

BRAND GUIDELINES

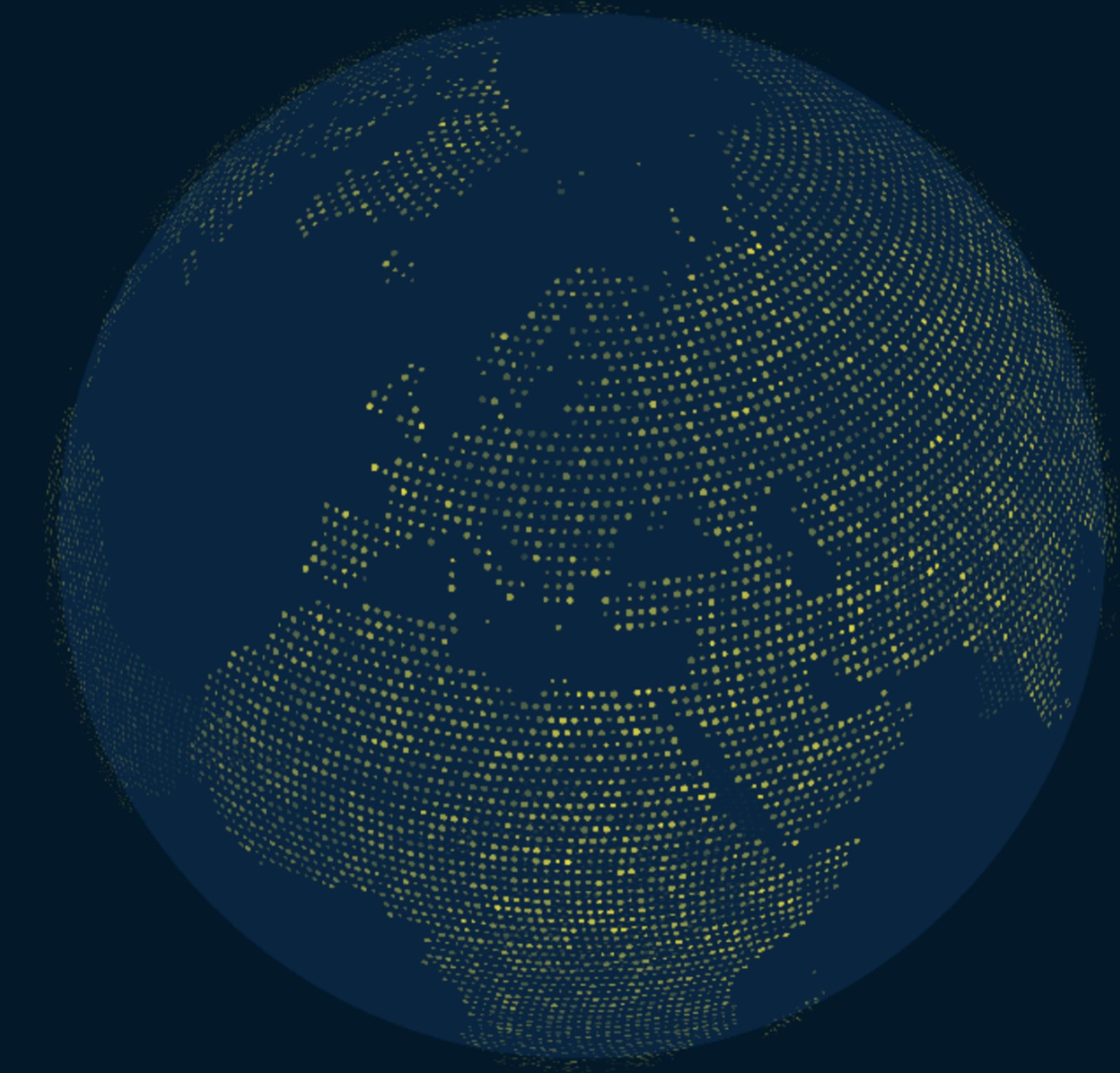


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THE LOGO

The Fuse Network logo is crucial to increasing brand awareness and perceptions. It may not be altered in any way other than specified in this style guide.

The consistent use of logo will develop a strong brand recognition and public awareness.



MAIN LOGO ON LIGHT BACKGROUND

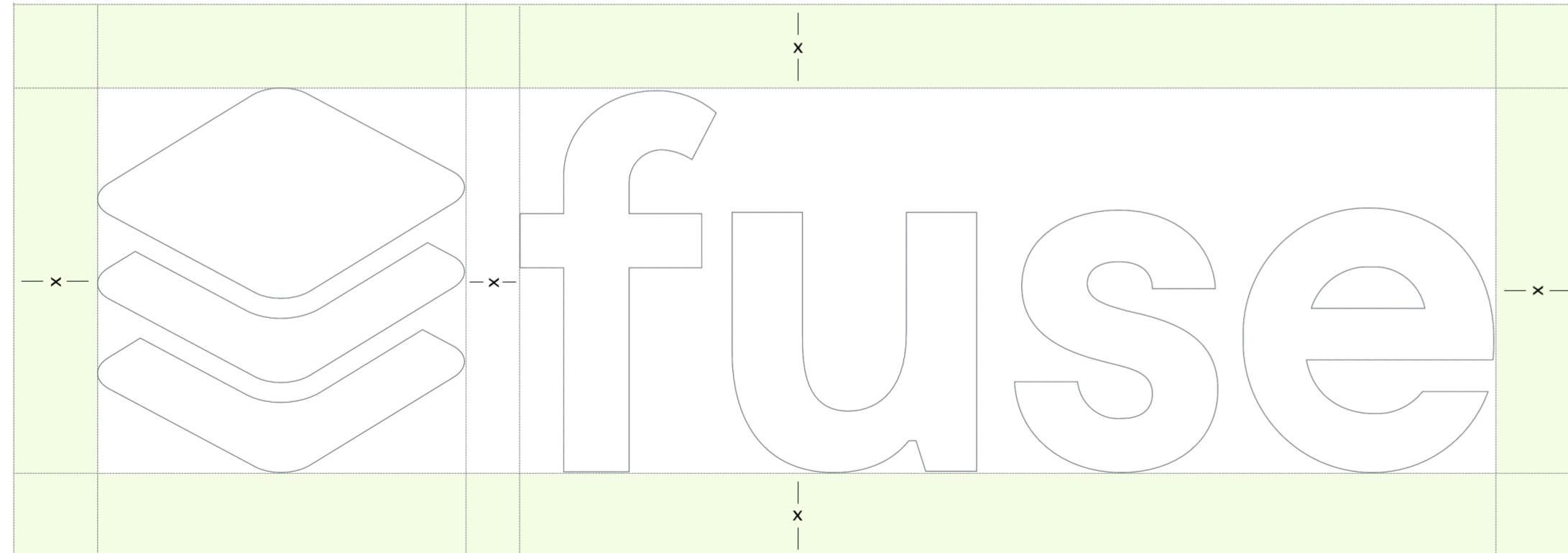


MAIN LOGO ON DARK BACKGROUND

CLEAR SPACE

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.



MINIMUM WIDTH

The minimum stacked logo width for print is 26mm and 100px for digital. The minimum horizontal logo width for print is 26mm and 100px digital. The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes.



VERTICAL



HORIZONTAL

OTHER VARIATIONS

The inverse logo can effectively be used over an image and the preferred choice of logo for this application. However, when this choice is done the underlying image must be simple and not overly detailed. This will ensure that the logo stands out.



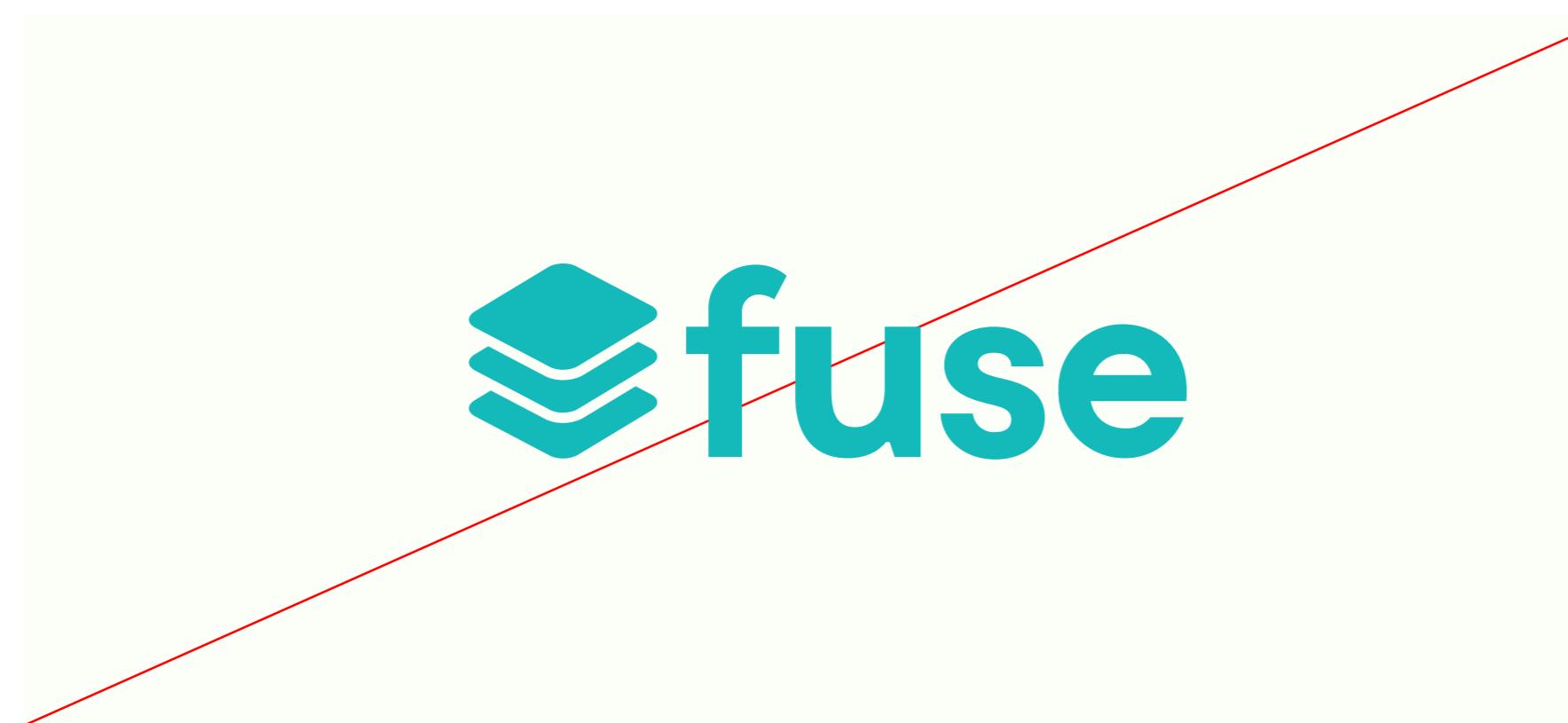
MONO TONE ON DARK BACKGROUND

LOGO ICON



MONO TONE ON LIGHT BACKGROUND

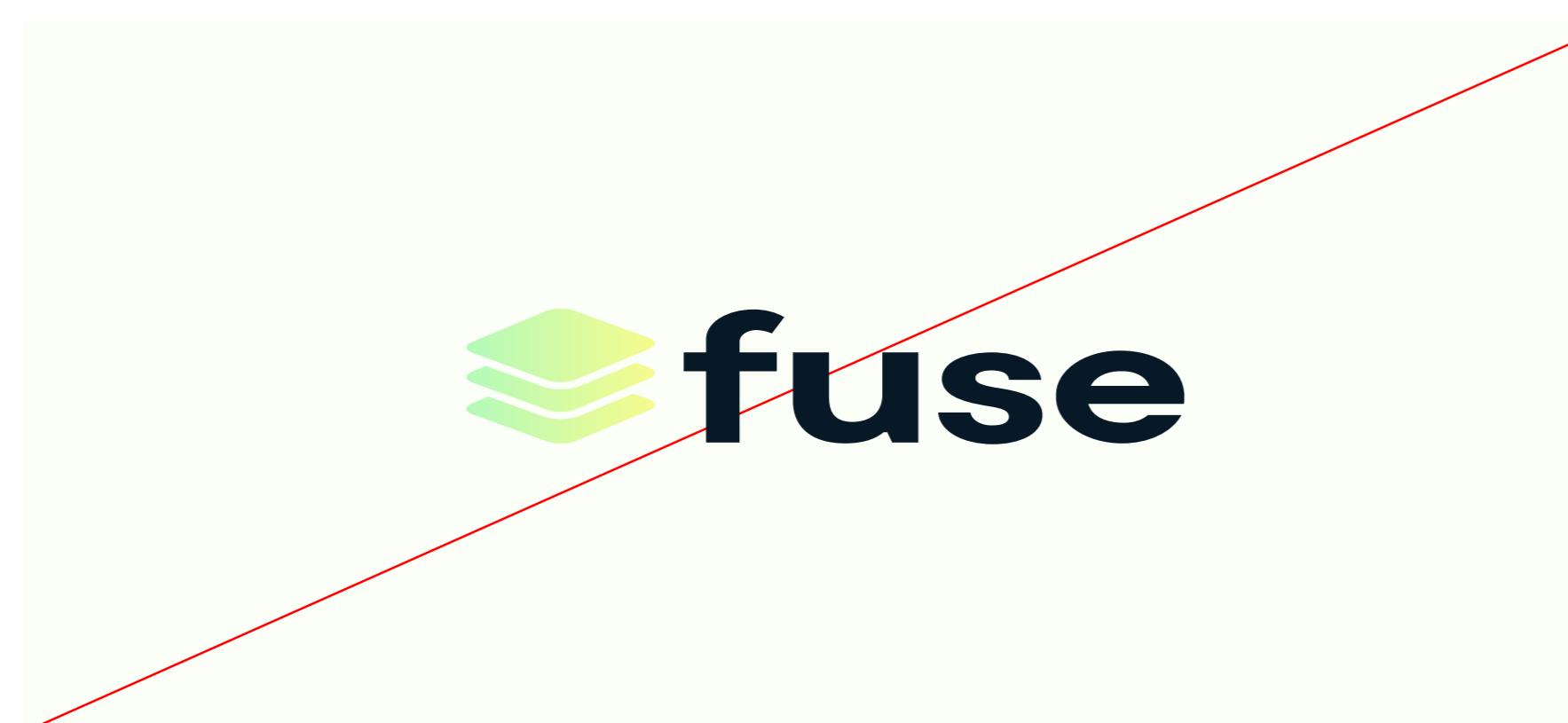
INCORRECT USE OF LOGO



CHANGE COLOURS



ADD EFFECTS



STRETCH ELEMENTS



REARRANGE ELEMENTS

FUSE PRODUCT LOGOS



FUSE NETWORK / TOKEN



FUSE STUDIO



FUSE SWAP



FUSE STAKING



FUSE REWARD

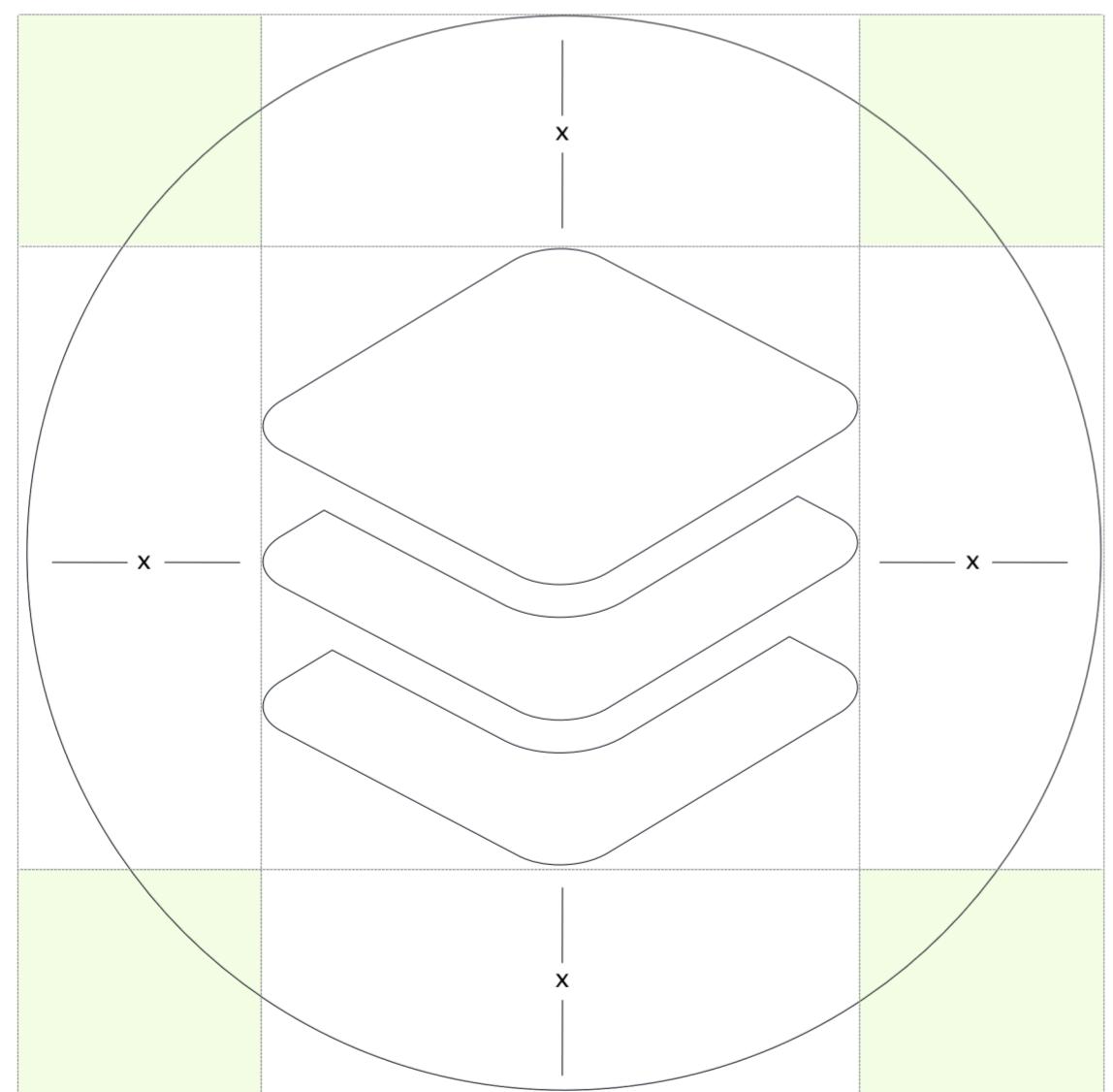


FUSE CASH

CLEAR SPACE

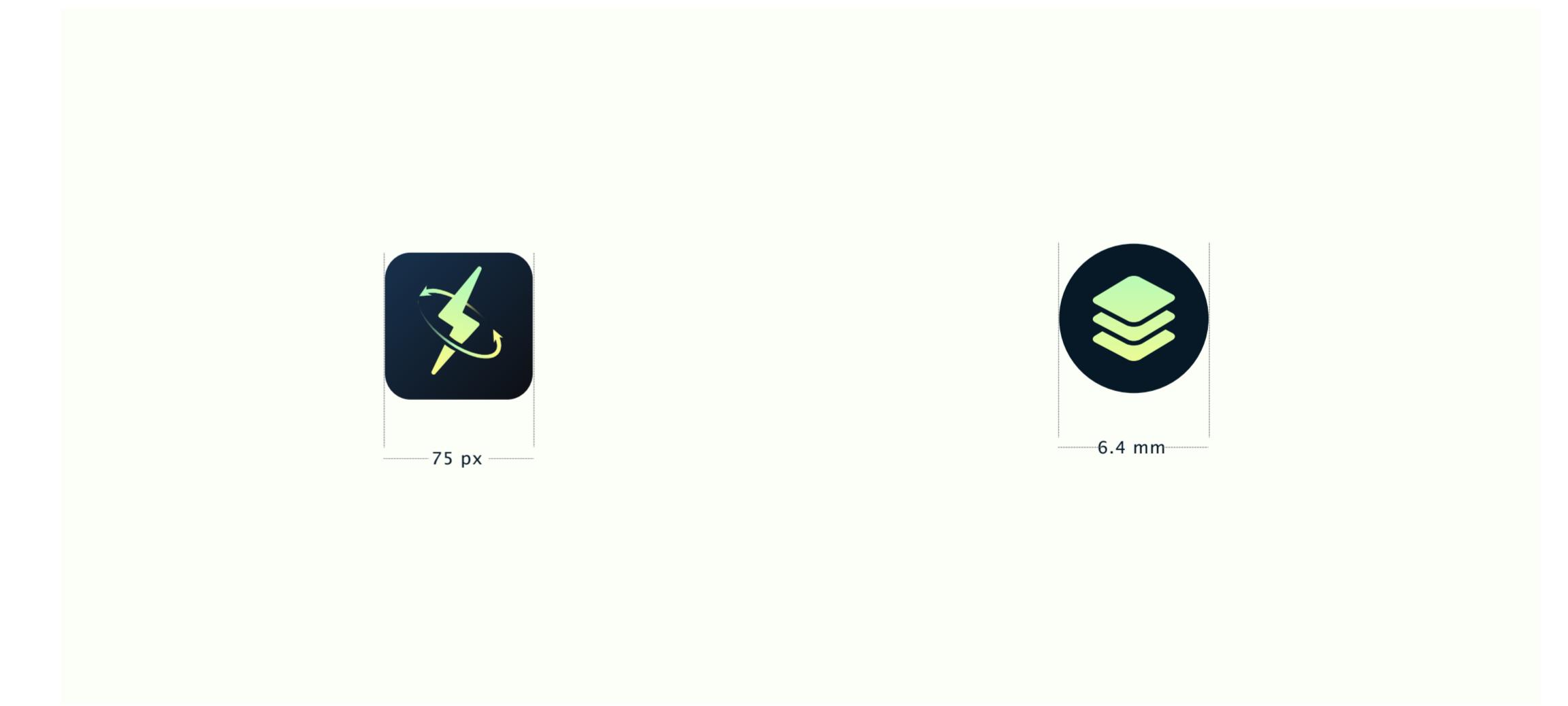
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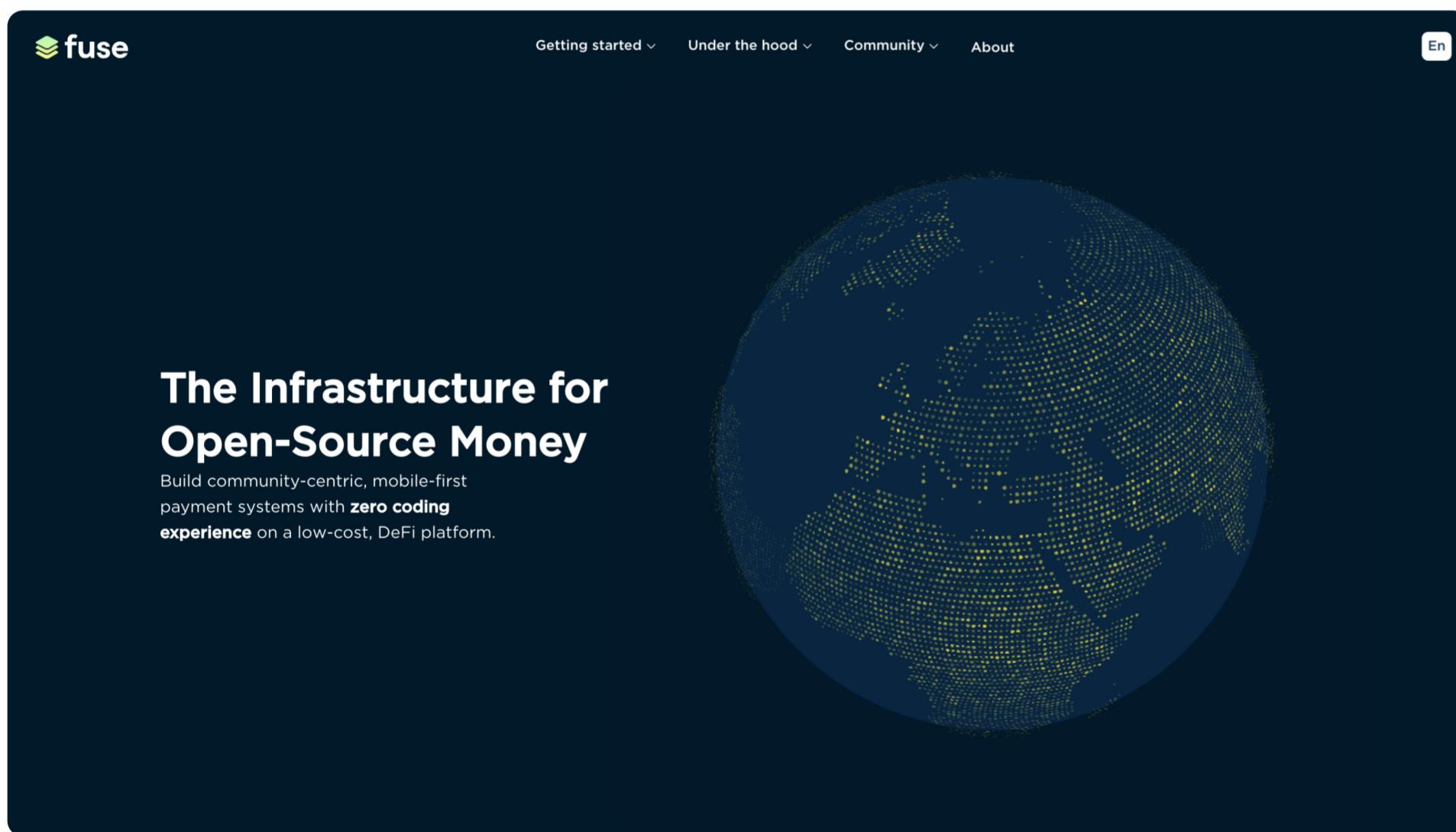
MINIMUM WIDTH

The minimum stacked logo icon width for print is 26mm and 75px for digital. The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes.

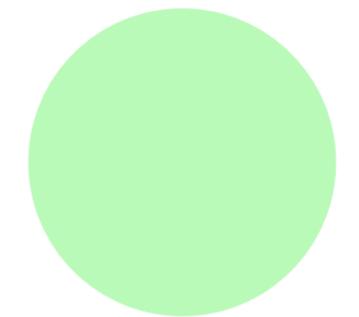


BRAND COLOUR PALETTES

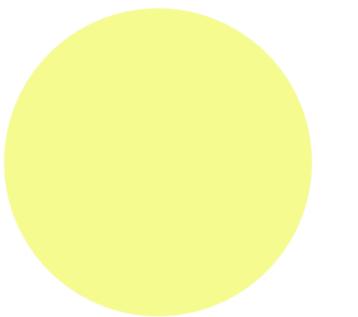
In Fuse Network identity, the use of colour is very important aspect. The full colour should be used whenever possible. The consistent use of these colours all throughout across will brand Fuse Network communications for immediate recognition. It is important to reproduce the colour as constantly as possible.



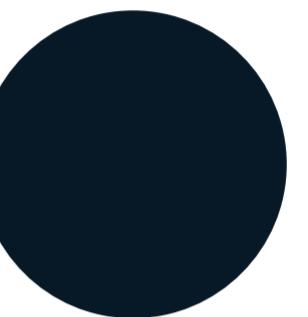
PRIMARY COLOURS



#B9FAB8

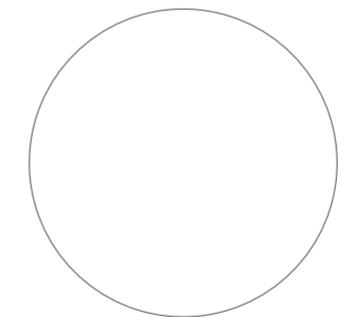


#F5FB8E

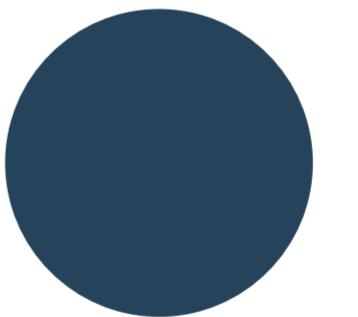


#071927

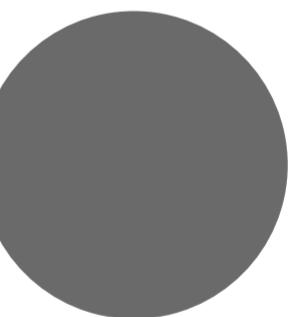
SECONDARY COLOURS



#FFFFFF



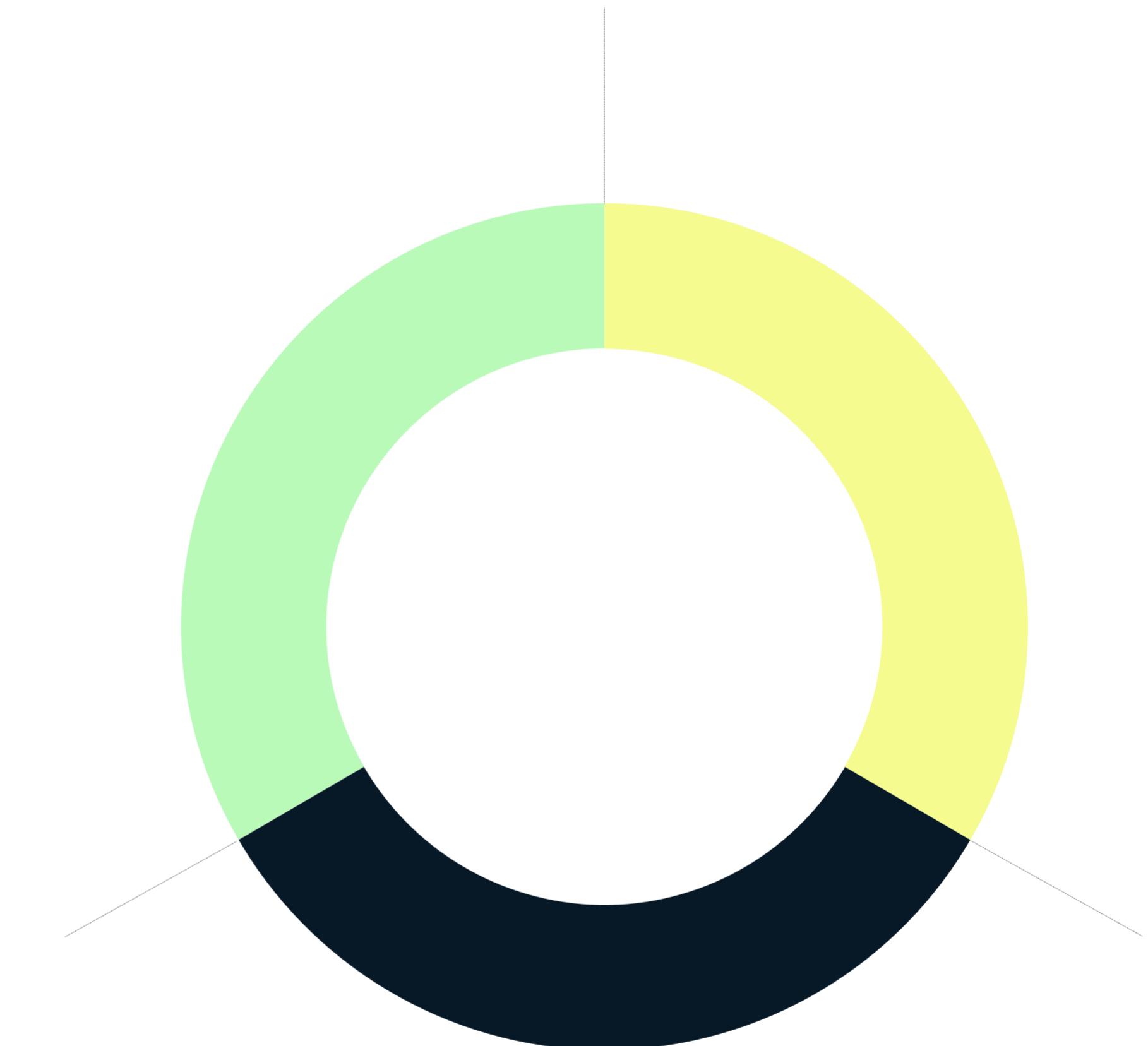
#25435A



#6A6A6A

COLOUR BALANCE

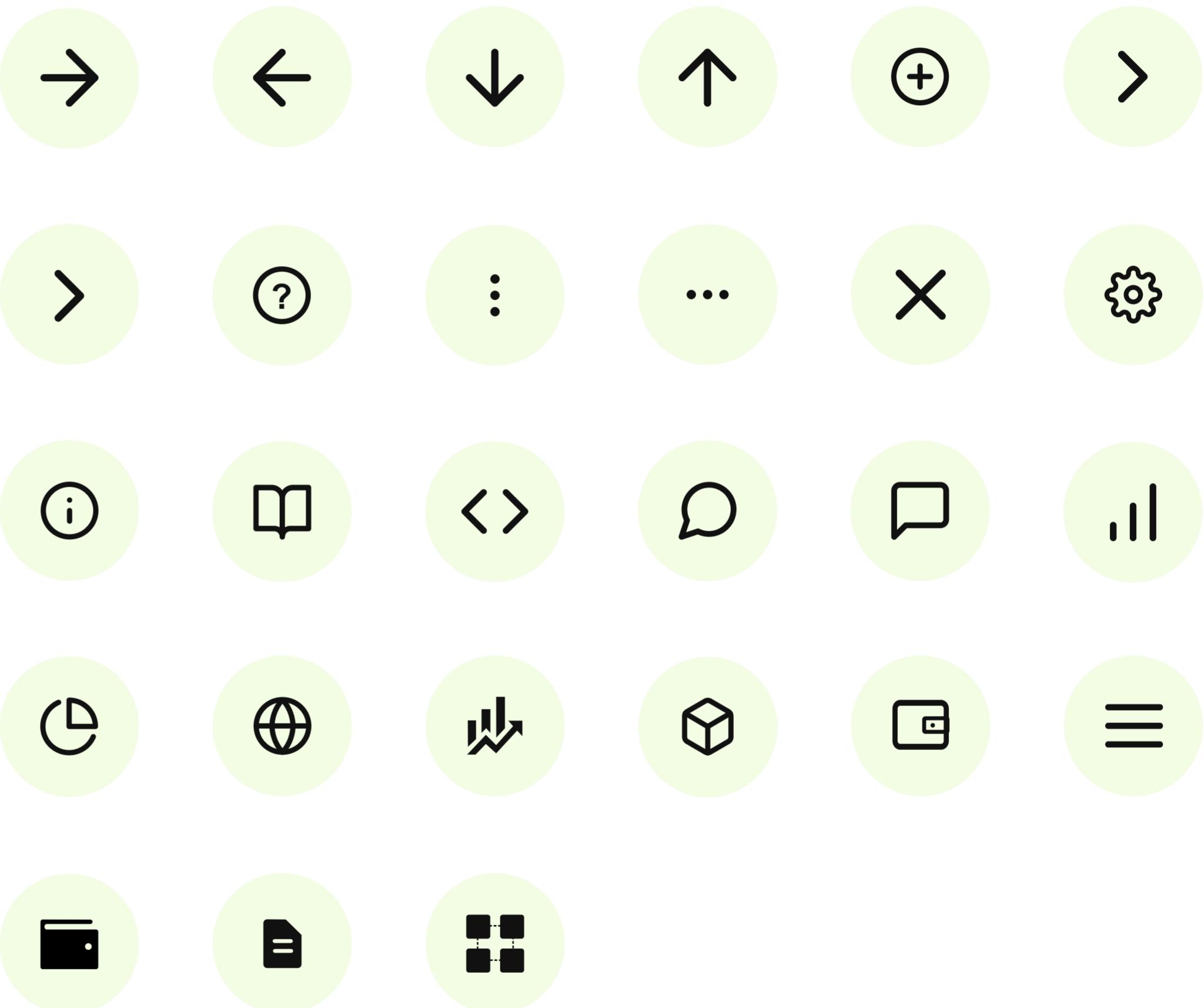
Colour balance are dominant the primary colour and neutral



COLOUR BALANCE

ICONOGRAPHY

Icons are important visual aids that help people quickly navigate through our media. Users can easily scan the images for the icon that's familiar and important to them.



TYPOGRAPHY

Gotham is a geometric sans-serif typeface family, developed for professional use, Gotham is an extremely large family, featuring four widths, eight weights, and separate designs for screen display and a rounded version.

The art of typography plays a major role in a company's identity. Through alphabetical letters, a company's personality and values are conveyed.

While being clean and simple in its basic form, Gotham can become intricate and fancy. The extensive character set provides support for almost all European languages based on Latin and Cyrillic scripts. Gotham is good for small point size paragraphs as well as for headlines and posters.

GOTHAM

LIGHT

GOTHAM

BOOK

GOTHAM

MEDIUM

GOTHAM

BOLD

TYPOGRAPHY

A a B b C c D d E e F f G g H h I i

J j K k L l M m N n O o P p Q q

R r S s T t U u V v W w X x Y y Z z

PATTERN





The Infrastructure for Open-Source Money