



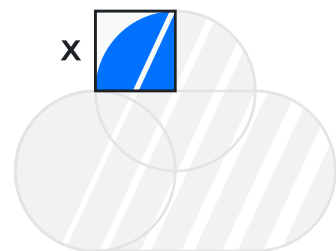
Brand Guidelines

v1.6

Our logo

Lockups, clearspace, and minimum size requirements.

Our logo has perfect mathematical proportions, where X is the radius of the circles that make up the Skycoin cloud. There are three logo lockups and a minimum size for each.



Lockups



Cloud Only



Vertical



Horizontal

Minimum Size



24px x 20px



60px x 38px



90px x 30px

Color variations

Our logo has three color variations.



Blue & Black: Use when on a light background colors.



White & White: Use when on our primary blue background color or image.



Blue & White: Use when on dark background colors.

A bunch of logo no's

It's important that our logo only be used in the correct way as to keep a consistent brand identity.



Don't use the cloud with a solid fill.



Don't put a drop shadow on the logo.



Don't use the color version of the logo on color backgrounds.



Don't put the logo on a slant.



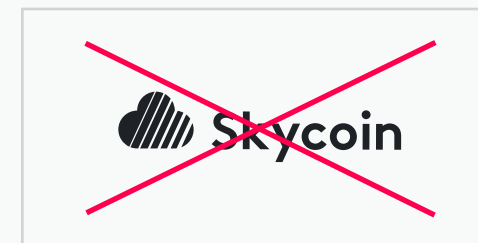
Don't put the color version of our logo on an image.



Don't use alternative lockups of our logo.



Don't use any color other than our primary blue or white as the color of the cloud.



Don't use a black version of our logo, though there are a few exceptions (ie: packaging).



Don't mess with the logotype.

Our colors

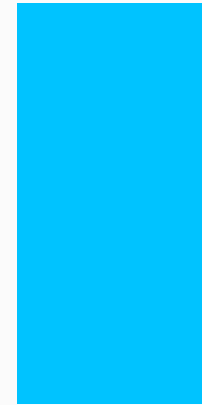
Color variations

These are our colors. There may be other colors we discover use cases for in the future, but for now, this is it.

Primary colors



Primary Blue
#0072FF



Light Blue
#00C3FF



Primary Gradient
#0072FF to #00C3FF



Gold (Accents)
#FFC125

Validation colors



Green (Success)
#00DF80

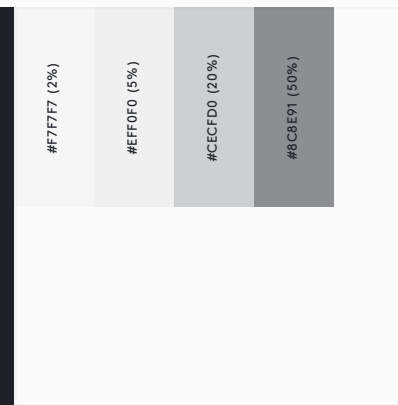


Red (Error)
#FF004E

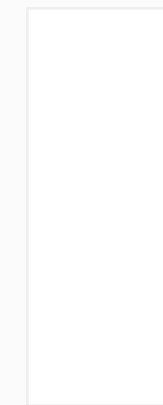
Black, grays, and whites



Our Black
#1E2227



Our White
#FBFBFB



True White
#FFF

Our fonts

Our font family

We only have two fonts.

Our general purpose font is Skycoin Sans, which is a modified version of Brown.

Our second font is a monospaced font for use in code examples.

Skycoin Sans

AaBbCc 123

The quick brown fox jumped
over the lazy dog.

1234567890 !@?&(),.,;\|

Regular

AaBbCc 123

**The quick brown fox jumped
over the lazy dog.**

1234567890 !@?&(),.,;\|

Bold

Inconsolata

AaBbCc 123

The quick brown fox jumped
over the lazy dog.

1234567890 !@?&(),.,;\|

Bold

AaBbCc 123

The quick brown fox jumped
over the lazy dog.

1234567890 !@?&(),.,;\|

Regular

All together

Here's an example layout of our fonts working together.

This is an H1 headline

This is an H2 headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vitae erat feugiat, blandit tortor nec, lobortis velit. Nunc tristique ligula ut turpis dignissim vehicula. Sed eget scelerisque nisl. Etiam consequat urna efficitur, tempor est ac, aliquet lacus. Integer imperdiet, sem a [maximus porttitor](#), risus turpis maximus est, nec faucibus purus dui sed sem. Nunc eleifend ac lectus eget posuere. Aenean porta, ligula nec aliquam gravida.

Ut venenatis rutrum enim sit amet ultrices. Quisque fringilla egestas interdum. Aliquam vulputate dignissim accumsan. Morbi non pulvinar neque. Integer eu sodales nisi. Vivamus et leo non sapien viverra hendrerit. Aliquam erat volutpat.

```
// SnapshotHash returns hash of UxBody + UxHead
func (uo *UxOut) SnapshotHash() cipher.SHA256 {
    b1 := encoder.Serialize(uo.Body) //body
    b2 := encoder.Serialize(uo.Head) //time, bkseq
    b3 := append(b1, b2...)
    return cipher.SumSHA256(b3)
}
```

Thanks!