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# Brand Tonality

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Collaborative  
empowering  
trustworthy  
transparent  
pioneering  
accessible

The brand tonality is characterized by the following values and attributes.

## **Collaborative & Empowering**

Enabling people to self-organize, by fostering actions that encourage inclusion and solidarity.

## **Pioneering, Brave & Bold**

Emerging where nothing exists just yet, while challenging and transforming the status quo.

## **Trustworthy & Transparent**

Supporting fully transparent and trustworthy infrastructure, free of rent seeking or centralized power models.

## **Friendly & Accessible**

Made for everyone, our systems should be comfortable and inviting to anyone, regardless of gender, age or physical ability.

### **Strategy issues**

Currently, there is no brand persona or brand strategy defined, and thus we cannot guide thoroughly to the ideal use that reflects Trustlines.

Inclusion.  
Trust.  
Community.

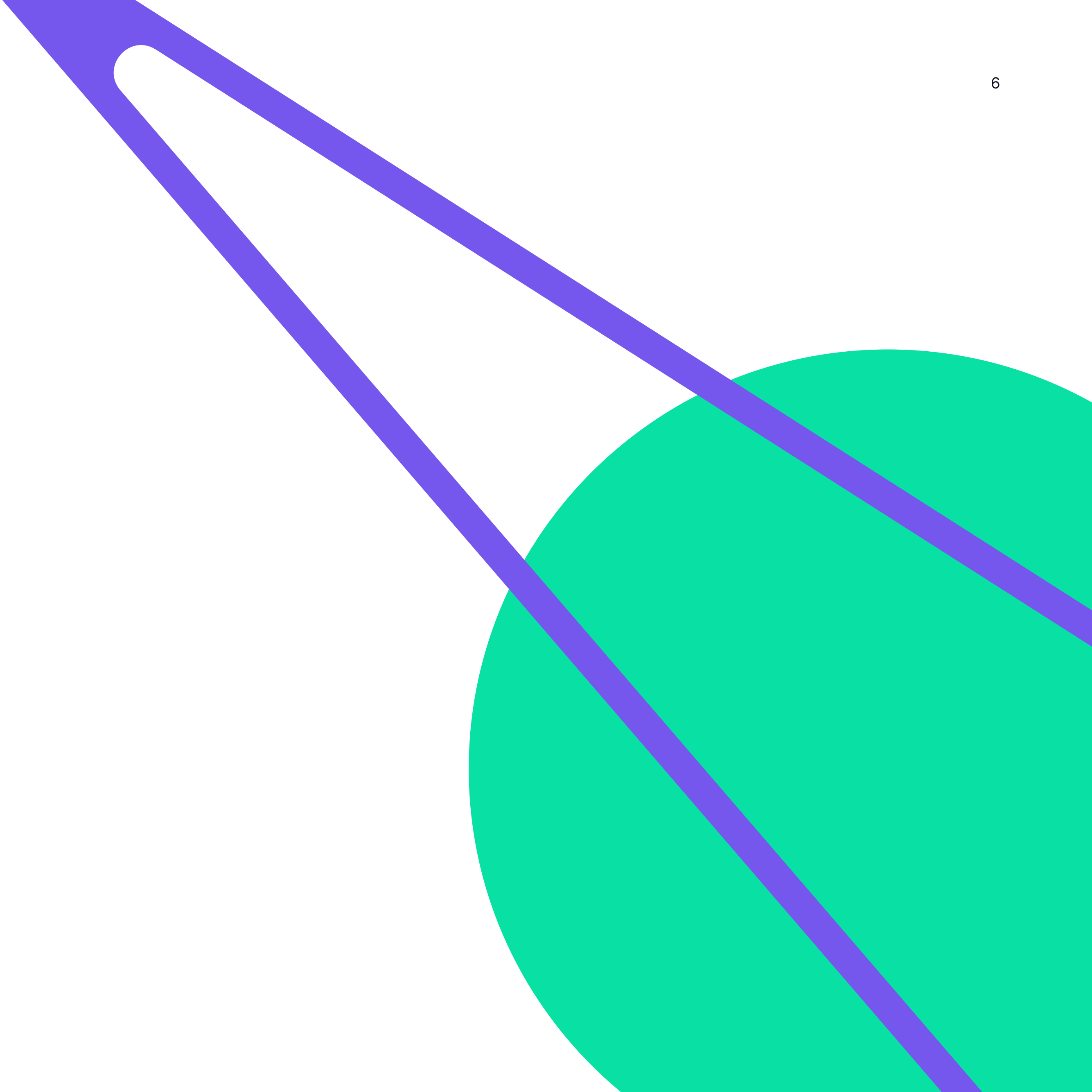
**Our message**

Trustlines values are expressed through the words we choose and the amount of information we deliver to our users.

# Logos

Variations  
Minimum Size  
Exclusion zone

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# Logo

Our legacy symbol emphasizes Trustlines determination to break barriers with new and unique ideas. This is represented by the unicorn's horn breaking out of the circle. For ideal contrast and legibility, use the logos in **Black** when placing over light areas.



## Legacy issues

In most use cases (such as within UI), the-left aligned logo is used. The centered aligned variation appears mostly in print.



## Variations

### Legacy issues

In this iteration of the brand guidelines, we are consciously using the brand mark less because of the mark's structural faults.

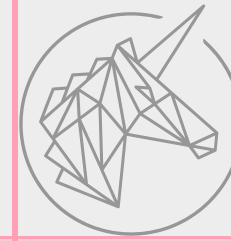
## Minimum size

Place logo with mark no smaller than 200px wide in digital or 40mm with icon and 15mm without icon in print.





Trustlines



Trustlines



Trustlines



Trustlines



Trustlines

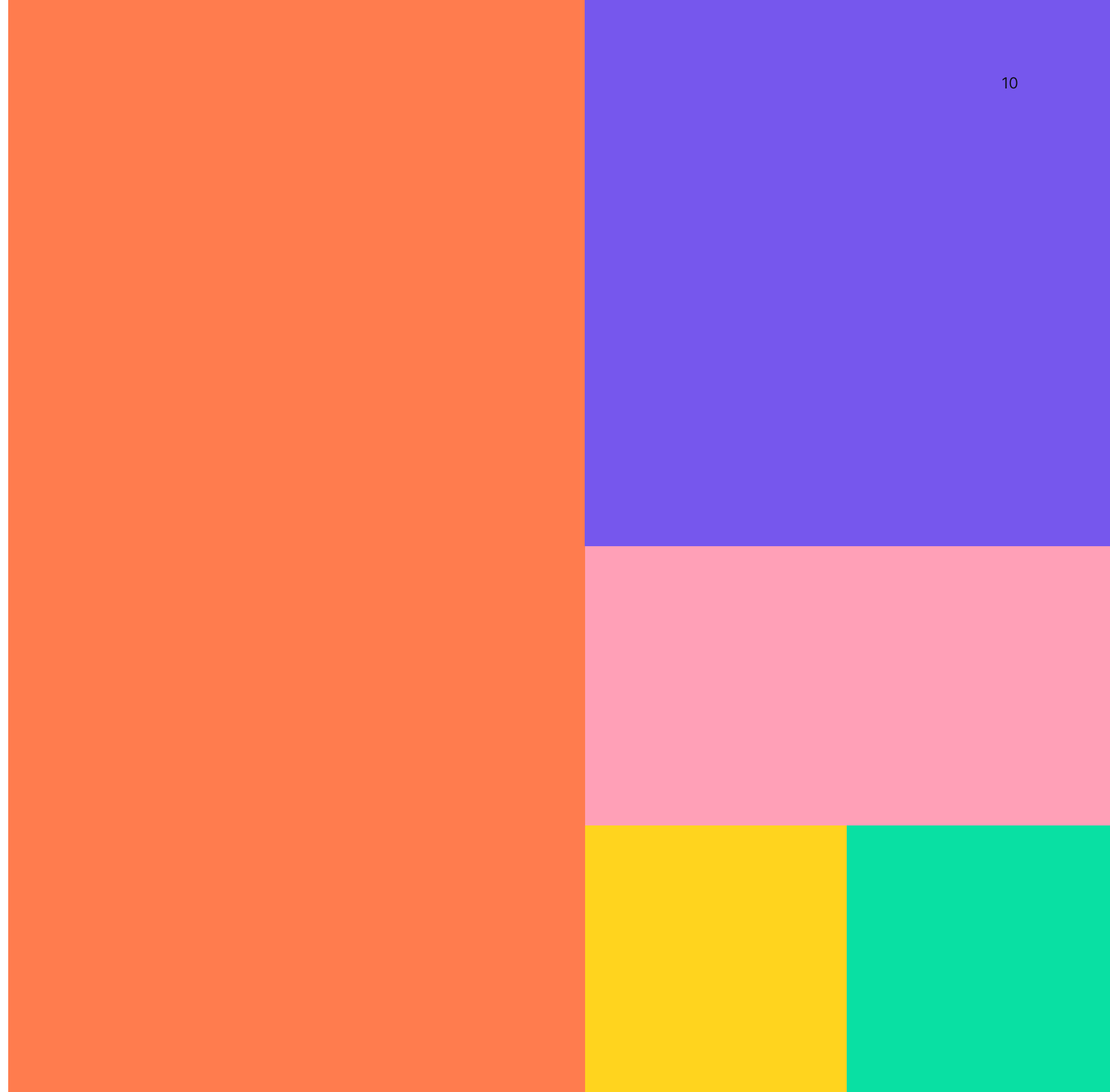
## Exclusion zone

Make sure the logo minimum exclusion zone is equal to the word mark's T height. Recommended negative space around logo is larger.

# Color System

- Primary colors
- Secondary colors
- Specifications
- Colors in UI
- Complementary Gradient
- Colors in Dark UI
- Print colors

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# Web colors

## Primary Color Palette

Our primary colors for use in RGB spaces. Each primary color has lighter shades defined for flexible use.

### Coral

#FF7C4E  
255,124,78

### Majorelle Blue

#7657ED  
118,87,237

### Neon Pink

#FFA0B7  
255,160,183

# Web colors

## Secondary Color Palette

Our secondary colors for use in RGB spaces. To be used as complementary colors balancing the larger use of Coral, Majorelle and Neon Pink. Body text color should be Black throughout.

### Cyber Yellow

#FFD41E  
255,212,30

### Cultured

#EDED  
237,237,237

### Aquamarine

#09E0A3  
9,224,163

### Black

#12121F  
18,18,31

# Web colors

## Specifications

190,182,236 #BEB6EC  
164,152,233 #A498E9  
137,122,231 #897AE7



**Majorelle Blue**  
#7657ED  
118,87,237

239,197,179 #EFC5B3  
239,174,149 #EFAE95  
238,152,118 #EE9876



**Coral**  
#FF7C4E  
255,124,78

241,211,218 #F1D3DA  
241,195,207 #F1C3CF  
241,179,194 #F1B3C2



**Neon Pink**  
#FFA0B7  
255,160,183

245,230,166 #F5E6A6  
246,224,131 #F6E083  
247,218,100 #F7DA64



**Cyber Yellow**  
#FFD41E  
255,212,30

208,251,233 #D0FBE9  
137,228,197 #89E4C5  
113,223,181 #71DFB5



**Aquamarine**  
#09E0A3  
9,224,163

237,237,237 #EDED  
219,219,220 #DBBDC  
152,152,157 #98989D  
108,108,115 #6C6C73  
62,62,72 #3E3E48



**Black**  
#12121F  
18,18,31

# Web colors

## Colors in light user interfaces

The tones in the palette can be represented in labels with combination of intensity.

Read more

The primary colors are well suited for primary buttons.

Network

Protocol

Foundation

Read more

## Decentralized and open-source systems

The Trustlines Network refers to the ecosystem of individuals, projects, and entities aligned on the core idea of Trustlines.

Read more

# Web colors

## Complementary Gradient

In RGB spaces our gradient is great in backgrounds for heroes or fill color for graphical elements. The gradient should not be used within small or complex symbols.



# Web colors

## Complementary Radial Gradient



The gradient comprises the two primary colors of Coral to Neon Pink in **approximately 160 degrees** with both ends located relatively centered within the gradient direction.

```
background: radial-gradient(179.54%  
147.45% at -5.44% 0%, #FF7C4E 14.73%,  
#FFA0B7 64.58%);
```

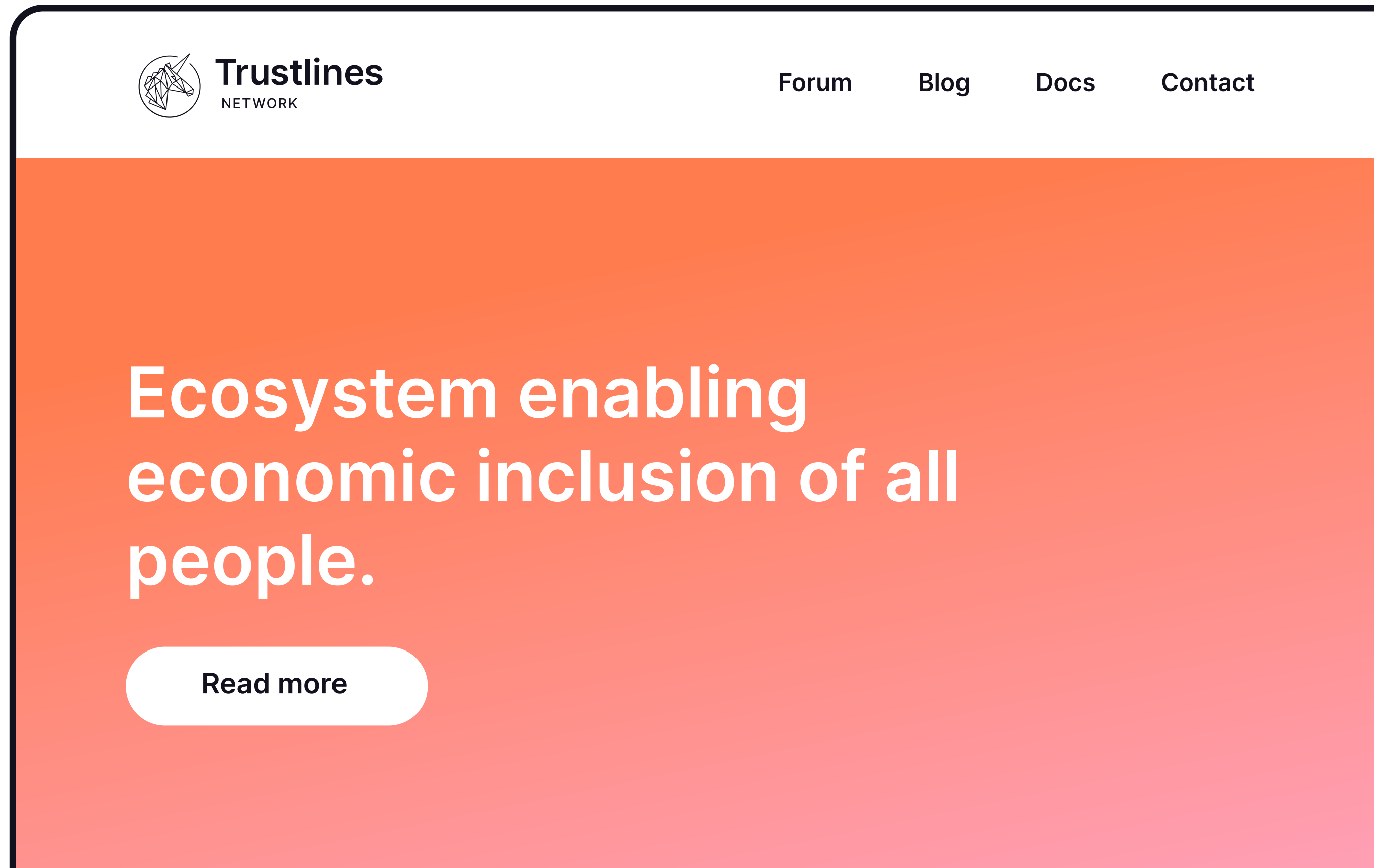




# Web colors

## Colors in user interfaces

We make sure to use colors in high contrast for high-legibility and accessibility to all.



[Forum](#)

[Blog](#)

[Docs](#)

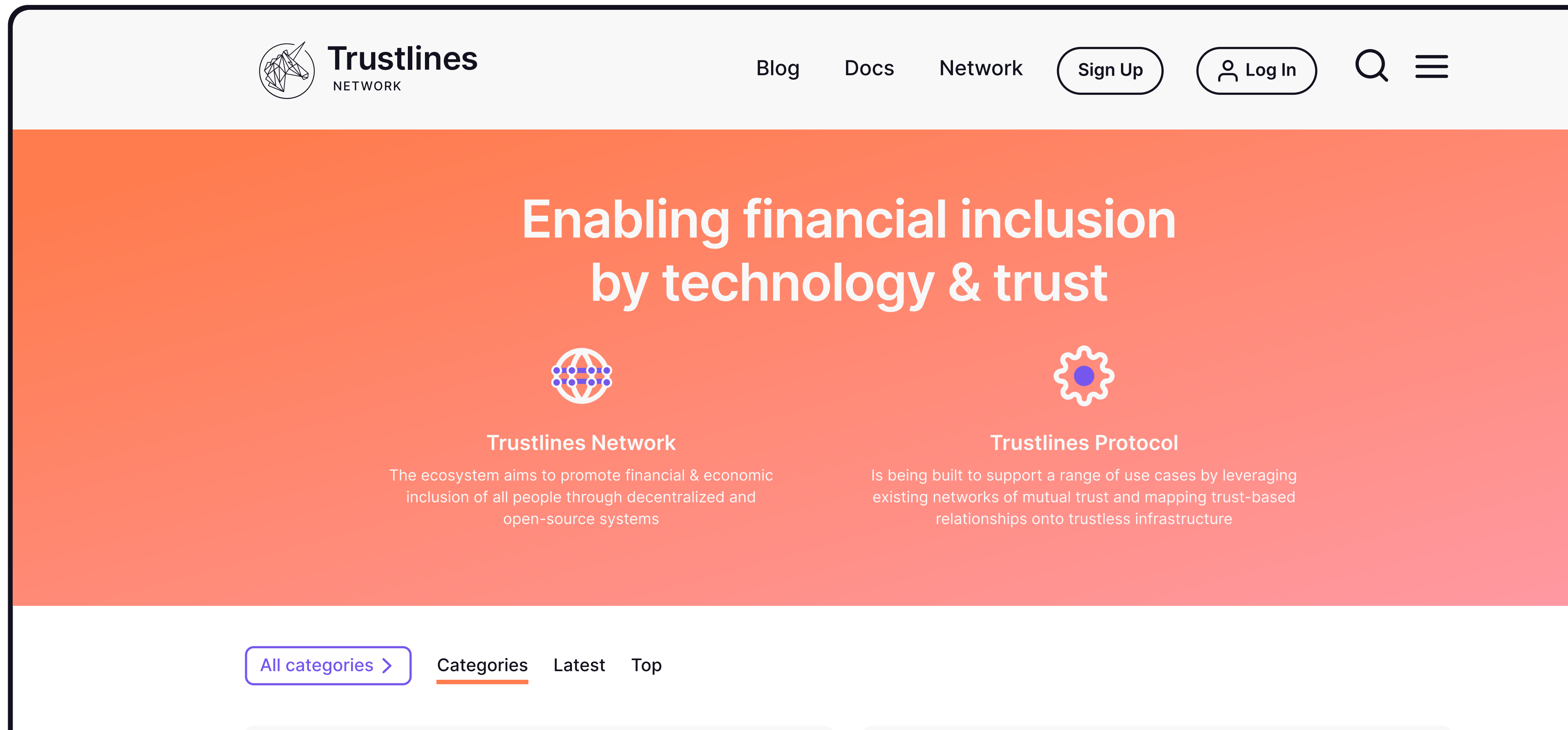
[Contact](#)

Ecosystem enabling  
economic inclusion of all  
people.

[Read more](#)

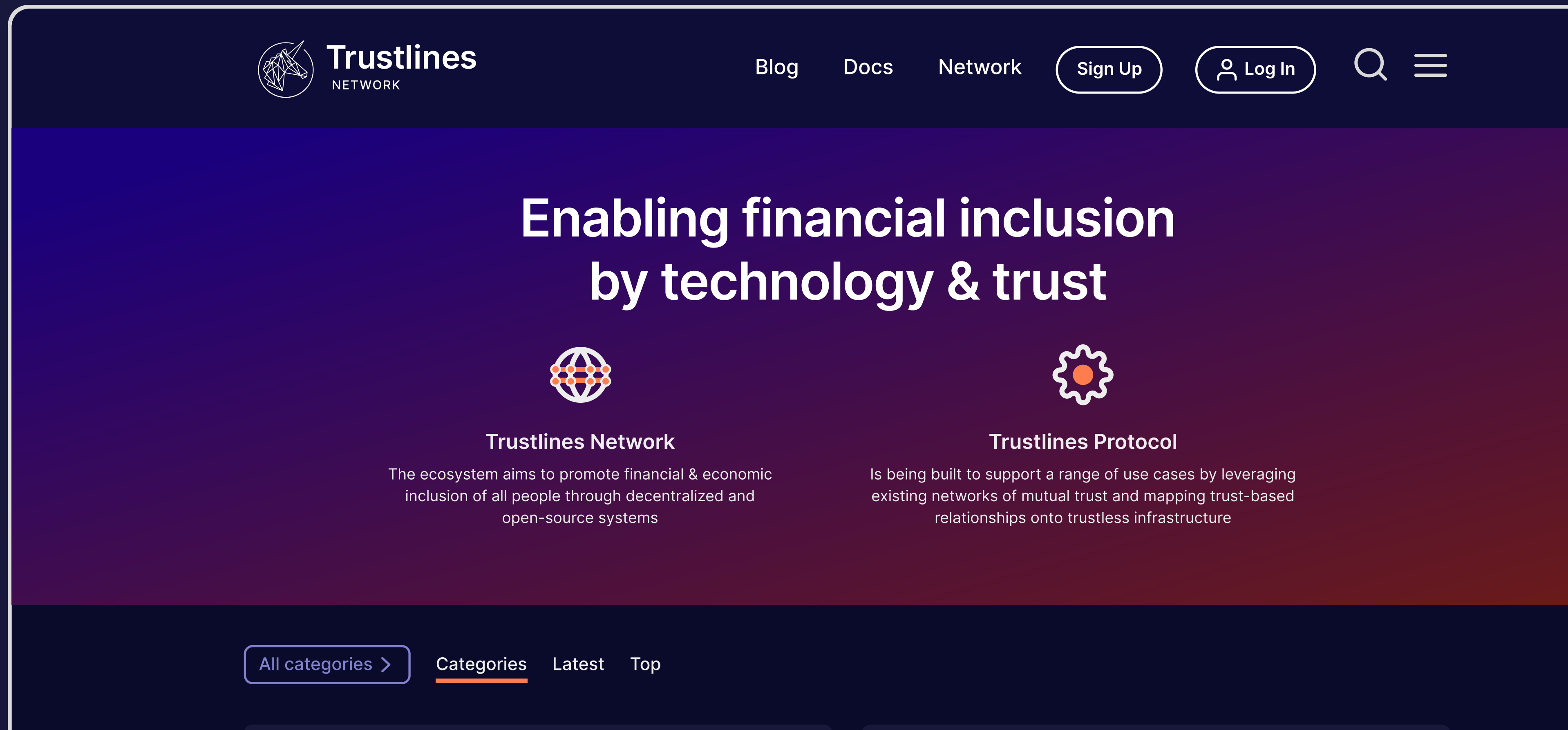
# Web colors

## Colors in light user interfaces



# Web colors

Colors in dark user interfaces



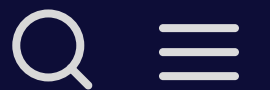
[Blog](#)

[Docs](#)

[Network](#)

[Sign Up](#)

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## Enabling financial inclusion by technology & trust



### Trustlines Network

The ecosystem aims to promote financial & economic inclusion of all people through decentralized and open-source systems



### Trustlines Protocol

Is being built to support a range of use cases by leveraging existing networks of mutual trust and mapping trust-based relationships onto trustless infrastructure

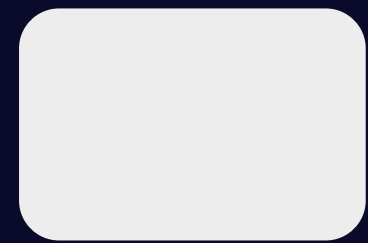
[All categories >](#)

[Categories](#)

[Latest](#)

[Top](#)

# Dark UI colors



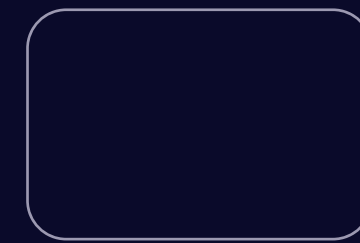
**Dark White**  
#EDEDED



**Grey Blue**  
#9C99B1



**Lilac**  
#8181CB



**Black Blue**  
#0A0A2A

**Darkest Blue**  
#0D0D37

**Darkest Red**  
#48261A

**Darkest Red**  
#3D282D

**Darkest Yellow**  
#2F2A17

**Darkest Green**  
#132D25



**Darker Blue**  
#18183C

**Darker Red**  
#651B01

**Darker Red**  
#642F3B

**Darker Yellow**  
#4E451E

**Darker Green**  
#1A4A3D

**Dark Gradient  
Blue / Yellow**



**Dark Blue**  
#1A007D



**Dark Red**  
#7E2100



**Dark Pink**  
#7D3344



**Dark Yellow**  
#6A5D24



**Dark Green**  
#1E6450



**Dark Gradient  
Blue / Red**

# Print colors

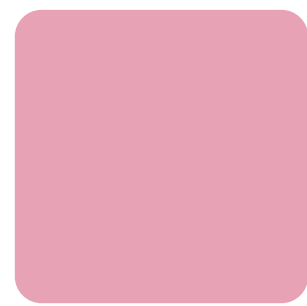
## Specifications



**Blue**  
C 77 / M 74 / Y 0 / K 0



**Red**  
C 0 / M 63 / Y 68 / K 0



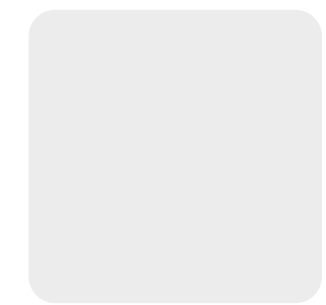
**Pink**  
C 0 / M 50 / Y 11 / K 0



**Yellow**  
C 0 / M 15 / Y 88 / K 0



**Green**  
C 64 / M 0 / Y 52 / K 0



**Grey**  
C 77 / M 74 / Y 0 / K 0



**Black**  
C 95 / M 86 / Y 52 / K 78

# Typography

Typeface  
Weights  
Style guides for UI

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# Typography

## Typeface

Inter

Inter is a modern and well crafted open-source typeface. It features a tall x-height aiding in readability of mixed-case and lower-case text. It has contextual alternates adjusting punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, and more.

**Aa**

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz 1234567890!()?[]{}@\$\$#%

# Typography

## Weights

Regular

Body text  
Captions and legends  
Quotes

Medium

Paragraph headers  
Keywords/highlights  
All caps labels

Semi Bold

Large headers  
Merchandising  
Primary buttons

Using Inter is as easy as downloading & installing the font files.

Use the following CSS or get it from Google Fonts.

```
@import url('https://rsms.me/inter/inter.css');  
html { font-family: 'Inter', sans-serif; }  
@supports (font-variation-settings: normal) {  
  html { font-family: 'Inter var', sans-serif; }  
}
```



Type	Weight	Font size	Line height	Letter spacing
<b>Desktop Hero *</b>	Semi Bold / 600	64px	1.1	-1px
<b>Desktop Heading 1 *</b>	Semi Bold / 600	48px	1.2	-1px
<b>Desktop Heading 2</b>	Semi Bold / 600	36px	1.2	-1px
<b>Desktop Heading 3</b>	Medium / 500	26px	1.2	0px
<b>Desktop Body</b>	Regular / 400	19px	1.5	0px
<b>Desktop Button</b>	Semi Bold / 600	19px	1.5	0px
<b>Desktop Caption</b>	Medium / 500	16px	1.5	0.5 px
<b>Desktop Small Text</b>	Medium / 500	14px	1.5	0.5 px

\* Always Capitalized

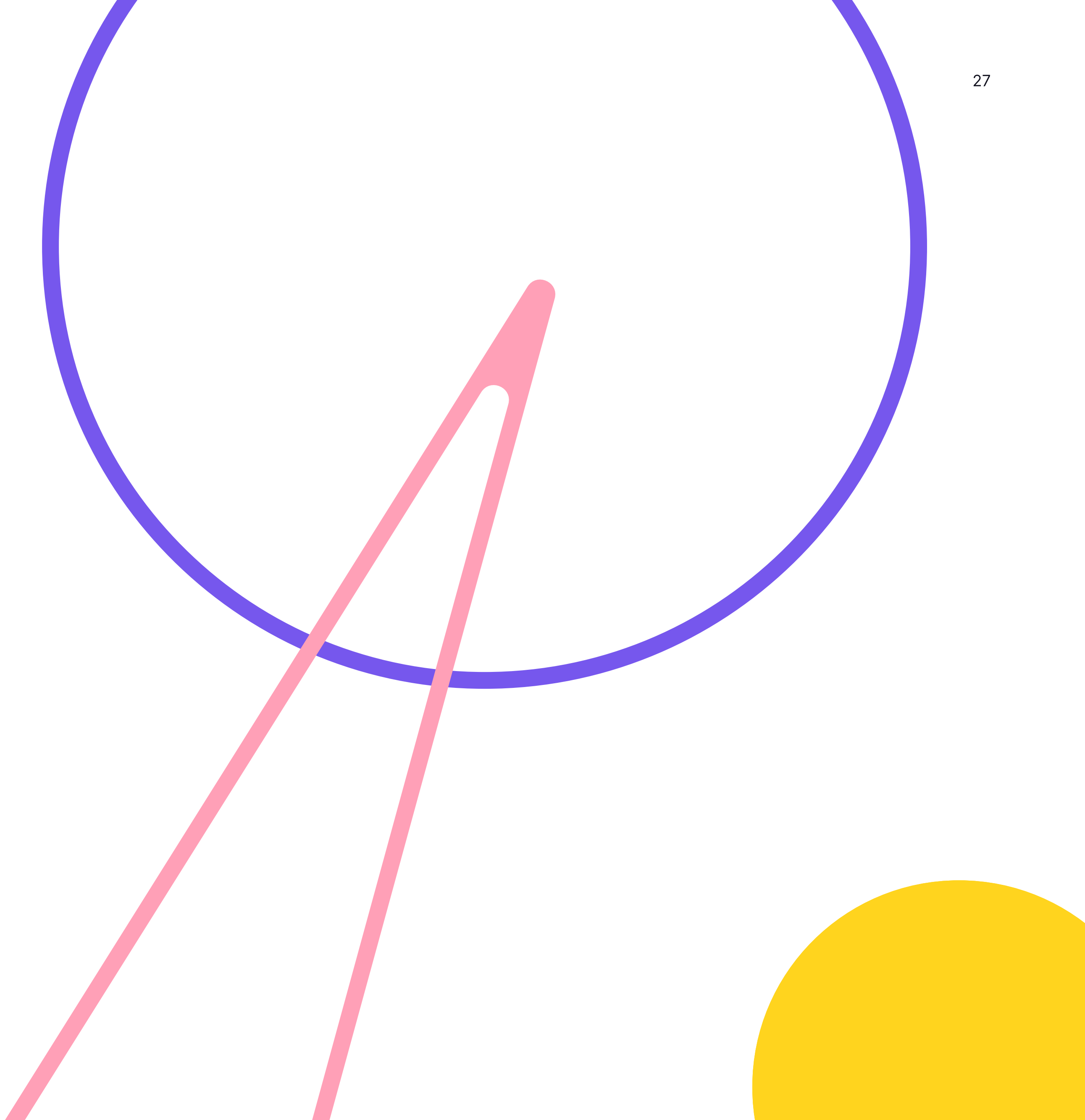
Type	Weight	Font size	Line height	Letter spacing
<b>Mobile Hero *</b>	Semi Bold / 600	38px	1.2	0px
<b>Mobile Heading 1 *</b>	Semi Bold / 600	28px	1.2	0px
<b>Mobile Heading 2</b>	Semi Bold / 600	21px	1.2	0px
<b>Mobile Heading 3</b>	Semi Bold / 600	19px	1.2	0px
Mobile Body	Regular / 400	16px	1.6	0px
<b>Mobile Button</b>	Semi Bold / 600	16px	1.5	0px
Mobile Caption	Medium / 500	14px	1.5	0.5 px
Mobile Small Text	Medium / 500	12px	1.5	0.5 px

\* Always Capitalized

# Identity Elements

Deconstructed soft unicorn  
Icons

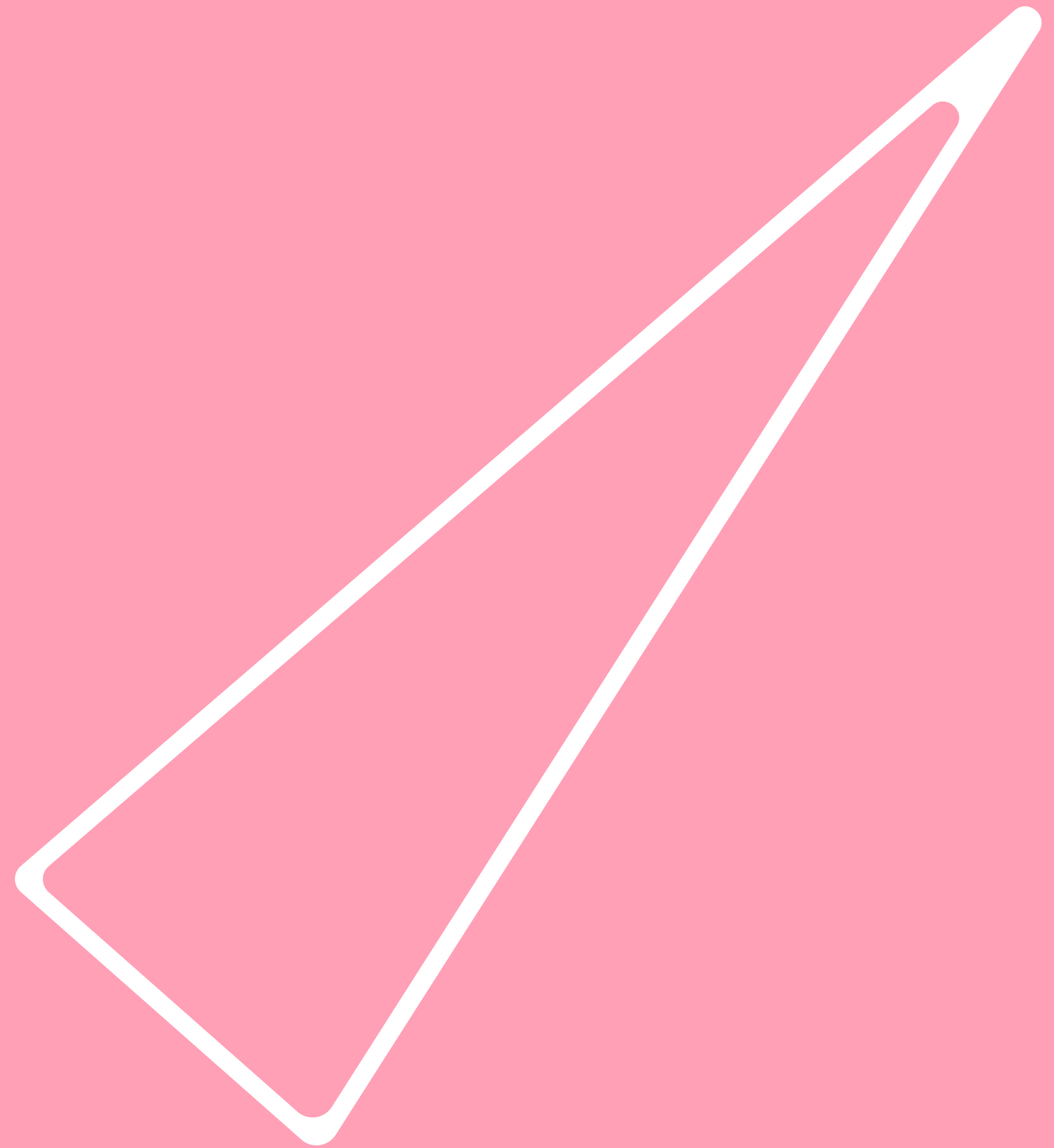
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# Identity Elements

Deconstructed soft unicorn  
UNIHORN

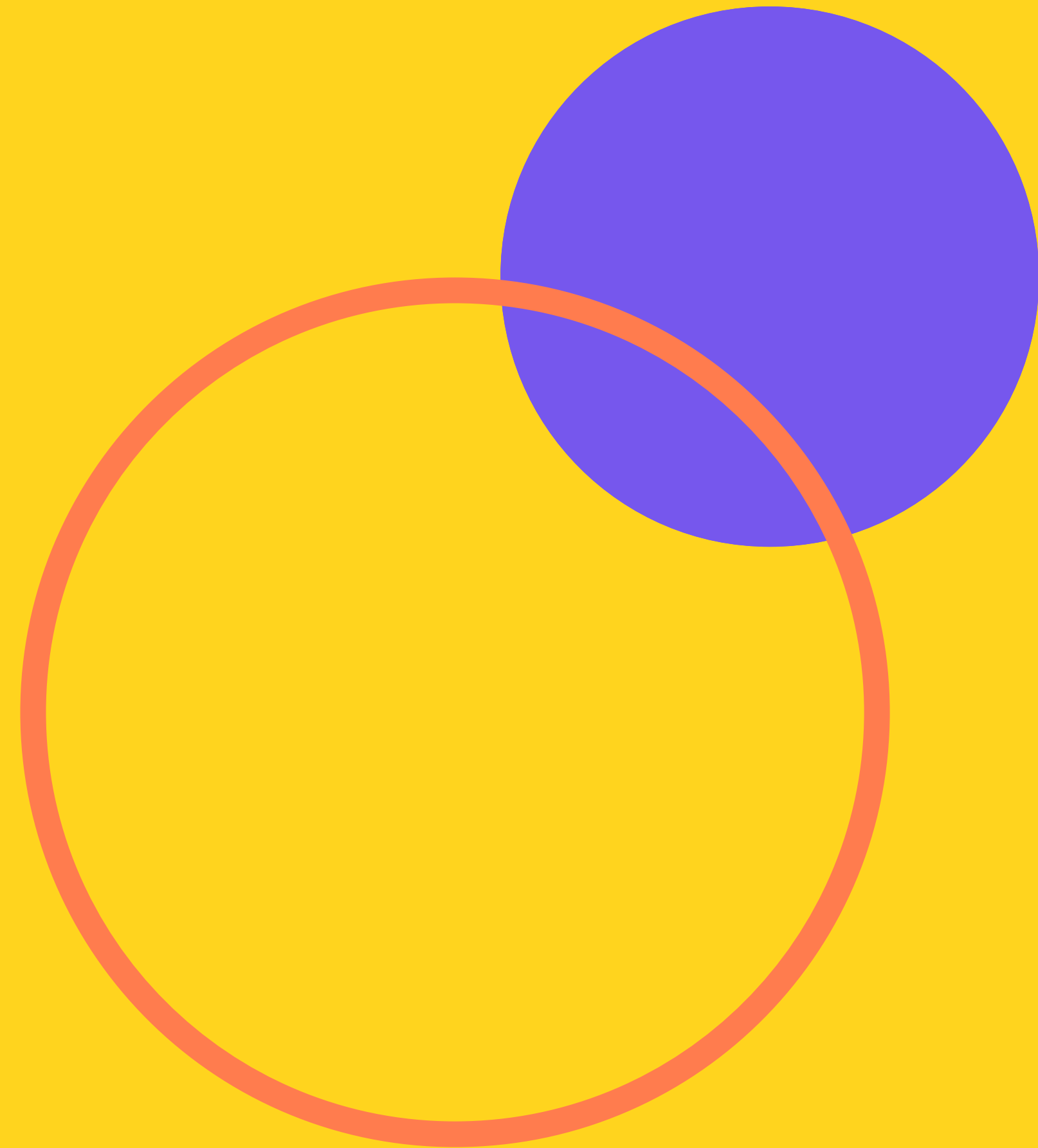
Extracted from the logo, curved and turned in any angle, the unihorn can be used freely in negative spaces to emit feelings of friendliness and playfulness, complementing our stricter use of typography.



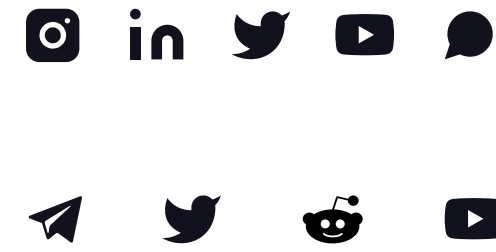
# Identity Elements

Deconstructed soft unicorn  
CIRCLE

The circle is an element we can use in a wide variety of cases as decorative elements. We can use any color from our palette to complement an existing element.



Social



Chevron



Rotation



Symbol



Arrows in circle



Log



Other



Circle



Footer



Square



Octagon



Triangle



Feather Icons Library - feathericons.com

Feather is a collection of simple open source icons. For more info and the entire icon library, visit feathericons.com. For consistency throughout our platforms, please use icons that are a part of this library. Enlarged, they can also be used as decorative elements for blog posts or abstract illustrations.

# Trustlines Foundation

Logo Adaptation

Brand Tonality

Primary Colors

Complementary Gradient

Colors in UI

Social Platforms Presence

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# Foundation

## Logo Adaptation



**Trustlines**  
FOUNDATION

Used without the brand mark, the Foundation variation of the logo is a more serious, trust-emitting one, and shall be used in the brand's black.

Use at minimum width of 150px.



## Brand Tonality

The brand tonality is characterized by the following values and attributes.

### **Collaborative & empowering**

Enabling people to self-organize, by fostering actions that encourage inclusion and solidarity.

### **Pioneering, brave & bold**

Emerging where nothing exists just yet, while challenging and transforming the status quo.

### **Trustworthy & transparent**

Supporting fully transparent and trustworthy infrastructure, free of rent seeking or centralized power models.

#### Foundation distinction

Trustlines Foundation's tonality is similar to Trustlines Network's. Additional, it is a brand that requires a more subtle use of colors and its language is more complex and technical.

# Web colors

## Primary Color Palette

The colors for primary use are the following, The secondary colors remain the same colors from the general palette.

### Majorelle Blue

#7657ED  
118,87,237

### Aquamarine

#09E0A3  
9,224,163

### Neon Pink

#FFA0B7  
255,160,183

# Foundation

## Complementary Gradient

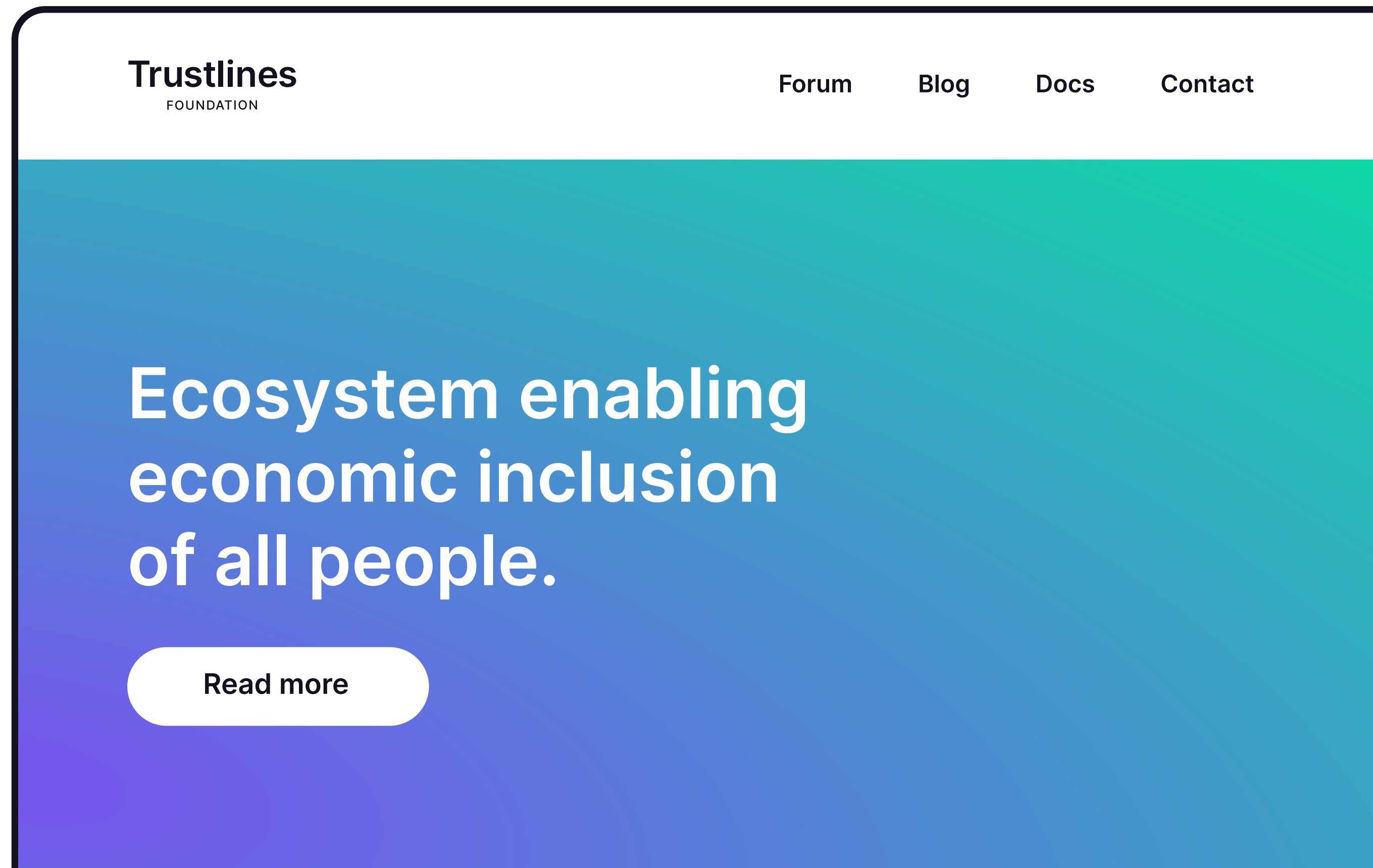
Symbolizing the dawn of a new era of economic inclusion, the foundation's gradient uses the blue as primary color, and transforms into the Aquamarine. Use gradient in approximately 160 degree.

Leveraging  
trust for  
financial &  
economic  
inclusion of  
all people.

# Web colors

## Colors in user interfaces

White is optimal over dark or colorful areas.



**Trustlines**  
FOUNDATION

[Forum](#)

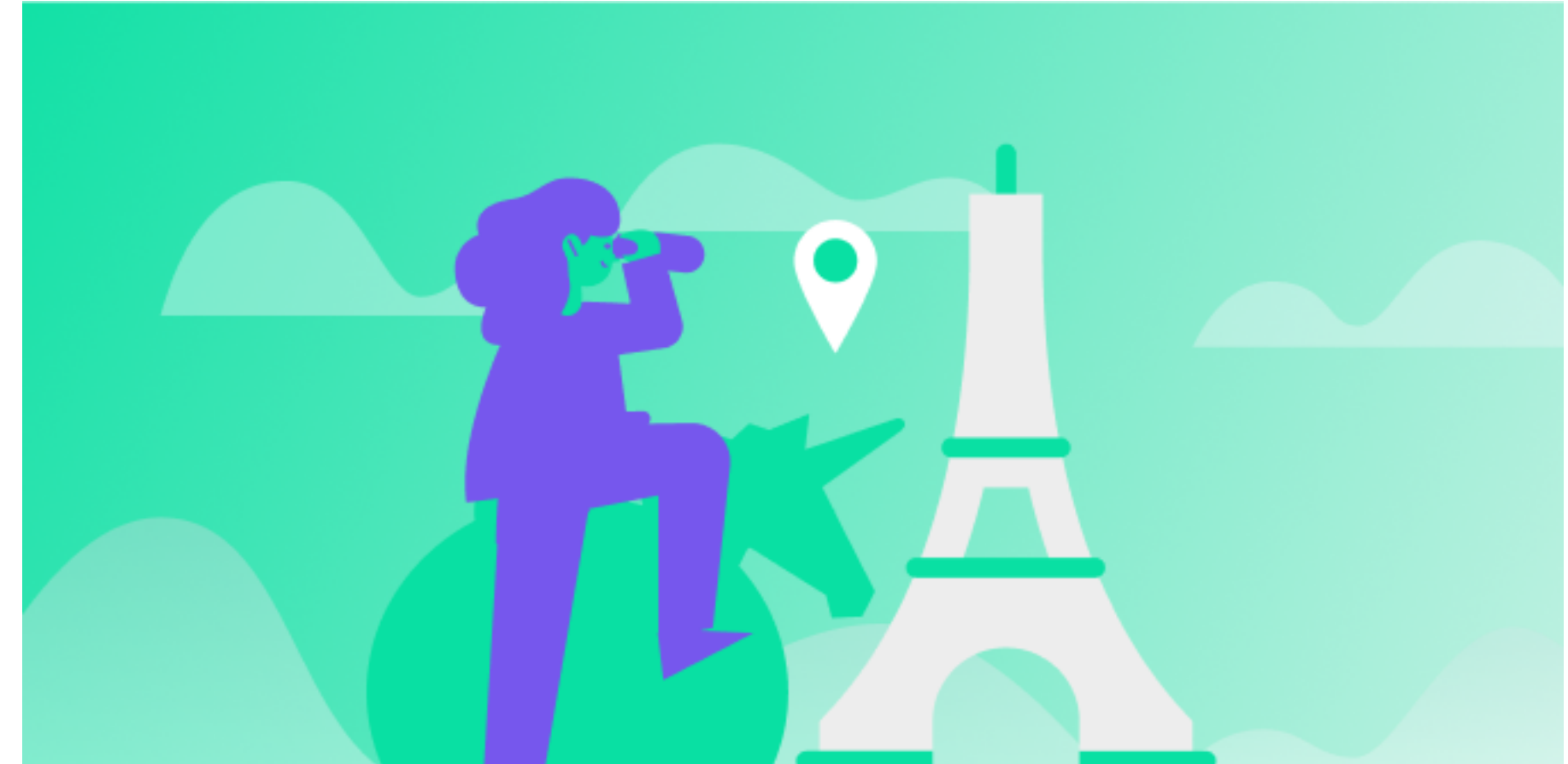
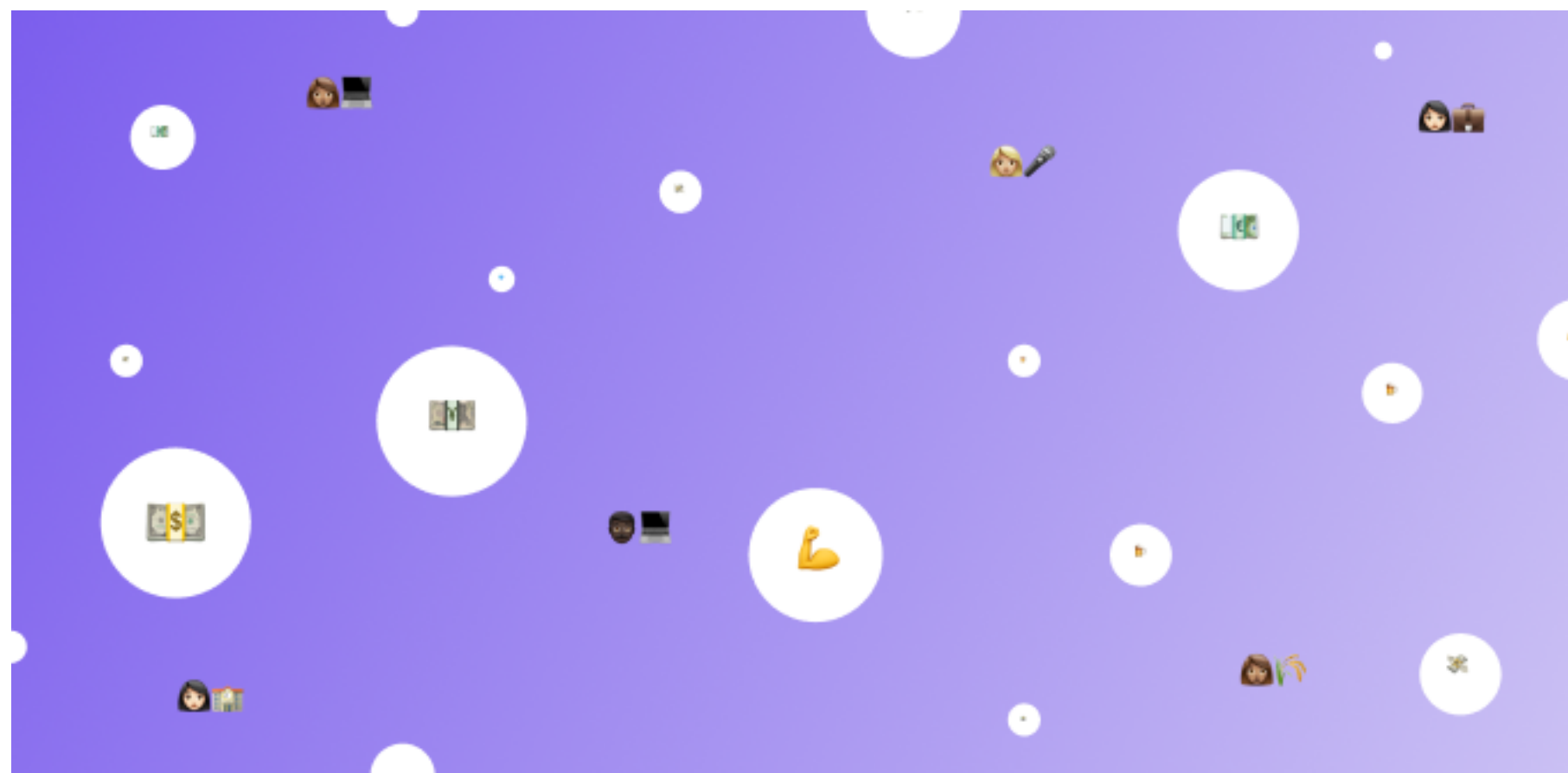
[Blog](#)

[Docs](#)

[Contact](#)

**Ecosystem enabling  
economic inclusion  
of all people.**

[Read more](#)



**Blog Post Images**

The visuals accompanying blog posts should not create distraction from the content it accompanies. An abstract use of graphical elements over monochromatic gradients from any of our shades colors is recommended.

## Social Platforms Presence



### Twitter

Use the foundation gradient to fill the header and use simple colors for the profile image.

# Thanks!

For any questions, email [contact@trustlines.foundation](mailto:contact@trustlines.foundation)

# TLD Design.