Unlock

Unlock Protocol Press Kit

v1.0 - last update: 7/29/2022

Logo

The logotype of the brand has an effortless and therefore valuable essence. The logo is based on the typographic solution of the brand's font 'Inter'.

Ʊnlock

Ʊnlock

Primary Logo

This is the main Unlock logo. It should be used in this form whenever possible.

Inverted Primary Logo

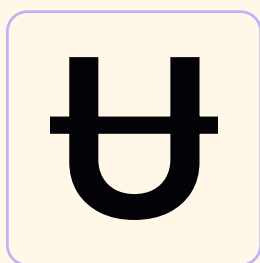This version features a white wordmark for greater legibility on dark or busy backgrounds.

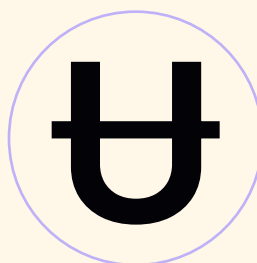**Download assets**

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Symbol

The system strikethrough effect forms a minimal and elegant symbol of the brand. There are a few circumstances where our symbol, The Lock, can represent the brand on its own without the wordmark.

In a square

In a circle

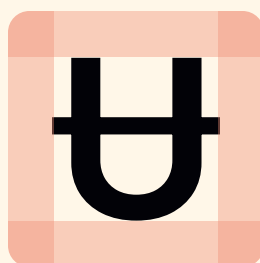When space is extremely limited. For example, when the logo must live within a square or circle shape.
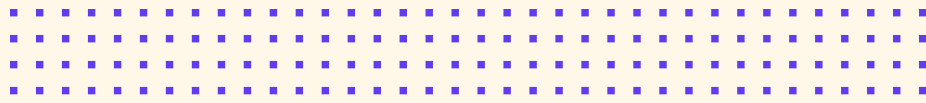
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Clear space

Our logo works best when it has enough room to breathe.

Best practices

Here's a few examples of what we should absolutely avoid when using the logo.
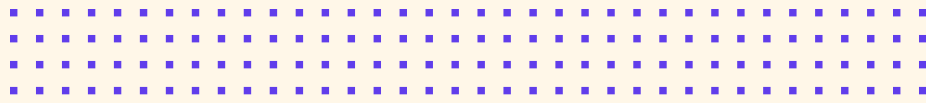

❌ **Don't use the old logo**

❌ **Don't stretch or squeeze it**

❌ **Don't use busy backgrounds**

❌ **Don't use against low-contrast**

Colors

Unlock visual logic imply 2 main colors that contribute to the brand identity. Beige is usually used on the background while Primary Blue is used for functional elements and call to action.

Beige

#FFF7E8

rgb(255, 247, 232)

hsl(39, 100, 95)

Primary Blue

#603DEB

rgb(96, 61, 235)

hsl(252, 81, 58)

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Questions?

Send us email at: hello@unlock-protocol.com