HORIZEN
LABS

Brand Guidelines

Horizen Labs / OCT 2023

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The Logo(s)

HORIZEN
LABS

Primary Vertical logo (Preferred)

Used at all times.

HORIZEN
LABS

HORIZEN
LABS

Secondary Horizontal logo

Used if size or space compromises the legibility of primary logo type.

HORIZEN LABS

HORIZEN LABS

Icon

The Logo(s) in color

HORIZEN
LABS

Vertical logo

Used at all times.

HORIZEN
LABS

HORIZEN
LABS

Horizontal logo

Used if size or space compromises the legibility of primary logo type.

HORIZEN
LABS

HORIZEN
LABS

Icon

Logo Usage

Clear space

Mandatory “clear space” in size of “O” in Horizen around the logo, mark must be incorporated at all times.

Minimum size

The logo can be scaled up as much as possible, but follow the restricted minimum size when used small.

Digital: 26px
Print: 12mm

Digital: 35px
Print: 17mm

Don’t

Edit, re-create or add any effects to the logo.
Use as provided.

Color Palette

Main Colors

Digital Mint

RGB: 165/255/244
CMYK: 32/0/13/0
HEX: #A5FFF4

Crypto Teal

RGB: 76/223/221
CMYK: 57/0/20/0
HEX: #4CDFDD

Binary Blue

RGB: 4/23/66
CMYK: 100/98/49/46
HEX: #041742

Virtual Blush

RGB: 254/191/255
CMYK: 7/29/0/0
HEX: #FEBFFF

Cyber Magenta

RGB: 242/81/234
CMYK: 28/69/0/0
HEX: #F251EA

Gradients

Crypto Teal — Cyber Magenta

Digital Mint — Virtual Blush

Cyber Magenta — Binary Blue

Typefaces

Aa

Azaret Mono

FONT FOR TITLES

Bold

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z
1 2 3 4 5 6 7 8 9 0 # + - @ = % / > ([? !])

Aa

Roboto

FONTS FOR BODY COPY

Light
A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9 0 # + - @ = % / > ([? !])

Regular
A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9 0 # + - @ = % / > ([? !])

Italic
A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9 0 # + - @ = % / > ([? !])

Bold
A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9 0 # + - @ = % / > ([? !])

Visuals

Embrace flat, bold, and vibrant 3D illustrations that capture attention.

Use the brand's boldest colors to draw the user's eye and maintain a trendy, web3-inspired aesthetic.

Ensure illustrations align with the brand's unique style for a cohesive visual identity across platforms.

Supporting Visuals

Supportive visuals suitable for diverse purposes like social media backgrounds, presentations, and various assets are crafted through a blend of gradients and line art.

The use of dynamic line art portrays a shape's transformation into another, symbolizing the evolution from web2 to web3.

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