



xddai

BRAND GUIDE

2021

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XDAI
STANDS
FOR

Connected Ecosystem

Energy Efficient

Low Fees

Dual Token Chain

BRAND EXPLAINER



Image Mark

The Image Mark is most used as an abbreviation, as app icon, in profile and social media accounts.

Word Mark

The Word Mark is usually a stylized version of the brand's name using an existing font or using letterforms created from scratch.

[Pitch Deck](#)
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User Experience

Everything else the user or customer experiences that communicated from and about the brand and product. Clarity and consistency are most important for a brand.

Identity

Branding

Description

IDENTITY

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PRIMARY LOCK-UP



An Identity or Logo is made up of two parts: an Image Mark and Word Mark. These can be used together, or separately. Generally speaking a brand always has both or only a Word Mark. It's rare for brands to only have an image mark.

VERTICAL LOCK-UP



The vertical lock-up is meant to be used in circumstances where emphasis on the logomark is necessary or where special limitations don't allow for the primary lock-up.

CLEARANCE



Make sure there is ample room surrounding the logo at all times. To ensure proper clear space, allow for at least the image mark's x width in any direction.

COLOR VARIANTS



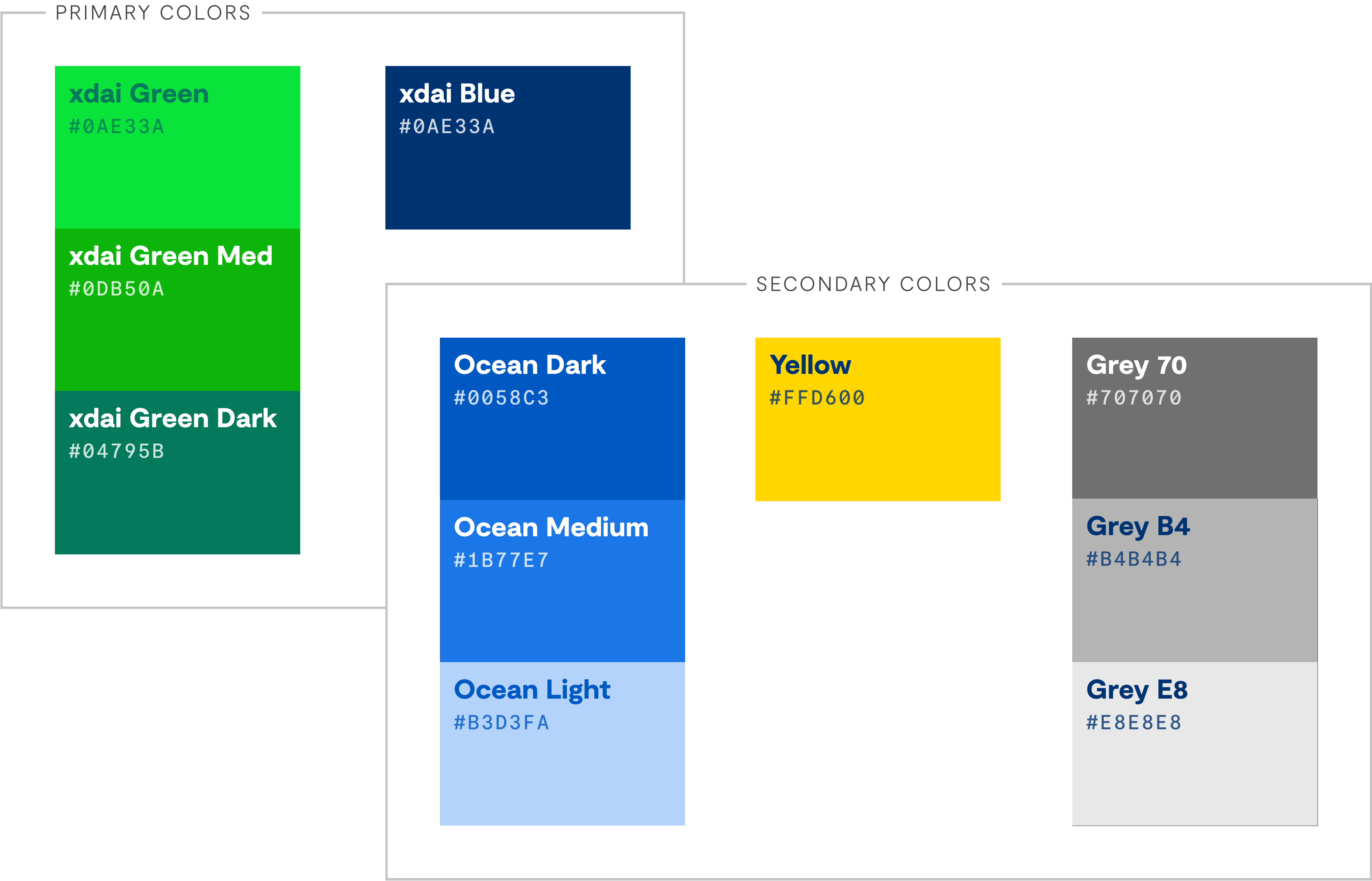
Alternate color variations for use cases that require a minimal color palette or a dark background.



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COLOR PALETTE



Primary and secondary colors.

TYPOGRAPHY

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FONTS

Moderat is a geometric sans-serif typeface designed by Fabian Fohrer and Fabian Huber of TIGHTYPE. The design features a large x-height, fairly tight apertures and a nice set of stylistic alternates. Moderat is available in two weights—regular and bold—but doesn’t contain italics, so it is best suited for display use.

PRIMARY FONT

Moderat

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!/?&()*'”%@

Medium

Regular

Medium

Bold

ILLUSTRATION

Introduction

Identity

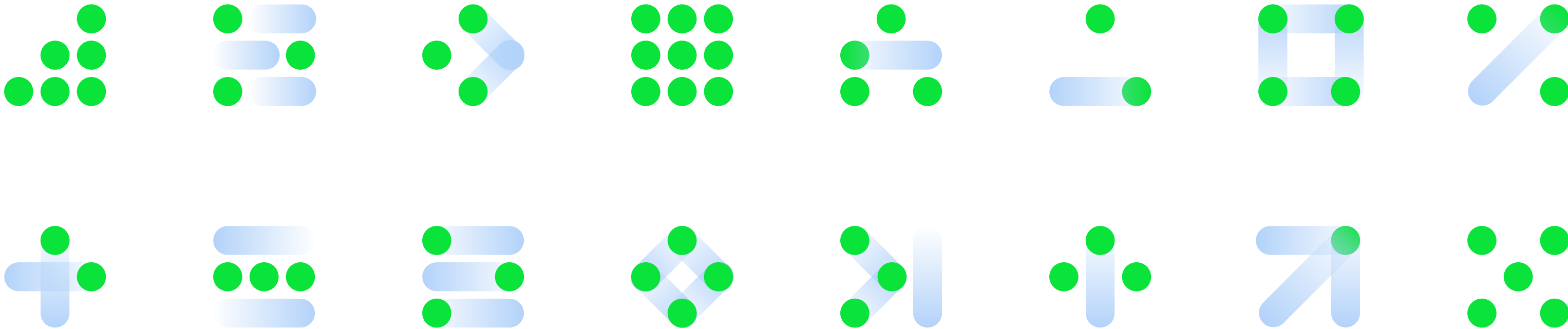
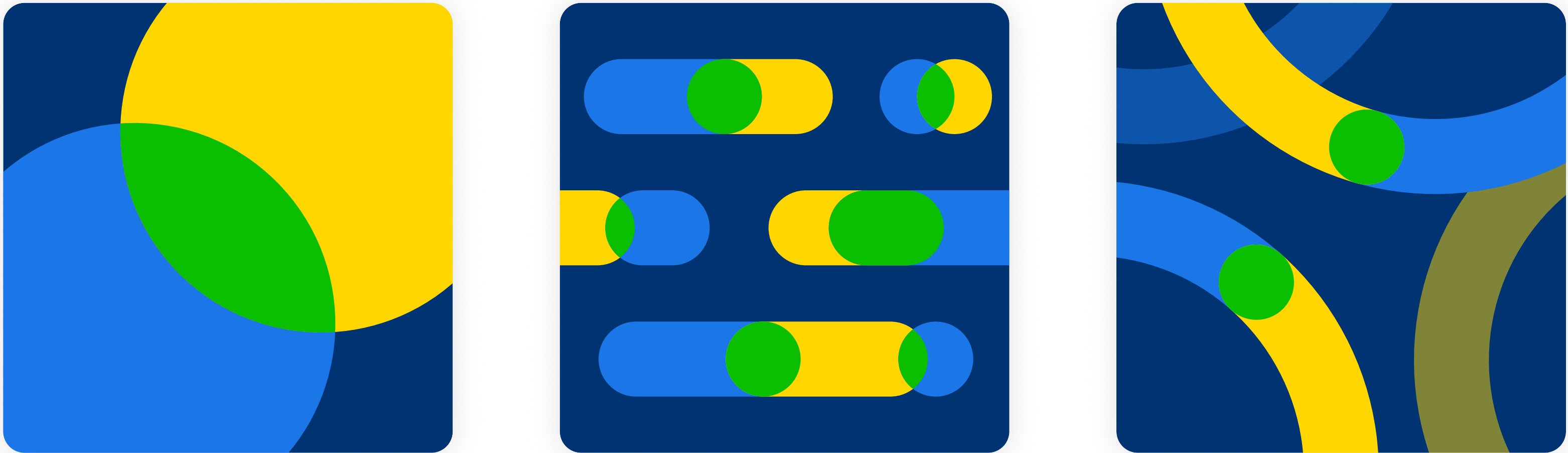
Color

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COVERS & ICONS



Geometric shapes and colors that are kinetic and communicate ideas of connectedness and duality.

APPLICATION

Introduction

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APPAREL & ADS



Hypothetical applications of the brand.

