

Token Brand Guidelines

Version 1.0

March 2020

Table of contents

1 Our Logo

- 1.1 Rational.....4
- 1.2 Primary version.....5
- 1.3 Secondary version6
- 1.4 Special usage version 7
- 1.5 Logo usage.....8
- 1.6 On photography.....9
- 1.7 Dont's10

2 Colours

- 2.1 Colour palette12

3 Typography

- 3.1 Primary Typeface..... 14
- 3.2 Secondary Typeface..... 15

4 Visual Identity

- 4.1 Graphic elements17

5 Image style

- 5.1 Approach and style 19

6 Stationery

- 6.1 Power Point.....21
- 6.2 Social Cards..... 22

1. Our logo

1. Our logo

1.1 Rational

The symbol resembles a link icon. It can be easily recognized as a chain or even as a single gear that needs to be linked with something else in order to function.

There are four gears and each gear represents one of Token's impact dimensions:

1. Legal
2. Socio-economic
3. Cultural
4. Technology

In addition, it resembles a helix. The helix signifies something that is constantly evolving, disruptive and transformative.

TOKEN will deliver a "Human Centric" Blockchain Platform as a Service Solution. This is why the symbol resembles two hearts crossing one another.



1. Our logo

1.2 Primary version

The multi-coloured version of the logo is our primary logo.

It should be our preferred option in any brand materials.

It should be used for the most important applications such as stationery or digital products.

It should be used on both white and black backgrounds, never on photography or colour, for the following reasons:

1. To provide maximum contrast, legibility, on print and digital applications.
2. To guarantee an energetic and vibrant look, communicating the idea of a modern, open brand.



1. Our logo

1.3 Secondary version (white)

The white logo is our secondary version.

It is used when photography or coloured (dark) backgrounds are required.

Please note that the white version is used on any of our core Token coloured backgrounds.



1. Our logo

1.4 Special usage version: the primary logo with gradient

The multi-coloured version of the logo could be used with gradient.

This exception/special usage is allowed when the logo has big dimensions (width: more than 20cm or 550px).

The gradient is applied only on the symbol and never on the logotype.

The main reason why this version is used is to make a strong visual impact.

Important:
this version can only be used on a white background



1. Our logo

1.5 Logo usage

All versions of our logo have exclusion zones around them to help them stand out.

The exclusion zone is equal to the width of the lower part of the letter “T”x3.

Minimum logo size

= 20 mm

= 55 pixels

Minimum symbol size

= 10mm

= 40 pixels



 Token

—
≥ 20 mm

Standard-version logo
Minimum size



—
≥ 10 mm

Standard-version symbol
Minimum size

1. Our logo

1.6 Logo usage: on photography backgrounds

On dark images



The primary logo only appears on white backgrounds, to maximise legibility and to stand out.



The secondary logo can be used on photography backgrounds, as long as enough contrast is guaranteed.

On light images



The primary logo only appears on white backgrounds, to maximise legibility and to stand out.



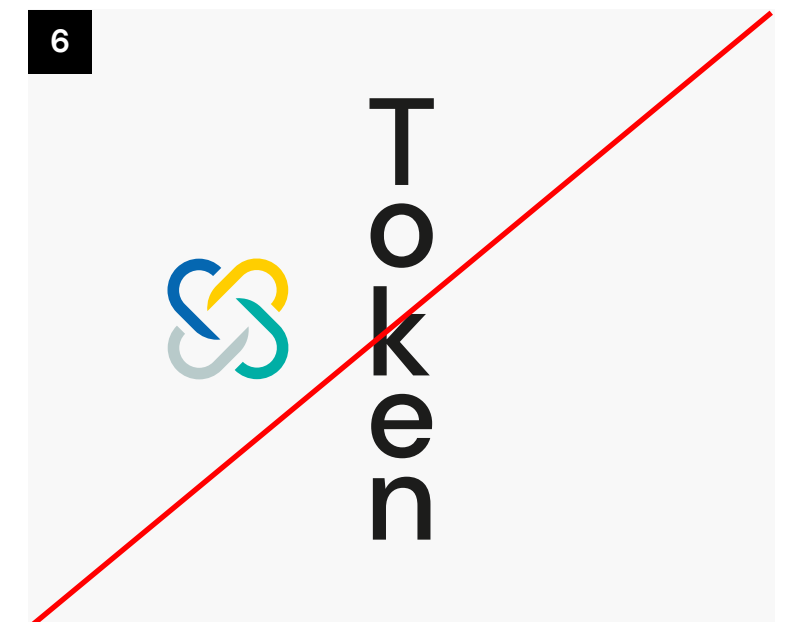
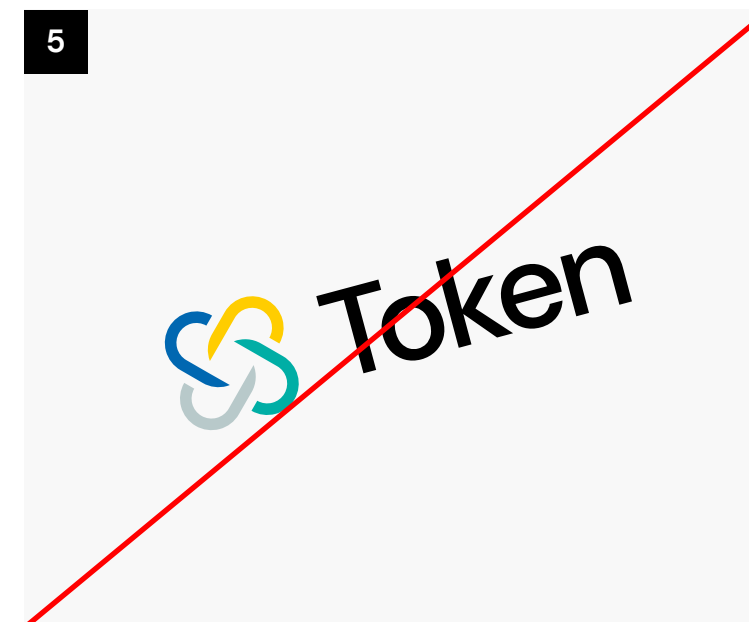
On light photography backgrounds, where the logo wouldn't be legible, we can also use the secondary logo on one of our brand colours.

1. Our logo

1.7 Dont's

These examples don't apply to any versions of our Token logo.

1. Don't use our primary logo on photography.
2. Don't recreate, add effects or change the colours of our logos.
3. Don't recolour the logo in any way – even when using the brand colours.
4. Avoid using our secondary logo on any other colour that isn't in our colour palette.
5. Don't tilt or angle the logo in any way.
6. Don't stack the logo, or reconfigure it in any way.



2.Colours

2. Colours

2.1 Colour palette

Our colour palette consists of four colours, all of which are used in our primary logo.

The four different colours represent each “impact dimension”:

- Yellow for the cultural dimension
- Blue for the technological dimension
- Teal for the socio-economic dimension
- Grey for the legal dimension

Blue and yellow make the connection with the EU strong and recognizable.

These colours are supported by black and white.

A range of colours are provided to bring variety and freshness to the brand with no colour being more dominant than the other.

Blue / Technology

PANTONE

293 UP

CMYK

93; 54; 0; 0

RGB

0; 103; 177

Grey / Legal

PANTONE

442 UP

CMYK

31; 12; 19; 3

RGB

185; 202; 203

Yellow / Cultural

PANTONE

116 UP

CMYK

0; 19; 100; 0

RGB

255; 206; 0

Teal / Socio-economic

PANTONE

3272 UP

CMYK

78; 0; 42; 0

RGB

0; 174; 165

3. Typography

3. Typography

3.1 Primary Typeface

DM Sans is our primary typeface, and it is always used in either 100% black or white.

It should be used for all our communications.

DM Sans is a low-contrast geometric sans serif design.

One of the peculiarities of this font is that it is Open Source, so not just free but “open to be contributed to”.

Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

3. Typography

3.2 Secondary Typeface

Arial is our secondary typeface (system font).
It should only be used for communications when we can't use our primary typeface.

Regular	<i>Italic</i>
Bold	<i>Bold Italic</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ	
abcdefghijklmnopqrstuvwxyz	
0123456789	

4. Visual Identity

4. Visual Identity

4.1 Graphic elements

Geometric shape icons (the building blocks of our brand) help shape the look and feel of our brand identity. They should be used in most of our applications to create awareness and familiarity.

These icons act as a guiding visual element that appears in print and digital form to make the Token Project visible.

As explained in the logo rational the elements represent a single gear that needs to be linked with something else in order to work.

The particularity of the elements is that they can be altered to meet the designer's needs. They can be rotated and coloured using the Token colour palette.



5. Image style

5. Image style

5.1 Approach and style

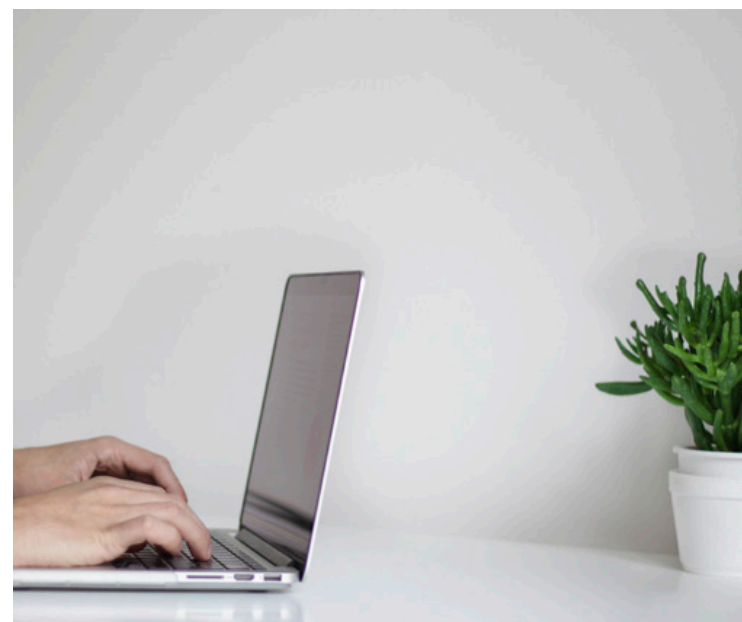
Usage

Images should be used to support and illustrate a story.

People are used in context and real life scenarios.

Style

- Natural lighting without any extensive postproduction, stage setting or dramatic colours
- Should the image involve people, it should feature them acting naturally, not posed.
- The use of depth of field when capturing people or products in relation to their surroundings can also help to add visual interest to the image.



6.Stationery

6. Stationery

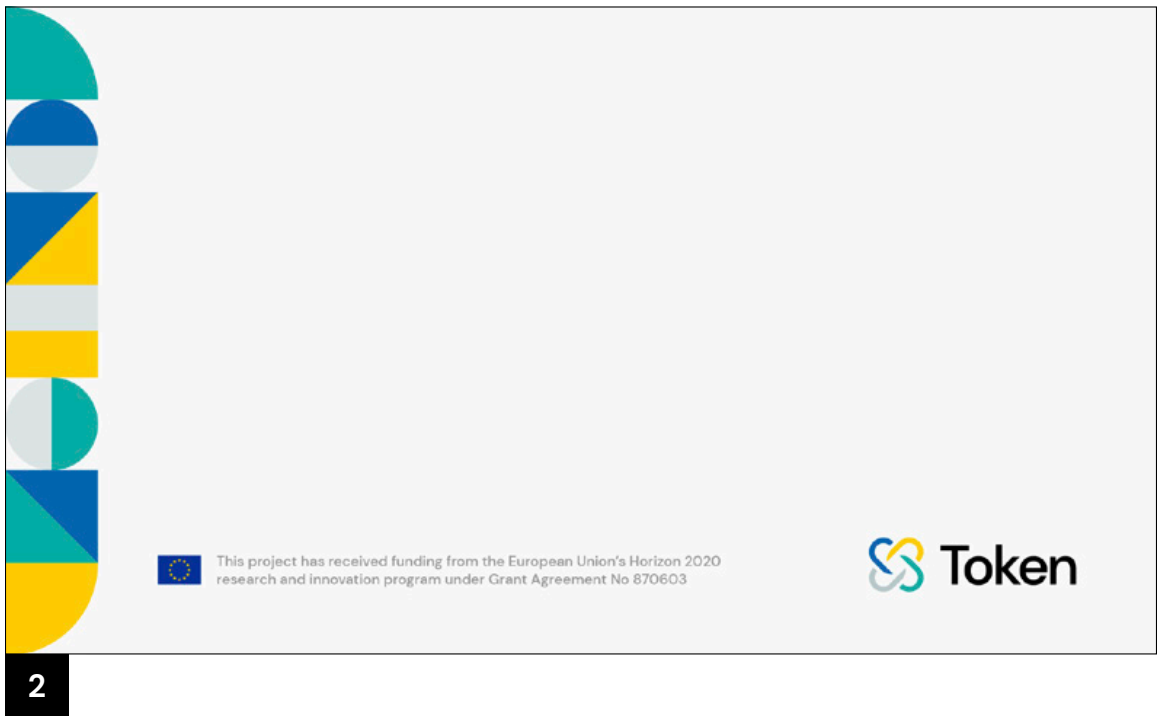
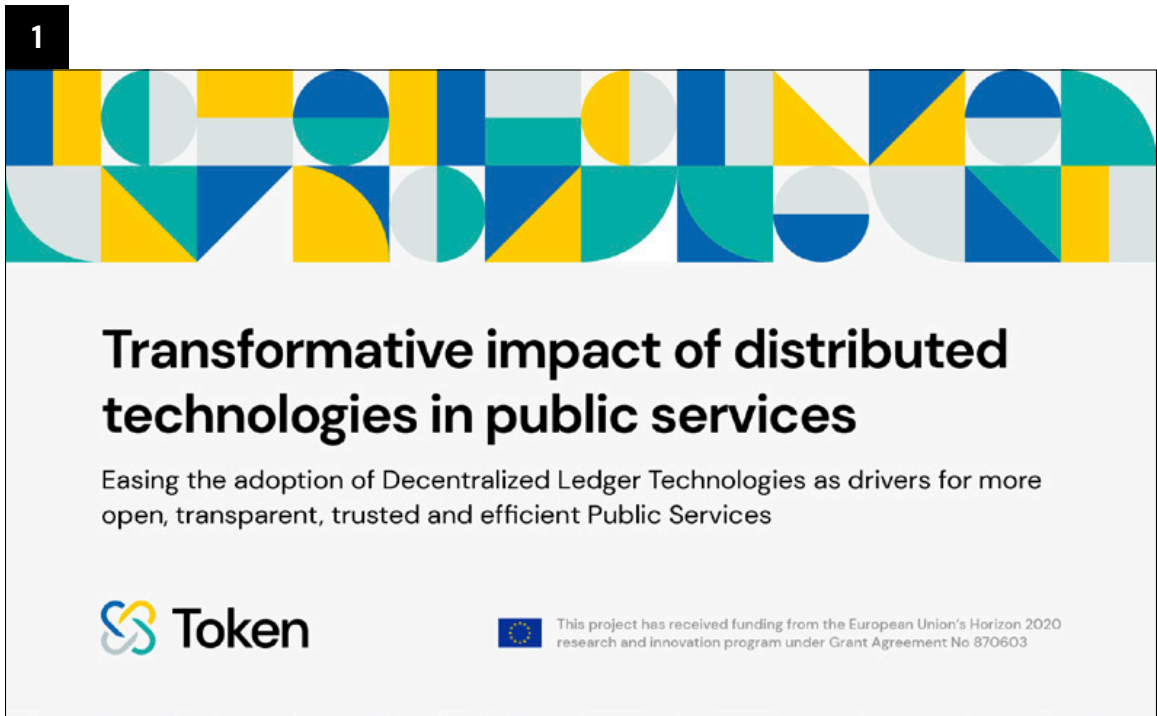
6.3 Power Point

On this page you will find the Token PowerPoint template.

The template covers title and image slides, key messages and imagery.

It is constructed from the core components of the Token identity system and is supported by the colour and image style.

- 1 Main cover
- 2 Standard slide
- 3 Section cover (i.e.: Socio-economic)
- 4 Section slide (i.e.: Socio-economic)



6. Stationery

6.4 Social Cards

Social cards are 1200x627px.

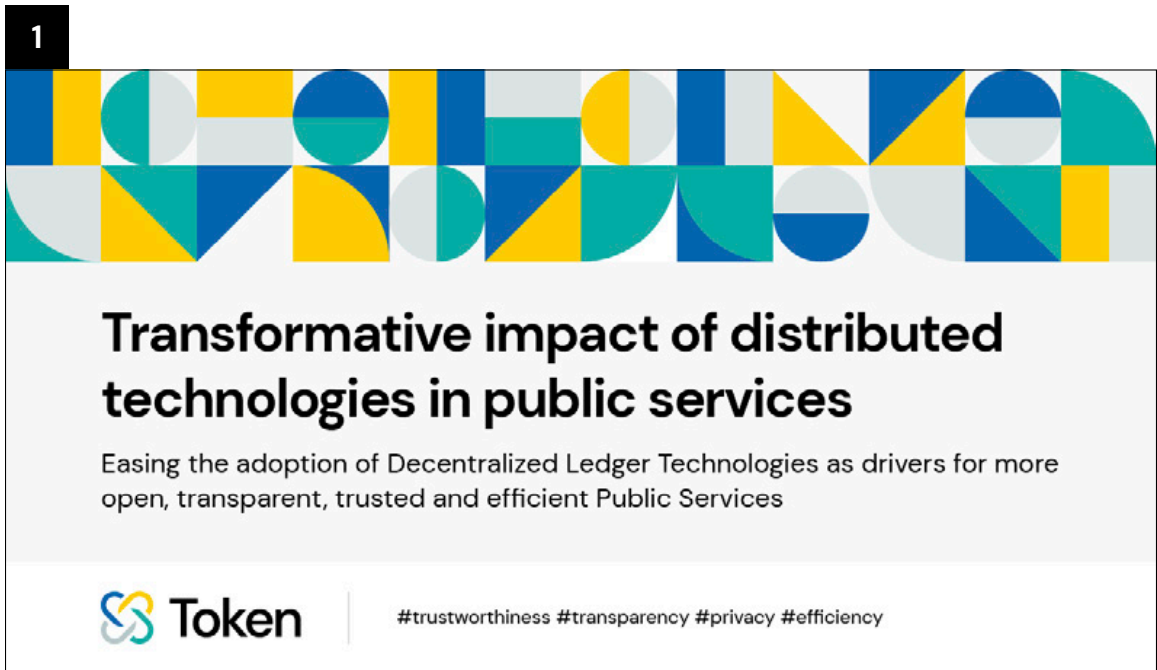
Social cards should always use the primary logo version unless the cards are for a single “impact dimesion”. In this case the secondary version of the logo will be used.

Logo and main information should always be set in the same size and position.

The typeface used is the primary one, DM Sans.

Headline is 56/68pt
Subtitle is 28/32pt

- 1 Main banner
- 2 Technological banner
- 3 Socio-economic banner
- 4 Cultural banner



Thanks.