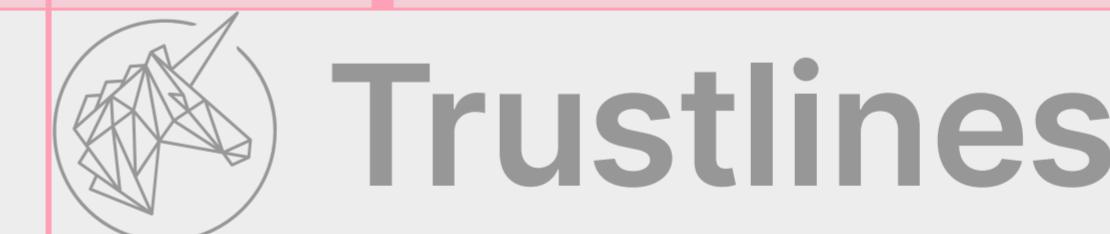
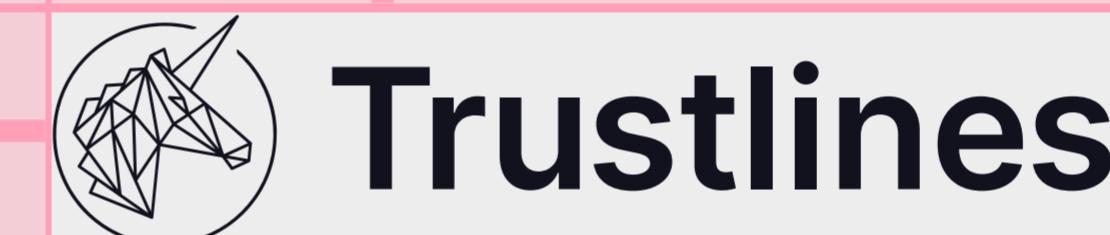
## Variations

### Legacy issues

In this iteration of the brand guidelines, we are consciously using the brand mark less because of the mark's structural faults.

## Minimum size

Place logo with mark no smaller than 200px wide in digital or 40mm with icon and 15mm without icon in print.



## Exclusion zone

Make sure the logo minimum exclusion zone is equal to the word mark's T height. Recommended negative space around logo is larger.

# Color System

Primary colors  
Secondary colors  
Specifications  
Colors in UI  
Complementary Gradient  
Colors in Dark UI  
Print colors

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# Web colors

## Primary Color Palette

Our primary colors for use in RGB spaces. Each primary color has lighter shades defined for flexible use.

### Coral

#FF7C4E  
255 / 124 / 78

### Majorelle Blue

#7855FF  
120 / 85 / 255

### Neon Pink

#FFA0B7  
255 / 160 / 83

# Web colors

## Secondary Color Palette

Our secondary colors for use in RGB spaces. To be used as complementary colors balancing the larger use of Coral, Majorelle and Neon Pink. Body text color should be Black throughout.

### Cyber Yellow

#FFD41E  
255 / 212 / 30

### Cultured

#EDEDED  
237 / 237 / 237

### Aquamarine

#09E0A3  
9 / 224 / 163

### Black

#12121F  
18 / 18 / 31

# Web colors

## Specifications

118 / 87 / 237 / 0.4 #BEB6EC  
118 / 87 / 237 / 0.6 #A498E9  
118 / 87 / 237 / 0.8 #897AE7

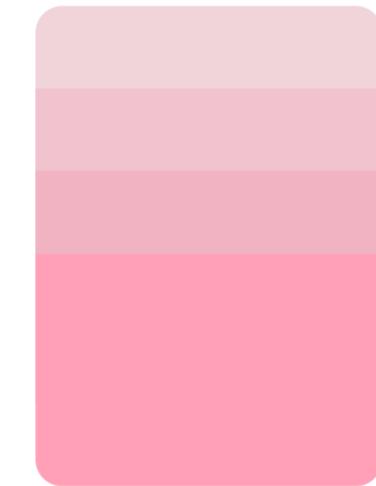
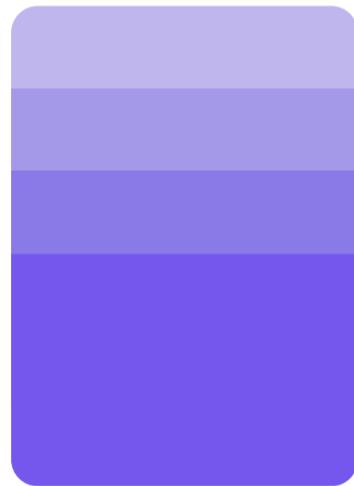
118 / 87 / 237 / 0.4 #BEB6EC  
118 / 87 / 237 / 0.6 #A498E9  
118 / 87 / 237 / 0.8 #897AE7

255 / 160 / 183 / 0.4 #F1D3DA  
255 / 160 / 183 / 0.6 #F1C3CF  
255 / 160 / 183 / 0.8 #F1B3C2

255 / 212 / 30 / 0.4 #F5E6A6  
255 / 212 / 30 / 0.6 #F6E083  
255 / 212 / 30 / 0.8 #F7DA64

9 / 224 / 163 / 0.4 #F5E6A6  
9 / 224 / 163 / 0.6 #F6E083  
9 / 224 / 163 / 0.8 #F7DA64

237 / 237 / 237 #EDEDED  
219 / 219 / 220 #DBDBDC  
152 / 152 / 157 #98989D  
108 / 108 / 15 #6C6C73  
62 / 62 / 72 #3E3E48



**Majorelle Blue**  
#7657ED

**Coral**  
#FF7C4E

**Neon Pink**  
#9DE8CA

**Cyber Yellow**  
#FFD41E

**Aquamarine**  
#9DE8CA

**Black**  
#12121F

# Web colors

## Colors in light user interfaces

The tones in the palette can be represented in labels with combination of intensity.

[Read more](#)

Network

Protocol

Foundation

## Decentralized and open-source systems

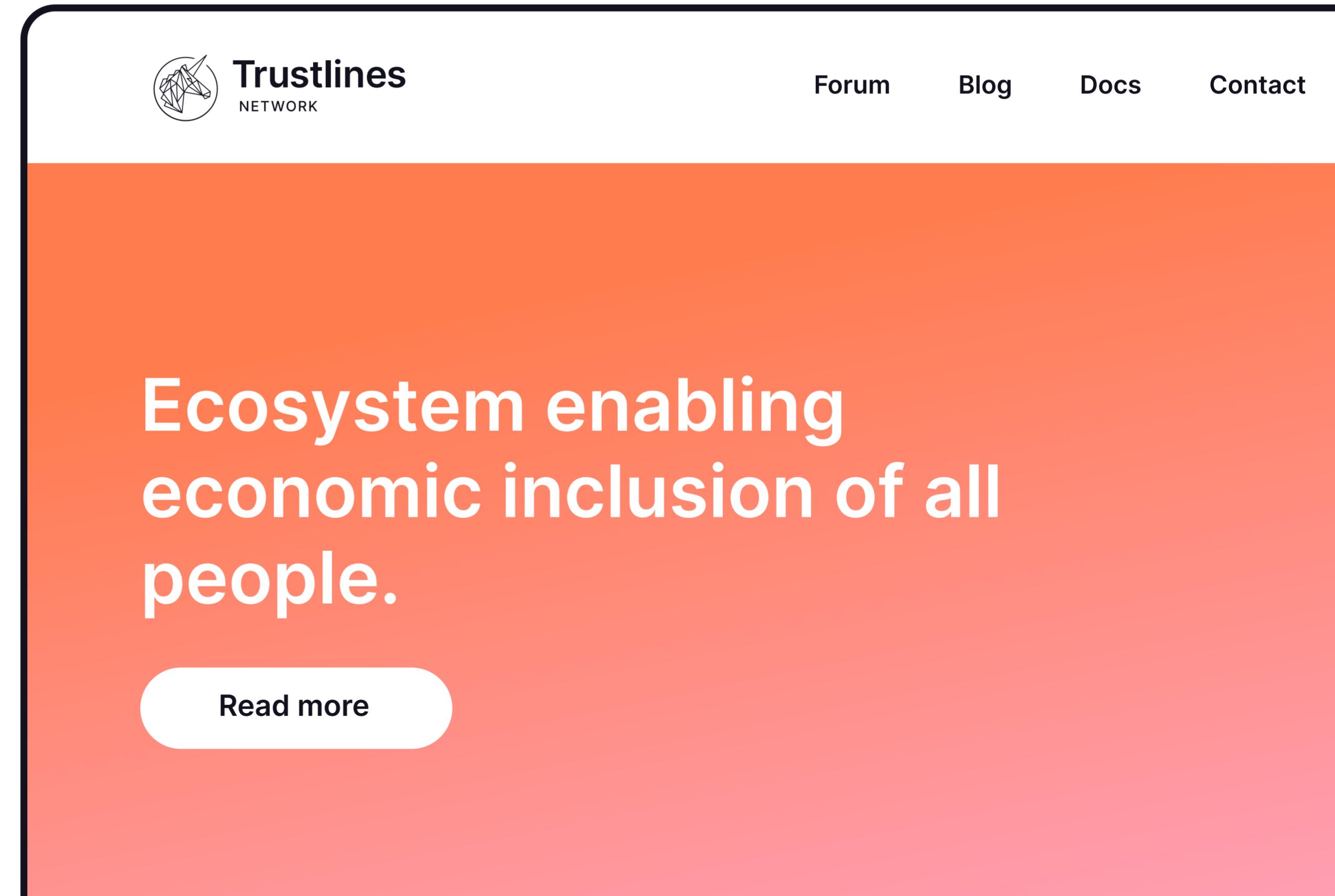
The Trustlines Network refers to the ecosystem of individuals, projects, and entities aligned on the core idea of Trustlines.

[Read more](#)

The primary colors are well suited for primary buttons.

# Web colors

Colors in user interfaces



The screenshot shows the Trustlines Network website's homepage. The header includes the Trustlines logo (a stylized unicorn icon) and the text "Trustlines NETWORK". To the right of the header are four navigation links: "Forum", "Blog", "Docs", and "Contact". The main content area has a large orange background with white text that reads "Ecosystem enabling economic inclusion of all people.". Below this text is a white button with the text "Read more".

We make sure to use colors in high contrast for high-legibility and accessibility to all.

# Web colors

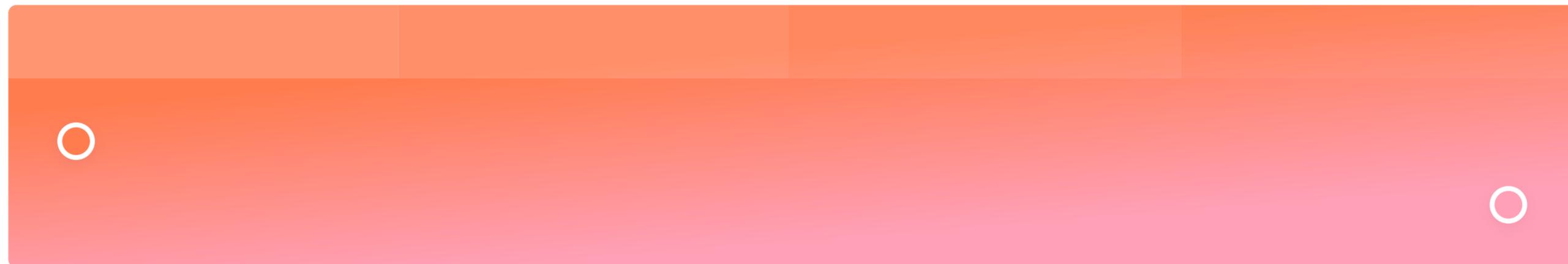
## Complementary Gradient

In RGB spaces our gradient is great in backgrounds for heroes or fill color for graphical elements. The gradient should not be used within small or complex symbols.



# Web colors

## Complementary Gradient



The gradient comprises the two primary colors of Coral to Neon Pink in approximately 160 degrees with both ends located relatively centered within the gradient direction.



# Web colors

Colors in dark user interfaces

The screenshot shows the Trustlines Network homepage with a dark purple header and a dark red background. The header features the Trustlines logo (a stylized globe icon) and the text "Trustlines NETWORK". It includes navigation links for "Blog", "Docs", "Network", "Sign Up", "Log In", a search icon, and a menu icon. The main title "Enabling financial inclusion by technology & trust" is displayed in large white font. Below the title are two sections: "Trustlines Network" with a globe icon and a description of the ecosystem's goal, and "Trustlines Protocol" with a gear icon and a description of its purpose.

**All categories >** Categories Latest Top

## Enabling financial inclusion by technology & trust

**Trustlines Network**

The ecosystem aims to promote financial & economic inclusion of all people through decentralized and open-source systems

**Trustlines Protocol**

Is being built to support a range of use cases by leveraging existing networks of mutual trust and mapping trust-based relationships onto trustless infrastructure

# Dark UI colors



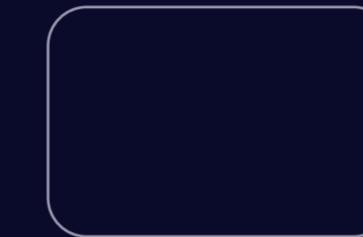
**Dark White**  
#EDEDED



**Grey Blue**  
#9C99B1



**Lilac**  
#8181CB



**Black Blue**  
#0A0A2A



**Darkest Blue**  
#0D0D37

**Darkest Red**  
#48261A

**Darkest Red**  
#3D282D

**Darkest Yellow**  
#2F2A17

**Darkest Green**  
#132D25

**Darker Blue**  
#18183C

**Darker Red**  
#651B01

**Darker Red**  
#642F3B

**Darker Yellow**  
#4E451E

**Darker Green**  
#1A4A3D

**Dark Gradient  
Blue / Yellow**



**Dark Blue**  
#1A007D



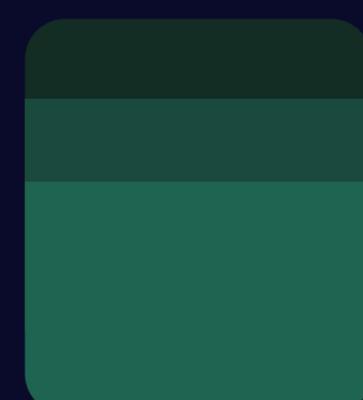
**Dark Red**  
#7E2100



**Dark Pink**  
#7D3344



**Dark Yellow**  
#6A5D24



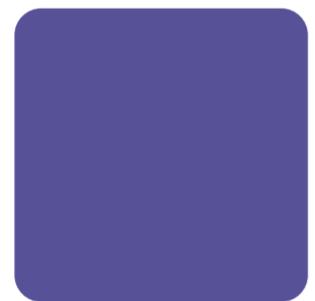
**Dark Green**  
#1E6450



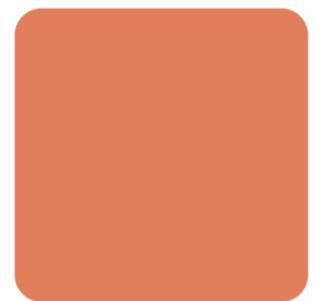
**Dark Gradient  
Blue / Red**

# Print colors

## Specifications



**Blue**  
C 77 / M 74 / Y 0 / K 0



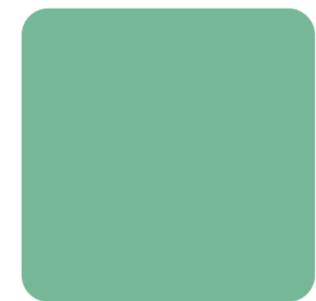
**Red**  
C 0 / M 63 / Y 68 / K 0



**Pink**  
C 0 / M 50 / Y 11 / K 0



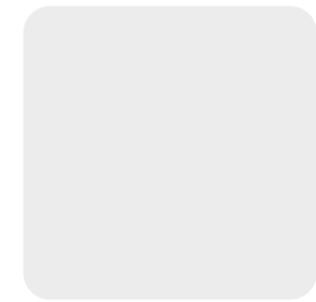
**Yellow**  
C 0 / M 15 / Y 88 / K 0



**Green**  
C 64 / M 0 / Y 52 / K 0



**Black**  
C 77 / M 74 / Y 0 / K 0



**Grey**  
C 77 / M 74 / Y 0 / K 0

# Typography

# Typeface Weights Style guides for UI

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# Typography

## Typeface

Inter

Inter is a modern and well crafted open-source typeface. It features a tall x-height aiding in readability of mixed-case and lower-case text. It has contextual alternates adjusting punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, and more.

Aa

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 1234567890!?!?[]{}@#\$%

# Typography

## Weights

Regular

Body text  
Captions and legends  
Quotes

Medium

Paragraph headers  
Keywords/highlights  
All caps labels

Semi Bold

Large headers  
Merchandising  
Primary buttons

Using Inter is as easy as downloading & installing the font files.

Use the following CSS or get it from Google Fonts.

```
@import url('https://rsms.me/inter/inter.css');  
html { font-family: 'Inter', sans-serif; }  
@supports (font-variation-settings: normal) {  
    html { font-family: 'Inter var', sans-serif; }  
}
```

| Type                     | Weight          | Font size | Line height | Letter spacing |
|--------------------------|-----------------|-----------|-------------|----------------|
| <b>Desktop Hero</b>      | Semi Bold / 600 | 64px      | 1.1         | -1px           |
| <b>Desktop Heading 1</b> | Semi Bold / 600 | 48px      | 1.2         | -1px           |
| <b>Desktop Heading 2</b> | Semi Bold / 600 | 36px      | 1.2         | -1px           |
| <b>Desktop Heading 3</b> | Semi Bold / 600 | 26px      | 1.2         | 0px            |
| Desktop Body             | Regular / 400   | 19px      | 1.5         | 0px            |
| Desktop Button           | Semi Bold / 600 | 19px      | 1.5         | 0px            |
| Desktop Caption          | Medium / 500    | 16px      | 1.5         | 0.5 px         |
| Desktop Small Text       | Medium / 500    | 14px      | 1.5         | 0.5 px         |

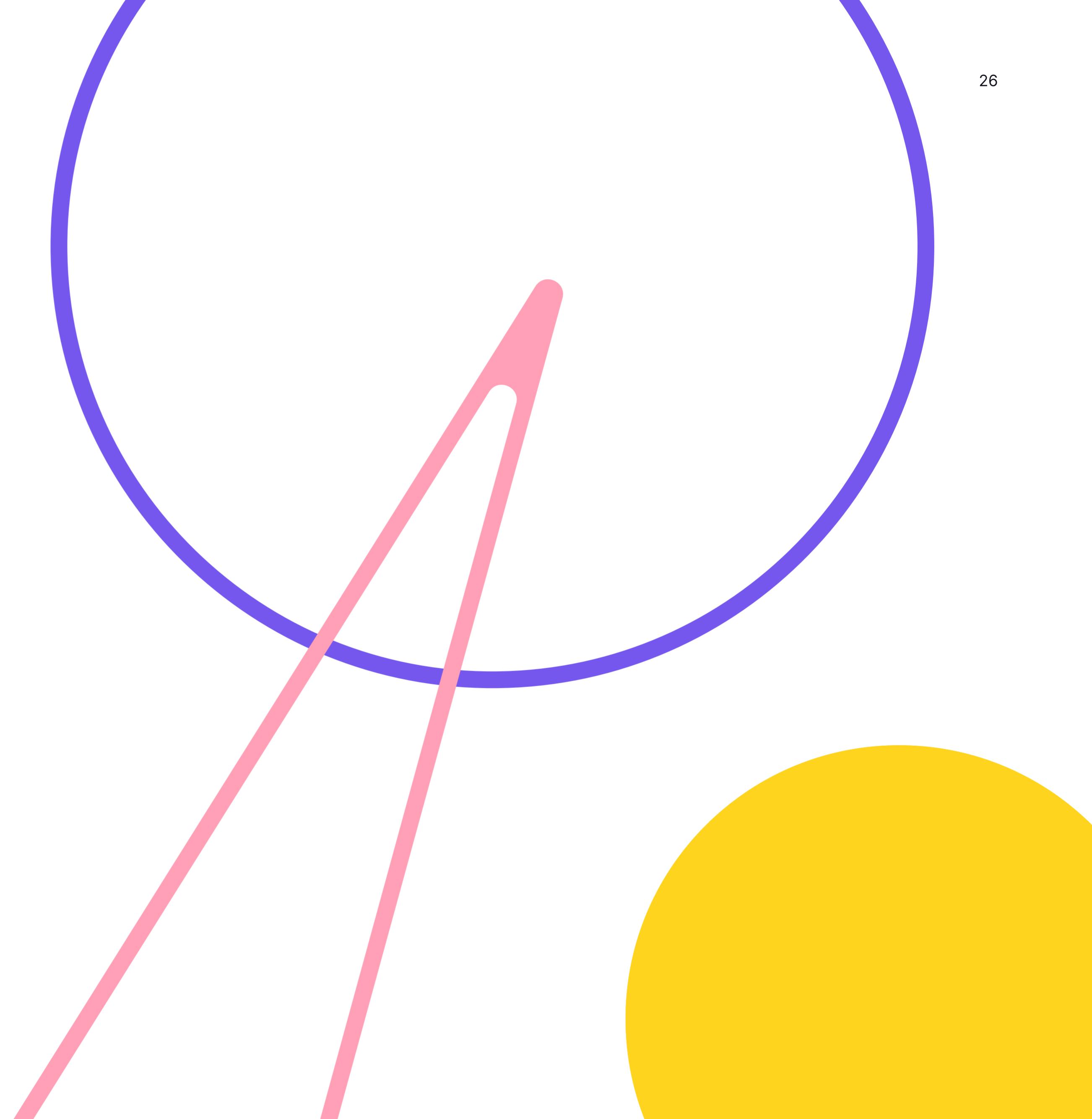
| Type                    | Weight          | Font size | Line height | Letter spacing |
|-------------------------|-----------------|-----------|-------------|----------------|
| <b>Mobile Hero</b>      | Semi Bold / 600 | 38px      | 1.2         | 0px            |
| <b>Mobile Heading 1</b> | Semi Bold / 600 | 28px      | 1.2         | 0px            |
| <b>Mobile Heading 2</b> | Semi Bold / 600 | 21px      | 1.2         | 0px            |
| <b>Mobile Heading 3</b> | Semi Bold / 600 | 19px      | 1.2         | 0px            |
| Mobile Body             | Regular / 400   | 16px      | 1.6         | 0px            |
| <b>Mobile Button</b>    | Semi Bold / 600 | 16px      | 1.5         | 0px            |
| Mobile Caption          | Medium / 500    | 14px      | 1.5         | 0.5 px         |
| Mobile Small Text       | Medium / 500    | 12px      | 1.5         | 0.5 px         |

# Identity Elements

Deconstructed soft unicorn  
Icons

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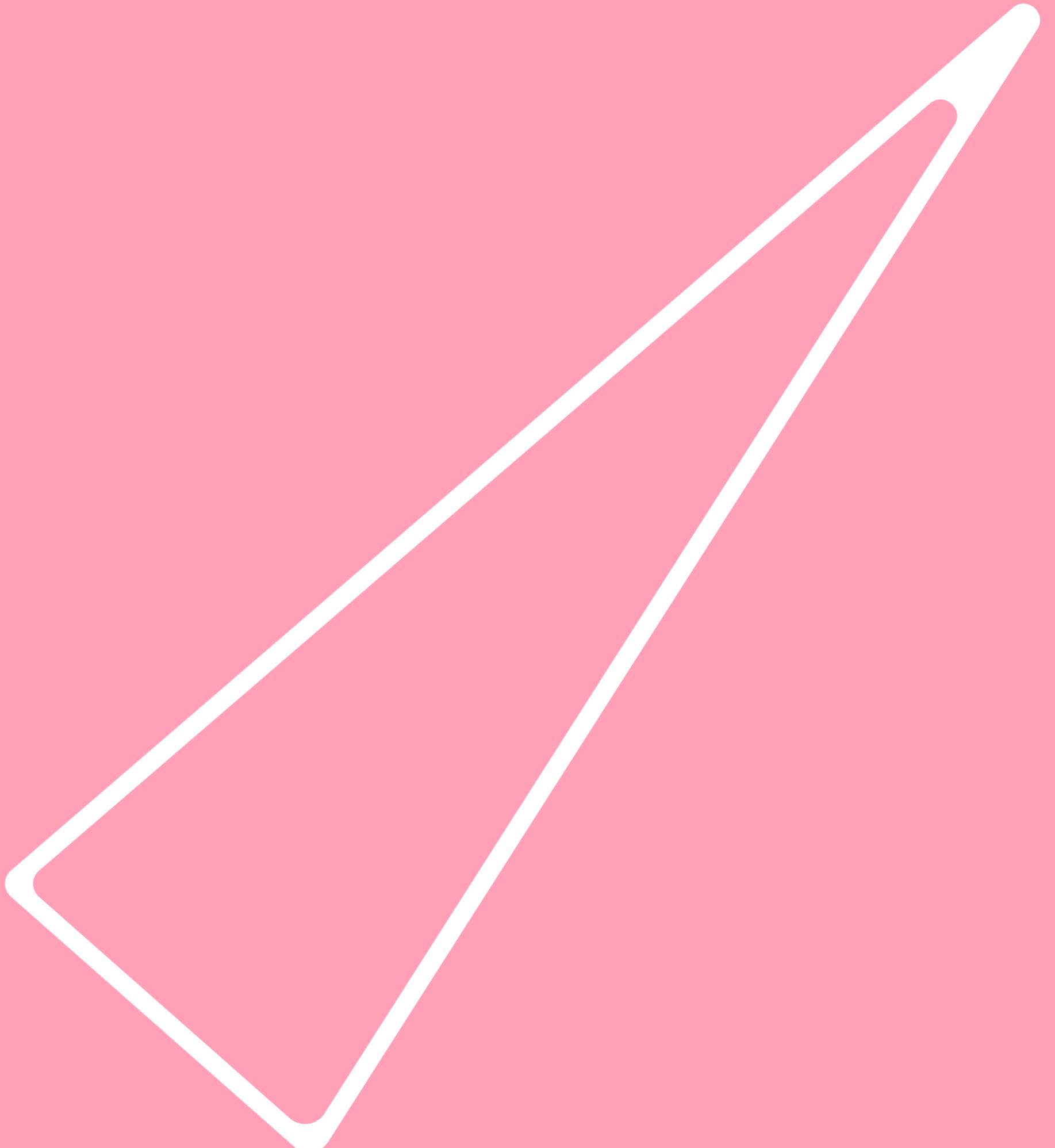
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# Identity Elements

Deconstructed soft unicorn  
**UNIHORN**

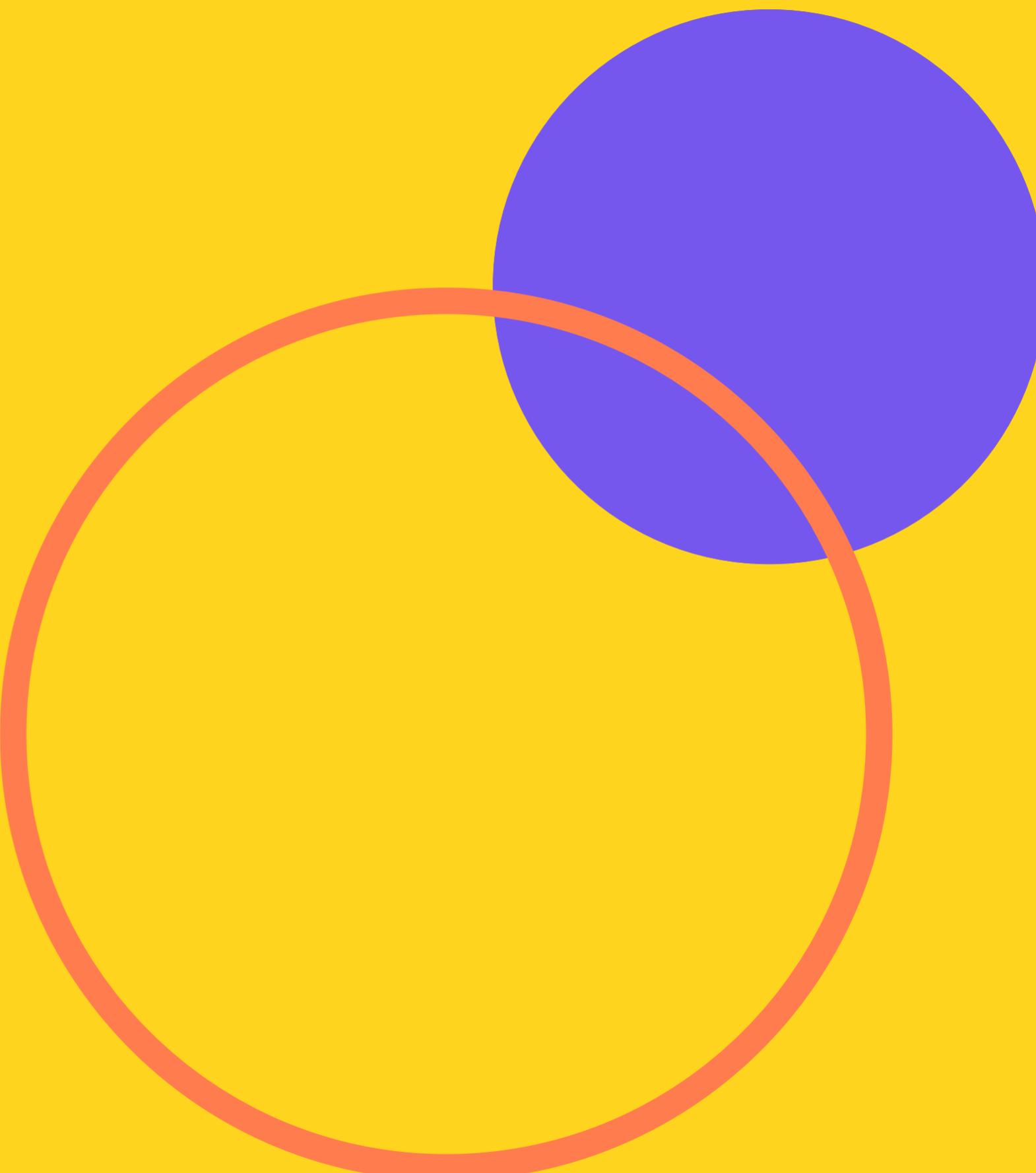
Extracted from the logo, curved and turned in any angle, the unihorn can be used freely in negative spaces to emit feelings of friendliness and playfulness, complementing our stricter use of typography.

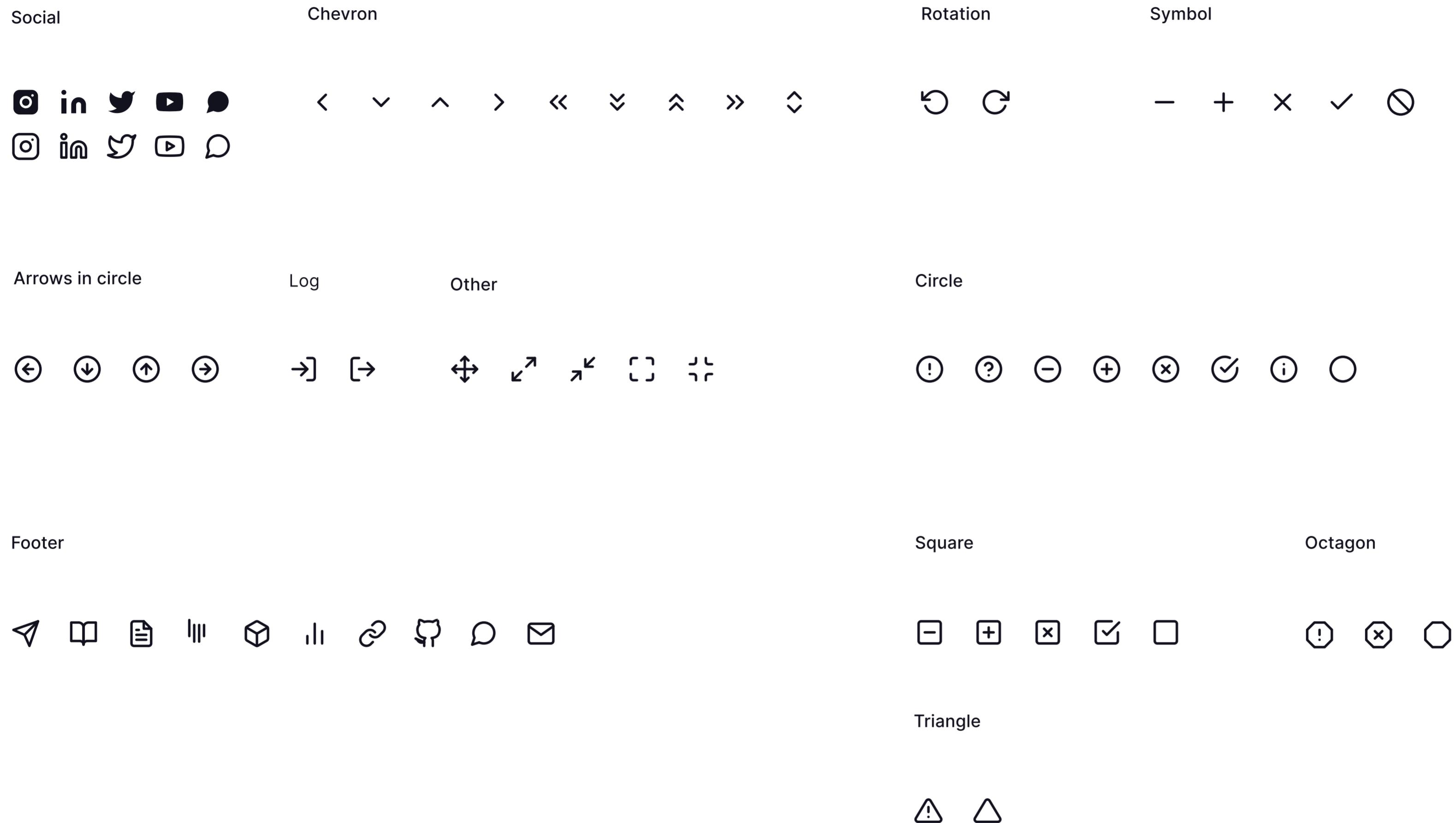


# Identity Elements

Deconstructed soft unicorn  
CIRCLE

The circle is an element we can use in a wide variety of cases as decorative elements. We can use any color from our palette to complement an existing element.





#### Feather Icons Library - [feathericons.com](http://feathericons.com)

Feather is a collection of simply beautiful open source icons. For more info and the entire icon library, visit [feathericons.com](http://feathericons.com)

For consistency throughout our platforms, please use icons that are a part of this library. Enlarged, they can also be used as decorative elements for blog posts or abstract illustrations.

# Trustlines Foundation

Logo Adaptation  
Brand Tonality  
Primary Colors  
Complementary Gradient  
Colors in UI  
Social Platforms Presence

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# Foundation

## Logo Adaptation



Used without the brand mark in, the Foundation variation of the logo is a more serious, trust-emitting one, and shall be used in the brand's black. Use at minimum width of 150px.

## Brand Tonality

The brand tonality is characterized by the following values and attributes.

### Collaborative & empowering

Enabling people to self-organize, by fostering actions that encourage inclusion and solidarity.

### Pioneering, brave & bold

Emerging where nothing exists just yet, while challenging and transforming the status quo.

### Trustworthy & transparent

Supporting fully transparent and trustworthy infrastructure, free of rent seeking or centralized power models.

#### Foundation distinction

Trustlines Foundation's tonality is similar to Trustlines Network's. Additional, it is a brand that requires a more subtle use of colors and its language is more complex and technical.

# Web colors

## Primary Color Palette

The colors for primary use are the following, The secondary colors remain the same colors from the general palette.

### Majorelle Blue

#7657ED

118 / 87 / 237

### Aquamarine

#09E0A3

9 / 224 / 163

### Neon Pink

#9DE8CA

255 / 160 / 183

# Foundation

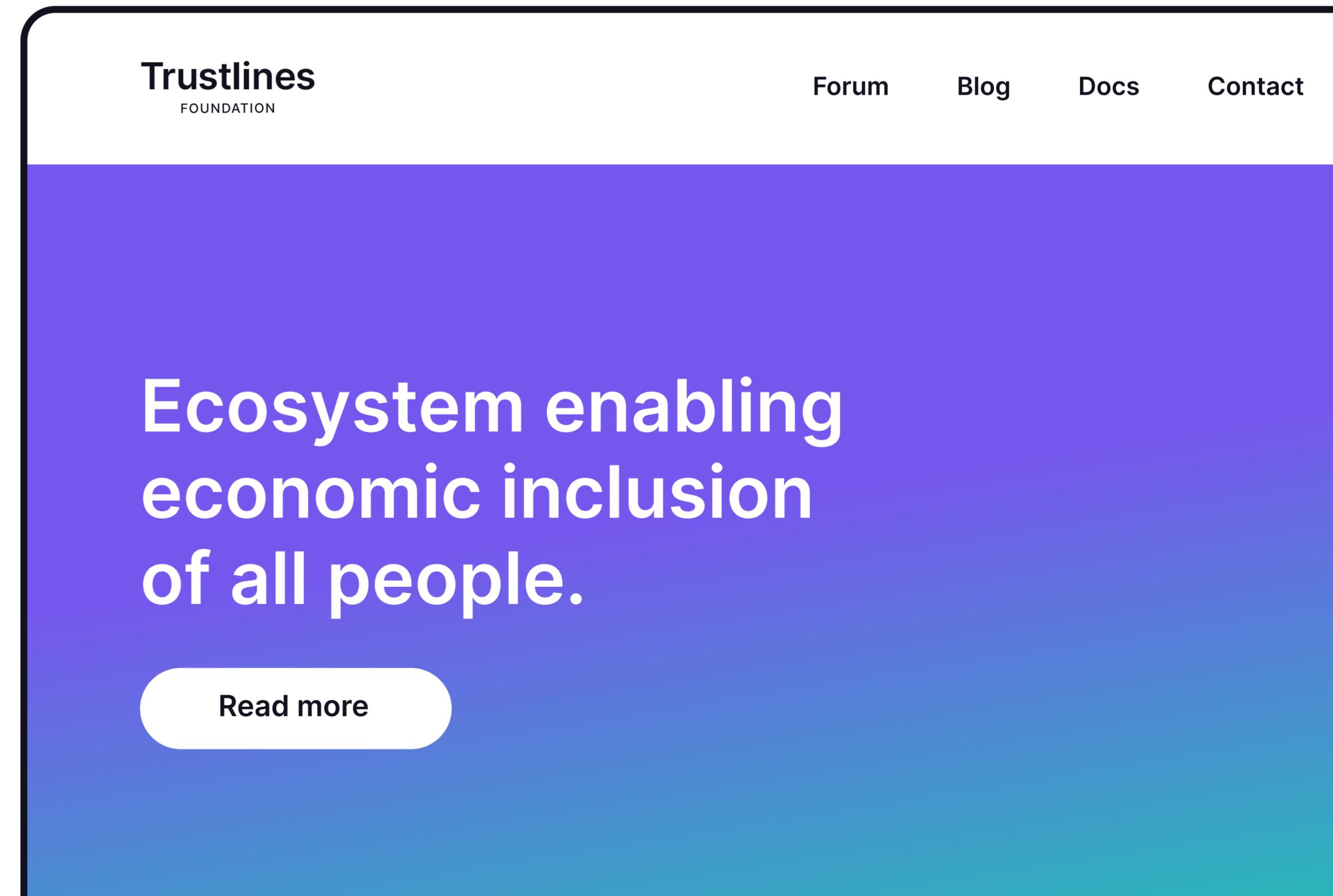
Complementary Gradient

Symbolizing the dawn of a new era of economic inclusion, the foundation's gradient uses the blue as primary color, and transforms into the Aquamarine. Use gradient in approximaely 160 degree.

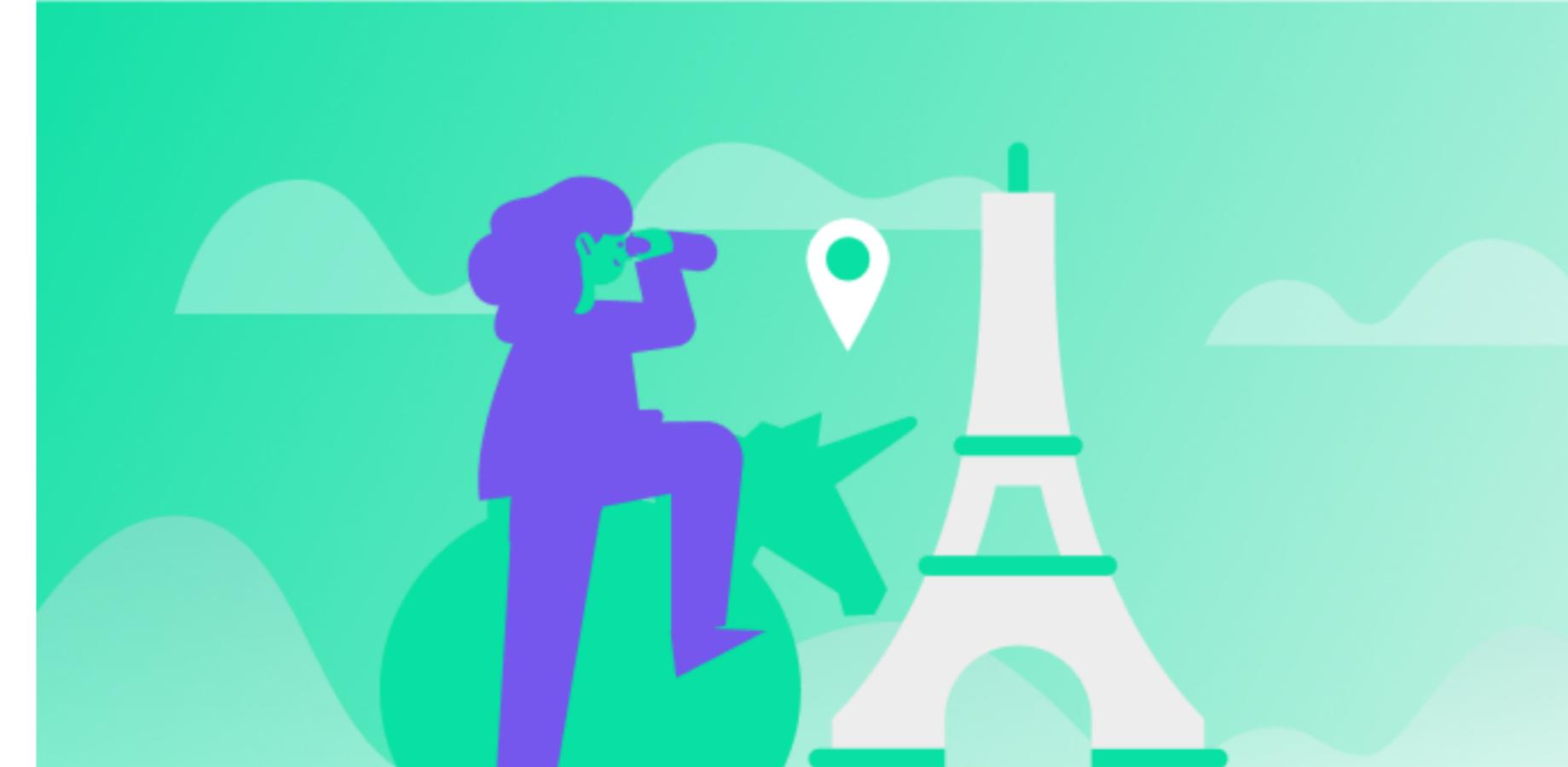
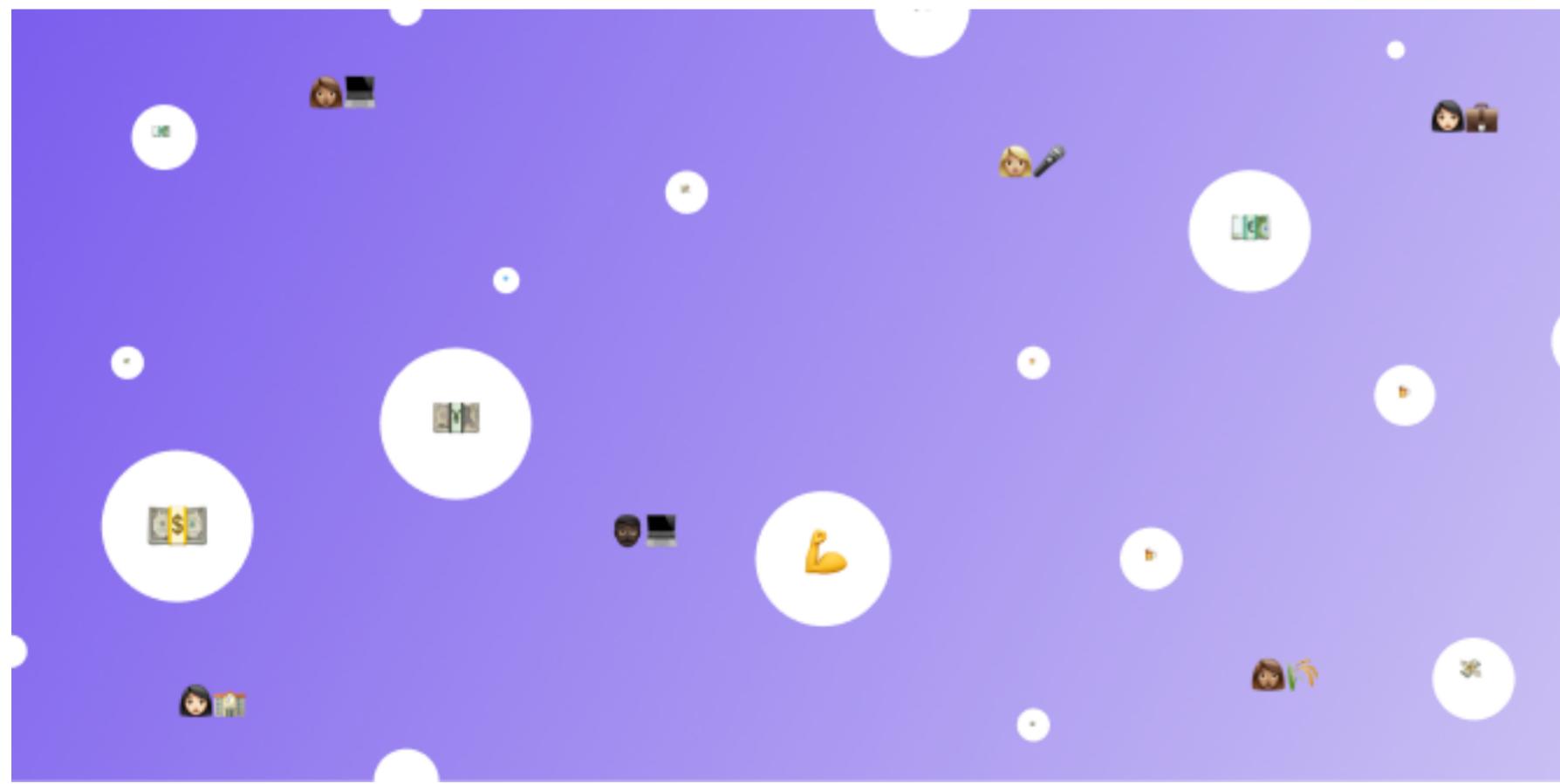
Leveraging  
trust for  
financial &  
economic  
inclusion of  
all people.

# Web colors

Colors in user interfaces



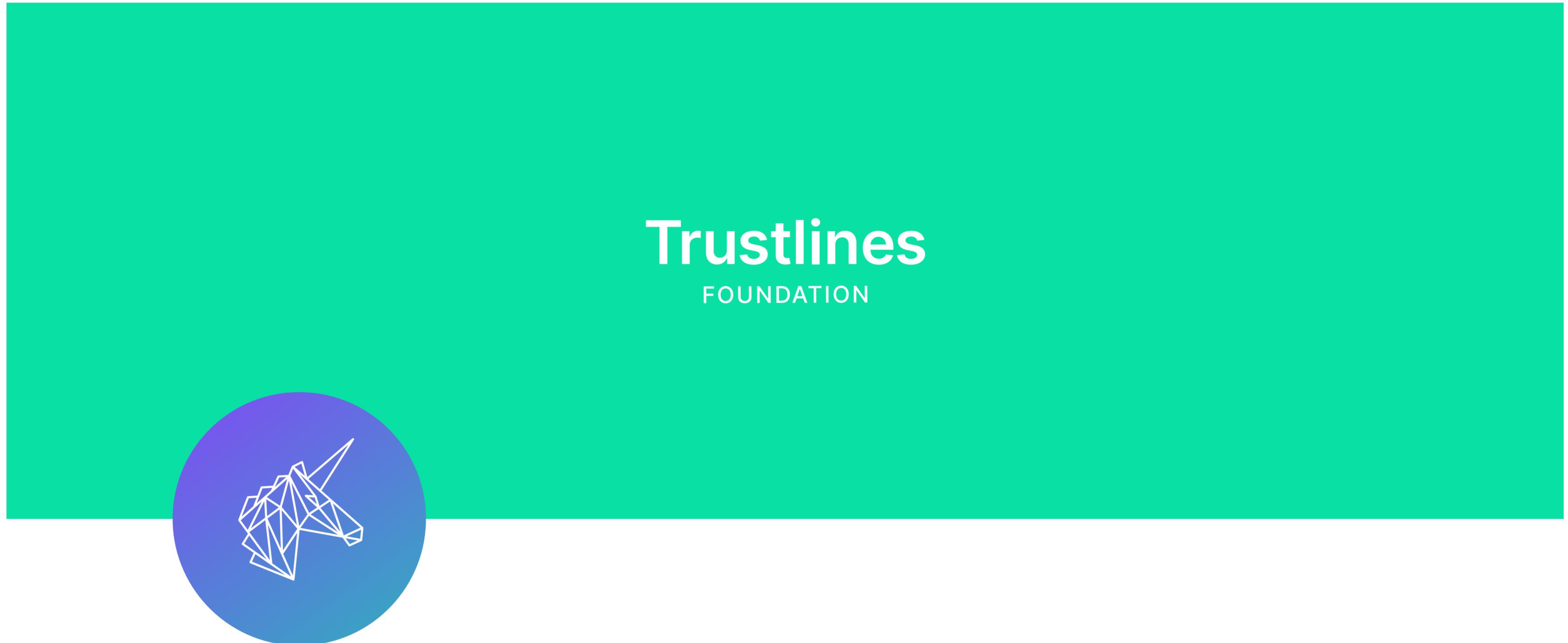
White is optimal over dark or colorful areas.



### Blog Post Images

The visuals accompanying blog posts should not create distraction from the content it accompanies. An abstract use of graphical elements over monochromatic gradients from any of our shades colors is recommended.

## Social Platforms Presence



**Trustlines**  
FOUNDATION

### Twitter

Use the foundation gradient to fill the header and use simple colors for the profile image.

# Thanks!

For any questions, email [contact@trustlines.foundation](mailto:contact@trustlines.foundation)

TLD.Design.