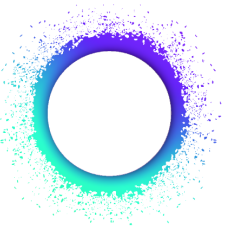


H O L  C H A I N

Brand Guidelines

Contents

- 1** Contents
- 2** Mission Statement
- 3** The Logo
- 4** Typography
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- 6** Other Imagery

Mission Statement

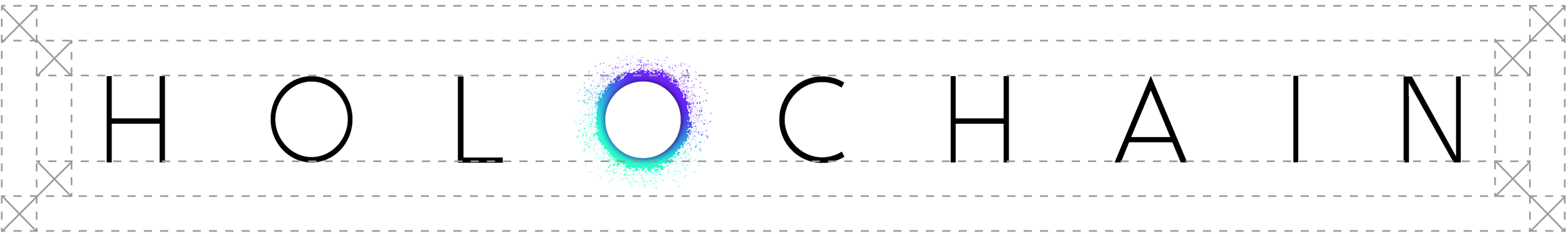
To support and embody social coherence through computing frameworks that enable collective intelligence and collaboration among peers.

The Logo

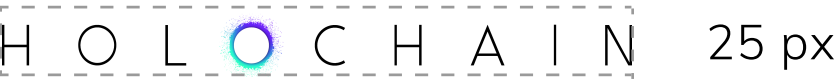
Our logo symbolizes the limitless potential and expansiveness of human creativity. Our hope is that it communicates a sense of diversity, energy, and inspiration about what is possible.

Clear space & minimum size

When placing the logo with any other elements, make sure to respect the logo's clear space.
'X' equals the proportional height between the base of the logo type and the base of the logo mark.
The minimum size of the logo should be 25 pixels.



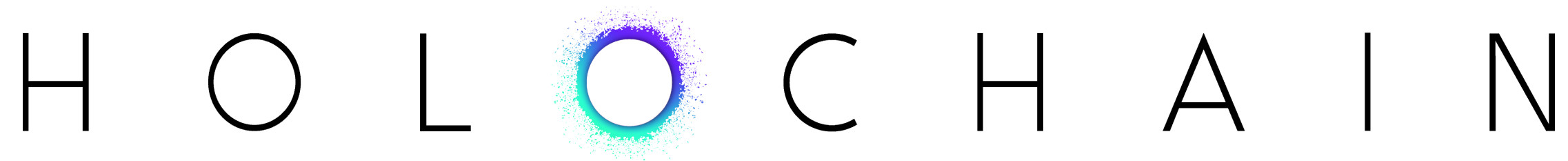
X = Logo clear space



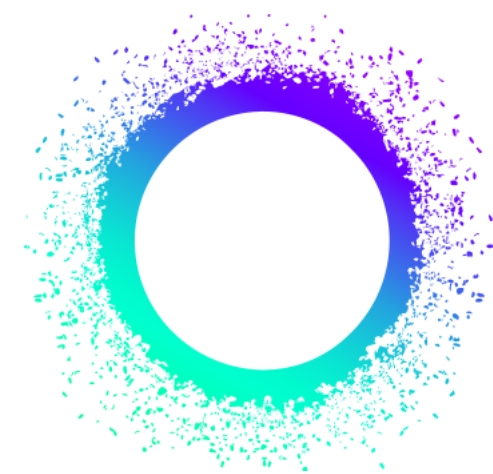
Logo minimum space

Primary & Secondary Logos

These are examples of the primary and secondary logo for the Holochain brand. Please ensure you use officially supplied logo files only. The secondary logo is an illustration that can be used on the appropriate applications but should not be used as the primary logo. Please do not reproduce the logo in any way.



Primary Logo



Secondary Logo



Secondary Logo

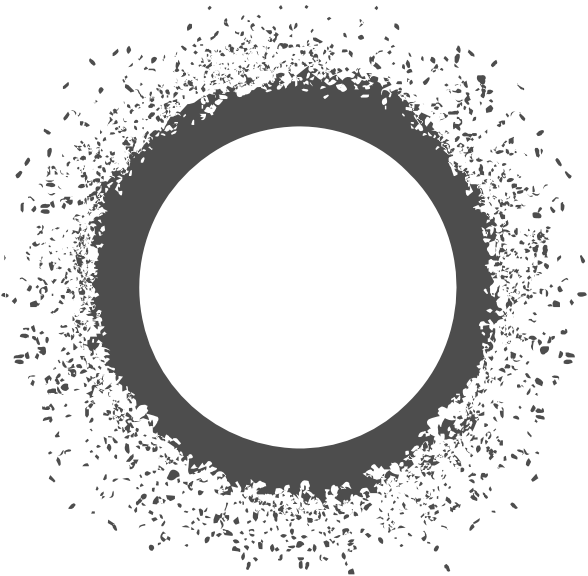
Do



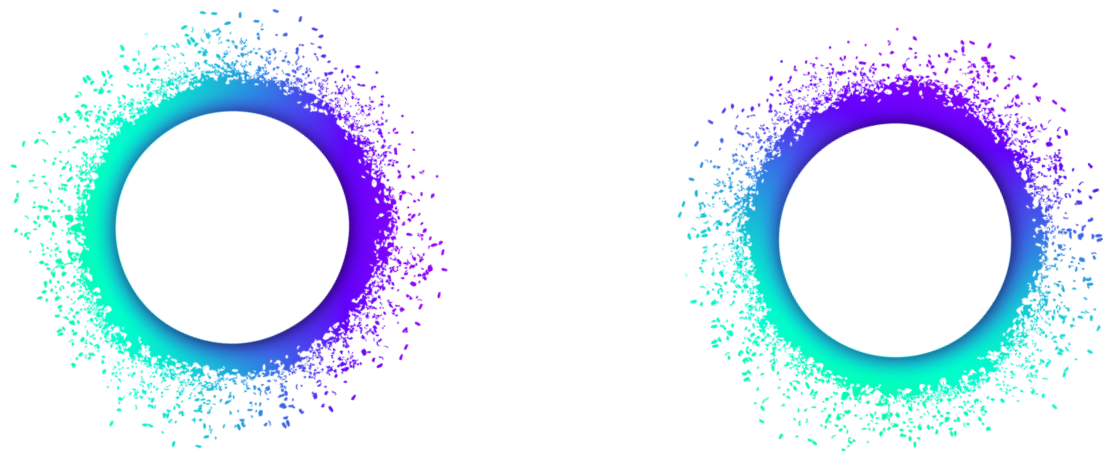
On white backgrounds, use our full-color logo.



On black backgrounds, use our full-color logo with white text.



Use only our specified gray when constrained to grayscale.



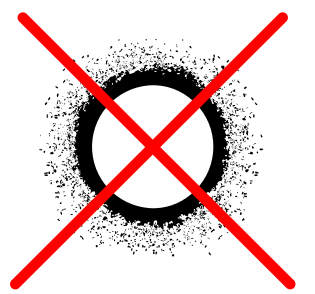
Tilt our secondary logo on it's axis for varied orientation.

Don't

~~H O L O C H A I N~~

“HOLOCHAIN” should never be used without the logo.

~~H O L O C H A I N~~



Please don't make our logo all black

~~H O L O C H A I N~~

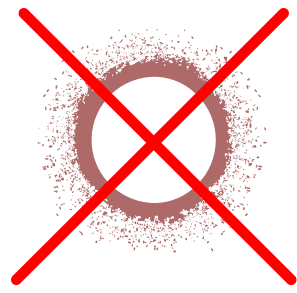


Please don't change the colors of our logo.

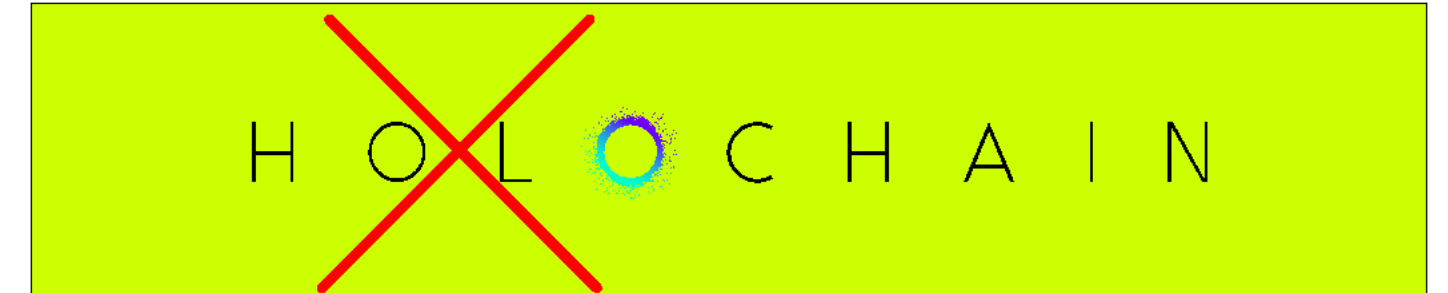


Please don't make our logo all white.

~~H O L O C H A I N~~



Please 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.

Typography

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

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

Titles & subtitles

URW Form is used for all titles and subtitles.

We can see the sun as setting, or the horizon as rising.

URW Form - Demi 24

We can see the sun as setting, or the horizon as rising.

URW Form - Demi 18

We can see the sun as setting, or the horizon as rising.

URW Form - Demi 16

Body

Mulish is used for all body copy.

Noticing edges often leads me to see the underlying gradients they fit with. The colorful edge between two species of wildflowers led me to notice a gradient of clay soil turning into sandy soil.

Mulish - Light 24

Noticing edges often leads me to see the underlying gradients they fit with. The colorful edge between two species of wildflowers led me to notice a gradient of clay soil turning into sandy soil.

Mulish - Light 18

Noticing edges often leads me to see the underlying gradients they fit with. The colorful edge between two species of wildflowers led me to notice a gradient of clay soil turning into sandy soil.

Mulish - Light 16

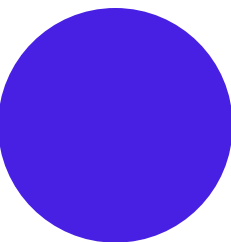
Brand Colors

These are our primary color palettes broken down.

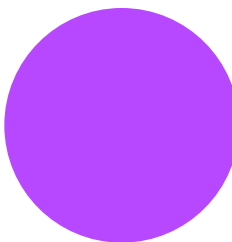
Primary color palette

Here are examples of our primary color palettes. These are the primary colors for the Holochain brand. Gradient colors can be use for other brand elements such as highlight colors on a page, and primary colors in illustrations such as graphs, slides, tables and photographs.

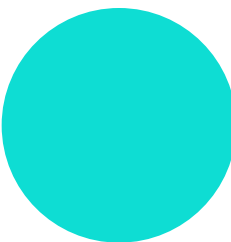
Gradient colors should not be used for any accompanying typography such as headings, subheadings and body copy. Please use gradient color palettes sparingly.



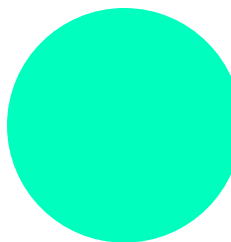
R 72 G 32 B 227
hex #4820E3



R 183 G 72 B 255
hex #B748FF



R 14 G 221 B 211
hex #0EDDD3



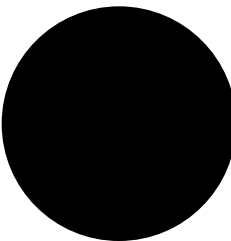
R 0 G 255 B 191
hex #00FFBF



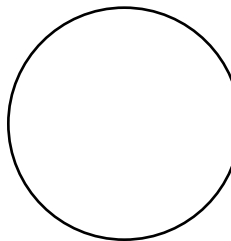
hex #4820E3/
hex #0EDDD3



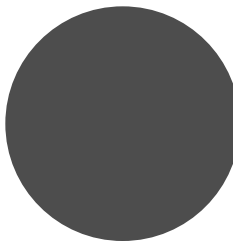
hex #4820E3/
hex #B748FF



R 0 G 0 B 0
hex #000000



R 255 G 255 B 255
hex #FFFFFF



R 77 G 77 B 77
hex #4D4D4D

Do

What is Holochain?

An application framework

Holochain is an open-source framework for creating peer-to-peer applications that are secure, reliable, and fast. Instead of depending on servers, Holochain applications connect user devices directly to each other in secure networks. This gives users the best of both worlds — the autonomy and availability of locally installed software, with the power and redundancy of cloud software. Application developers, in turn, no longer have to maintain and pay for cloud hosting.

Agent-centric

Holochain takes an agent-centric approach, putting you at the center of your computing experience. This isn't just a pleasant-sounding philosophy; it's actually how it's built. Applications run on your device, creating self-owned identities and data. Open programming interfaces ensure you always have access, while consent-based permission control protects you from unauthorized use.

Use gradients as a background for Title text on a page.

Energy Grids

Intelligence and peer-to-peer micro-transactions for distributed grids

How it Works

1

You install an app, which signs and stores your data on your device.

2

You share your public data with a random set of peers.

3

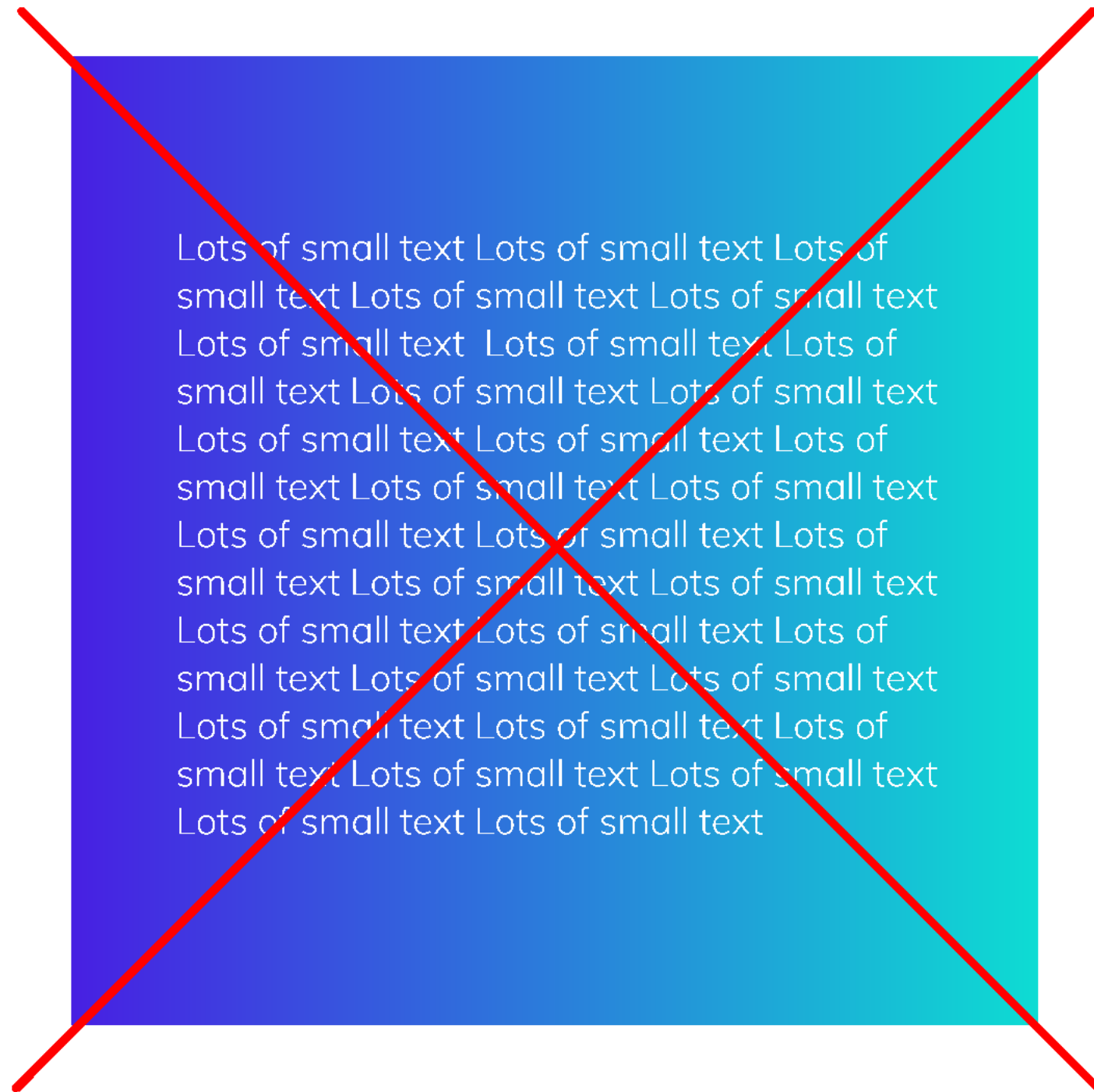
Your peers validate the data against the app's rules before storing it.

4

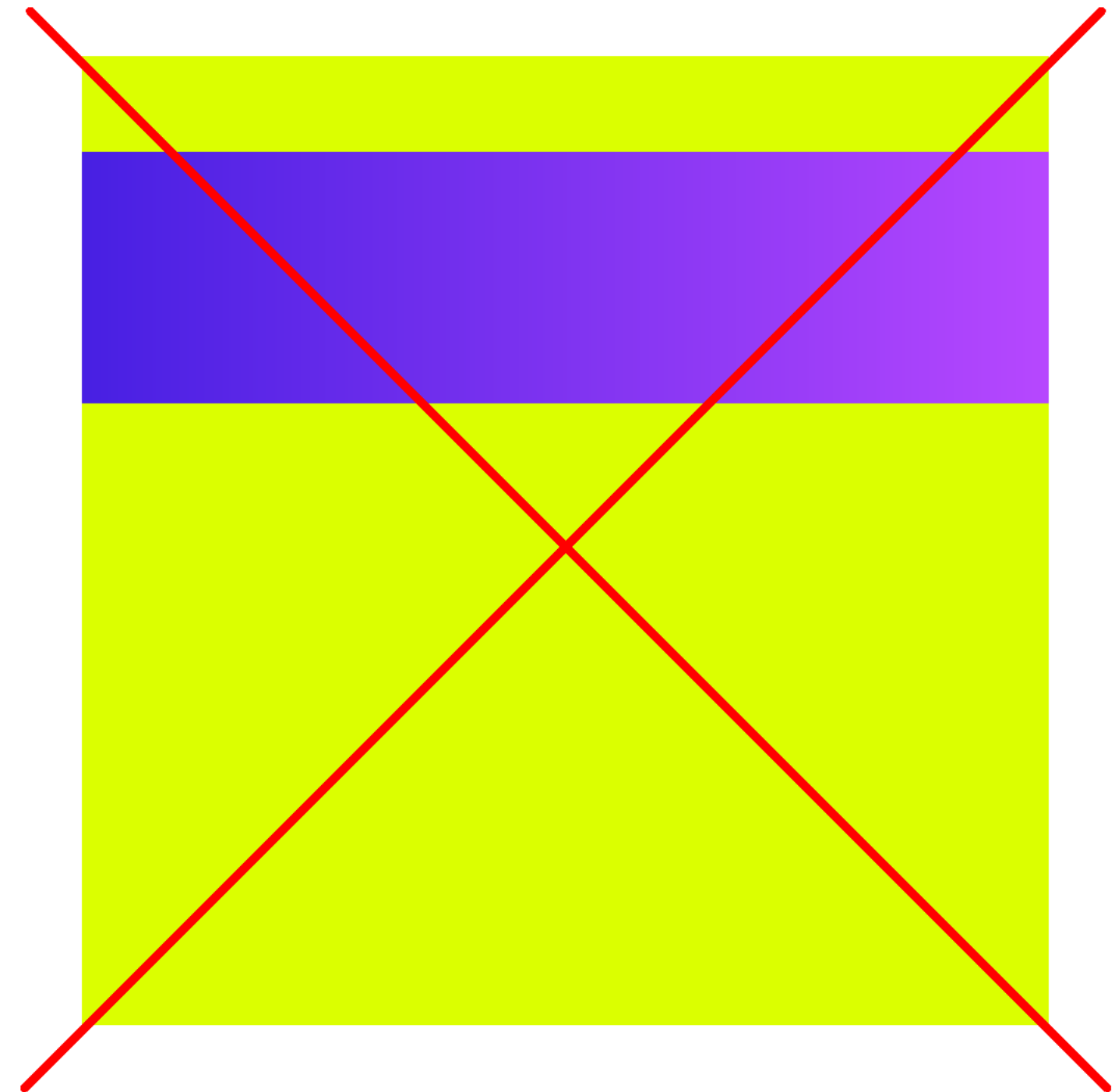
Invalid data triggers a network-wide security response.

Use gradients as cards to feature small amounts of information.

Don't

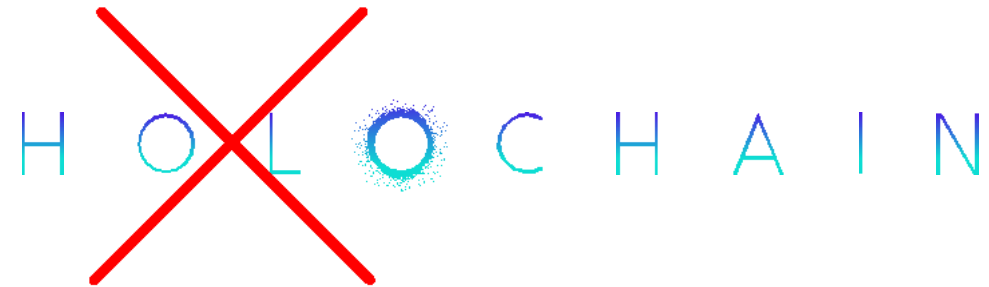


Don't use gradients as full page backgrounds.



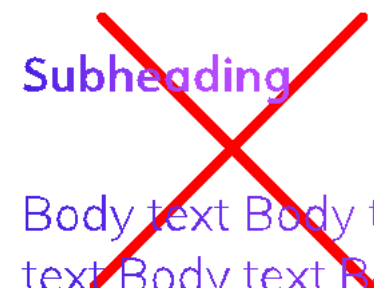
Don't put gradients on top of colored backgrounds

Don't



Don't use gradients on our logotype.

Heading



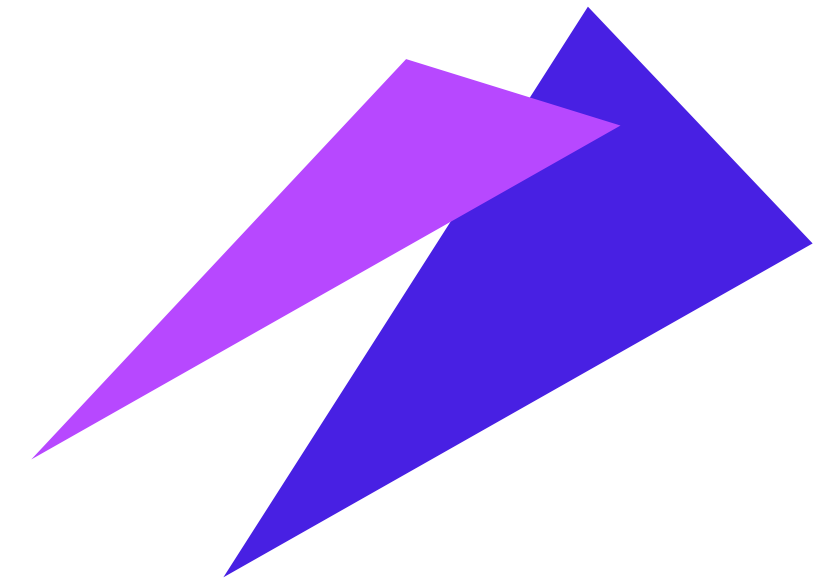
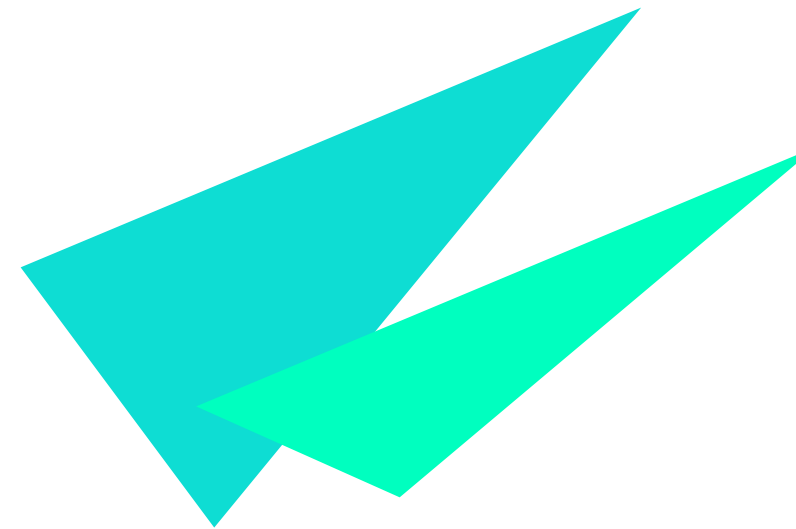
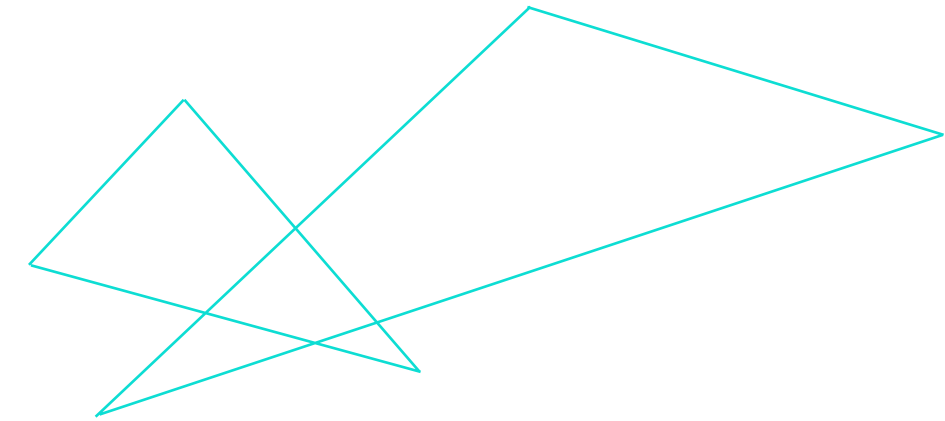
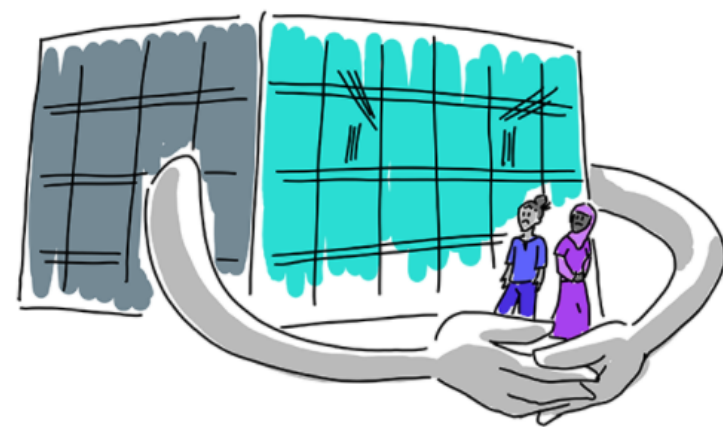
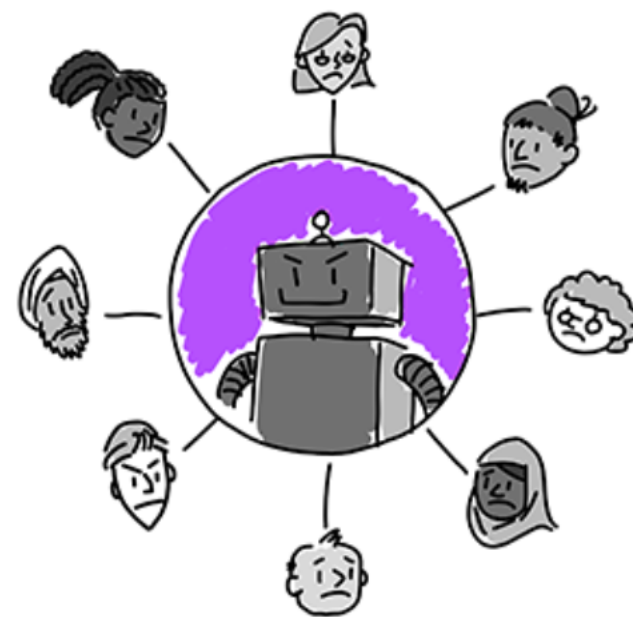
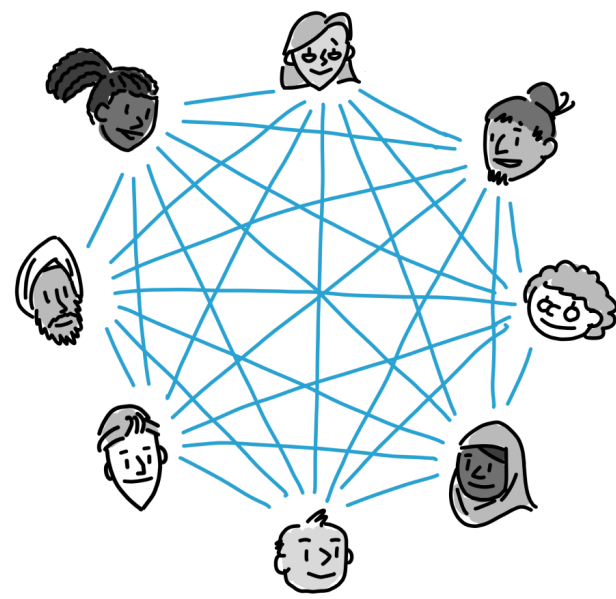
Body text Body text Body text Body text Body
text Body text Body text Body text Body text
Body text Body text Body text Body text Body
text Body text Body text Body text Body text

Don't use gradients for any accompanying typography.

Other Imagery

Illustrations bring our brand, and technology in general, to life. Holochain's illustration style is clean, lighthearted, and simple. These graphics are comprised of hand drawings and geometric shapes, using simple accents in our vibrant brand colors. In copy, they let us add some showing to our telling, and invite users to see themselves, and humanity, as an integral part of technology.

Illustrations & graphics



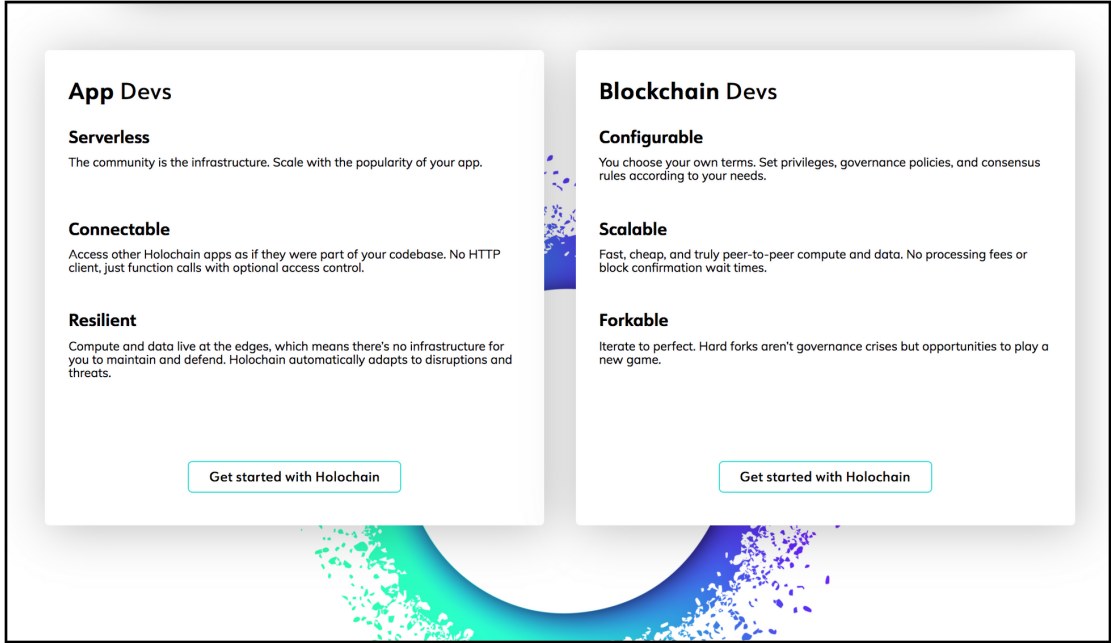
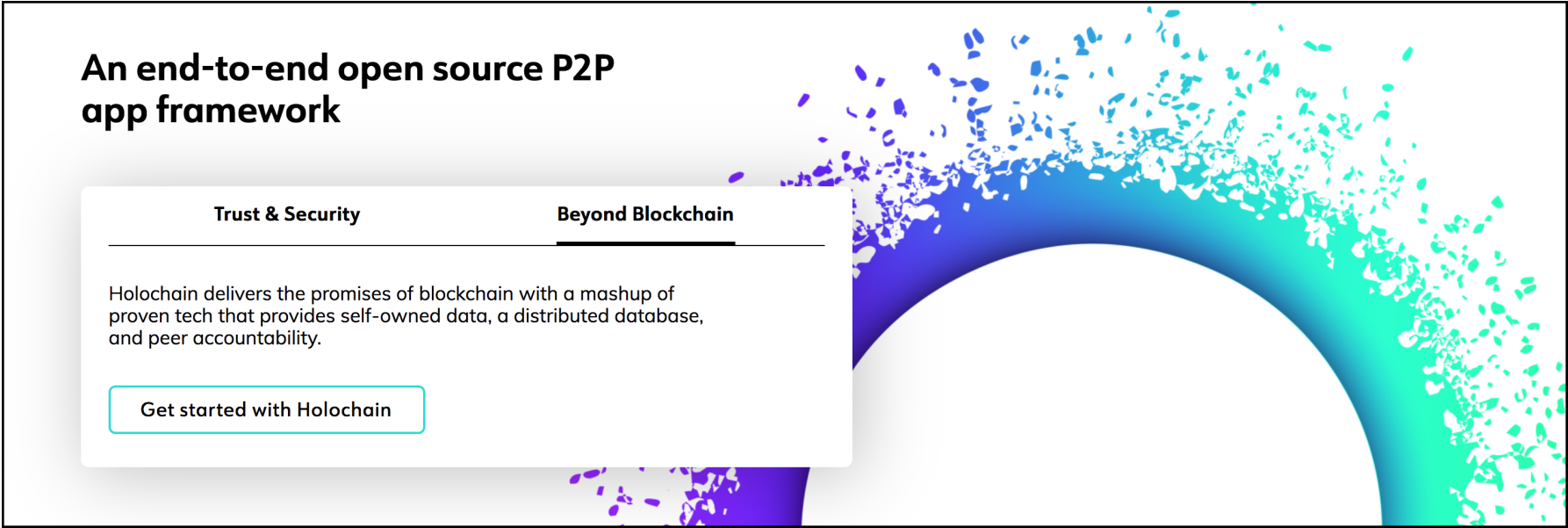
Seeing Nature

I feel part of a world growing toward unimaginable possibilities.

Spirals of Change

The world is full of spirals containing unknown power.

Our logo as a design element



When referencing Holo



Use the Holo logo in all black.



Use the Holo logo in all white.



Use the Holo logo as a watermark.