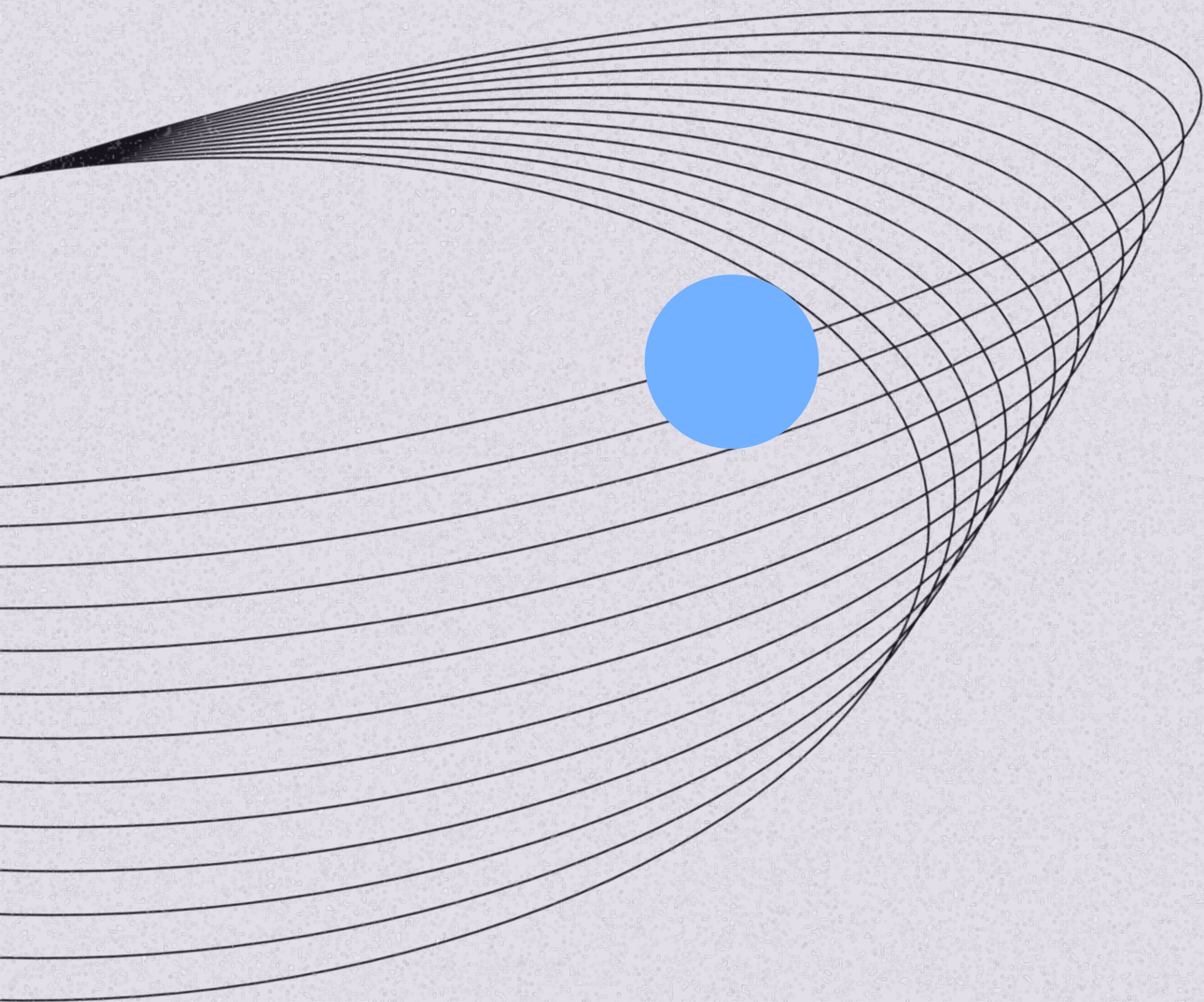


Brand Identity Guidelines





Welcome

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand. We aren't interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand. But we do care about what people think about us. We care about our reputation. We care about building great relationships.

We also care about growing our business. But, for us, it's not all about revenue and sales. Anyone can hawk a decent cup of Joe. We are dedicated to becoming a Web3 leader, and are proud to be the only blockchain protocol that offers privacy-preserving smart contracts. We believe that the end user should have complete control over their assets.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach. Whether you are a new product designer, marketer, copywriter, social media manager or anything else, thank you for helping us achieve our goals and pursue our mission.

Sincerely, welcome to the Dusk family!

01. Introduction

02. Welcome

03. What’s inside

04. Intent of this guide

05. Using our brand materials

06. Brand Logo

07. Logo

08. Logo meaning

09. Primary Lockups

10. Color Variations

11. Clear space

12. Background Control

13. Common Errors

14. Social Media

15. Brand Colors

16. Primary Color Palette

17. Secondary Color Palette

18. Approved Pairings

19. Common Errors

20. Typography

21. Typeface (Söhne)

22. Weights (Söhne)

23. Using Type

24. Common Errors

25. Visual Style

26. Illustrations

27. Photography

28. Tone & Colors

29. Brand Collateral

30. Stationery

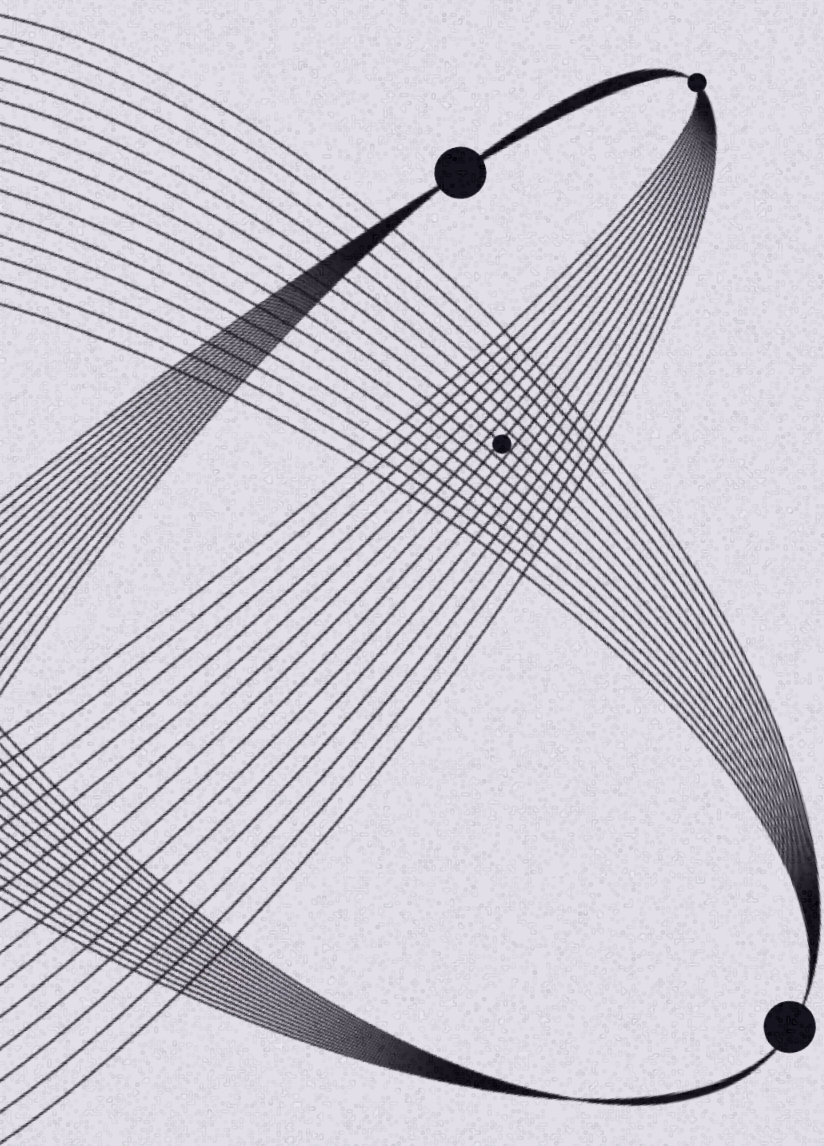
31. In Closing

32. Approvals

33. File types

34. Thank You

What’s
Inside



Intent of this guide

This style guide is a reference for our internal design team, vendors, and others who are authorized to work with the Dusk brand.

The standards, guidelines, and references within this document are grounded in the extensive research, experimentation, and brand executions that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized - like

business cards, social media covers, and email signatures - these are not intended as the focus of this guide. Each one of our execution templates have internal documentation that is easier to update, follow and implement in today's digital environment.

Instead, the focus of this guide is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Dusk brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out.

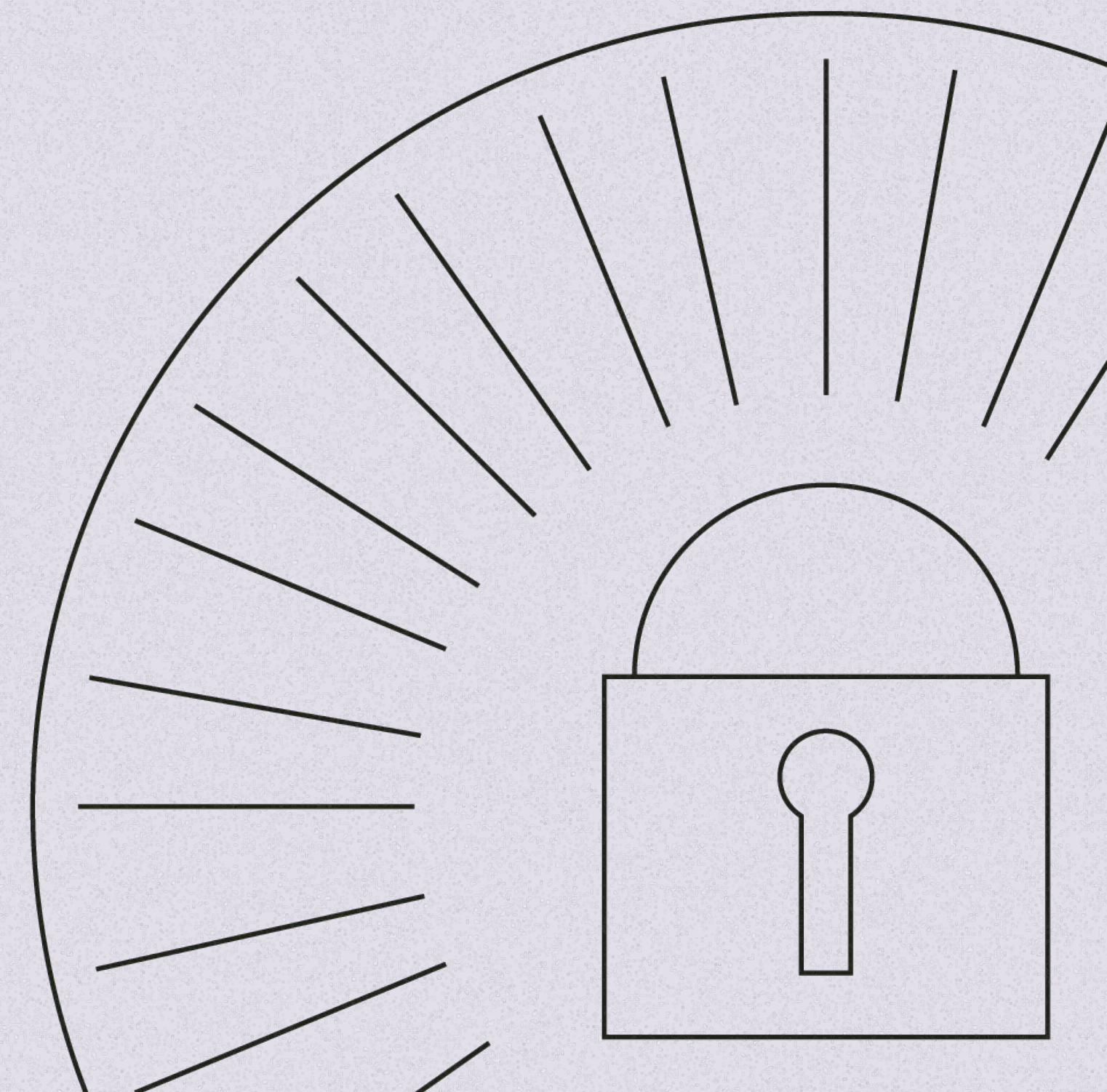
Using our brand materials

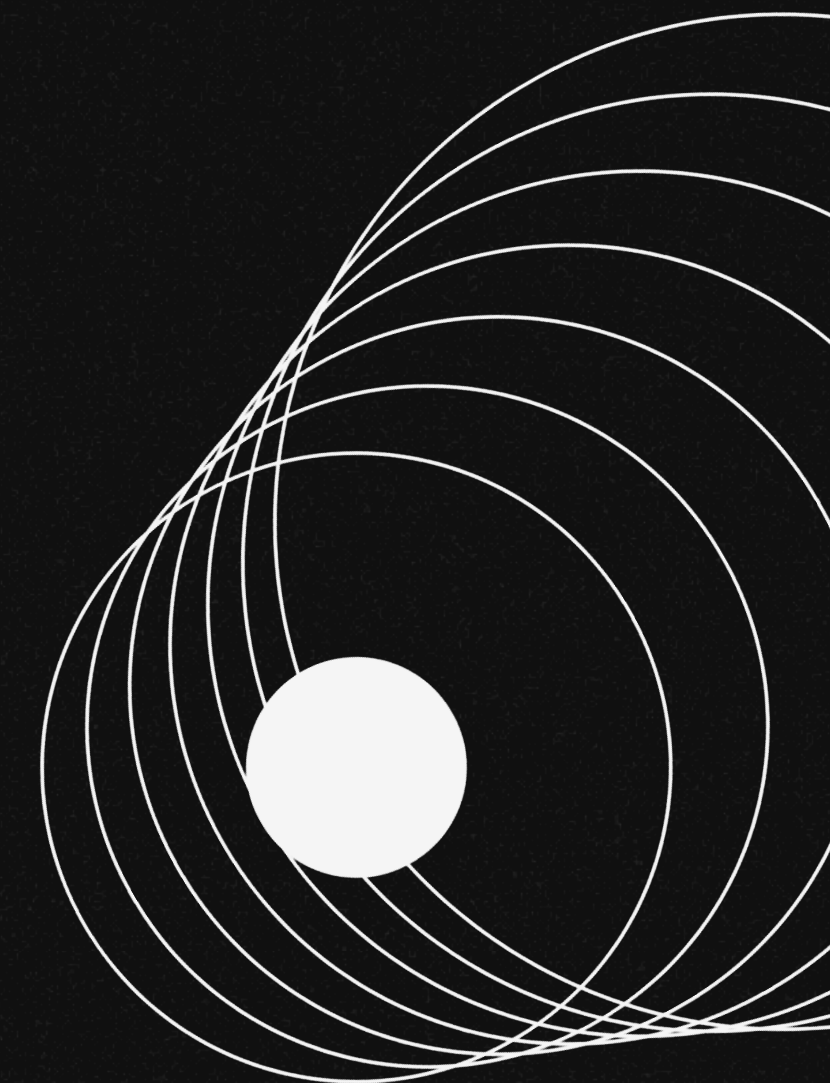
We are reasonable people - and open to most things - but when it comes to our brand and our reputation, we maintain strict control. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an authorised Dusk representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.





Brand Logo

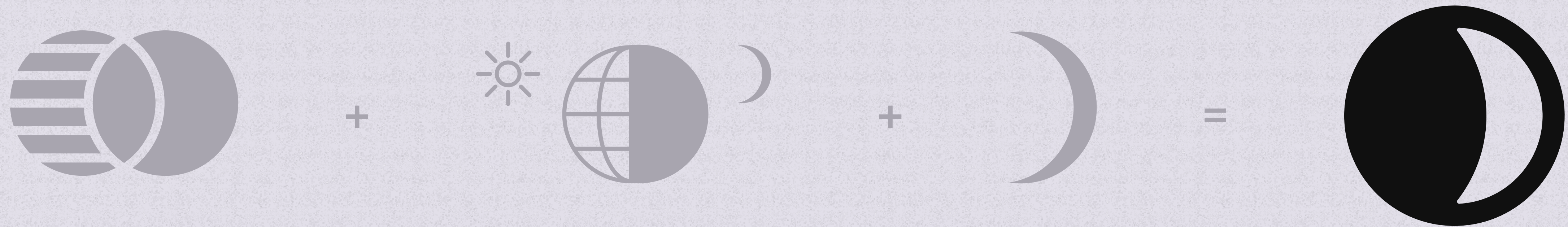
The heart, soul,
and center of our
brand identity.

Our logo is how our customers tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability. As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail. Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

INSIDE:

- Logo
- Logo Meaning
- Primary Lockups
- Color Variations
- Clear Space
- Background control
- Common Errors
- Social Media





What our logo stands for

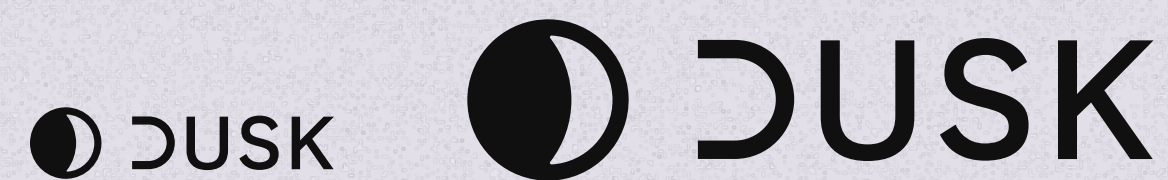
We believe in pushing the boundaries, being transparent, and valuing our users privacy. Our logo is the perfect representation of these values, embodying a fusion of innovation, clarity, and timeless elegance.

With its striking simplicity and bold aesthetic, our logo marks the beginning of a new era. We're embracing the future with style and confidence.



Primary Lockup

The brand logo identifies the Dusk brand as a whole. Use this logo to represent individual locations, digital products, merchandise, and any other marketing materials. This logo is a carefully created piece of locked artwork that should not be altered in any way.



MINIMUM SIZE

This logo is intended for extremely small sizes, but avoid width smaller than 114px.

Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colours. When in doubt, use the most legible version of the logo for the available background. For printed executions, special care should be given to ensure logo legibility on the final media or material used.



Clear Space

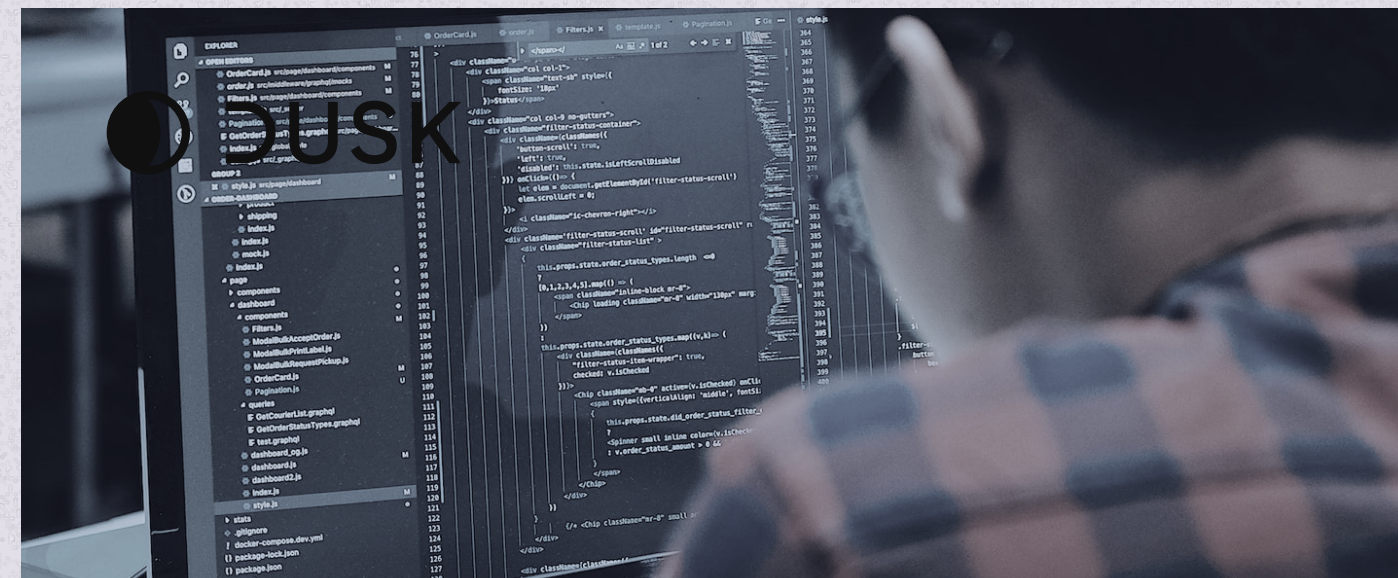
Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition. The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason). In some circumstances, it may be acceptable to use the minimum size. Try to avoid reproducing our logo smaller than 114px in width.

Visualized Clear Space



Background Control

Contrast is the name of the game when considering placing the logo on any background. Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened. The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.



✗ Avoid any low-contrast combinations, especially when the background is too busy.



✓ The dark version of the logo ideally should be used on plain light background.



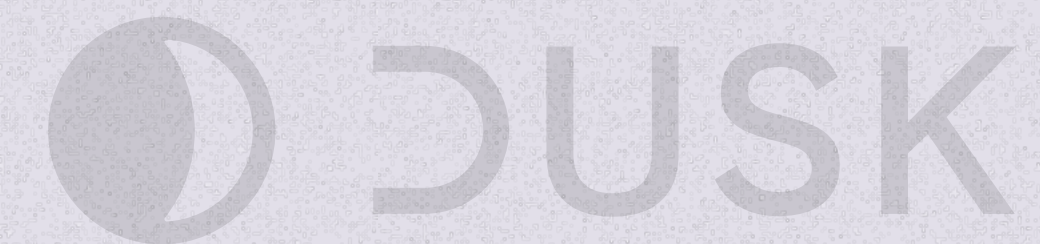
✓ When combining with a picture make sure you place the logo in an area where the background is clear and the right level of contrast is achieved. Ideally, try to use / modify the images to use our primary colors.



✓ Always considering the background and use the right version of the logo (dark or white) to achieve the best contrast.



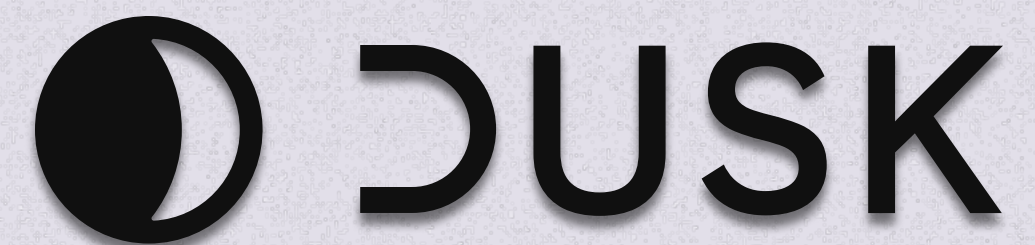
✗ Do not stretch, squash, skew, or distort the logo in any way.



✗ Do not use any other color combinations, or reduce the logo opacity.

Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.



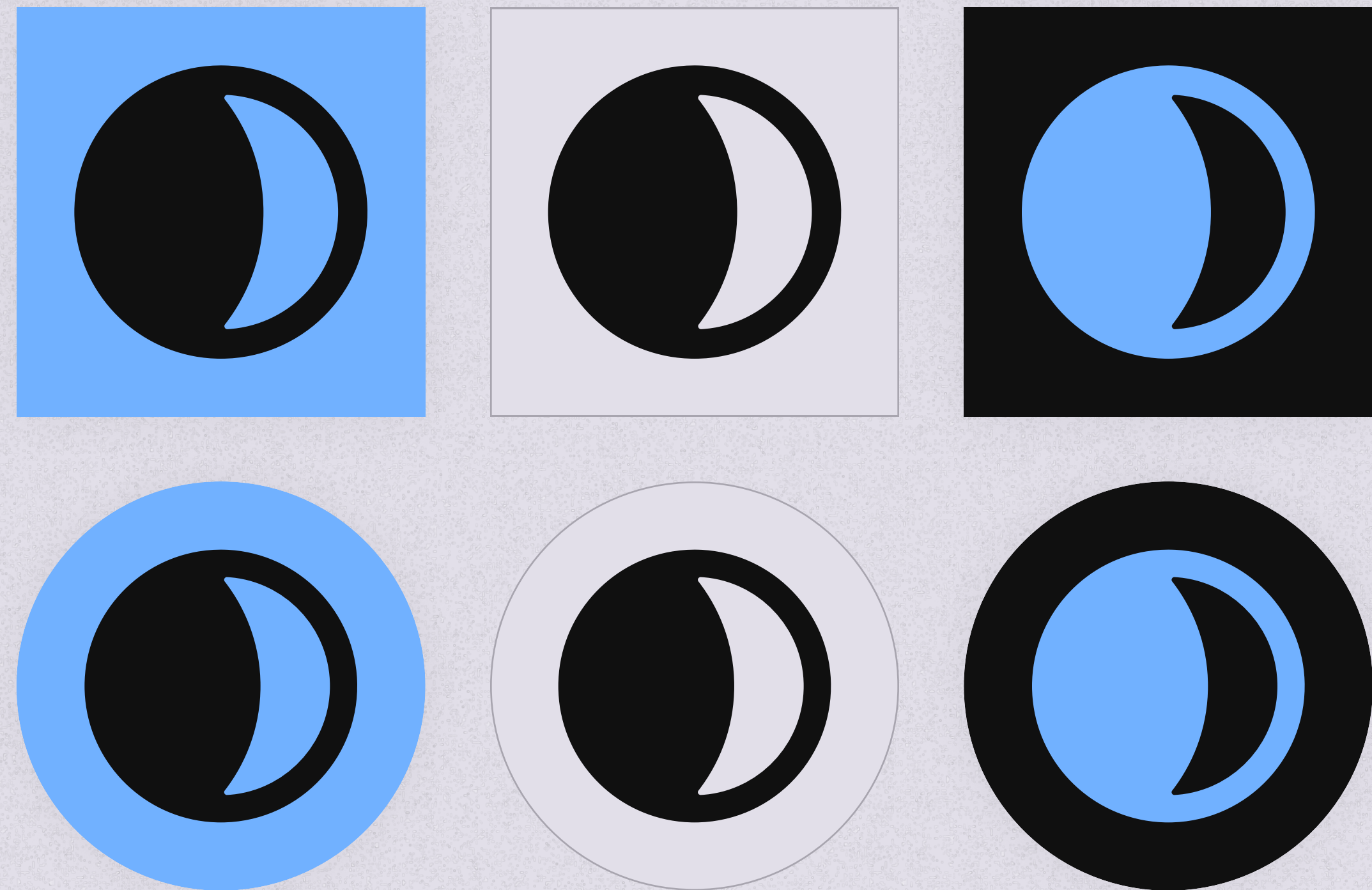
✗ Do not add graphic effects to the logo, including drop shadows, unless you only need to increase the contrast with the background and the shadow is not visible



✗ Do not encroach on the required clear space surrounding the logo.

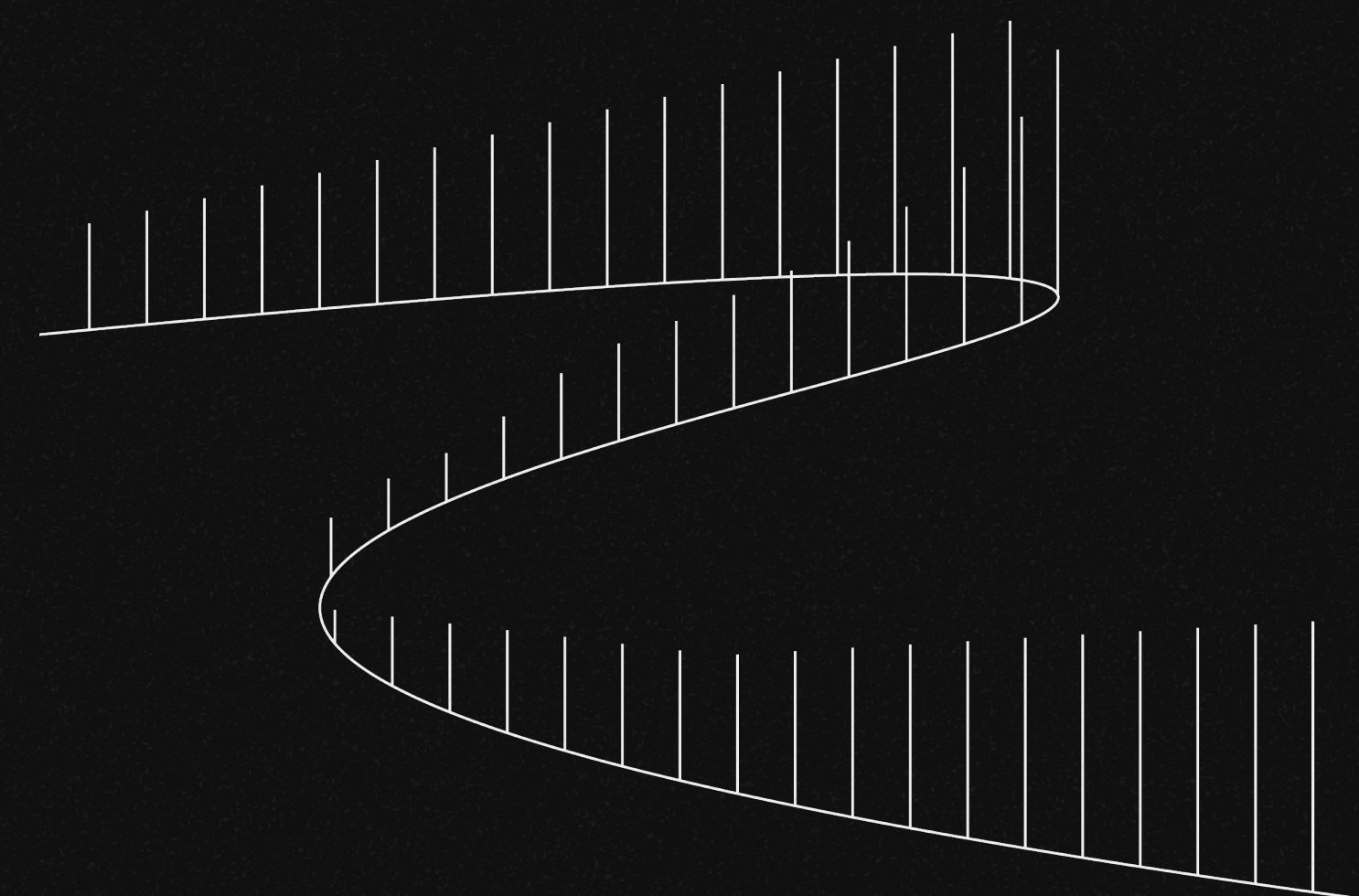
Social Media

When used as social media avatars, the logo should be used with the right amount of clear space on all sides. We have developed three approved avatar images found here on this page. They are each approved for both circular and square avatar shapes of all sizes. While the layout of these avatars should not be altered in any way, approved secondary brand colors may be used to address special events, holidays, and seasonal changes.



LOGOMARK

The logomark must be visually centered, not mechanically.



Brand Colors

Color sets us
apart and helps to
invoke emotion.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition. As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail. Any color outside of those outlined within this section will be considered unauthorized.

INSIDE:

- Primary Palette
- Secondary Palette
- Approved Pairings
- Common Errors

Smoky Black

RGB: 16, 16, 16
HEX: 101010

Light Gray

RGB: 226, 223, 233
HEX: E2DFE9

Cornflower Blue

RGB: 113, 177, 255
HEX: 71B1FF

Magnolia

RGB: 237, 234, 243
HEX: EDEAF3

19-3911 TCX Black Beauty

RGB: 39, 39, 42
HEX: 27272A
CMYK: 7, 7, 0, 84

12-4306 TCX Barely Blue

RGB: 221, 224, 223
HEX: DDE0DF
CMYK: 1, 0, 0, 12

14-4320 TCX Baltic Sea

RGB: 122, 182, 217
HEX: 7AB6D9
CMYK: 44, 16, 0, 15

11-0602 TCX Snow White

RGB: 242, 240, 235
HEX: F2FOEB
CMYK: 0, 1, 3, 5

Primary Color Palette

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide. Do not use any other/unauthorized colors. Use the Pantone colors only for print and always test with samples before placing big printing orders.

Jet

RGB: 46, 45, 48
HEX: 2E2D30

Granite Gray

RGB: 99, 97, 103
HEX: 636167

Taupe Gray

RGB: 144, 142, 148
HEX: 908E94

Silver Metallic

RGB: 168, 165, 175
HEX: A8A5AF

White

RGB: 255, 255, 255
HEX: FFFFFFFF

Secondary Color Palette

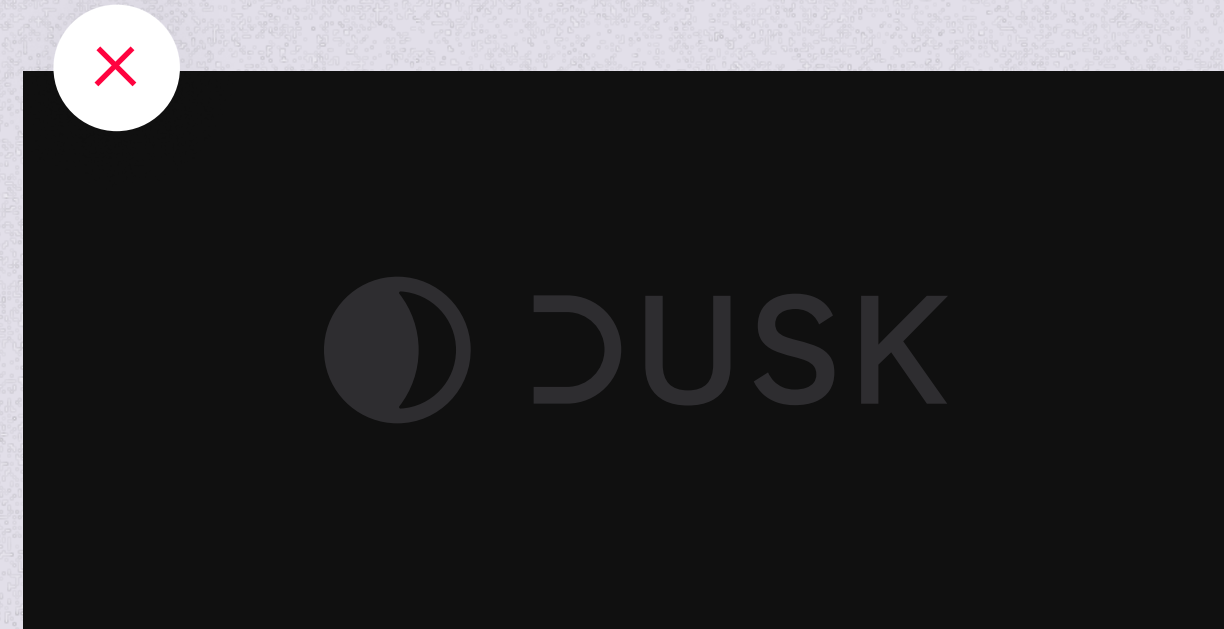
Approved Pairings

Bear in mind that not all of the colours within our palette can be used in combination. Whenever possible, strive for legibility with contrast, especially when setting typography.



Common Errors

Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution. We recommend maintaining a minimum contrast ratio of 4.5:1. When in doubt, check the contrast ratio using tools like contrast-ratio.com.



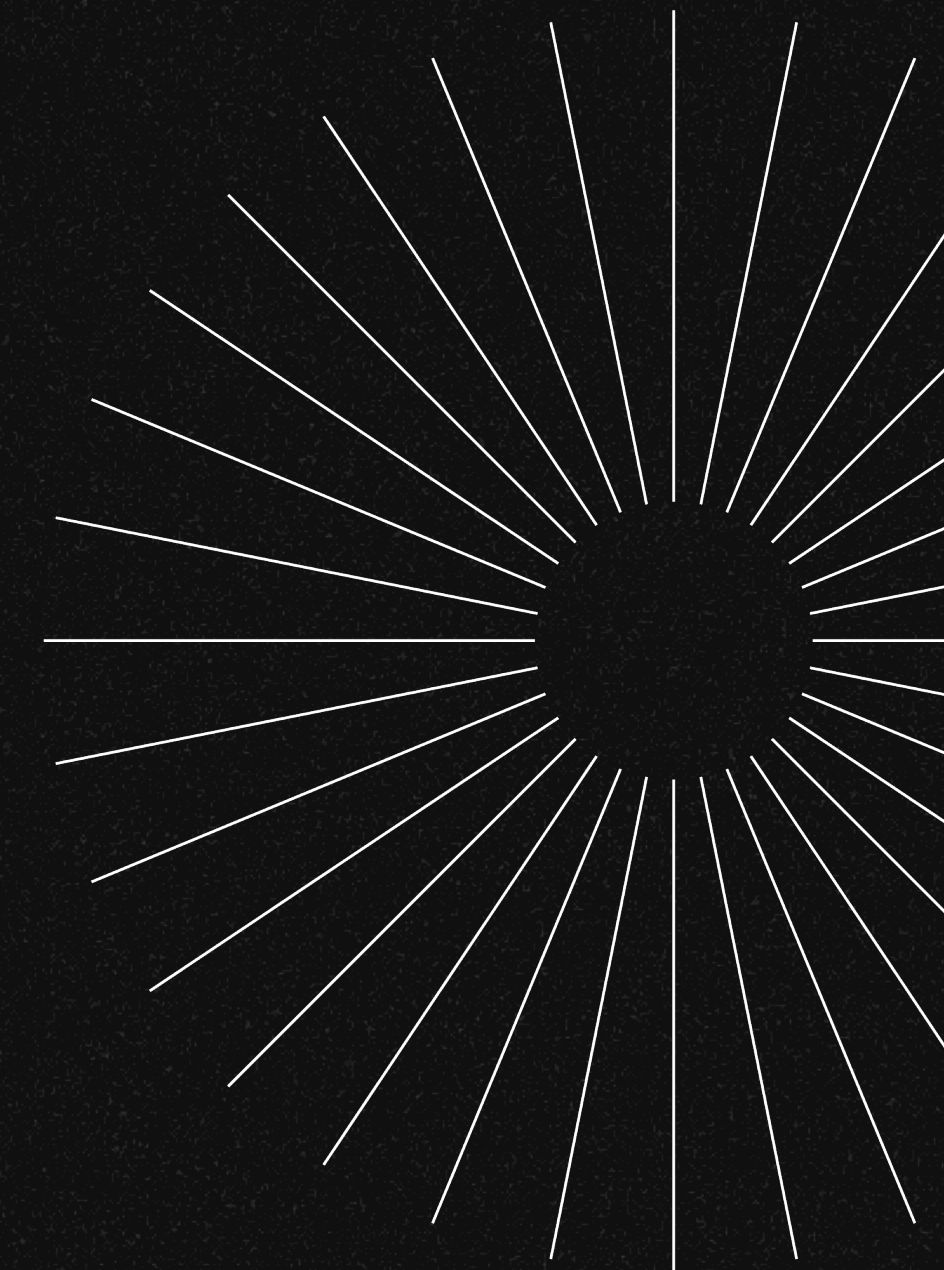
Typography

We are obsessed
with the beauty
of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest. This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips. Any typeface not referenced in this section will be considered unauthorized for use.

INSIDE:

- Typeface
- Weights
- Using Type
- Common Errors



Söhne

Suitable for all text.

Sans-Serif

Purchase information here:

<https://klim.co.nz/buy/soehne/>

Söhne is the memory of Akzidenz-Grotesk framed through the reality of Helvetica. It captures the analogue materiality of “Standard Medium” used in Unimark’s legendary wayfinding system for the NYC Subway.

Hierarchy and Weight

We typically stay within these three weights. Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Weights

Söhne (Buch)

aåbcçdeéffghiîjklmññoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'”-,:;!)?&´°π†◊™£¢\$•ªº

Söhne (Kraftig)

aåbcçdeéffghiîjklm ññoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'”-,:;!)?&´° + ™£¢\$•ªº

Söhne (Halbfett)

aåbcçdeéffghiîjklm ññoøpqærstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'”-,:;!)?&´° + ™£¢\$•ªº

The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography. While these rules are proven and sound, sometimes breaking them is the right call.

Using Type

01

Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly. And besides, we're a little off-center as a brand anyway.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

05

Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

02

Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. Avoid combining similar sizes of Söhne if they're the same weight. Double, or triple, the sizes of the same typeface to maximise visual hierarchy.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

Common Errors

Everyone should be able to read what we write with clarity and consistency. Try not to repeat any of these common errors, and please stick to using the typefaces and respective font weights outlined above.

The compliant protocol...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Senectus pretium vitae, lobortis viverra egestas nec aliquam velit.

- Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

The compliant protocol...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Senectus pretium vitae, lobortis viverra egest.

- Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide. Always use letter spacing 0.

The compliant protocol...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Senectus pretium vitae, lobortis viverra egestas nec aliquam velit.

- Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

The compliant protocol...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Senectus pretium vitae, lobortis viverra egest.

- Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

The compliant protocol...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Senectus pretium vitae, lobortis viverra egest.

- Do not use typography on any angle other than 0° or 90°. Our typography should always read up if 90°.

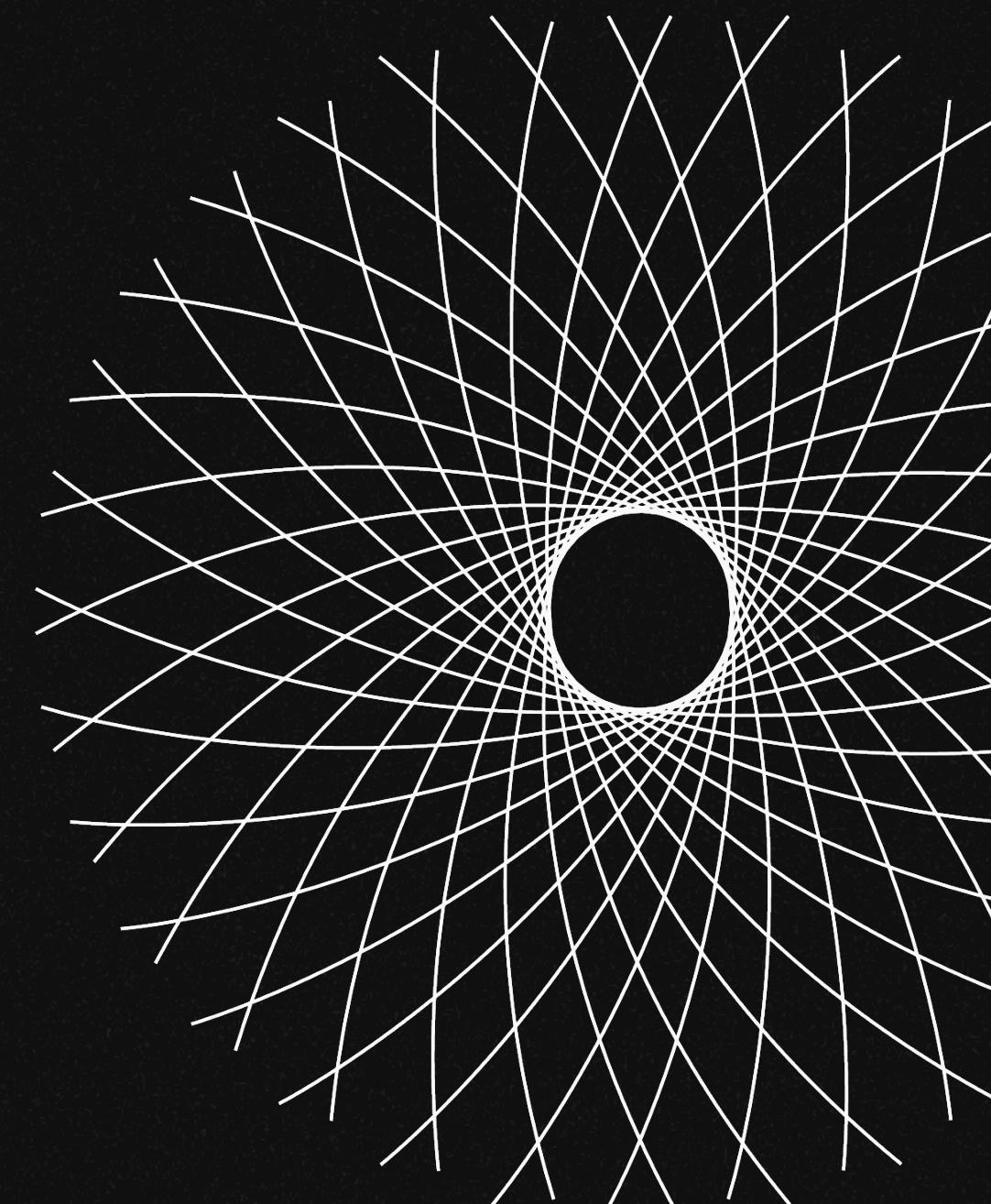
Visual Style

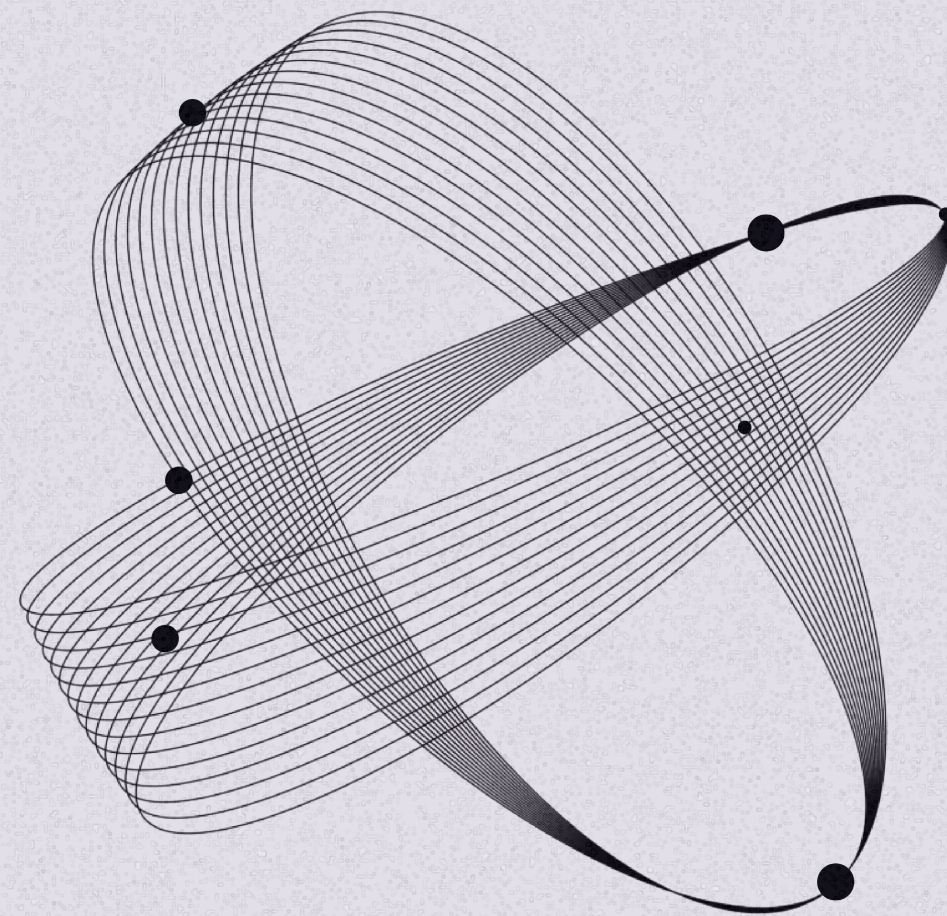
Ingredients for
on-brand layouts
and composition.

While brand consistency relies heavily on logo usage, colour, and typography, we recognise that these are not the only elements within a brand identity design system. This section contains references to approved visual elements.

INSIDE:

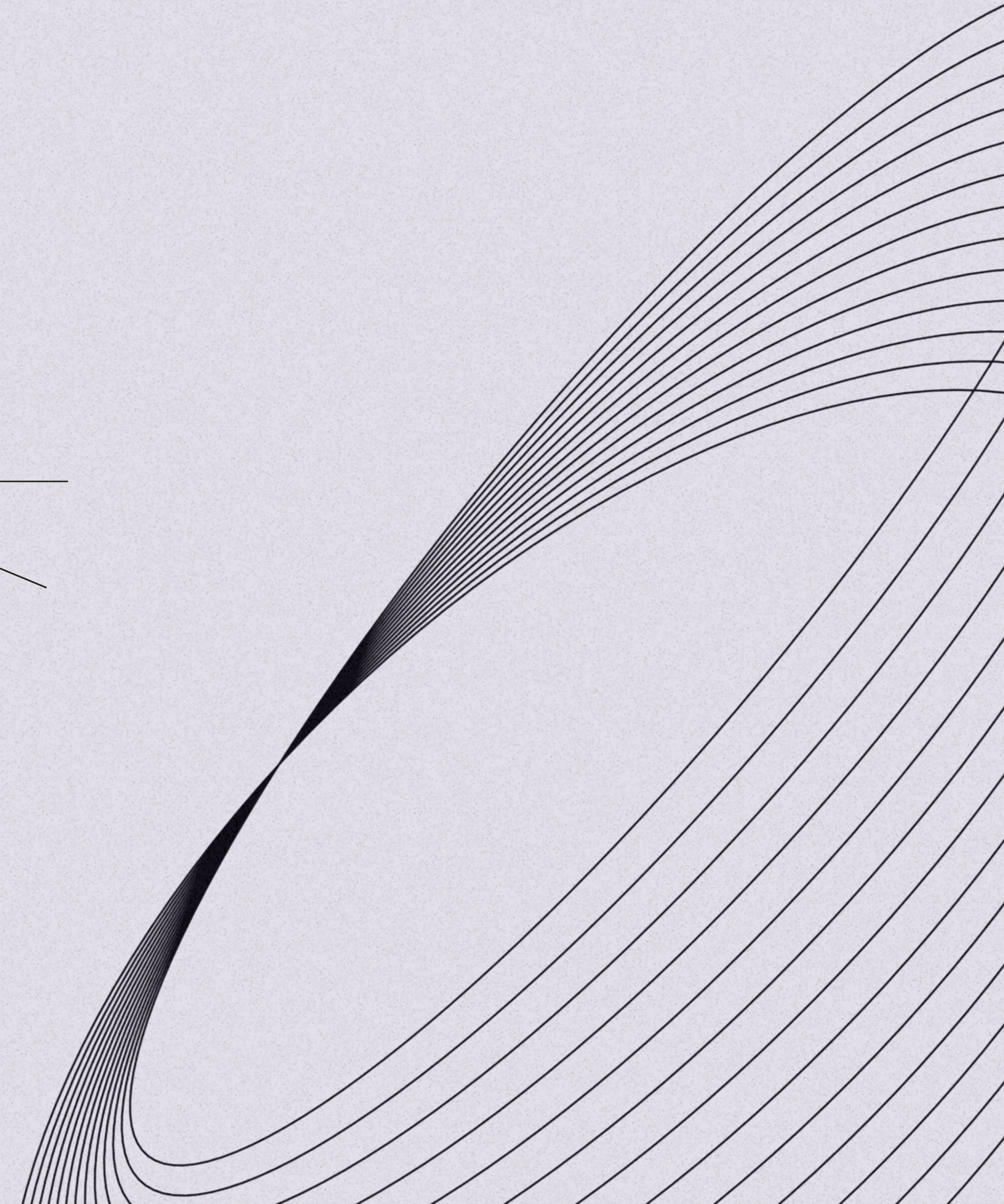
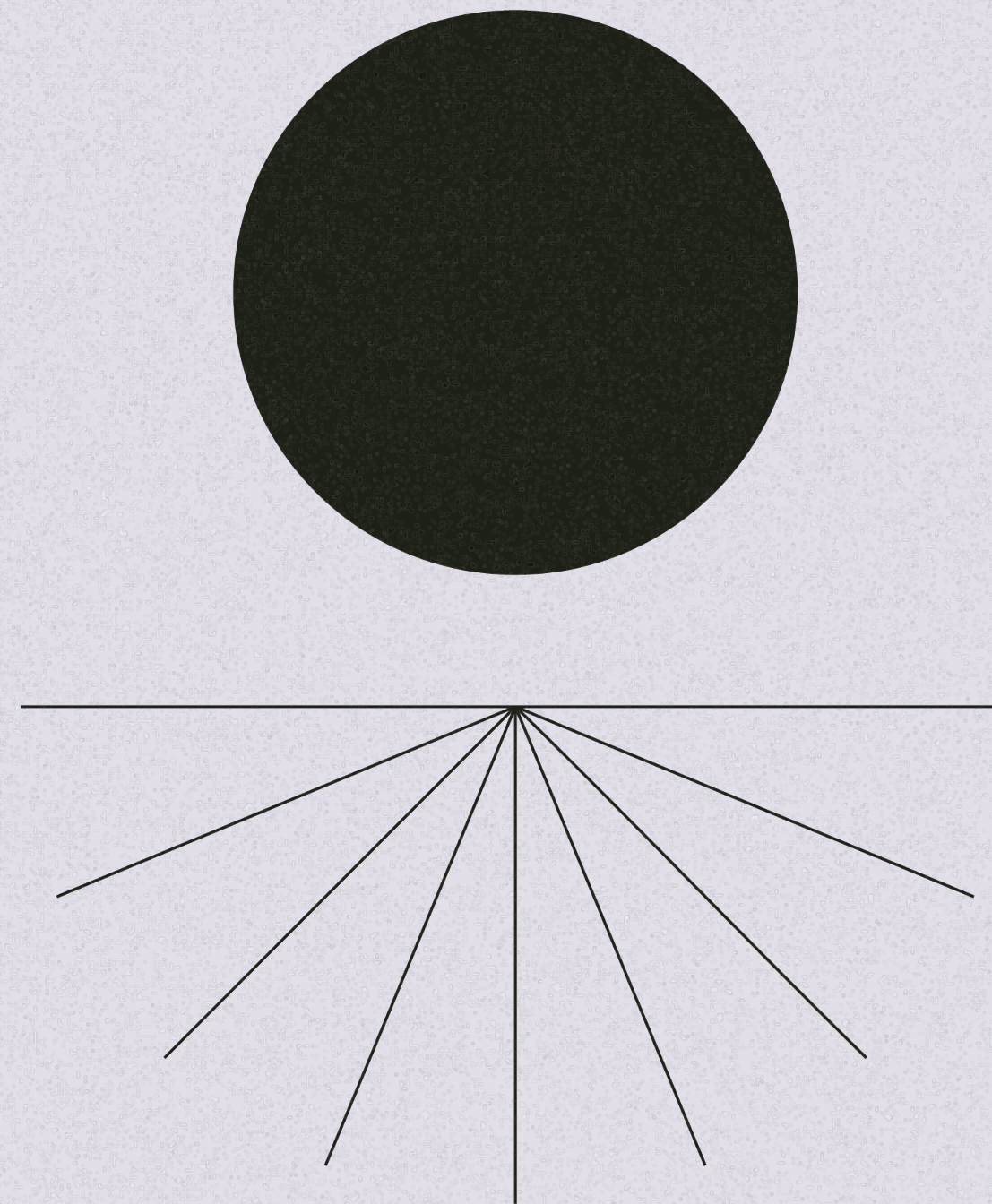
— Illustrations

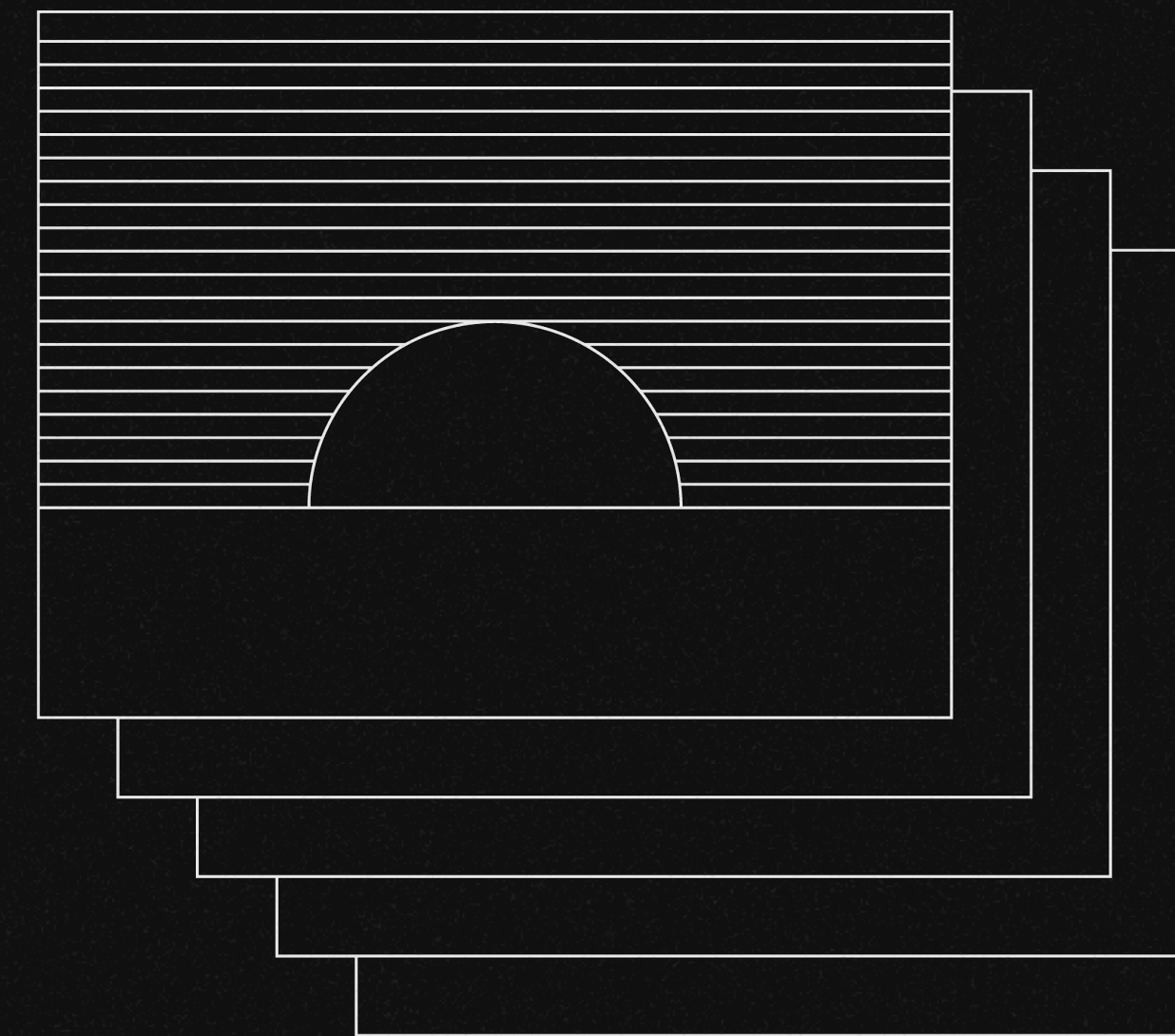




Illustrations

Illustrations are an integral part of our branding. All approved illustrations are included on the Figma file provided. When it comes to our style, we like to create minimal, geometric illustrations. We do this by using line-art on its own or combined with solid shapes. As a privacy-protocol on the blockchain, we're focussed on true decentralisation, and we aim to represent this in our visual style wherever possible.





Photography

Photographs are
worth more than
1,000 words.

A great photograph can change the entire trajectory of our business. Moreover, the way we use photography enhances our brand look & feel. In other words, photography is vital to the success of our brand and should be treated as an essential part of our brand executions. In this section, you will find guidelines on photographic tone and colors.

INSIDE:

— Tone and Colors

Revolutionising De-Fi

Brand photographs should feel inspirational and on-brand. The content of each photograph should convey our brand values, reflect our customers in the best light, and express our company’s ambitious and innovative outlook. Always seek excellent lighting that provides contrast between highlights and shadows, even if the light source is simply an open window.

To ensure our photographs are more “on-brand”, we should desaturate, and add a low opacity “Cornflower Blue” filter.

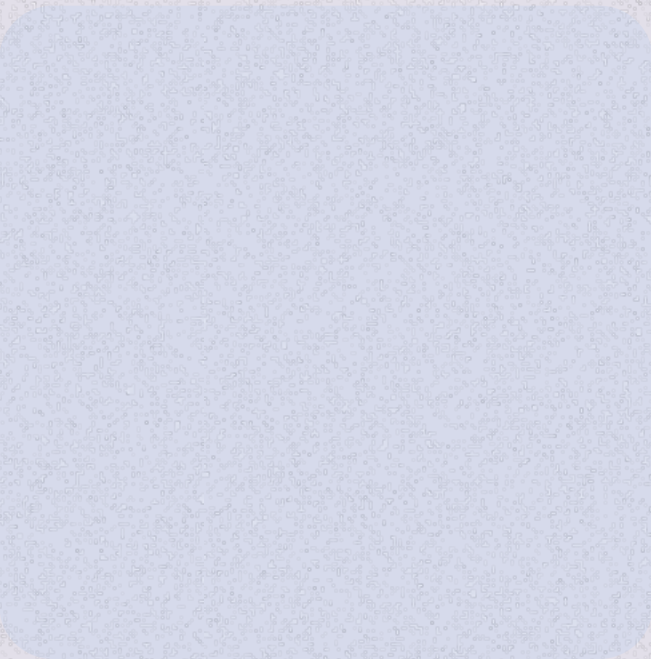
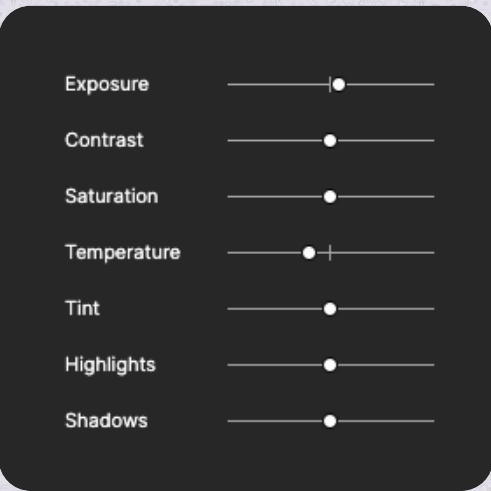
Tone and Colors

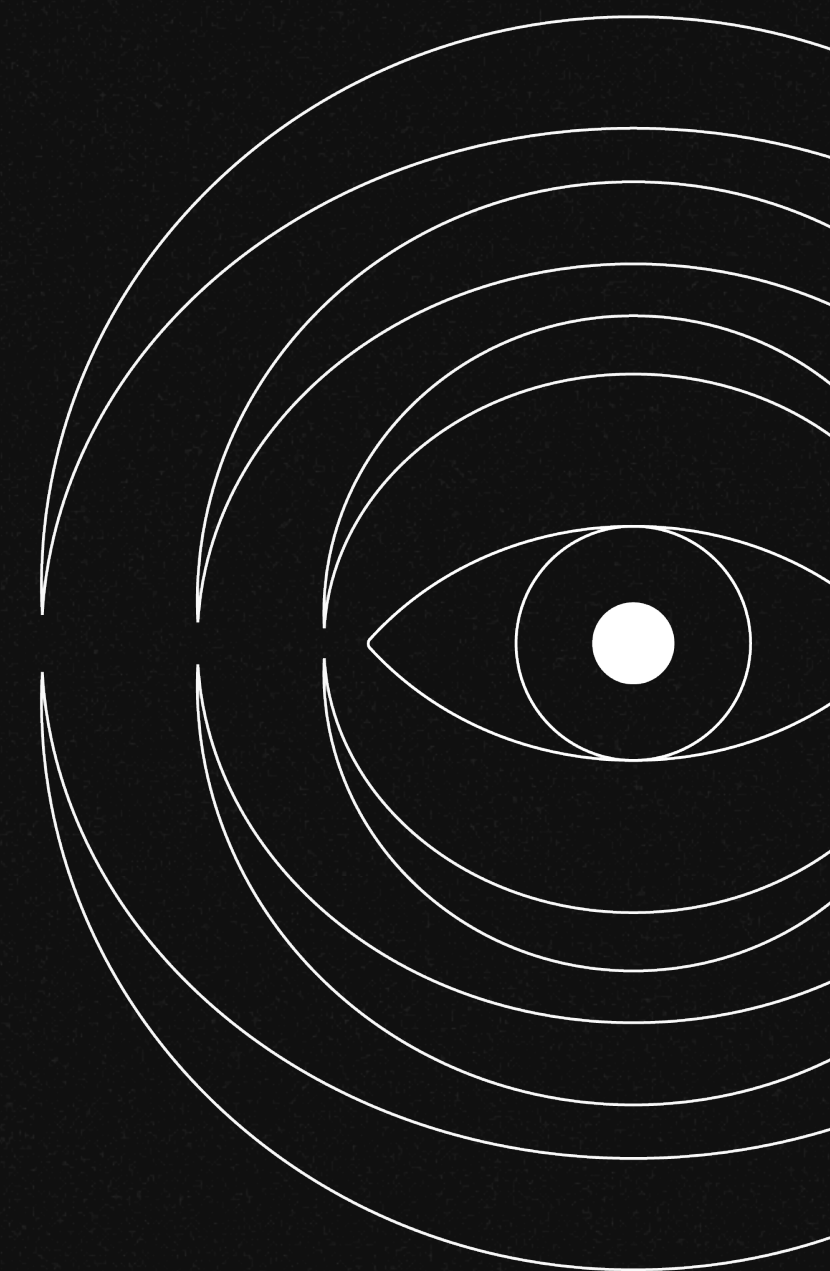
ORIGINAL



UPDATED

Blue Filter





Brand Collateral

Pre-designed
layouts, crafted
with care.

We've created several template files for your business cards ready for print and production. In this section, you will find guidelines on using the accompanying template files for standardized brand collateral. Most of the specific guidelines, instructions, and details are contained within the template files themselves.

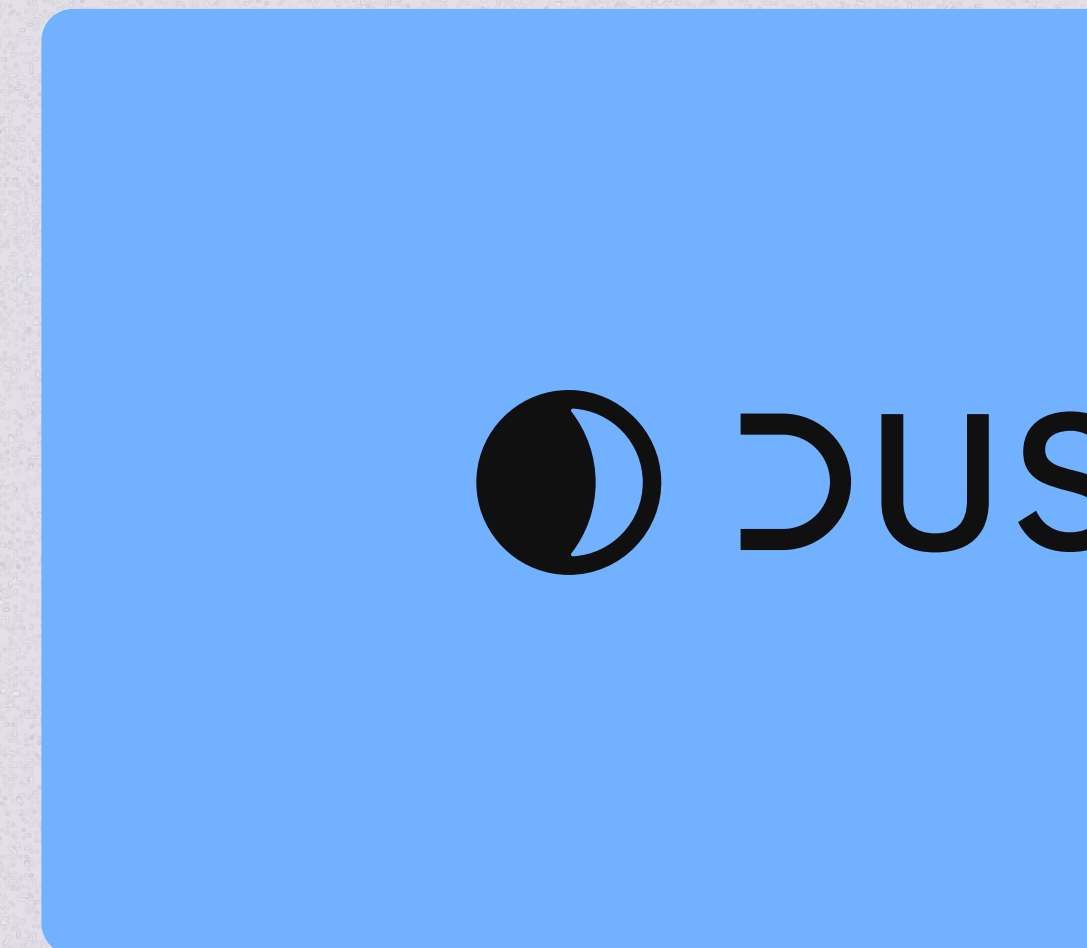
INSIDE:

— Stationary

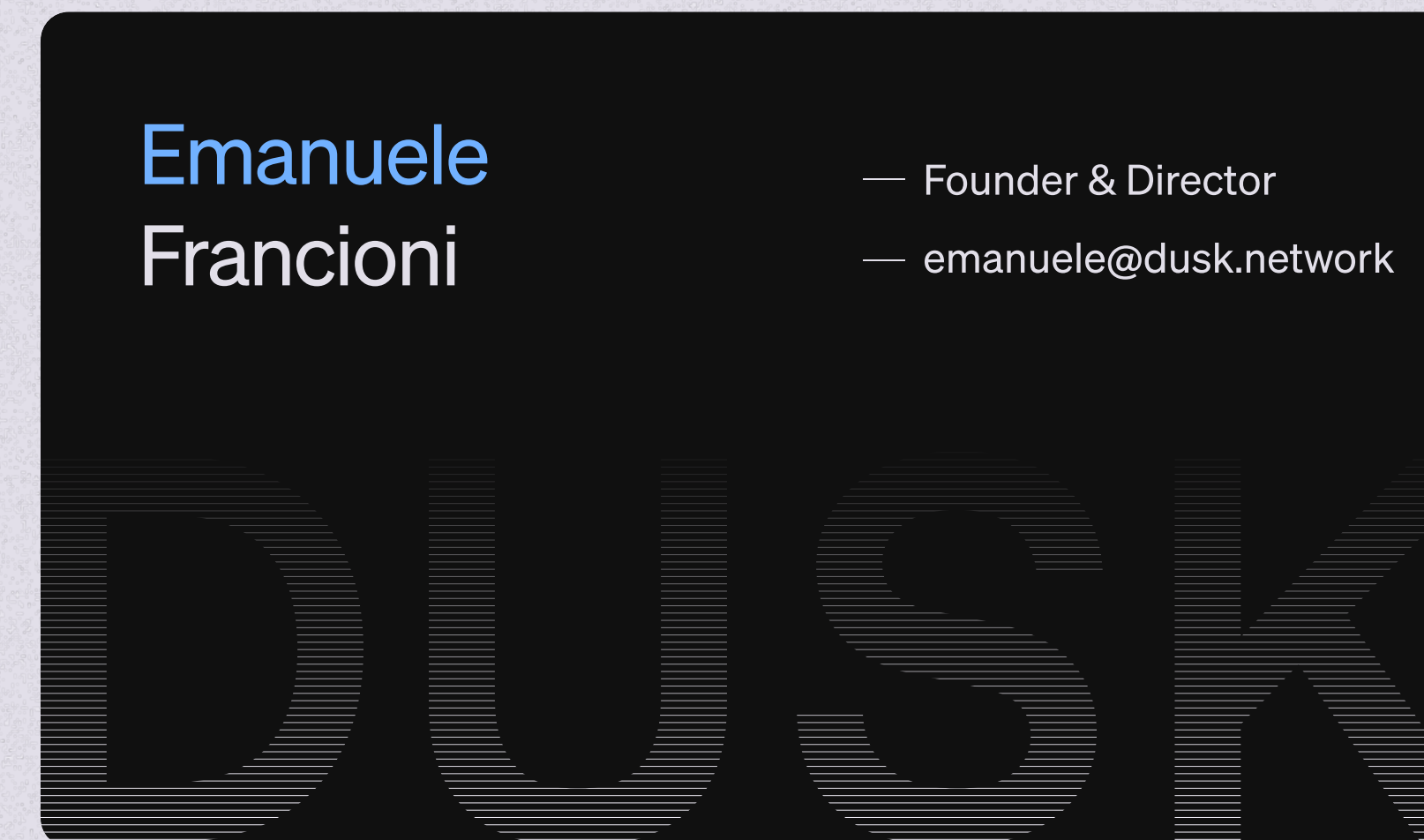
Business Cards

Business cards are reserved for management and sales roles, and printed on an as-needed bases. If these are not needed for day to day use, do not produce them. We prefer to reduce our usage of paper products. Content on all business cards should follow the included template: nothing should be added or removed.

Size: Standard 3.5" x 2" (88.9mm x 50.8mm)



Stationery



In Closing

Everything we
forgot to mention
before this.

Though we've come to the end of this guide, this is only the beginning of our journey.

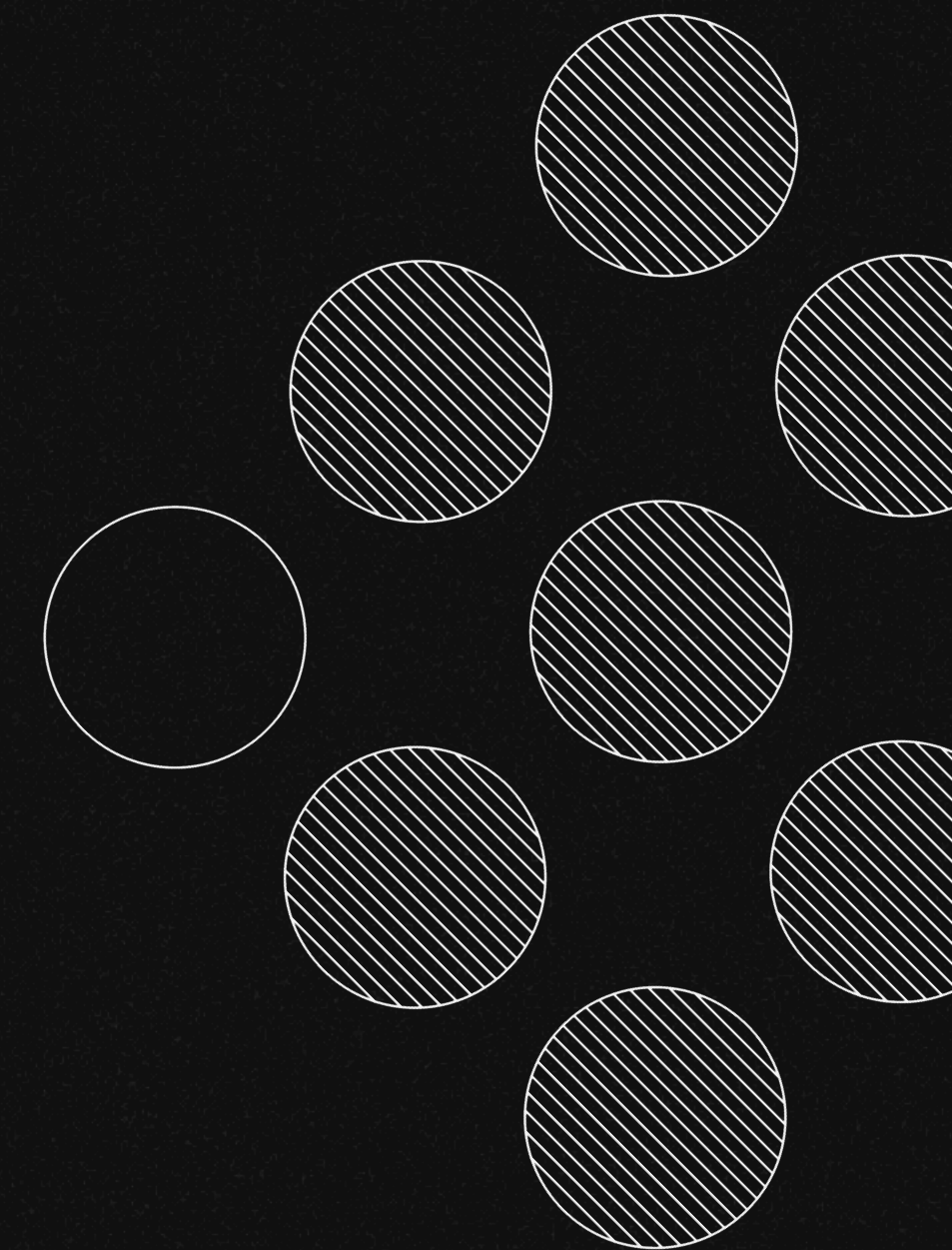
In this section, you will find details on our approval process, several points of contact within the brand department, and a warm thank you note.

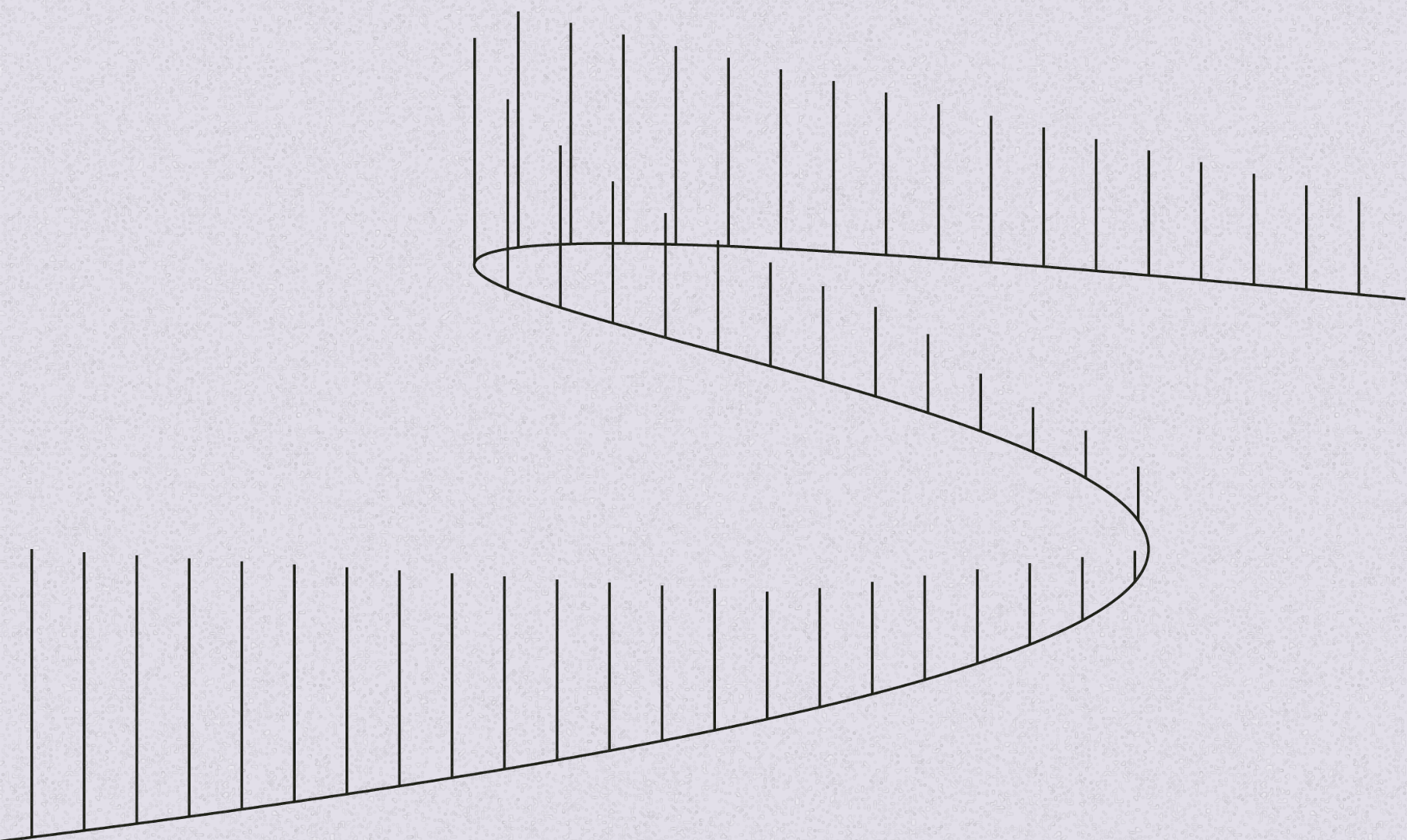
Why? Because we care.

INSIDE:

— Approvals

— File Types





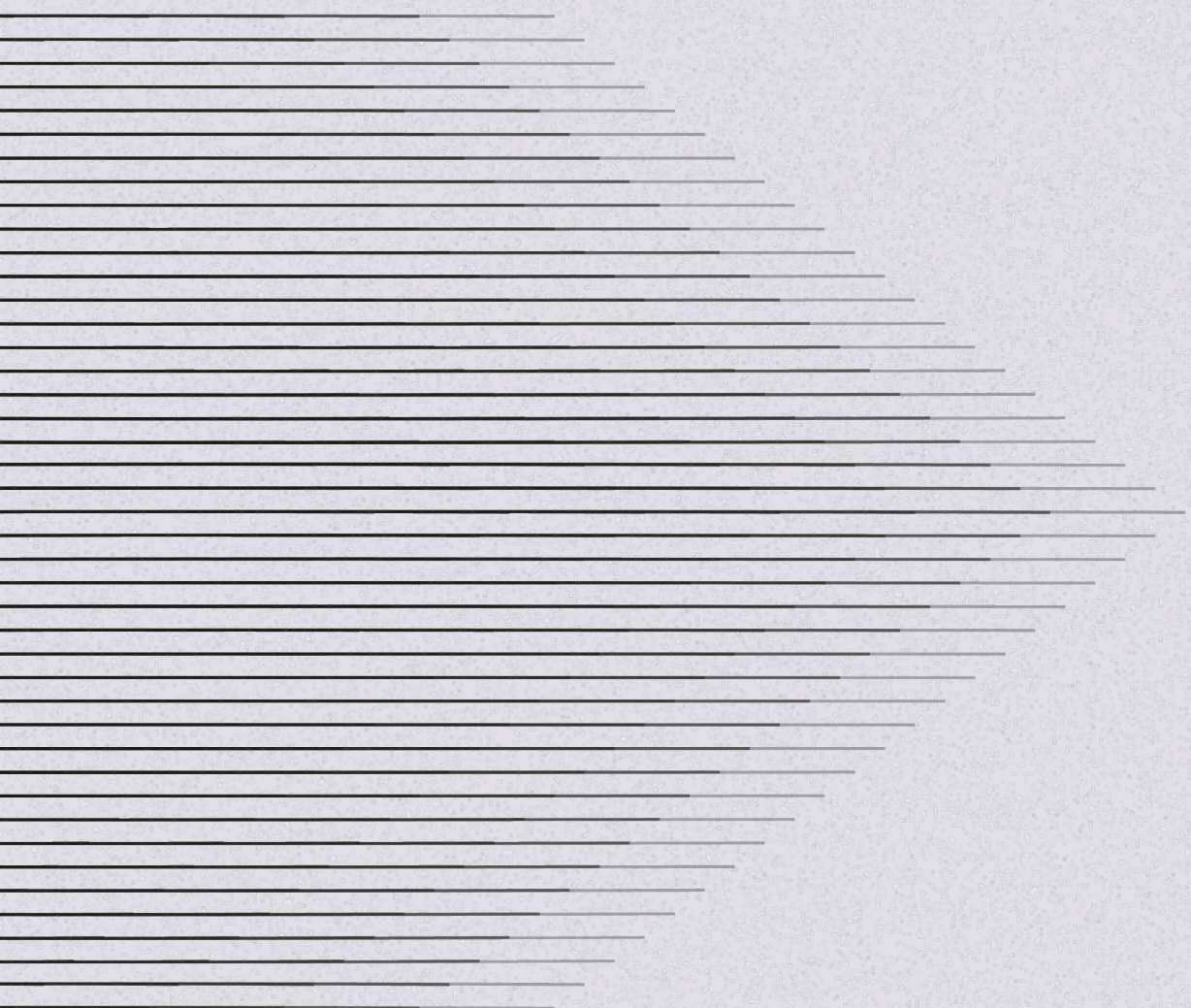
Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognise the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from Dusk.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact within Dusk.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!



File Types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixel-lated if they're pushed too far. Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print. Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

Vector Files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled. Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vectors. The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file. Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

Thank You

From everyone at Dusk, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people. Building a brand is like raising a child: it takes a village. Without you, we would not exist.

To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team.