

# web3.storage Brand Guidelines

March 14th, 2022

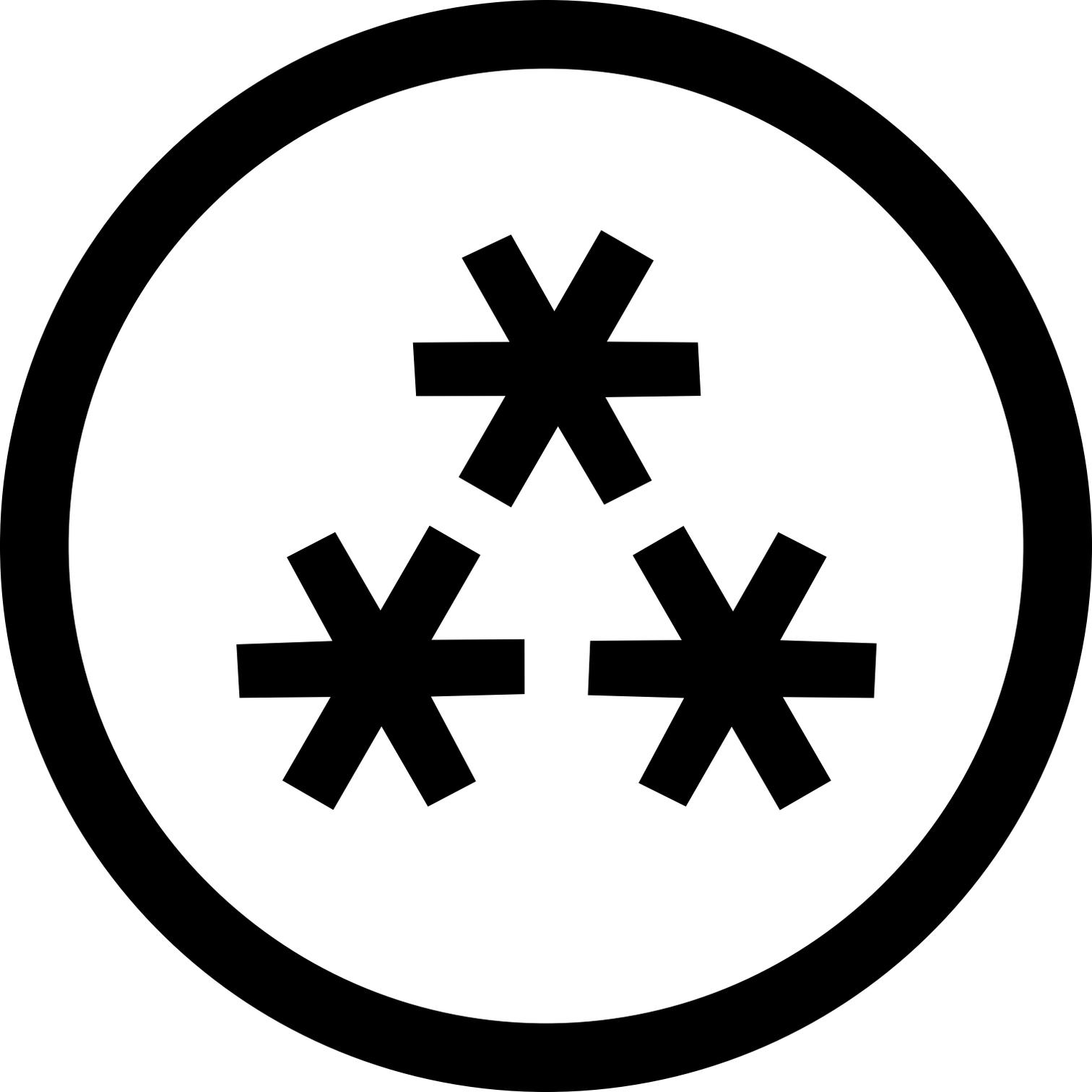
Scroll Down

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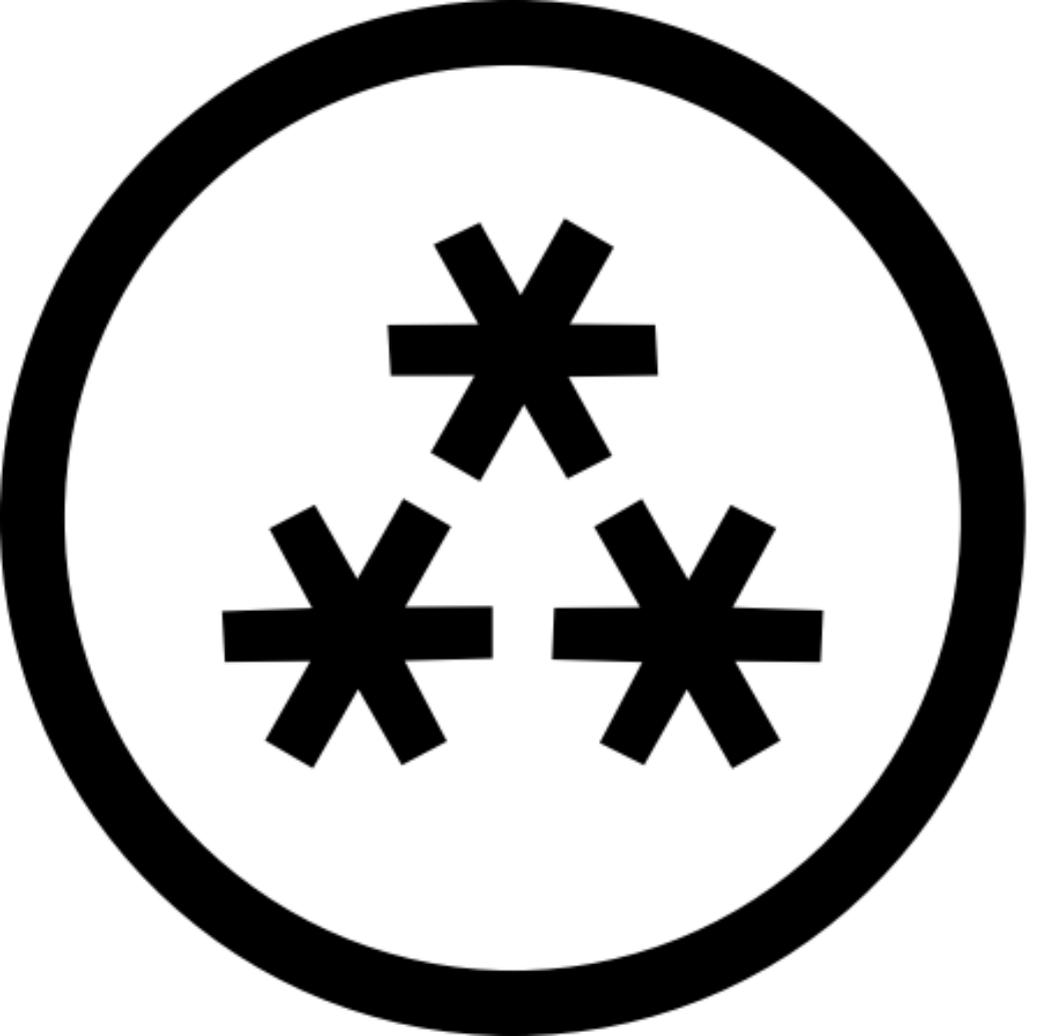


**The easiest way to store data  
on the decentralized web.**







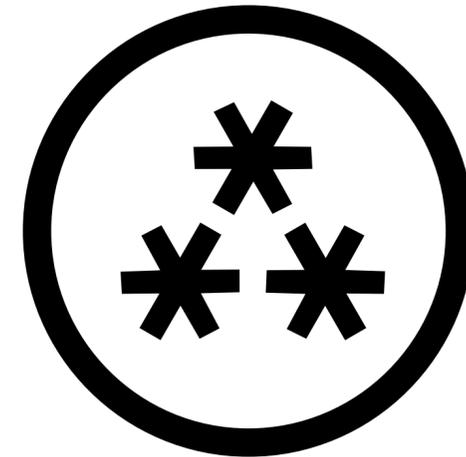


**web3.storage**

# Logomark

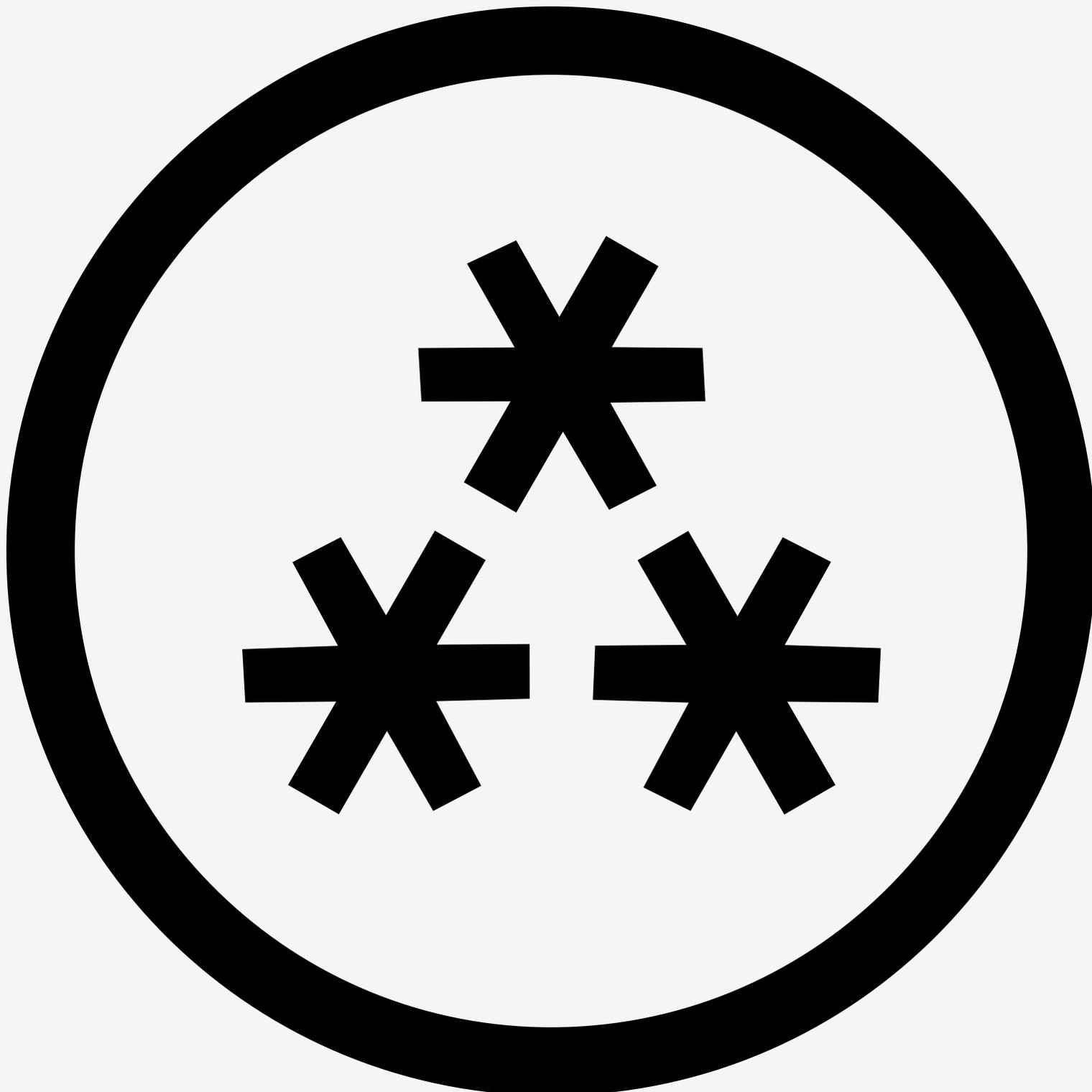
This unique mark is the face of the brand and represents its identity whenever the full logo is not used.

As an immediate relative of the brand identity, the mark reflects the established brand elements.





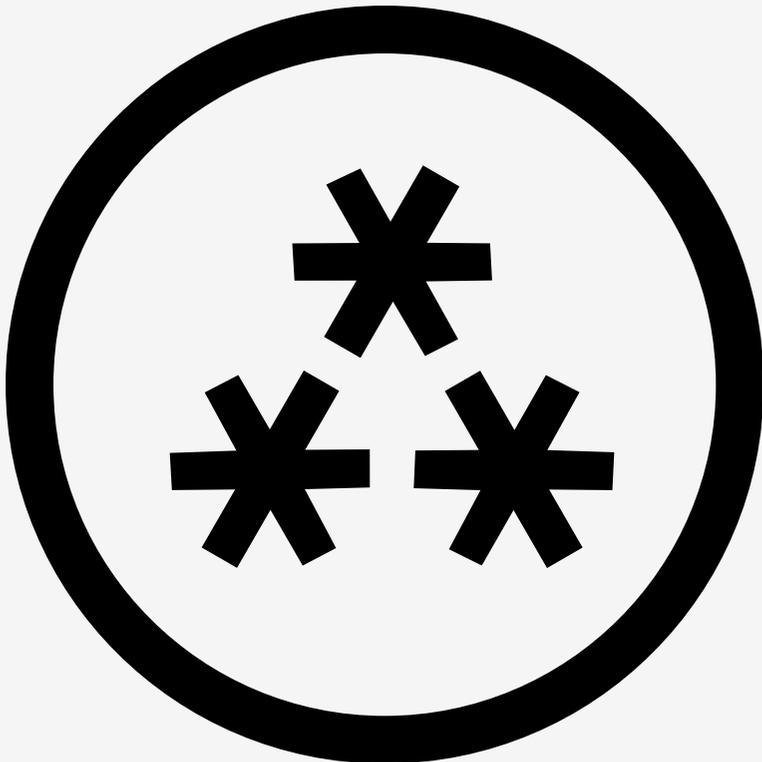














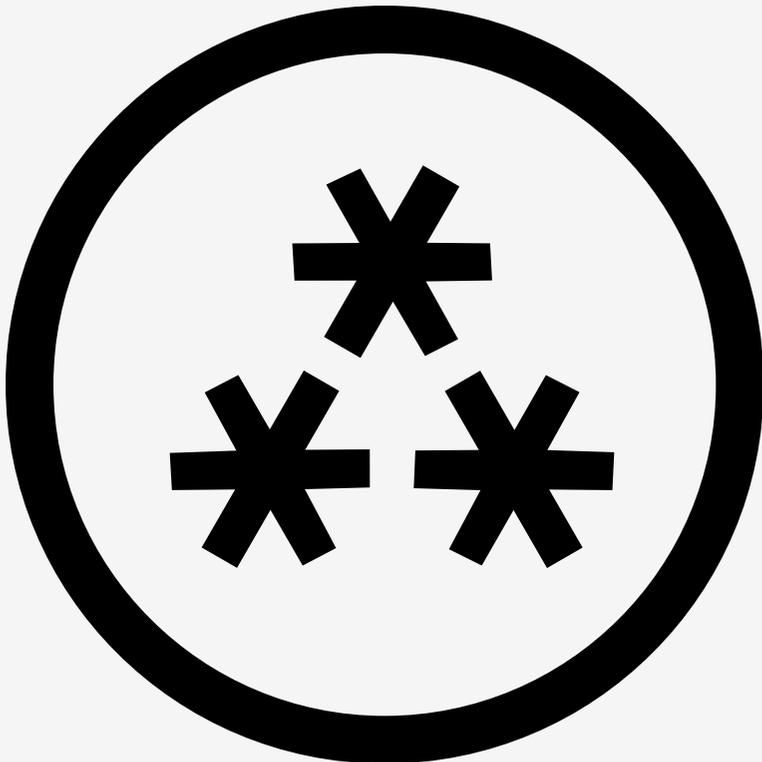
# Logo

This is the primary logo for Web3.Storage.

This logo should be used in most applications of the brand identity.











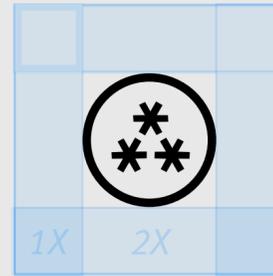


# Clearspace

Using the indicated clear space for each rendition of the Web3.Storage logo ensures legibility and consistency across all sizes, and across all applications of the brand identity.

Half the width of the logomark can be used as a guide for determining minimum clearspace. Alternatively the single squares can be used as a guide.

*Logomark*



*Logotype*



*Logo*



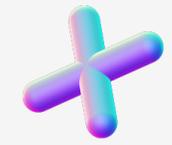


The easiest way to store data  
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 web3.storage

**The easiest way to store data  
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# Scalability

Minimum logo height: 45px



250px

Logo height: 75px



414px

Logo height: 100px



552px



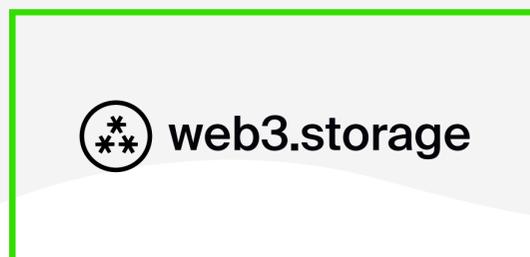
The easiest way to store data  
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**The easiest way to store data  
on the decentralized web.**



# Logo Misuse



*Correct Logo Use*



*Different mark color*



*Added drop shadow*



*Wordmark to left*



*Different wordmark color*



*Logo in off brand colors*



*Logo angled*



*Logomark on an angle*



*Added gradient to logo*



*Logomark larger*



*Logomark stacked vertically*







# Color Palette

A brand's color palette is an extension of the brand elements and includes a broader range of tones, hues and shades for more diverse applications of the brand identity.

<i>HEX #FFFFFF</i> <i>RGB 255 / 255 / 255</i> <i>CMYK 00 / 00 / 00 / 00</i> <i>PMS 663 C</i>	<i>HEX #F1F1F1</i> <i>RGB 241 / 241 / 241</i> <i>CMYK 00 / 00 / 00 / 05</i> <i>PMS 649 C</i>	<i>HEX #3EFFE9</i> <i>RGB 062 / 255 / 233</i> <i>CMYK 76 / 00 / 09 / 00</i> <i>PMS 333 C</i>
<i>HEX #7E81FF</i> <i>RGB 126 / 129 / 255</i> <i>CMYK 51 / 49 / 00 / 00</i> <i>PMS 7452 C</i>	<i>HEX #3D04FB</i> <i>RGB 064 / 004 / 251</i> <i>CMYK 76 / 98 / 00 / 02</i> <i>PMS 2126 C</i>	<i>HEX #03040A</i> <i>RGB 003 / 004 / 010</i> <i>CMYK 70 / 60 / 0 / 96</i> <i>PMS Black C 6</i>

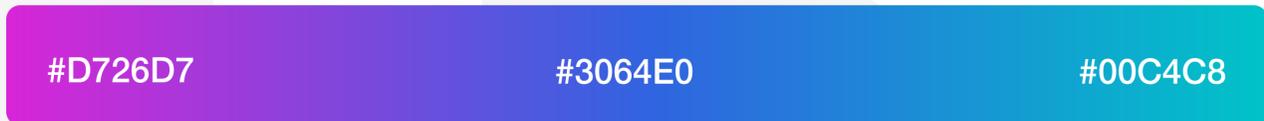
## Gradients

The Web3.Storage heavily utilizes vibrant gradients as an accent element throughout the brand. The gradients are along a consistent spectrum but vary dependent on use to ensure consistent accessibility across all potential uses.

Design elements not overlapped with text (loading bars, icons etc.)



Hover state for application dropdowns (white text)



Link in text gradient



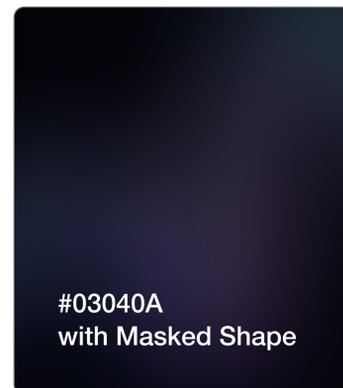
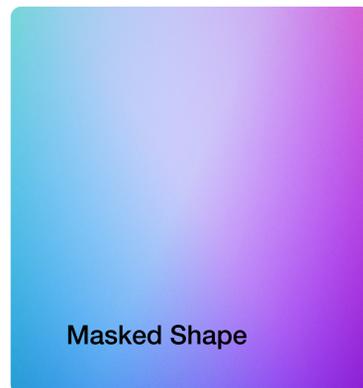
# Color Hierarchy and Usage

Appropriate application of color ensures the logo is legible against black and white, color, and graphic backgrounds. The logo can be rendered in color when used against high contrast backgrounds like white and black.

When rendered against color backgrounds the logo should be applied using the highest contrast light or dark variant.

## Primary Colors

These are the primary font and background colors for Web3.Storage. To ensure accessibility and brand consistency, text should only appear on #F1F1F1 or #03040A except for very rare circumstances in which case the masked gradient shape is an accent background color.



## Accent Colors

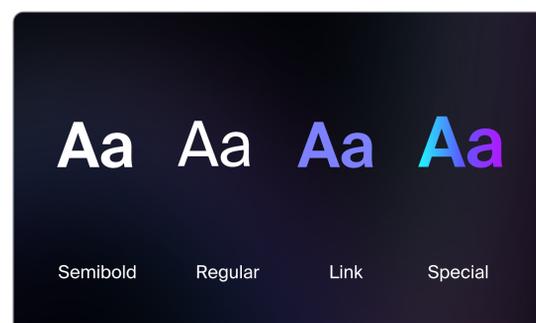
These are the accent colors for Web3.Storage. These colors are used very sparingly across all types of branding to ensure consistent brand recognition. When being used in text, only #3D04FB and Gradient 3 are to be used against white (primarily as links in text or other accents). #7E81FF and #3EFFE9 can be used against dark (#03040A) backgrounds in the same instances.



## Text and Icon Color Contrast Rules

Appropriate application of color ensures text is legible against b/w, color, and graphic backgrounds. Text can be rendered in color when used against high contrast backgrounds like white and black.

When rendered against color backgrounds text should be applied using the highest contrast light or dark variant, or it should have a box of white or black with a 60% opacity overlay.



# Typeface

The primary Web3.Storage typeface is Suisse Int'l, a neo-grotesque font released through Swiss Typefaces.

Designed by Ian Party in 2011, Suisse Int'l has 8 available weights with roman and italic styles. There is also an extended family of Suisse fonts, including Suisse Int'l Mono, which is the Web3.Storage mono font.

## Font Family

Suisse Int'l

Aa

## Text Weight

Aa  
Regular

Aa  
Semibold

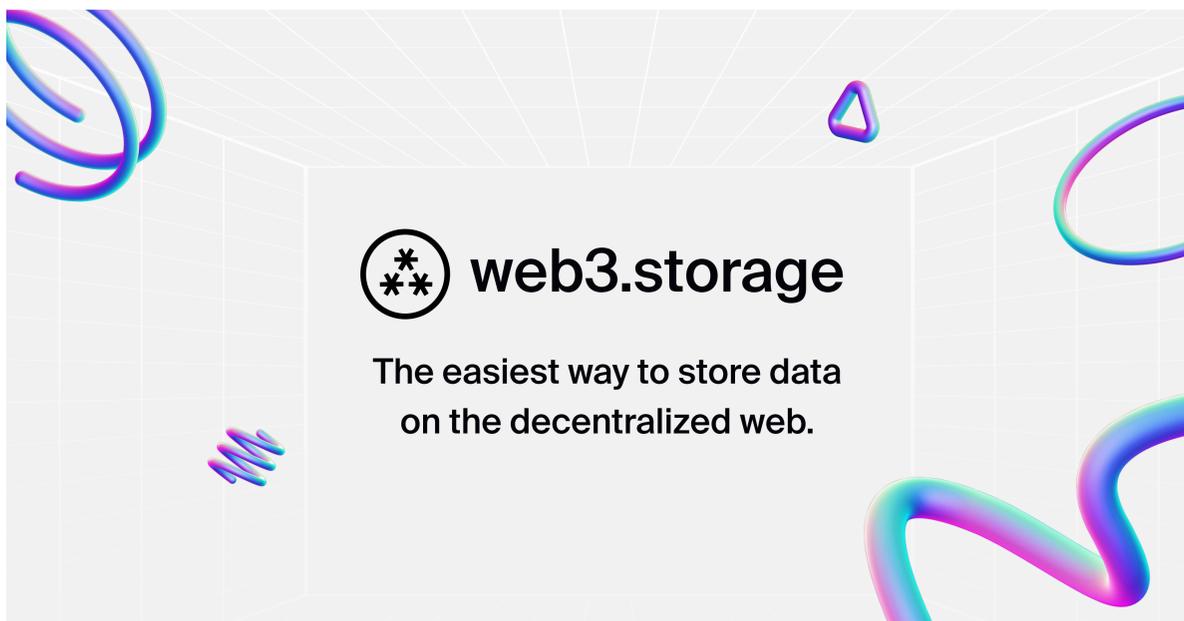
Aa  
Mono - Regular

Name	Font	Font Size	Weight	Kerning	Line Height	Sample
H1	Suisse Intl	67pt	Semibold	0	96	<b>The quick brown fox jumps over</b>
H2	Suisse Intl	45pt	Semibold	0	65	<b>The quick brown fox jumps over the lazy</b>
H3	Suisse Intl	35pt	Semibold	0	50	<b>The quick brown fox jumps over the lazy dog</b>
H4	Suisse Intl	25pt	Semibold	0	40	<b>The quick brown fox jumps over the lazy dog</b>
H5	Suisse Intl	20pt	Semibold	0	34	<b>The quick brown fox jumps over the lazy dog</b>
H6	Suisse Intl	16pt	Semibold	0	34	<b>The quick brown fox jumps over the lazy dog</b>
P1	Suisse Intl	18pt	Regular	0	34	The quick brown fox jumps over the lazy dog
P1 - Link	Suisse Intl	18pt	Semibold	0	34	<a href="#">The quick brown fox jumps over the lazy dog</a>
P2	Suisse Intl	15pt	Regular	0	24	The quick brown fox jumps over the lazy dog
P2 - Link	Suisse Intl	15pt	Semibold	0	24	<a href="#">The quick brown fox jumps over the lazy dog</a>
Button	Suisse Intl	13pt	Semibold	30	22	THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

# Social Media Assets

To create holistic brand recognition across the web we applied the Web3.Storage brand standards across social media assets including profile pictures, account banners, and an Open Graph image.

## Open Graph Image



## Social Media Profile Picture and Banner Designs



## Favicon



# Guidelines in Use

Web3.Storage's design system is forgiving and adjustable, to work at virtually any scale or application.

We applied the visual elements used throughout the brand as a pattern across different wearable/practical merch items to show potential design applications outside the web.

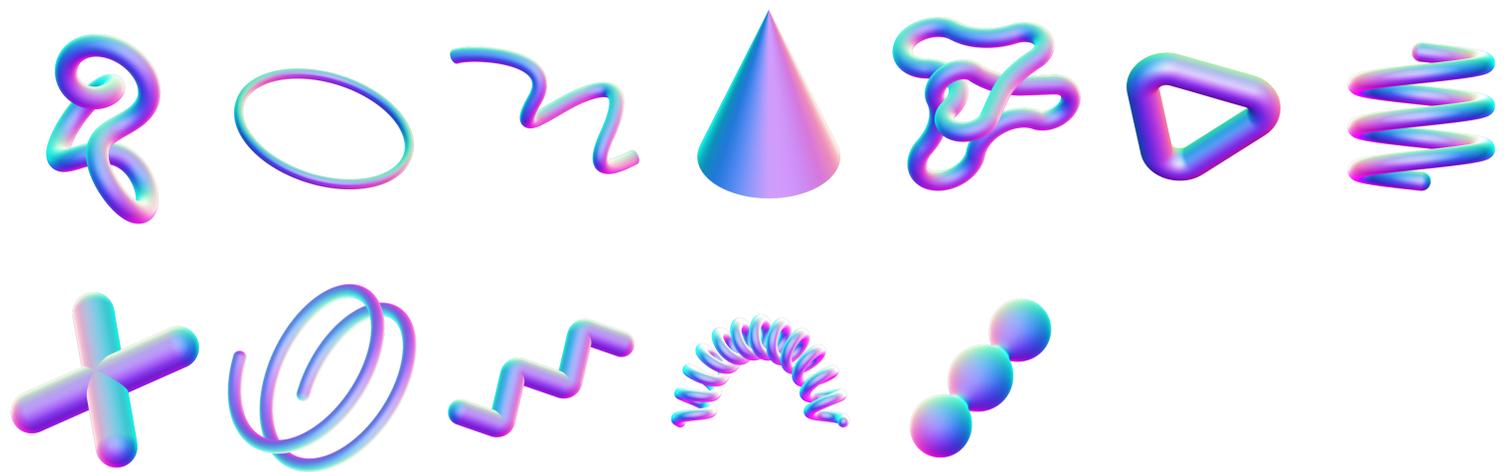


# Iconography

We utilized a holographic icon set to complement the Web3.Storage website and all associated materials. In UI applications these shapes are paired with simple practical icons.



## Holographic Shapes



## Background Elements



### Gradient Circle

Always masked by another shape as a background element either in it's own card or as a background color.

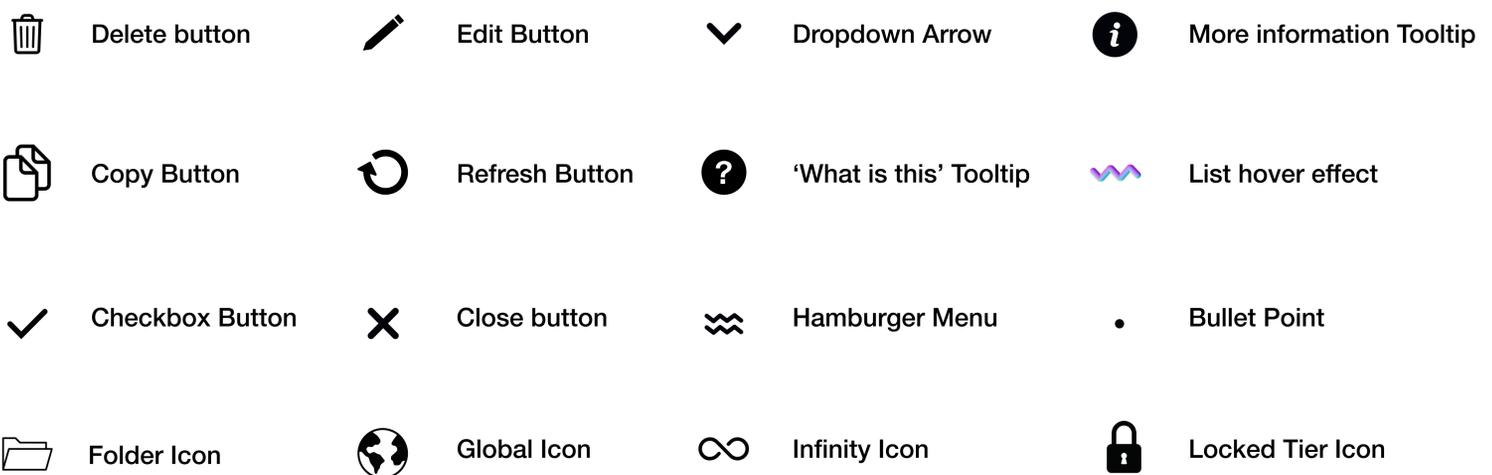


### Gradient Squiggle

Object (Gaussian) Blur: 50px  
Opacity: 22%

Always visible overtop of dark background

## UX Icons



# This is just the beginning.

Your brand's visual identity is **alive** and while a great deal of care and thought went into creating these guidelines— they do not account for all use cases until the end of time.

Far beyond the delivery of this document, we're here when you need us.

Reach out when you need to update your brand guidelines. There's no change too small.

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