



BRAND GUIDELINES

This document communicates the Brand Guidelines of SingularityNET

Contents

- 1 Logo construction
- 2 Logo orientation & exclusion zone
- 3 Logo proportions and sizes
- 4 Brand color palette
- 5 Brand fonts
- 6 Reconstructing logo
- 7 Logo incorrect usage

Logo construction

SofiaPro
Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

SingularityNET



Logo orientation

Logo has horizontal and vertical orientation.
Logo icon can be used separately.

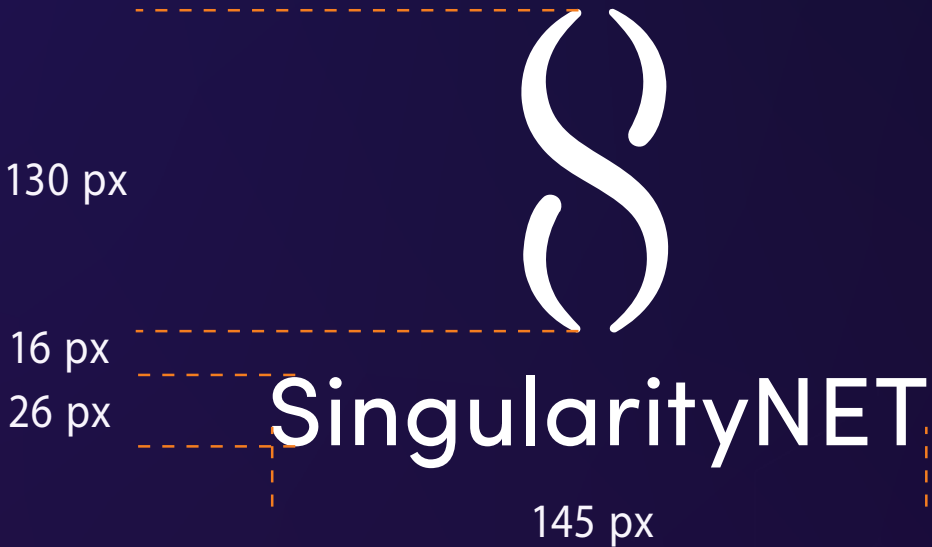
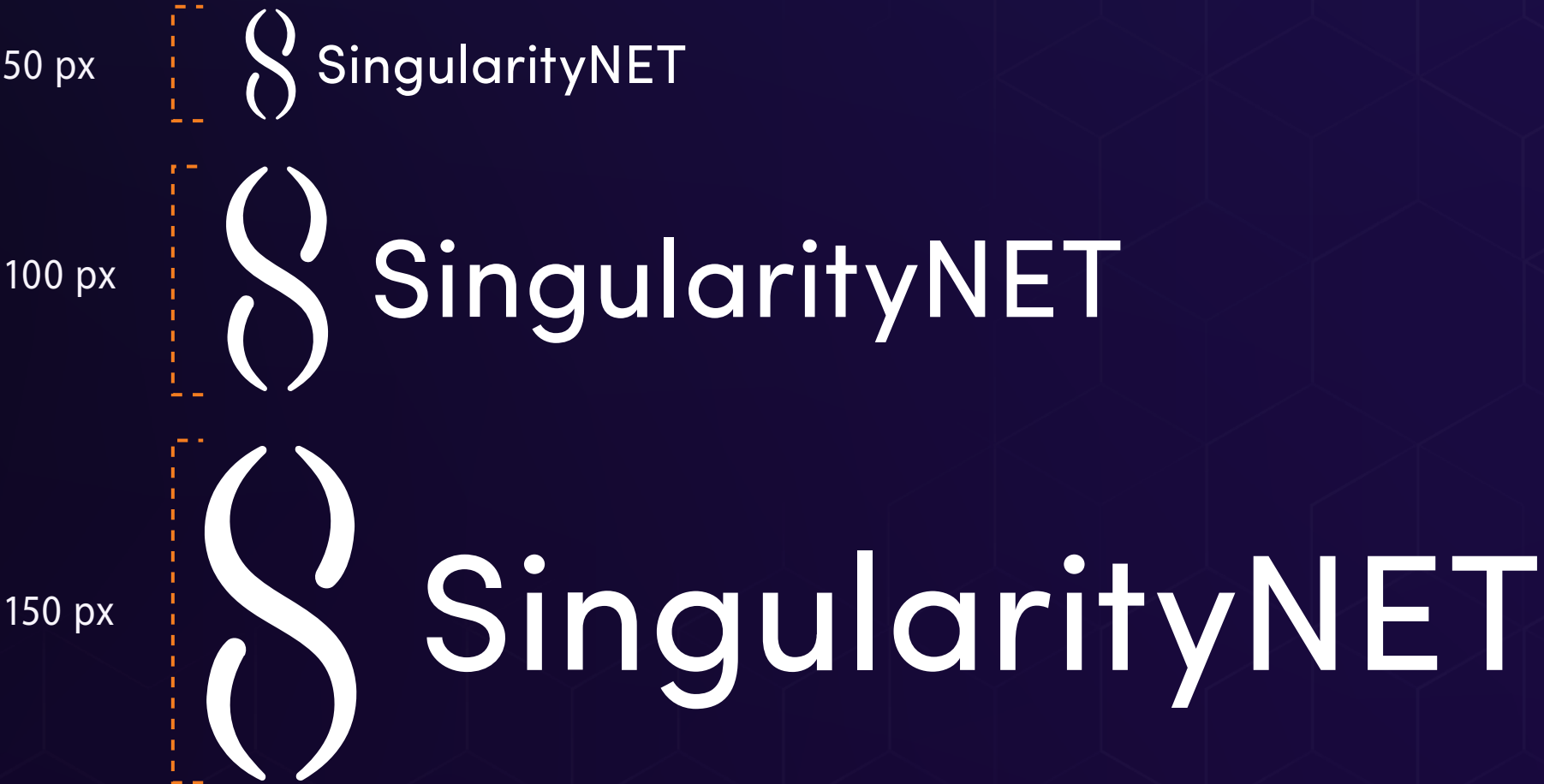


Exclusion zone

Isolation zone around the logo is determined by the size of a square with a side equal to the size of the typeface.



Logo proportions and sizes

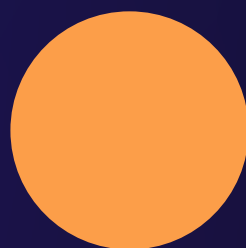


Favicon



Brand color palette

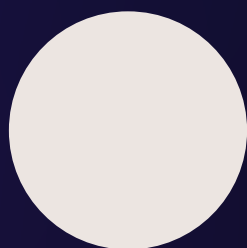
Text/Accent colors



#FC9D39

R 252
G 157
B 57

C 0
M 45
Y 87
K 0



#ECE5E1

R 236
G 229
B 225

C 6
M 8
Y 9
K 0



#311E86

R 49
G 30
B 134

C 99
M 100
Y 5
K 1

Supporting/Background colors



#151036

R 21
G 16
B 54

C 100
M 99
Y 44
K 58



#14042D

R 20
G 4
B 45

C 100
M 100
Y 45
K 68

Background colors



#14042D

#151036

#311E86



background

Brand fonts

Example

Aa

SofiaPro
Bold
Light

Headline 1 78 pt
Headline 2 60 pt

Lorem ipsum
Lorem ipsum

Aa

Muli
All fonts

Body text 22 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Aa

SofiaPro
Regular

Logo font

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. ”

Logo construction



On light background



On grey 10-40 %



B/W on light background



On dark background



On grey 50-90 %



B/W on dark background

Logo incorrect usage



Do not rearrange



Do not squeeze



Do not stretch



Do not recolor in non-brand colors



Do not reflect



Do not change proportions