BRAND GUIDELINES

CONTENT

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STRUCTURE

The logo is concidered a combination mark. It consists of a wordmark and a symbol.

The main concept of the logo is to present CosmWasm as an effective, robust and secure brand. The idea of the sign: the same elements in the circle, like chain links, are in constant motion in a spiral. Together they create a strong, durable mechanism. Pearl color circle and spiral elements - a reference to the shell and pearls, the parent company. The aestethics of the font based on the 80s cosmos arcade games.

SYMBOL

CosmWasm

WORDMARK

LOGO COLOR

There are 5 versions of the CosmWasm logo; multicolor, grayscale, brand black, clear black (#000000) and white (#FFFFFF).

Always choose the version of the logo that is proper for the background to ensure appropriate contrast and legibility, as in the samples right.

MULTICOLOR

GRAYSCALE

BRAND BLACK

CLEAR BLACK

WHITE

CLEAR SPACE AND MINIMUM SIZE

LOGO CLEAR SPACE

When you're using the logo with other graphic elements, make sure you give it some space to breathe. The letter "C" is used to provide a free space. The letter "C" is located on the edge of the logo on all sides.

The minimum size of the logo for screen application is 24 px. In print it is 0.393 in or 10 mm.

LOGO MINIMUM SIZE

24 px CosmWasm

FAVICON

16 px

LOCKUP

The CosmWasm logo has 2 versions of lockups: wide and stacked. The main version is wide.

WIDE LOCKUP
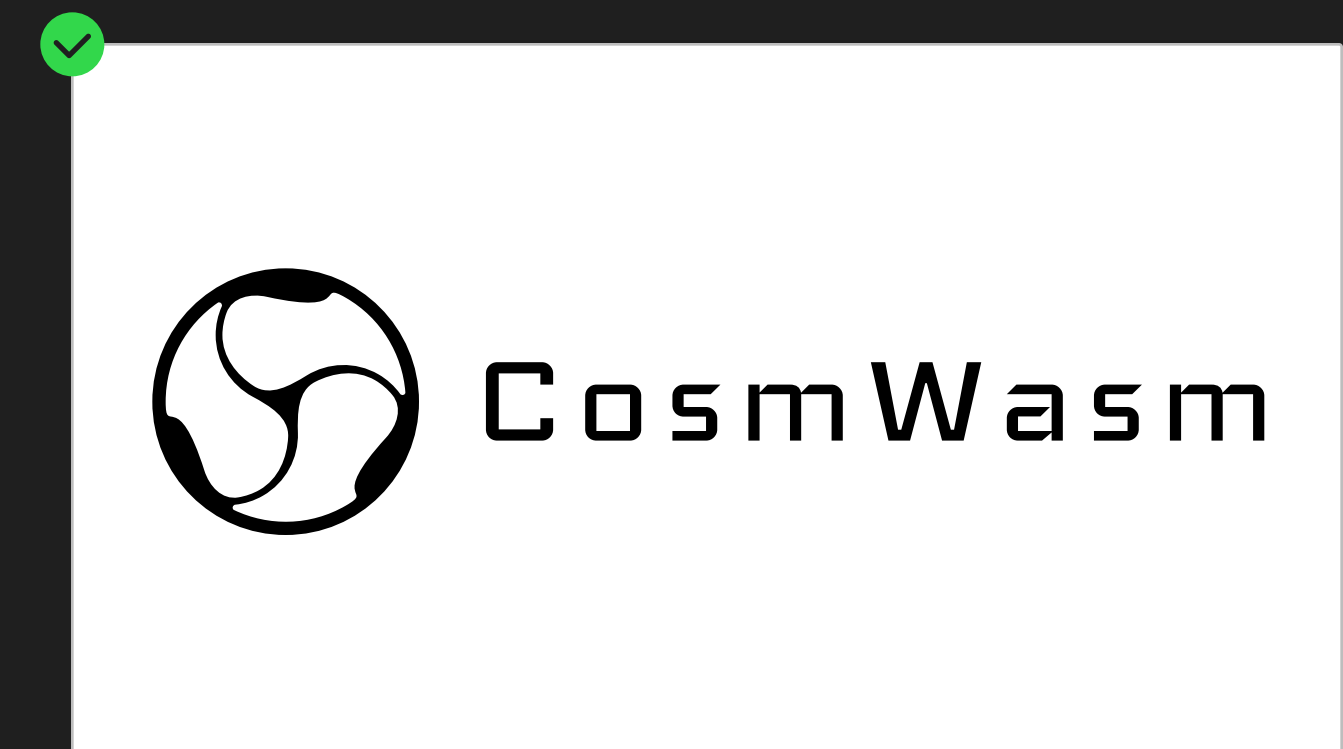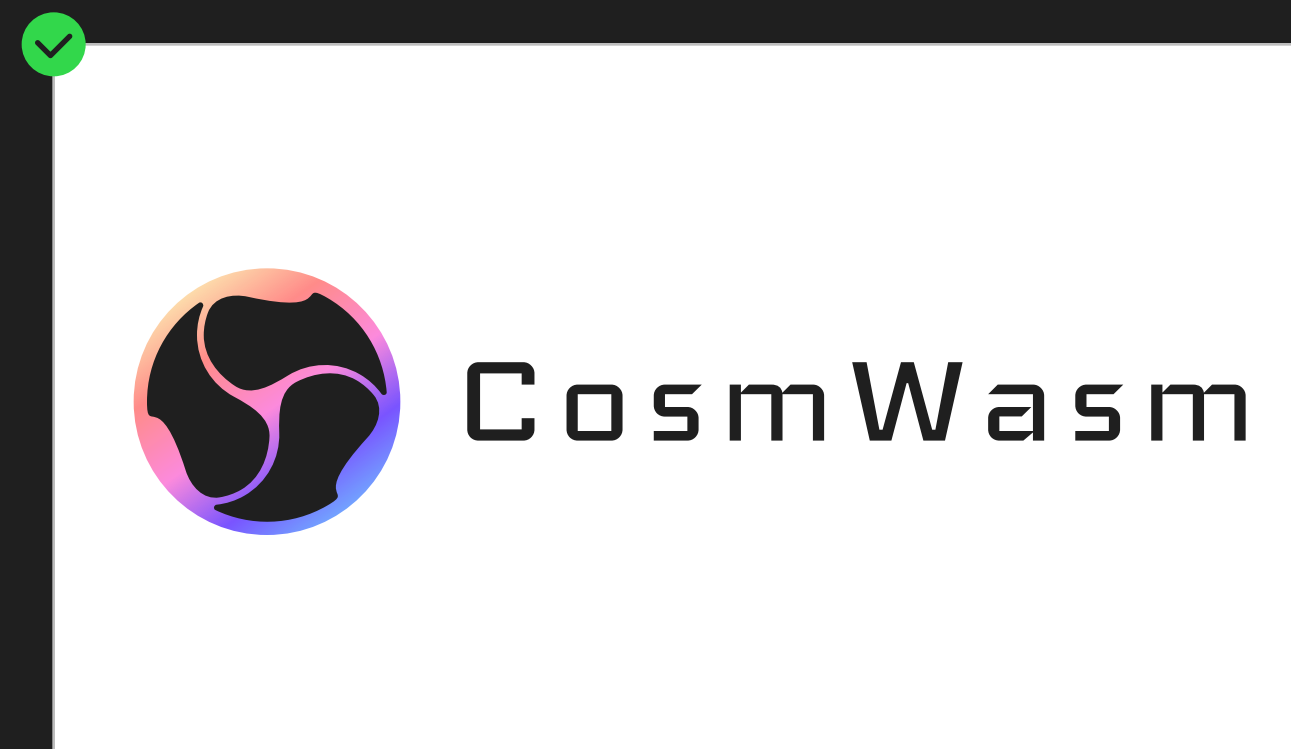

CosmWasm

STACKED LOCKUP

CosmWasm

SYMBOL

06

LOGO BACKGROUND

There are three background colors that can be used with the logo: brand black, clear black and clear white. Always use this backgrounds when using multicolor logo.

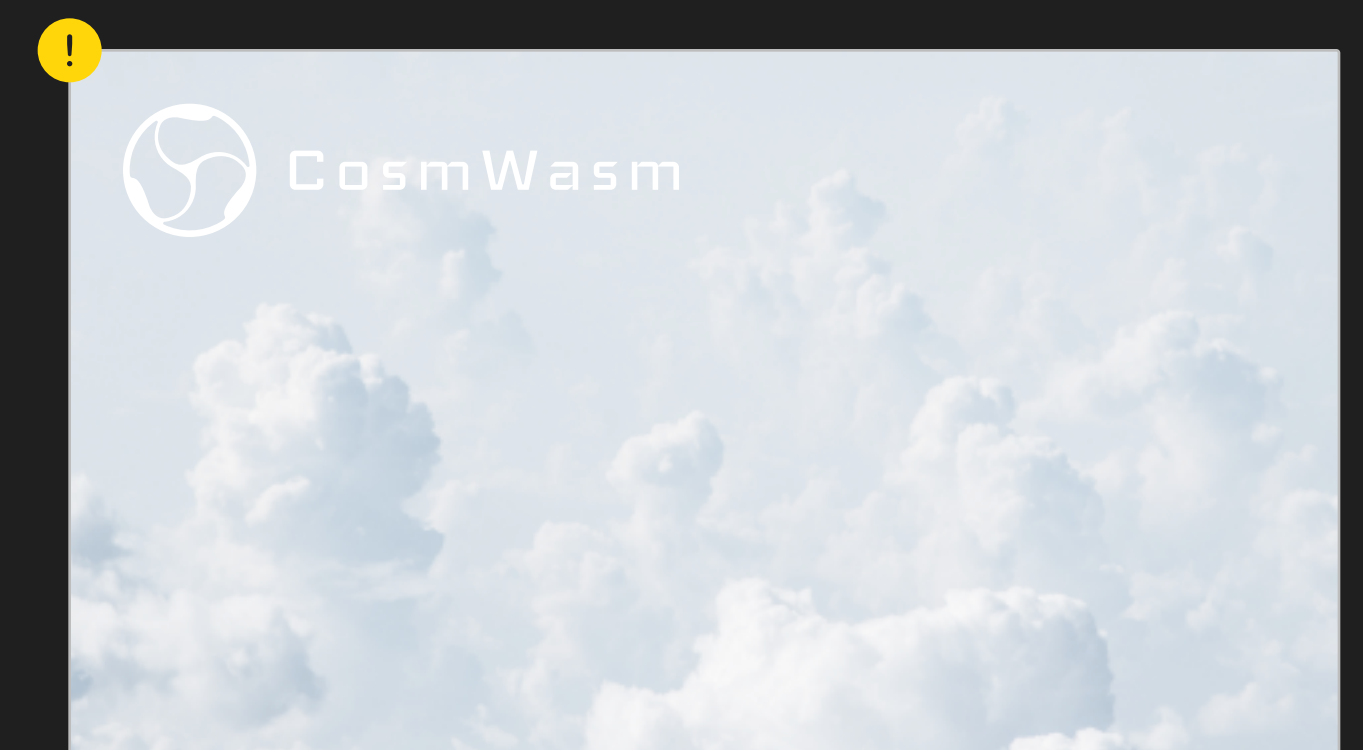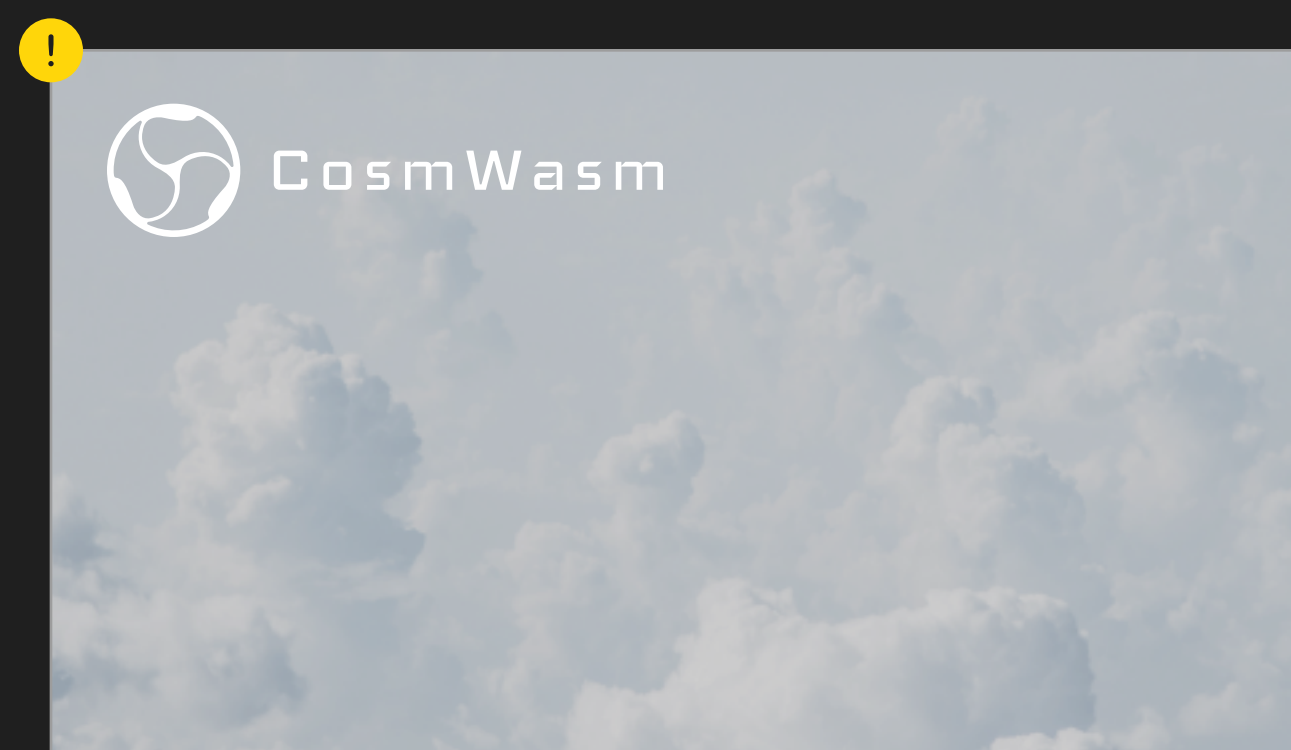Never show the CosmWasm logo on backgrounds of other color.

USAGE ON PHOTOGRAPHY

Always use such color background for black and white logo versions to ensure appropriate contrast and legibility.

The CosmWasm logo should be carefully placed on a complex background like photography. Always place on clear and simple backgrounds with plenty of contrast for legibility. Avoid placing on busy or complex backgrounds or images to keep the logo as legible as possible.

For images with a light background, we suggest applying a 20-50% black tint to the entire image to maintain legibility of the white logo.
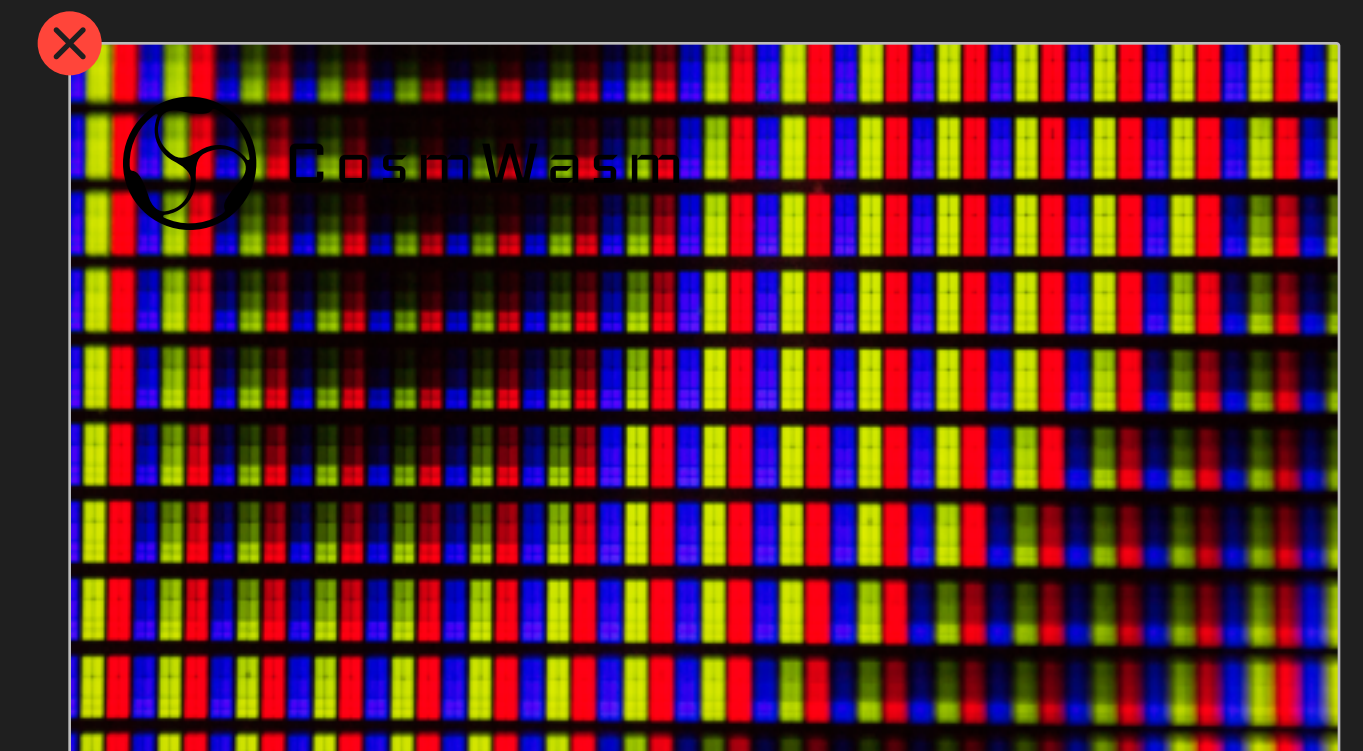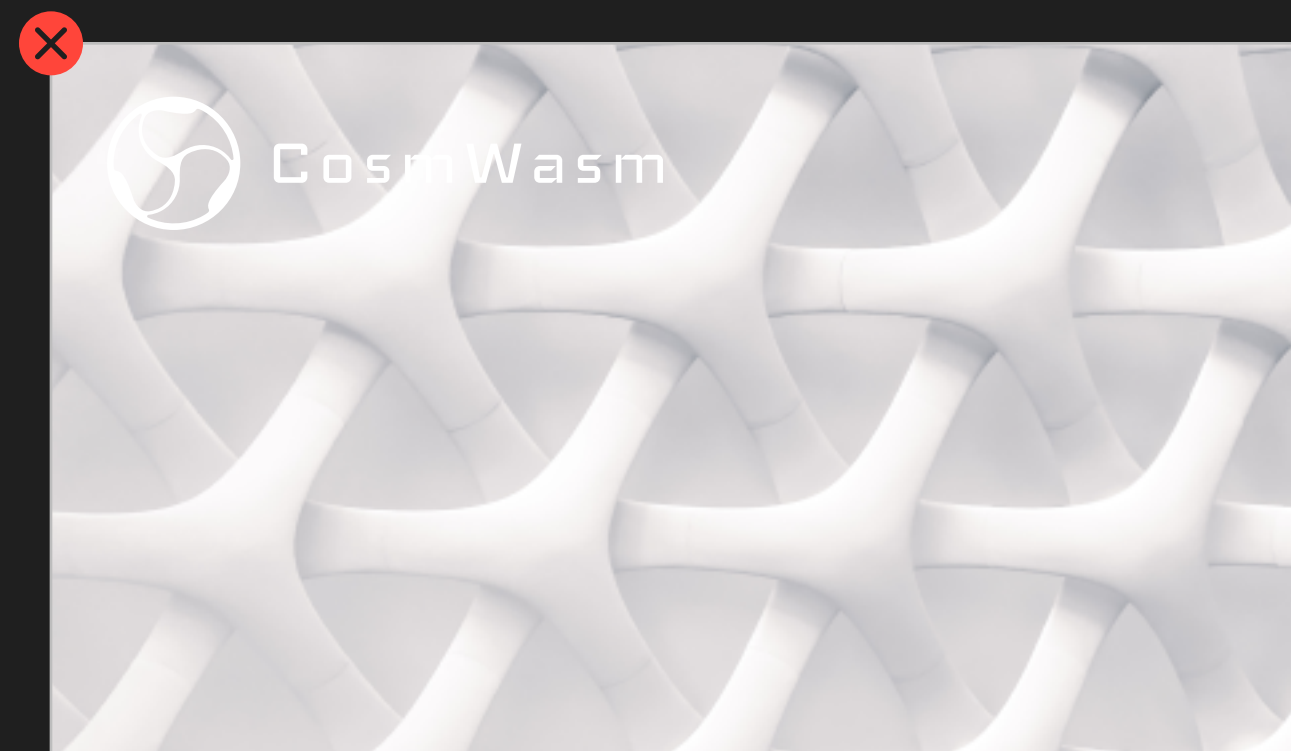
MISUSE

Do not apply outlines

Do not fill with unallowed
colors and patterns

Do not lock up with
copy, headlines, or logos

Do not add drop or inner
shadows, special effects

Do not change the symbol

Do not contain in a shape

Do not skew, rotate or stretch

Do not add elements

Do not use as a watermark.
Always use at 100% opacity

BRAND PALETTE

The primary colors should be used for all CosmWasm marketing communications. The palette has been designed to preserve the brand's confidence and deep thinking in the CosmWasm design.

RICH BLACK	MAYA BLUE	MEDIUM BLUE	PERSIAN PINK	CONGO PINK	CHAMPAGNE
HEX	HEX	HEX	HEX	HEX	HEX
1F1F1F	70BCFF	7954FF	FC8ADC	FF8B89	FCECB2
RGB	RGB	RGB	RGB	RGB	RGB
31 31 31	112 188 255	121 84 255	252 138 220	255 139 137	252 236 178
CMYK	CMYK	CMYK	CMYK	CMYK	CMYK
0 0 0 81	56 26 0 0	53 67 0 0	0 45 13 1	0 45 46 0	0 6 29 1

GRAY PALETTE

The grays are a robust set of colors that can be used in the product to build components and environments.

Also this palette can be used for patterns and tertiary objects.

GRAY 80	GRAY 60	GRAY 40	GRAY 20	WHITE
HEX	HEX	HEX	HEX	HEX
4C4C4C	797979	959595	BDBDBD	FFFFFF
RGB	RGB	RGB	RGB	RGB
76 76 76	121 121 121	149 149 149	189 189 189	255 255 255
CMYK	CMYK	CMYK	CMYK	CMYK
0 0 0 70	0 0 0 53	0 0 0 42	0 0 0 26	0 0 0 0

TYPOGRAPHY

FONTS

The Iceland font has been chosen to use in headlines and other display-sized text on the screen as a primary font.

The Montserrat font is for secondary priority text items - body text, taglines, titles etc.

PRIMARY

Iceland

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890['?'"!"%@/&\:;,.⁎]

SECONDARY

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890('?'"!"%@/&\:;,.*)

FONTS HIERARCHY

Headings

HEADING 1

Iceland · Upper case · 9.000em

HEADING 2

Iceland · Upper case · 4.500em

HEADING 3

Iceland · Upper case · 4.000em

HEADING 4

Iceland · Upper case · 3.000em

HEADING 5

Iceland · Upper case · 2.250em

FONTS HIERARCHY

Body and supporting styles

Title 1

Montserrat · Sentence case · 2.250em

Title 2

Montserrat · Sentence case · 1.500em

Body 1

Montserrat · Sentence case · 1.500em

Body 2

Montserrat · Sentence case · 1.125em

TAGLINE 1

Montserrat · Upper case · 1.500em

TAGLINE 2

Montserrat · Upper case · 1.125em

Caption

Montserrat · Sentence case · 0.875em

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BUSINESS CARD

FORMAT

90 mm x 50 mm (width x height)

PAPER

Extra Plus pure

Color: brand black

350 g/m2

01 TITLE LOGO

Lockup: wide

Color: multicolor

Width:

02 TITLE SIDE BACKGROUND

Color: brand black

03 EMPLOYEE INFORMATION

Font: Montserrat

Size: 24 pt

Alignment: left

Color: white

04 JOB ROLE

Typeface: Montserrat

Size: 12 pt

Alignment: left

Color: multicolor

05 PERSONAL INFORMATION

Font: Montserrat

Size: 14 pt

Alignment: left

Color: white

06 PATTERN

Color: multicolor

07 BACK SIDE BACKGROUND

Color: brand black

02

01

CosmWasm

07   06

John Doe 03

JOB ROLE   04

mail@cosmwasm.com 05
www.cosmwasm.io
111-111-1111