



# Brand Guidelines

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# The Logo Suite

**Primary Vertical logo (Preferred)**

Used at all times.



**Secondary Horizontal logo**

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



**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: 35px  
Print: 17mm



Digital: 26px  
Print: 12mm

## Don't

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



# Color Palette

## Main Colors

<div>Binary Blue</div> <div><div>HEX: #041742</div><div>RGB: 4, 23, 66</div><div>CMYK: 100, 95, 36, 51</div></div>	<div>Teal</div> <div><div>HEX: #4CDFDD</div><div>RGB: 76, 223, 221</div><div>CMYK: 66, 0, 24, 0</div></div>	<div>Lavender</div> <div><div>HEX: #BBC0FF</div><div>RGB: 187, 192, 255</div><div>CMYK: 24, 22, 0, 0</div></div>	<div>Magenta</div> <div><div>HEX: #F251EA</div><div>RGB: 242, 81, 234</div><div>CMYK: 19, 78, 0, 0</div></div>
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## Gradient



# Typography

## Title Font

**Aa IBM Plex Sans**  
Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz1234567890#+-@=%/>([?!])

## Body Copy

**Aa Roboto**  
Regular, *Italic*, Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz1234567890#+-@=%/>([?!])

## Technical font

Used for code snippets, data, labels, and technical references

**IBM Plex Mono**  
Bold

# Typography in Use

## Title

Family: IBM Plex Sans  
Font size: 45pt

# Building the Infrastructure of the Verifiable Web

## Subheading

Family: IBM Plex Sans  
Font size: 30pt

## Secure and Reliable Execution

## Copy

Family: Roboto Regular  
Font size: 15pt

We build systems that make truth verifiable and privacy practical. From our own products to mission-critical client work, we deliver privacy tech, protocol design, and post-quantum readiness built for production.

## Button

Family: IBM Plex Mono  
Font size: 11pt

TALK TO AN EXPERT

# Key Visual Gradients

Core brand visuals using gradient-based compositions. Clean, bold, and consistent across all key touchpoints.



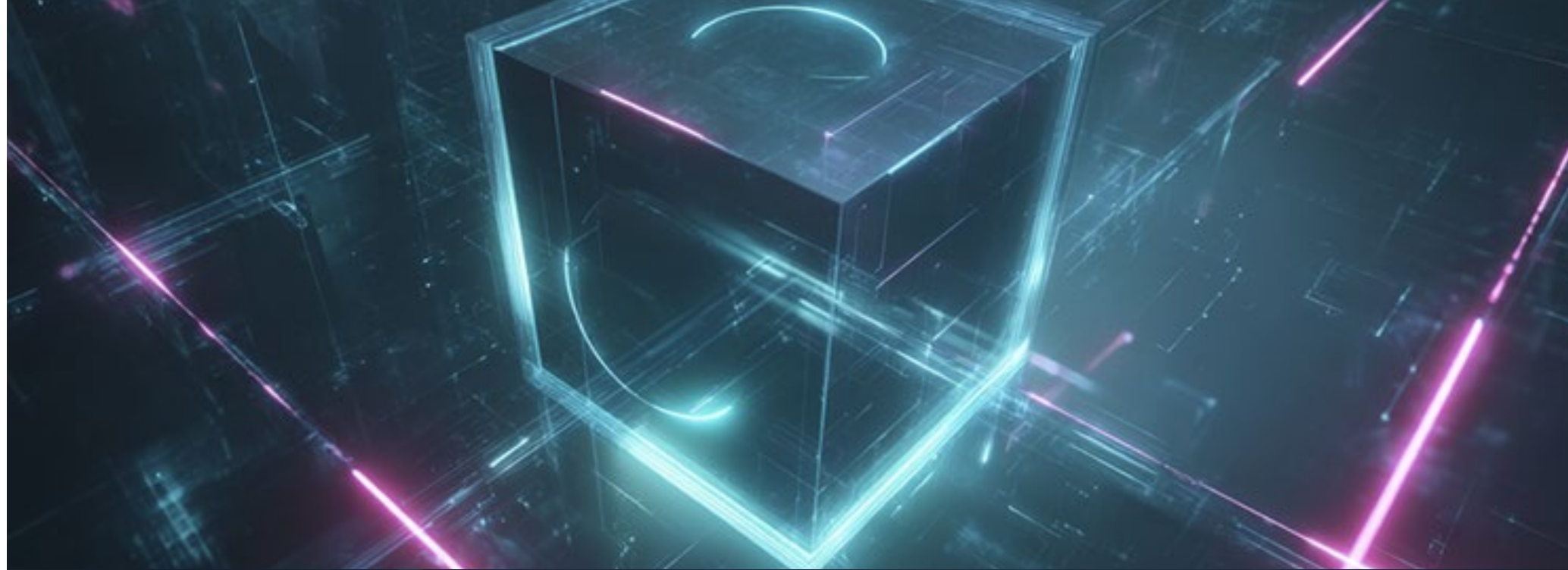


# Abstract Tech Visuals

Abstract, futuristic visuals that represent technology concepts (networks, grids, cubes, etc.).

Use for:

- Blog thumbnails & hero images
- Social media (when more illustrative context is needed)
- Supporting sections on landing pages





# Brand Usage

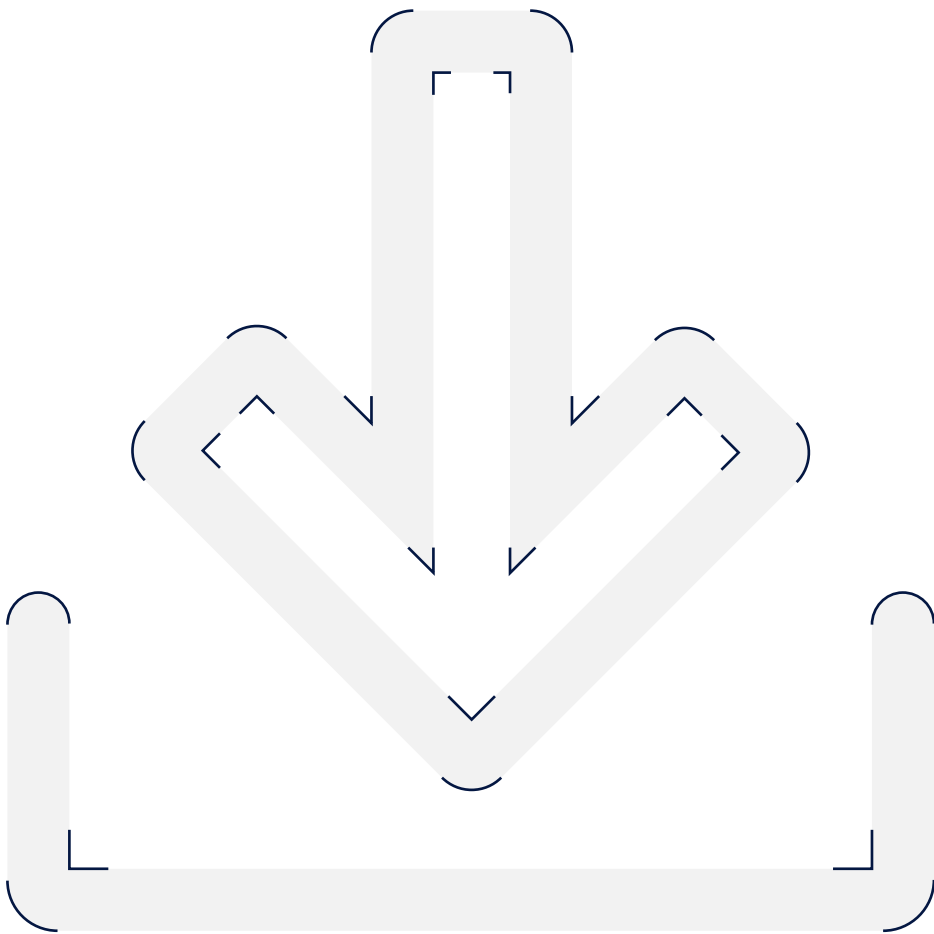




# Iconography

## Basic Icons Guideline

- Curved outside edges.
- Angled inside edges.
- Curved caps.



## Boxed Icons



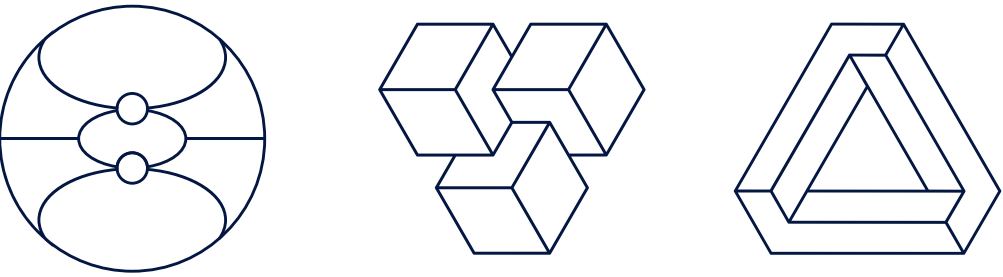
## Icons



## Social Icons



## Illustrative Icons





# Brand Guidelines