

GRID BRANDING BOOK

2024 ©

BY KON



FONTS PART 2

MODULAR FAMILY

MODULAR FONT FAMILY
16 TYPE FACES

BOLD AND MODERN

"MODULAR" IS THE PERFECT FONT TO COMBO WITH **SIMPLE, MODERN AND BRUTALIST DESIGNS**. IT AIMS TO BE THE FACE OF GRID COMMUNICATION FOR NEW PRODUCTS, **BOLD ANNOUNCEMENTS** AND TO ESTABLISH A SECURE AND MODERN IMAGE.

"MODULAR MAKES IT EASY TO GIVE ANY BRAND OR ADVERTISING A COOL & FUTURISTIC LOOK. MODULAR COMMUNICATES AN AFFINITY FOR TECHNOLOGY – IN A FRIENDLY WAY. MODULAR IS UPPERCASE TYPEFACE WITH STRONG CHARACTER, UNIFIED, AND ARTICULATE, SMOOTH CURVES, ALL CAPS DISPLAY WITH TOTAL 6 WEIGHTS. INSPIRED BY PRECISION OF COMPUTER TERMINAL, APPLICATION, CLEAN LAYOUT. MODULAR UNIFIED LETTERFORM, UPPCASE ARE EXCEL IN USER INTERFACES EXPERIENCE, HEADLINE, STAND ALONE DISPLAY AND SHORT PARAGRAPH OR CONTENTS. EACH FONT IN THE FAMILY CAN STAND ON ITS OWN, DYNAMIC AND AUTHORITATIVE IN THEIR OWN RIGHT REFER DISPLAY ON TI."

FONTS part 1

EASTMAN FAMILY

bold and modern

For web design and info oriented content Eastman will be the best solution to retain the shapes already established in the logo design but keep a readable and friendly image for the consumer. It doubles down on the tech oriented image Grid retains without sacrificing readability

“Influenced by Bauhaus ideals and contemporary minimalism, but with a nod to the pragmatic nature 19th century grotesques, Eastman has been developed as a highly reliable tool for design problem solving, and given all the features a graphic designer needs – from a wide language coverage (thanks to +1200 latin, Cyrillic and greek characters) to a complete set of open type features (including small capitals, positional numbers, case sensitive forms).”

Core Palette

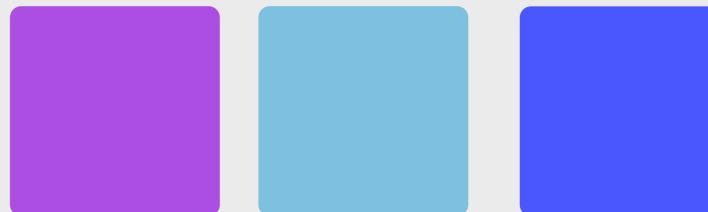
This palette identifies the core colors of the brand, to be used as a reference mainly for graphic designs and web works. It is not to be interpreted as an absolute limit but as a starting point to express the brand and evolve it in the desired directions

Primary palette GIRD



| | | | |
|-------------|----------------------|----------------------|--------------------|
| HEX | #063b53 | #568ba3 | #161717 |
| RGB | 6, 59, 83 | 86, 139, 163 | 22, 23, 23 |
| CMYK | 94, 37, 0, 64 | 47, 15, 0, 36 | 4, 0, 0, 91 |

Secondary palette SOL TO GIRD



| | | | |
|-------------|----------------------|----------------------|---------------------|
| HEX | #ac4ee1 | #7dc0df | #4a57fd |
| RGB | 172, 78, 225 | 125, 192, 223 | 74, 87, 253 |
| CMYK | 24, 65, 0, 12 | 44, 14, 0, 13 | 71, 66, 0, 1 |

The primary palette "GRID" was inspired by the automobile market, mixing core principle of big car brands transposed in a tech oriented branding. The goal of the "GRID" palette is to establish a sense of exclusivity and timeless identity, aiming to more adult and de saturated colors compared to over aggressive shades commonly find into the web 3 market.

The secondary palette "SOL TO GRID" re interprets the core colors of solana and the previous branding of the project transposed in a a more mute and serious key. It is mostly crafted to create gradients and secondary elements for graphic and motion design work.

The secondary palette is still on the works and might change drastically as we release more designs and establish the brands fondamentals better

LOGO

THE LOGO CONVEYS THE SENSE OF "GRID" HAVING THE WHOLE DESIGN FOLLOW A STRICT INVISIBLE GRID AND WITH PART OF THE "G" MADE BY PIECES OF TETRIS LIKE SQUARES AND RECTANGLES. THE CONCEPT OF THESE TETRIS LIKE PIECES STANDS AS A METAPHOR FOR THE FUTURE PRODUCTS OF THE COMPANY "GRID", SYMBOLIZING HOW THE PRODUCT THEMSELVES FORM THE LOGO, BRAND AND COMPANY ITSELF.

IT GOES TO DEFINE THE UTILITARIAN NATURE OF THE BRAND, MAKING THE PRODUCTS AND THEIR DELIVERY THE CORE OF WHAT THE BRAND STANDS FOR, BRINGING THE EYES AWAY FROM ANY SUPERFLUOUS FOCUS ON THE IP OR ABSTRACT CONCEPT BUT PINNING THEM DIRECTLY ON THE PRODUCTS AS INTEGRAL PART OF GRID WHOLE IMAGE.

Grid

