

Brand Guidelines

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Mission Statement

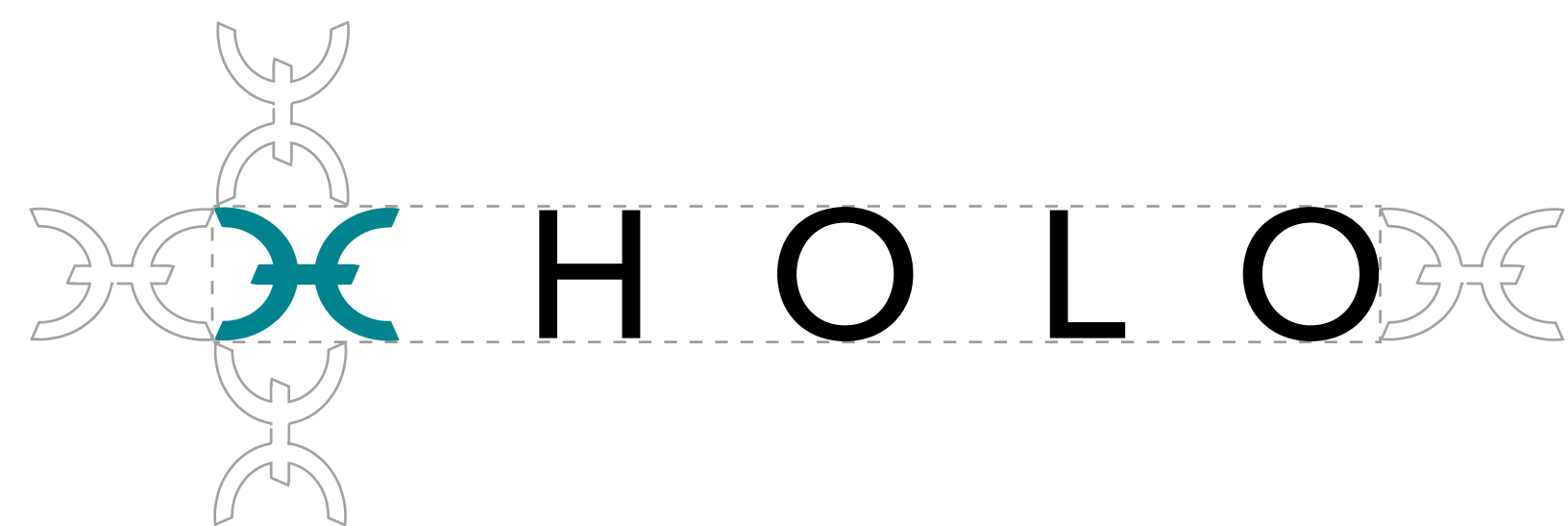
To bring the benefits of distributed apps to anyone with a web browser by creating a peer-to-peer distributed hosting ecosystem.

The Logo

Our logo represents the interconnectivity of human creativity. Our hope is that it communicates a sense of relationship and inspiration about what is possible.

Clear space & minimum size

The space around the logo should be the same as the height of the visual mark in the logo. Ensure all other elements clear the logo by the height/width of the logo mark.
The minimum size of the logo should be 25 pixels.

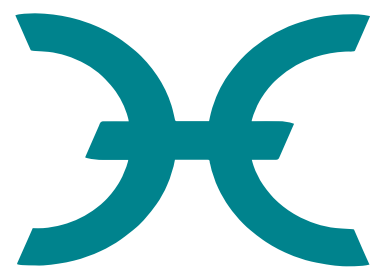


Logo minimum space

Holo's Tokens and Currencies

HOT

The ticker name on exchanges for HoloTokens is “HOT.” You can use HOT to refer to HoloTokens just as you would use USD to refer to United States dollars, or EUR to refer to euros. HoloTokens use the Holo logo as a currency sign.

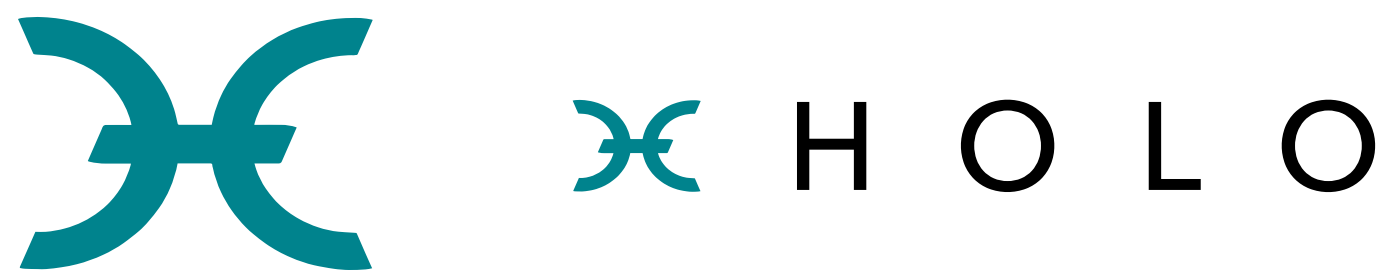


HoloFuel

The unit language for HoloFuel is “HF.” You can use HF just as you would use USD to refer to United States dollars, or EUR to refer to euros. HoloFuel uses the HoloFuel logo as a currency sign.



Do



On white backgrounds, use our primary color logo.

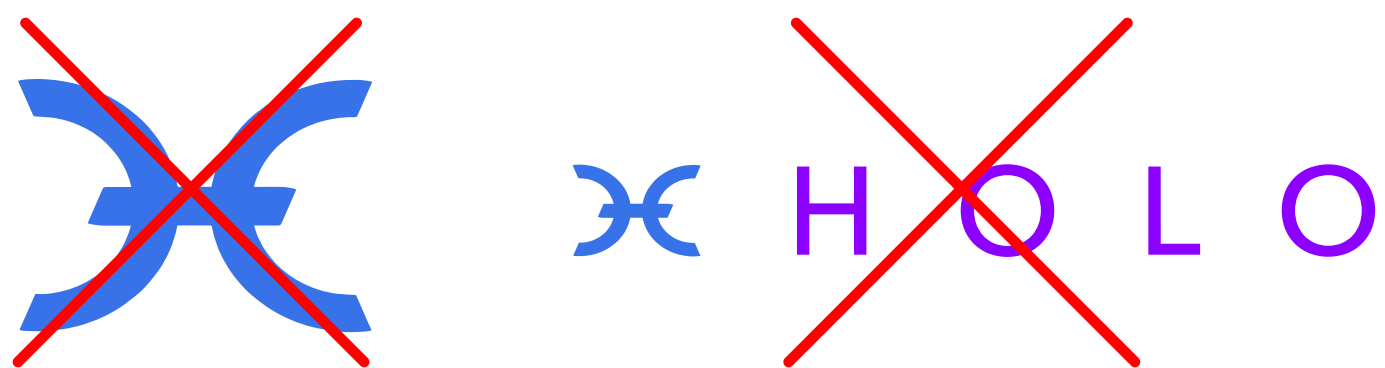


Use only our specified gray when constrained to grayscale.

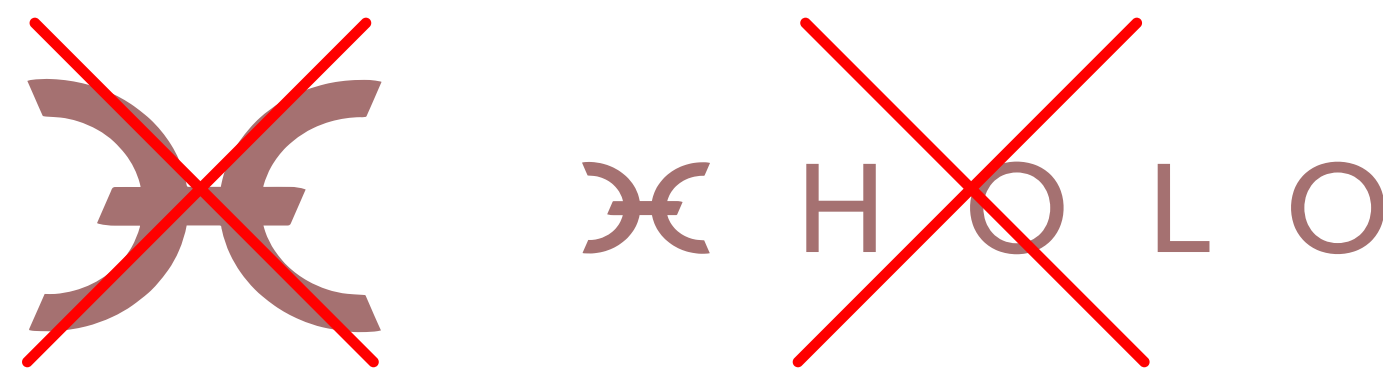


On dark backgrounds, use our white logo.

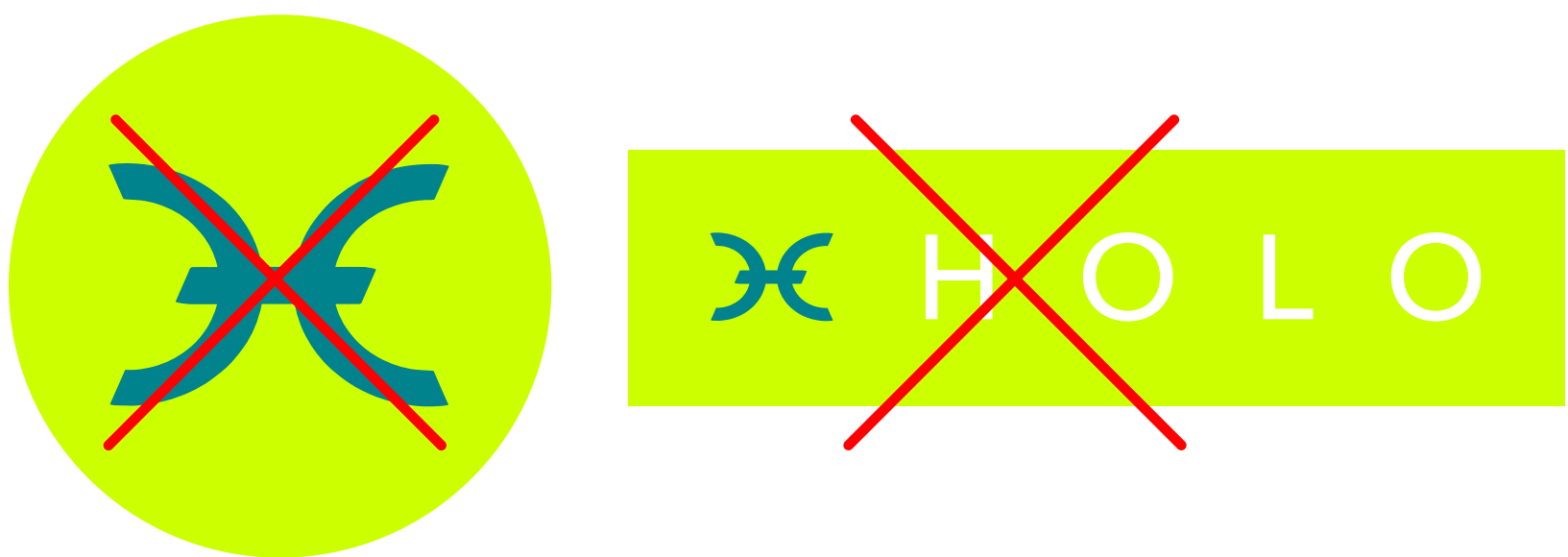
Don't



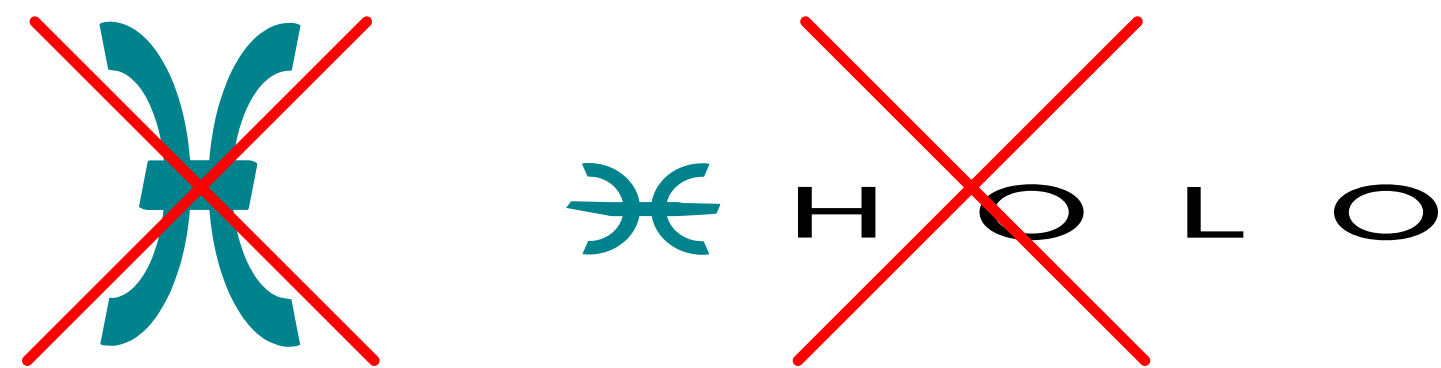
Please don't change the color of our logo.



Kindly refrain from using any other grayscale version of our logo other than our specified gray.



Please don't use our logo on colored backgrounds



Do not distort the logo in any way.

Using the logo with Holochain

In certain applications, it may be necessary to emphasize the fact that Holo is powered by Holochain. Use this lockup when necessary.



Black variant.



White variant.

Typography

These are the accompanying font families used for the Holo brand. No other typeface should be used through the brand.

For all email communication, internal communication and live web-text, please use the Nunito Sans font family, as illustrated.

Titles & subtitles

Raleway is used for all titles and subtitles.

The Infrastructure of a Distributed Web for Everyone

Raleway - Medium 34

The Infrastructure of a Distributed Web for Everyone

Raleway - SemiBold 28

The Infrastructure of a Distributed Web for Everyone

Raleway - Regular 22

Body

Nunito Sans is used for all body copy.

With Holo you can share your computer's capacity just like you might rent out a spare room on Airbnb. By hosting distributed applications, you are supporting a web that empowers individuals and communities.

Nunito Sans - Regular 22

With Holo you can share your computer's capacity just like you might rent out a spare room on Airbnb. By hosting distributed applications, you are supporting a web that empowers individuals and communities.

Nunito Sans - Light 18

With Holo you can share your computer's capacity just like you might rent out a spare room on Airbnb. By hosting distributed applications, you are supporting a web that empowers individuals and communities.

Nunito Sans - Regular 16

Brand Colors

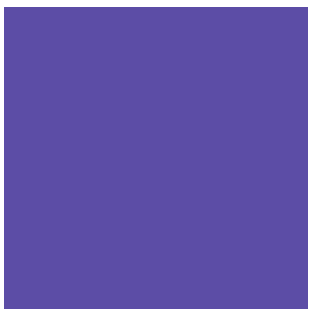
These are Holo’s primary color palettes broken down.

Primary Color palette

Here are examples of our primary color palettes. These are the primary colors for the Holo brand. To add more variety, shades and tints can be derived from the brand color palette.



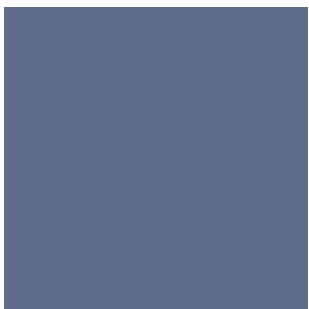
R 0
G 131
B 141
hex #00838D



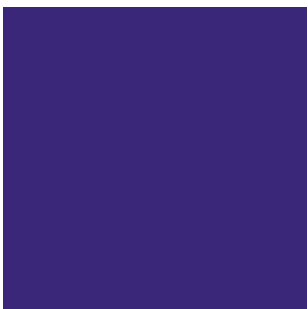
R 92
G 77
B 166
hex #5C4DA6



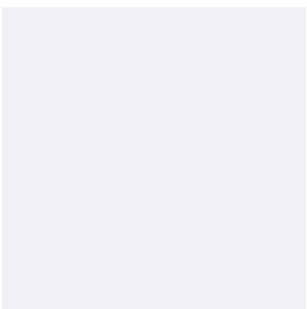
R 38
G 42
B 51
hex #262A33



R 96
G 108
B 139
hex #606C8B



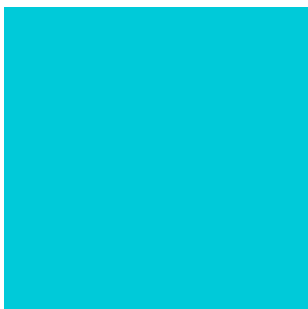
R 58
G 39
B 122
hex #3A277A



R 241
G 242
B 245
hex #F1F2F5

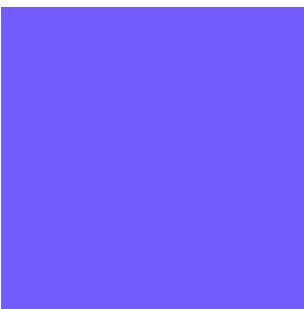
Holo suite of products

Here are examples of the color palettes for the Publisher Portal, Host Console, and HoloFuel apps, all products within the Holo brand. They should only be used directly in referencing the appropriate application.



R 0
G 202
B 217
hex #00CAD9

Host Console



R 115
G 92
B 254
hex #735CFE

Publisher Portal



R 33
G 190
B 152
hex #21BE98

HoloFuel