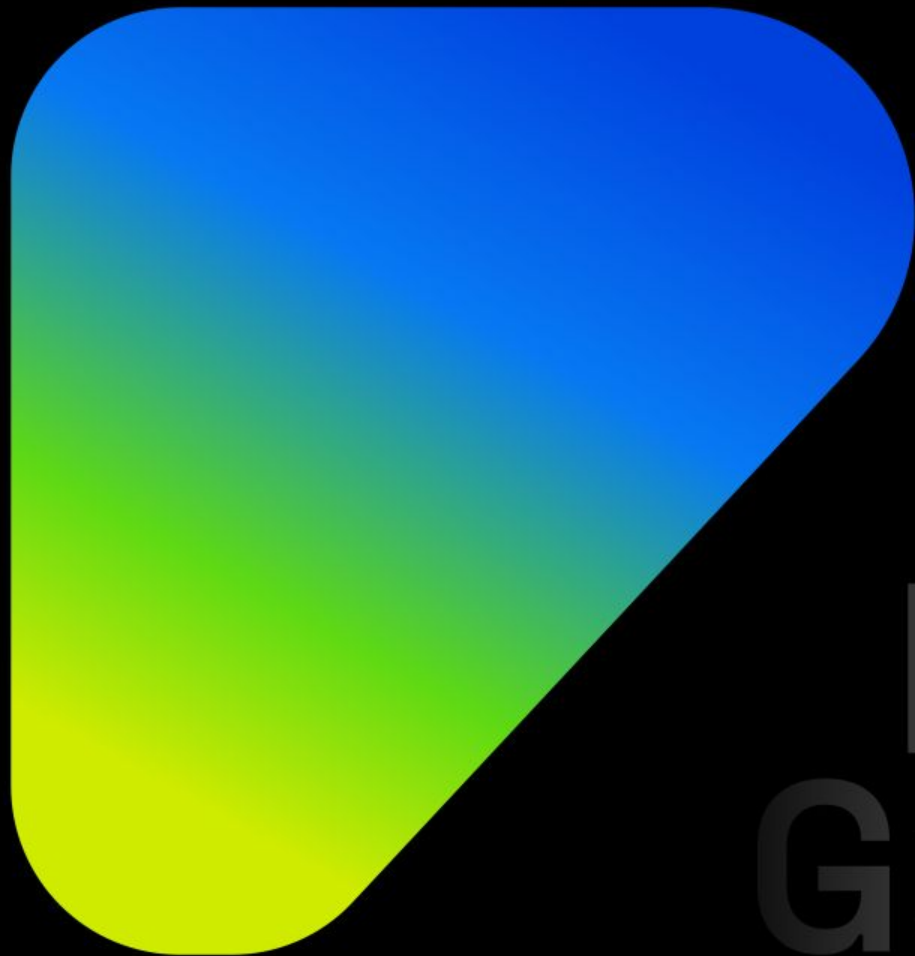


2025

ZuperCollective



Visual Identity Guideline

1	Introduction	1.1	About Us	5	Application	5.1	Background Color
		1.2	Purpose of Guideline			5.2	Photo Profile Application
						5.4	Social Media Preview
2	Logo Design	2.1	Main Logo	6	Rules of Application	6.1	About the Rules
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		2.3	Logomark Explanation			6.3	Logo Usage (Do)
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		2.5	Logo Monochromatic (Dark)				
		2.6	Logo Monochromatic (Light)				
		2.7	Logo Construction	7	Closing	7.1	Final Statement
3	Color Palette	3.1	About the Color				
		3.2	Primary Color				
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Introduction

ZuperCollective is a Web3-driven community and innovation hub, uniting individuals to research, discover, and contribute to groundbreaking projects. As a dynamic holding entity, ZuperCollective oversees multiple divisions, including ZuperHunt, ZuperResearch, ZuperLabs, and ZuperVenture. Rooted in the principles of decentralization, we operate as a globally connected network, fostering collaboration and innovation without borders.

This visual identity guideline ensures consistent and correct application of the ZuperCollective logo across all platforms and mediums. By adhering to these standards, we maintain the integrity of our brand, reinforce recognition within the Web3 ecosystem, and uphold our commitment to decentralized, collaborative innovation. Proper usage reflects the collective's professionalism and unifies our global network of across divisions under a cohesive visual language. Together, these principles empower our community to represent ZuperCollective with clarity, trust, and forward-thinking alignment.

Logo Design



Main Logo

Our logo design reflects the essence of a Web3 community that prioritizes decentralization, collaboration, and active contributions from its members. The visual elements of the logo are designed to create an identity that is modern, dynamic, and relevant to the evolving values of Web3 technologies.

The derivative logos for ZuperHunt, ZuperResearch, ZuperVenture, and ZuperLabs adapt main core design—interconnected geometric forms and dynamic gradients with division-specific colors, to reflect each division's unique function. While distinct in purpose, all sub-logos retain the parent brand's cohesive visual language, reinforcing their roles as interconnected pillars of a decentralized ecosystem. This approach ensures unity across the collective while aligning with Web3's ethos of collaborative, boundaryless progress.





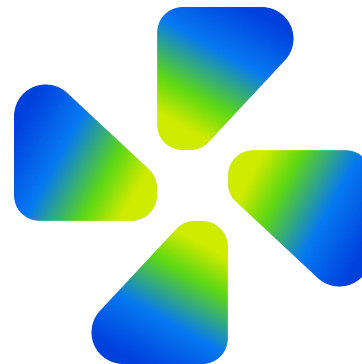
People

Interlocking silhouettes symbolize a Web3 community united by collaboration. Equal prominence reflects inclusivity and collective impact.



Decentralized

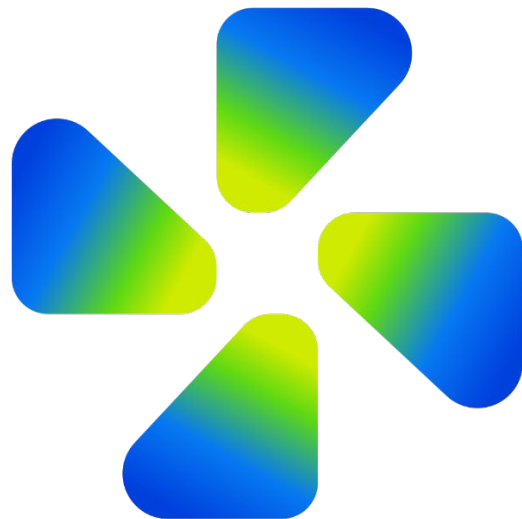
Intentional gaps form a node-based structure, embodying transparency and blockchain's decentralized power distribution.



Contribute

Interconnectedness shows how contributions, hunting, researching, building amplify shared goals for decentralized resilience.

Logomark

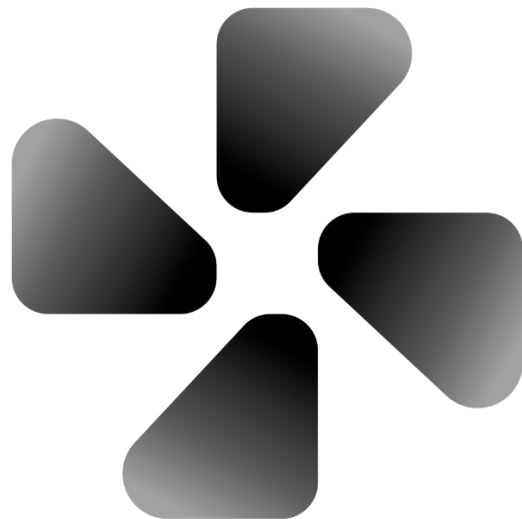


ZuperCollective

Logotype



Main Logo



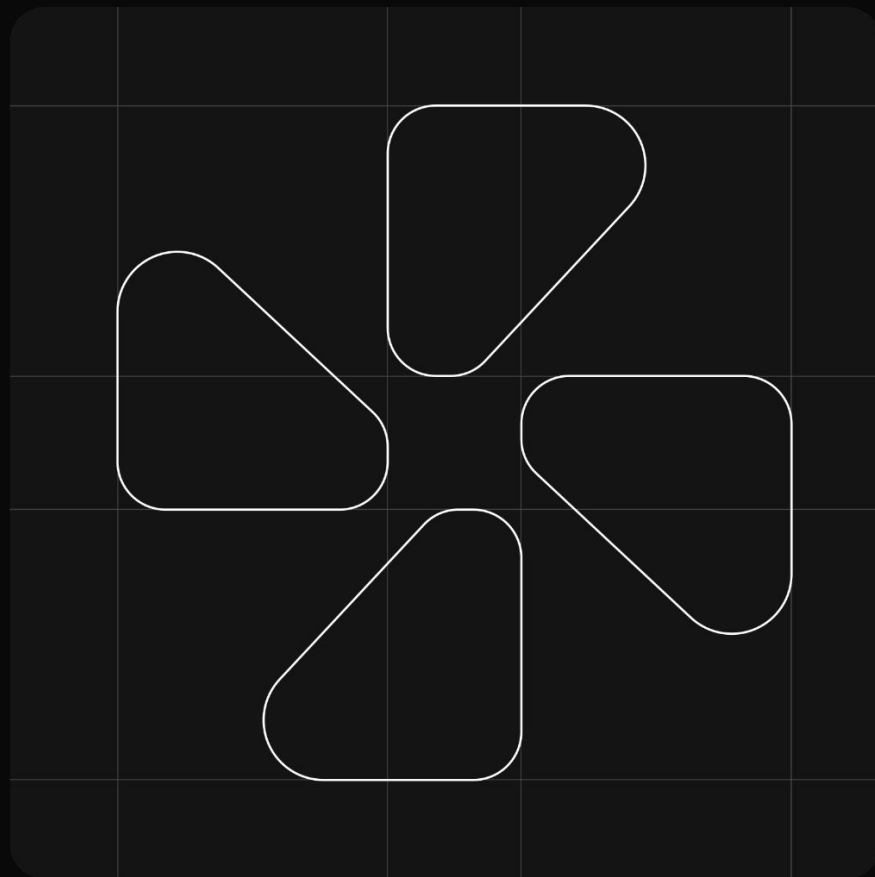
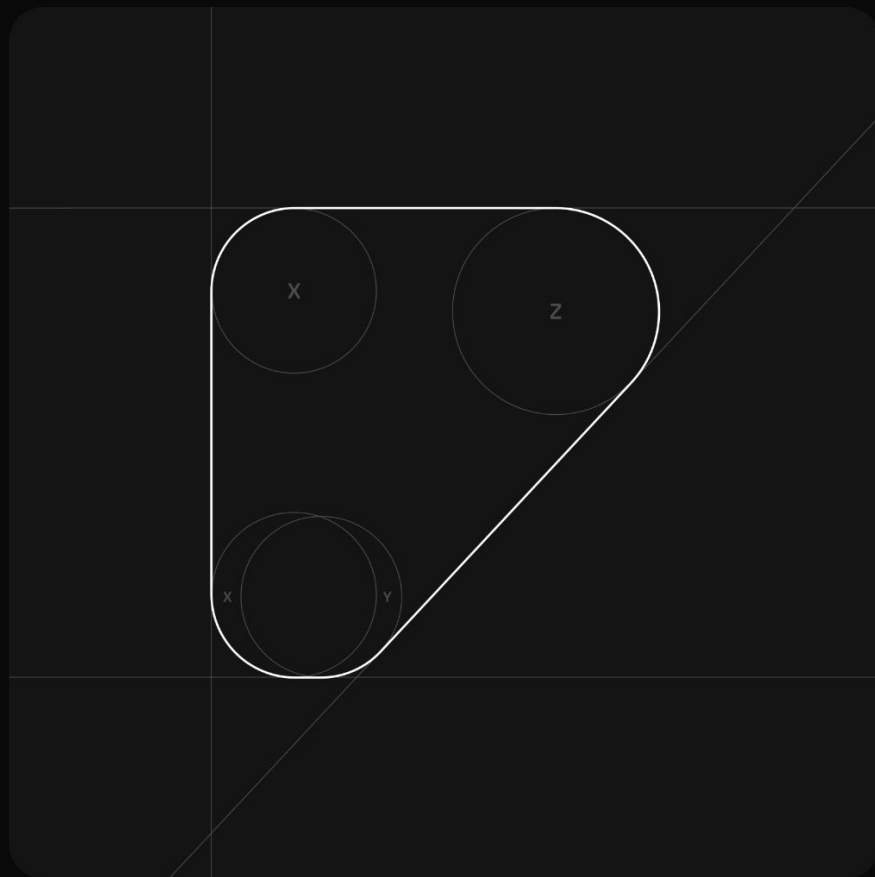
ZuperCollective





ZuperCollective







Color Palette

ZuperCollective's color system harmonizes vibrancy and depth to mirror its multifaceted role in Web3 innovation. The palette balances urgency and discovery through an energetic green-yellow tone, symbolizing the Hunt division's focus on identifying emerging opportunities. A fresh, growth-driven green embodies the Research team's analytical rigor and intellectual clarity. Venture's bold blue evokes trust and limitless ambition, reflecting its mission to scale pioneering projects, while Labs' deep indigo signifies technical precision and the transformative power of experimentation.

Together, these hues form a dynamic spectrum—bridging human collaboration with decentralized systems—while retaining visual cohesion across digital and physical applications. The interplay of tones underscores the brand's adaptability, ensuring each division's identity remains distinct yet intrinsically tied to unified vision.

Hunt
#CFEB00

CMYK	RGB
12	207
0	235
100	0
8	

Research
#5ED914

CMYK	RGB
57	94
0	217
91	20
15	

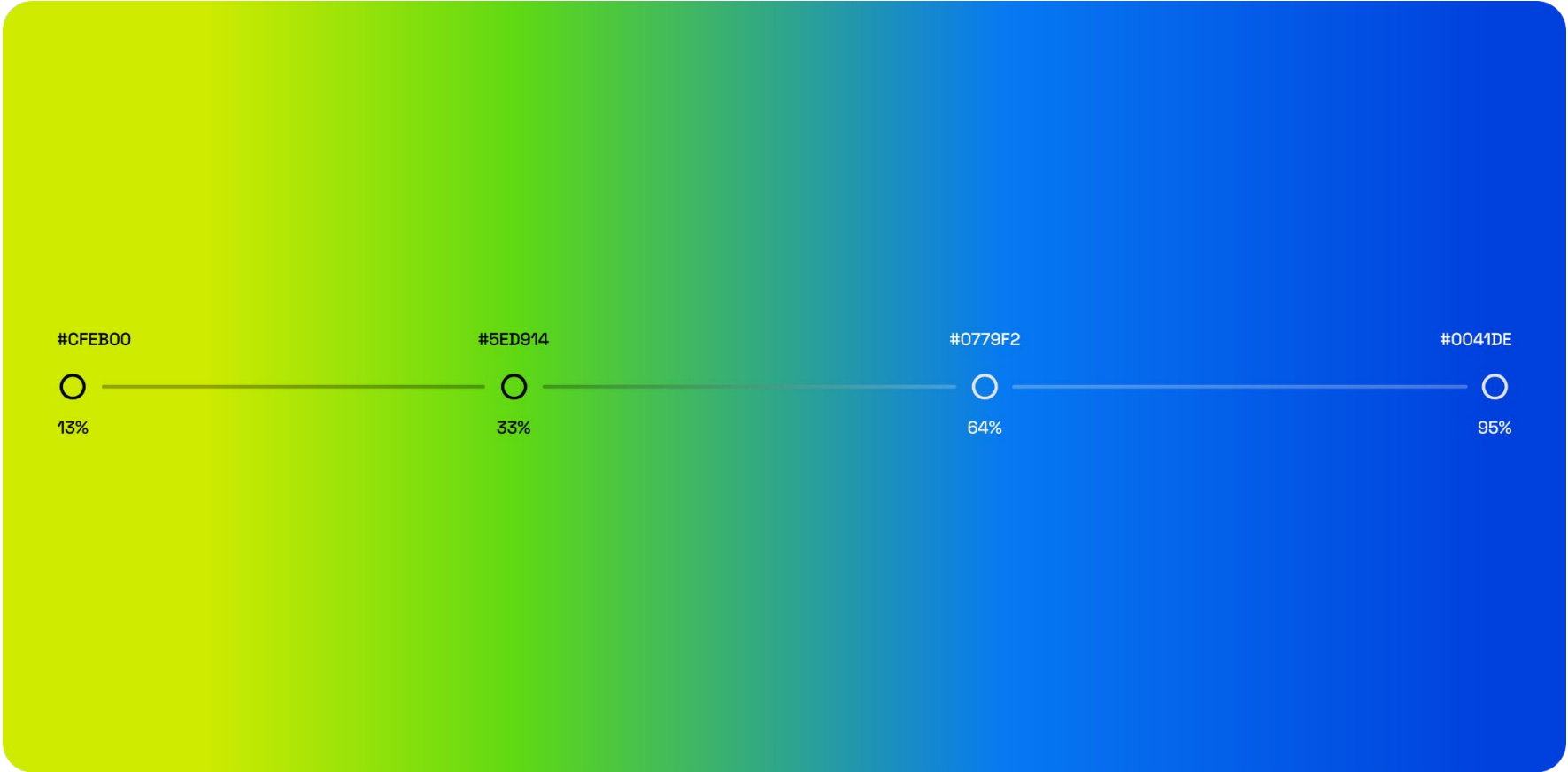
Venture
#0779F2

CMYK	RGB
97	7
50	121
0	242
5	

Labs
#0041DE

CMYK	RGB
100	0
71	65
0	222
13	

<div>Trackers #91EB00</div> <div><div>CMYK</div><div>38</div><div>0</div><div>100</div><div>8</div></div> <div><div>RGB</div><div>145</div><div>235</div><div>0</div><div></div></div>	<div>Catalyst #DEF700</div> <div><div>CMYK</div><div>10</div><div>0</div><div>100</div><div>3</div></div> <div><div>RGB</div><div>222</div><div>247</div><div>0</div><div></div></div>	<div>Infinite #07C9FF</div> <div><div>CMYK</div><div>97</div><div>21</div><div>0</div><div>0</div></div> <div><div>RGB</div><div>7</div><div>201</div><div>255</div><div></div></div>	<div>Skyward #12ACFF</div> <div><div>CMYK</div><div>93</div><div>33</div><div>0</div><div>0</div></div> <div><div>RGB</div><div>18</div><div>172</div><div>255</div><div></div></div>
<div>Pure Black #000000</div>	<div>Dark Mode #0D0D0D</div>	<div>Light Mode #FAFAFA</div>	



Typography

Space Grotesk

Meet Space Grotesk, our trusty typeface that also used in logotype. It's blend of precision and tech-inspired approachability reflect Web3's cutting-edge infrastructure with communal warmth. Combines futuristic angularity with rounded edges, suggesting adaptability to digital networking.

ZuperCollective

Uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

Lowercase

abcdefghijklmn
opqrstuvwxyz

Number & Symbol

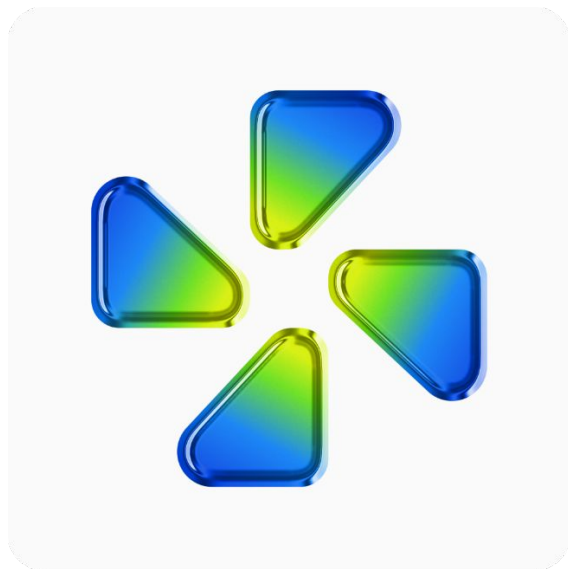
1234567890
@ \$ # = ! / ? : < >

Title	Web3	Font Size 60 px	Kerning 0 px	Weight Bold
Subtitle	Digital	Font Size 48 px	Kerning 0 px	Weight Semi-Bold
Subheader	Crypto	Font Size 24 px	Kerning 0 px	Weight Medium
Body Text	Hunt	Font Size 12 px	Kerning 0 px	Weight Normal
Caption	DAO	Font Size 6 px	Kerning 0 px	Weight Light

Application



**3D Gradient
(Light Background)**



**Flat Gradient
(Light Background)**



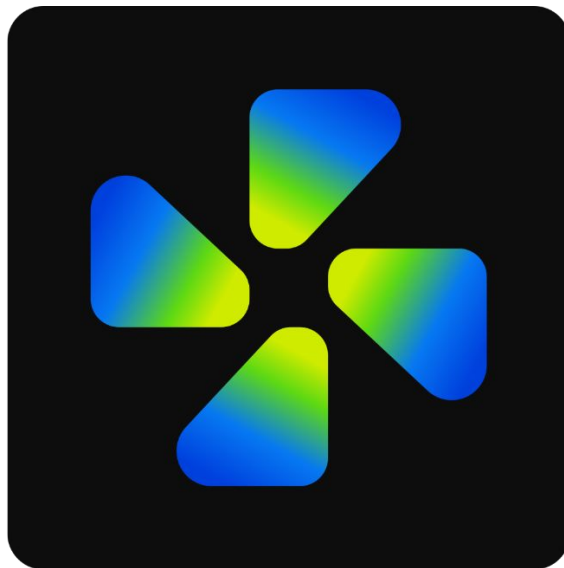
**Flat Light
(Gradient Background)**



**3D Gradient
(Dark Background)**

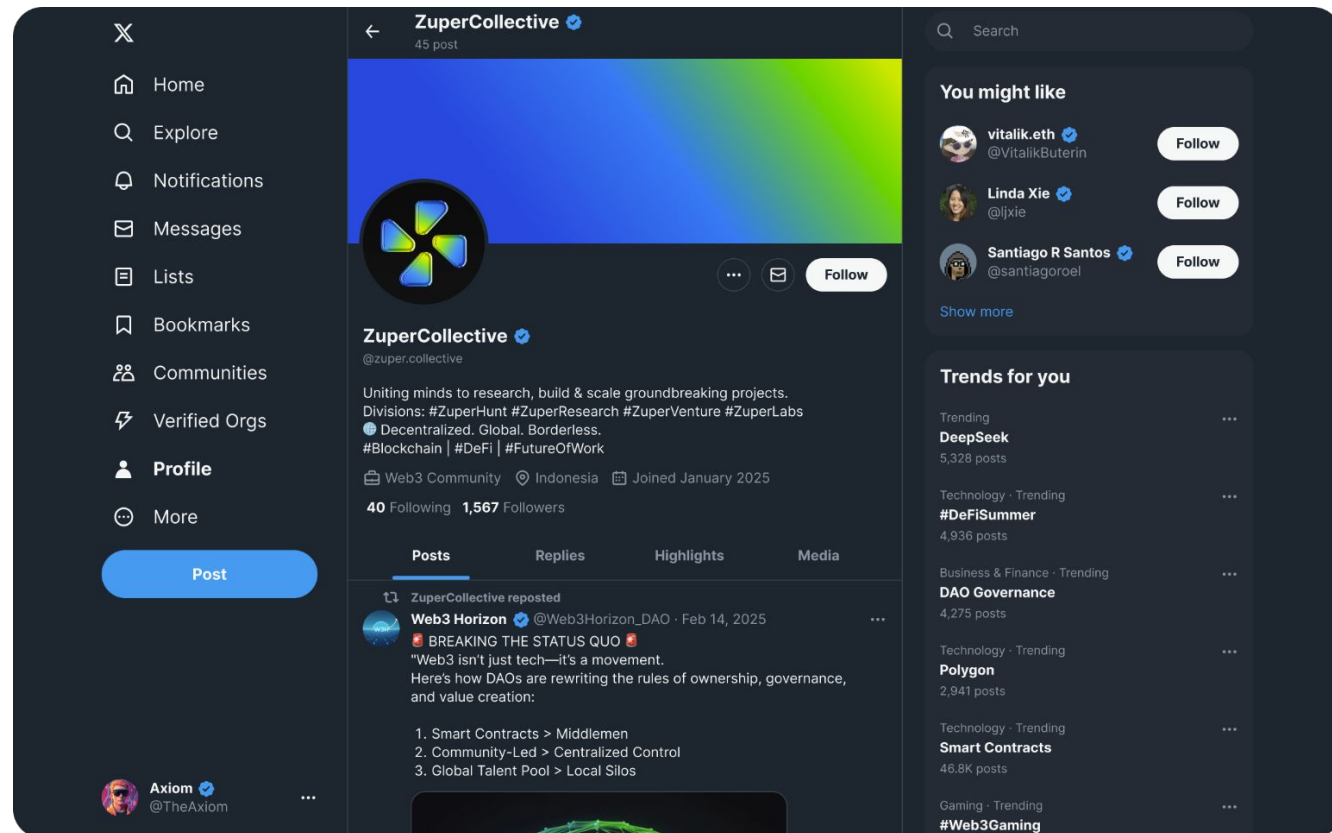


**Flat Gradient
(Dark Background)**



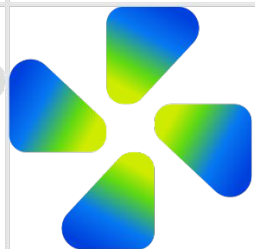
**Flat Dark
(Gradient Background)**





Rules of Application

Consistency is the cornerstone of trust in a decentralized ecosystem. This chapter outlines essential guidelines to ensure the ZuperCollective visual identity is applied with precision, preserving its integrity across all mediums. By adhering to these standards, we honor our commitment to equitable collaboration, community-driven innovation, and the shared purpose that defines our Web3 mission. Every detail from logo placement to color usage strengthens our collective voice, fostering recognition and alignment in a borderless digital landscape. Let these rules serve as guardrails, not constraints, empowering you to amplify the brand's vision with clarity and confidence.



ZuperCollective

Maintain the original proportions of the logo when scaling.



 ZuperCollective

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Apply clear space around the logo to prevent visual clutter.



 ZuperCollective

Prioritize legibility across all color and background variations.



 ZuperCollective

 ZuperCollective

Alter the proportions of the logomark, logotype, or any logo components.



Skew, rotate, or distort the logo's original geometry.



Apply low-contrast color combinations that compromise visibility.



Closing

A brand is the collective perception of a thousand consistent actions. By adhering to these guidelines, you become a steward of ZuperCollective's vision: a decentralized future where collaboration transcends boundaries. Every application of our visual identity—whether in a global campaign or a community post—strengthens the trust and unity that define us. Thank you for upholding the integrity of our mission.



Contact

zupercollective@gmail.com

Version 1.0

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