

Hello.

Ethereos brand guide

Slogan

Decentralized World, for a better future

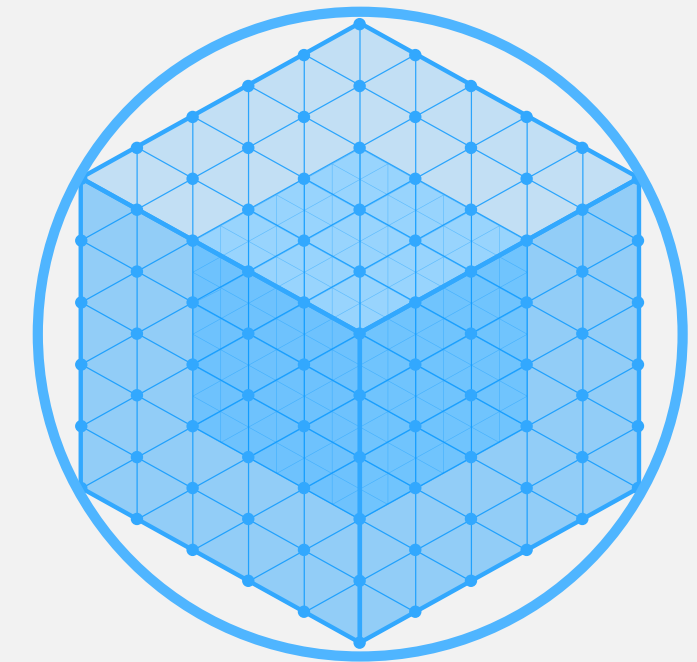
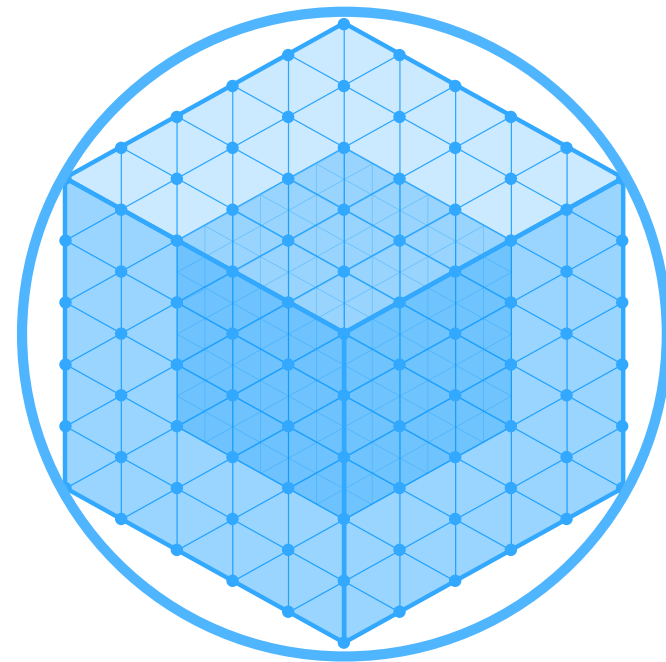
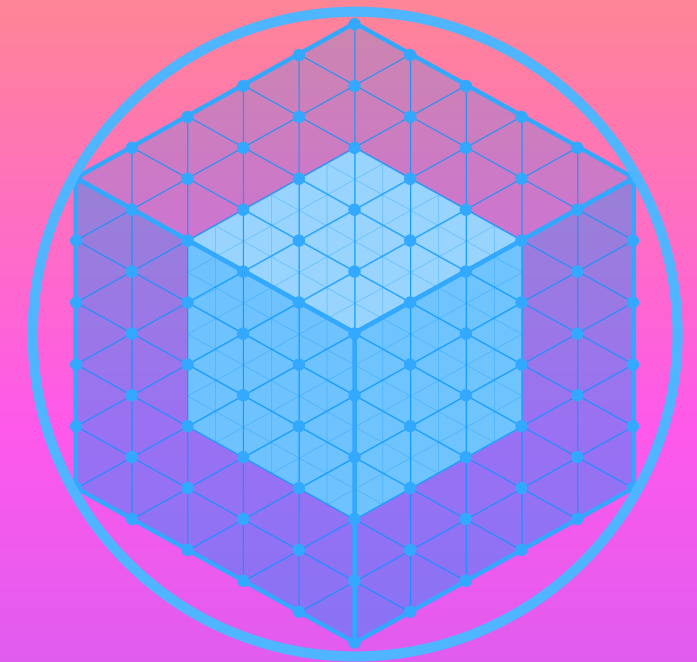
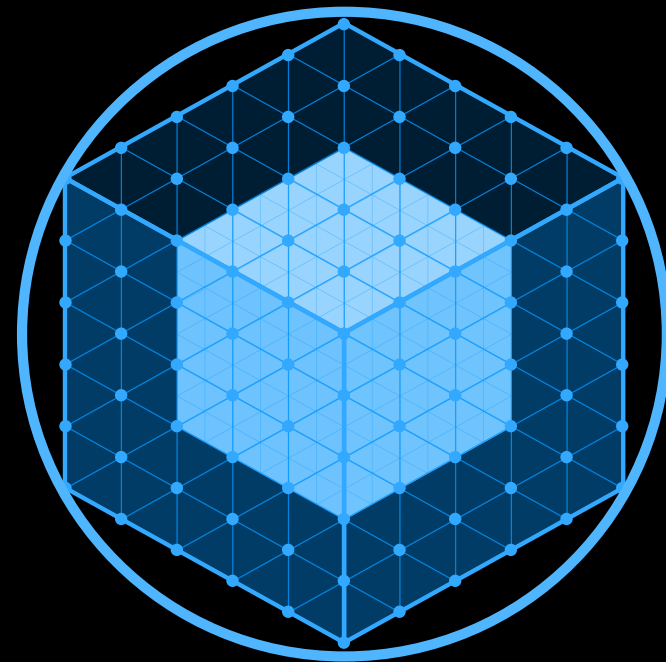
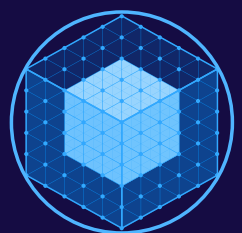


Monogram

Same on all colors of the background. Based on a geometric approach to complex space which is built on few layers.

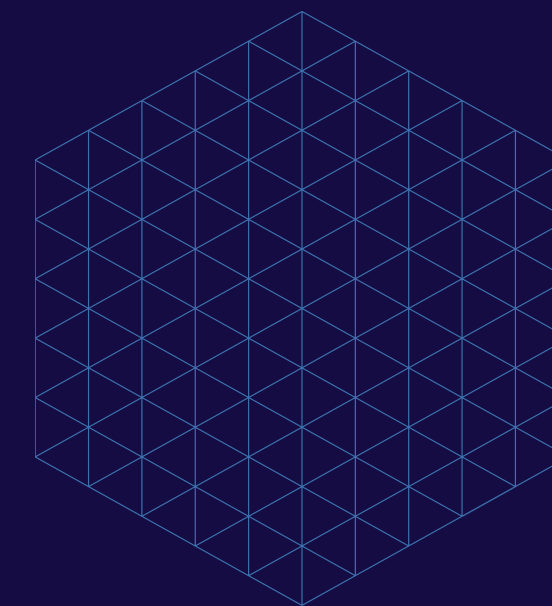
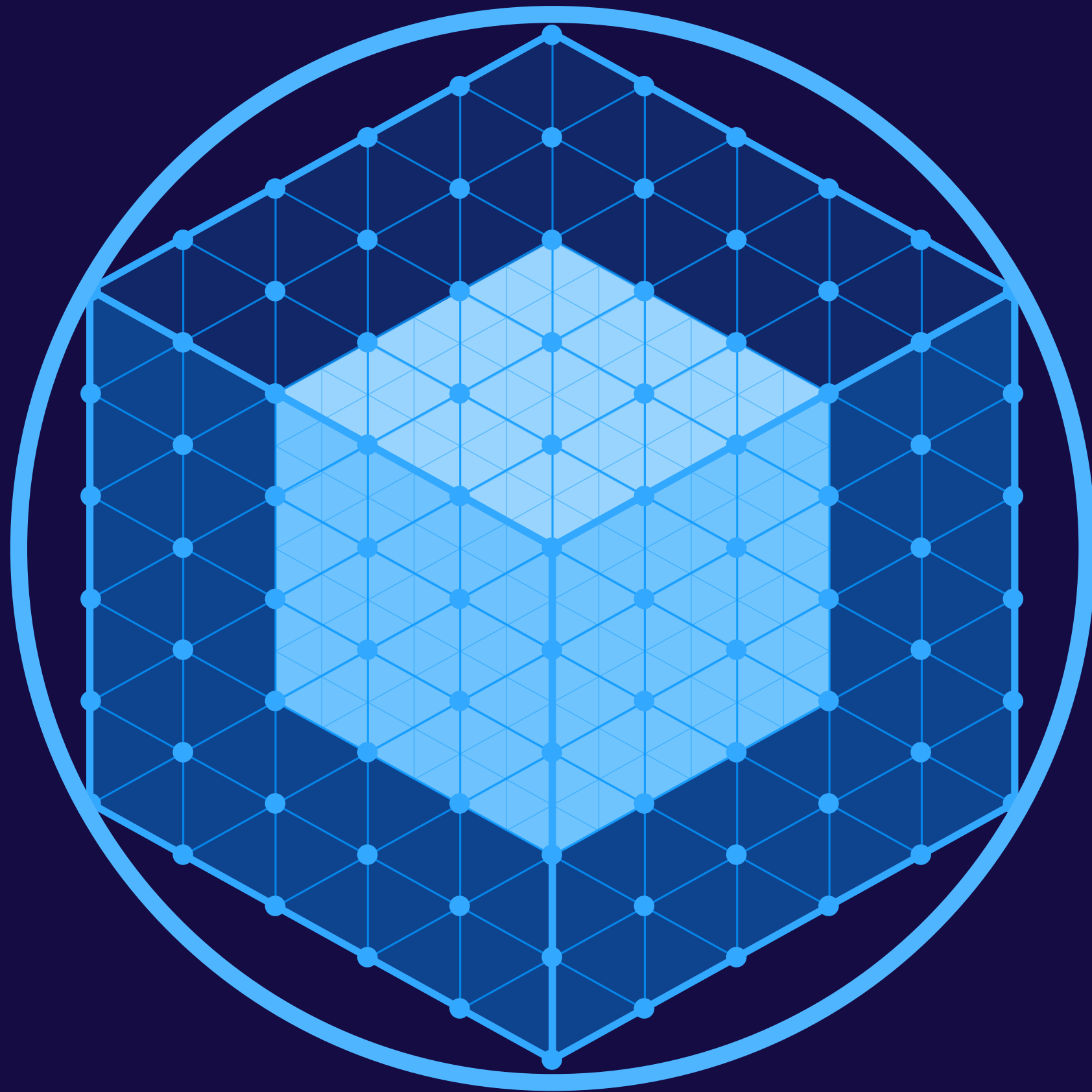
Combines together develop **Etheros Monogram.**

The creation of this monogram reflects the complexity of Etheros world which is build by mixing simple levels. So we got on the one hand simplicity and complexity.



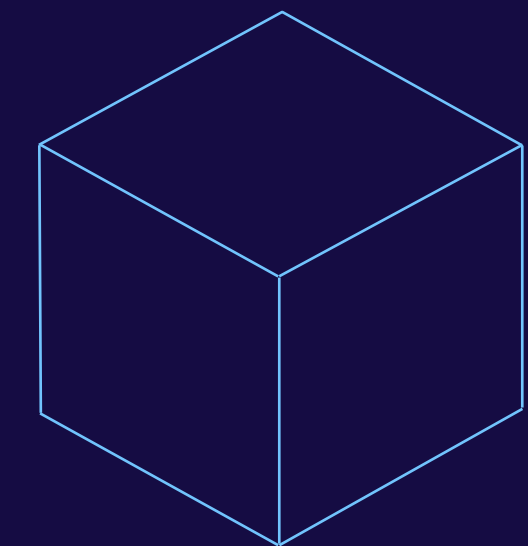
Monogram Concept.

Monogram is based on double rectangle and connectivity mesh. All of it is signed into circle to close monogram into one symmetrical space.



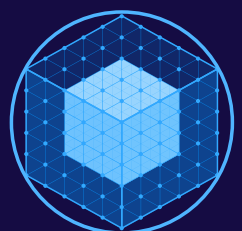
Geometric Mesh

Mesh with connectivity dots build geometric space.

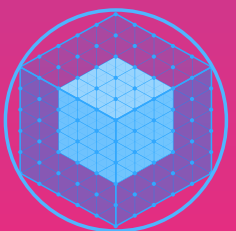
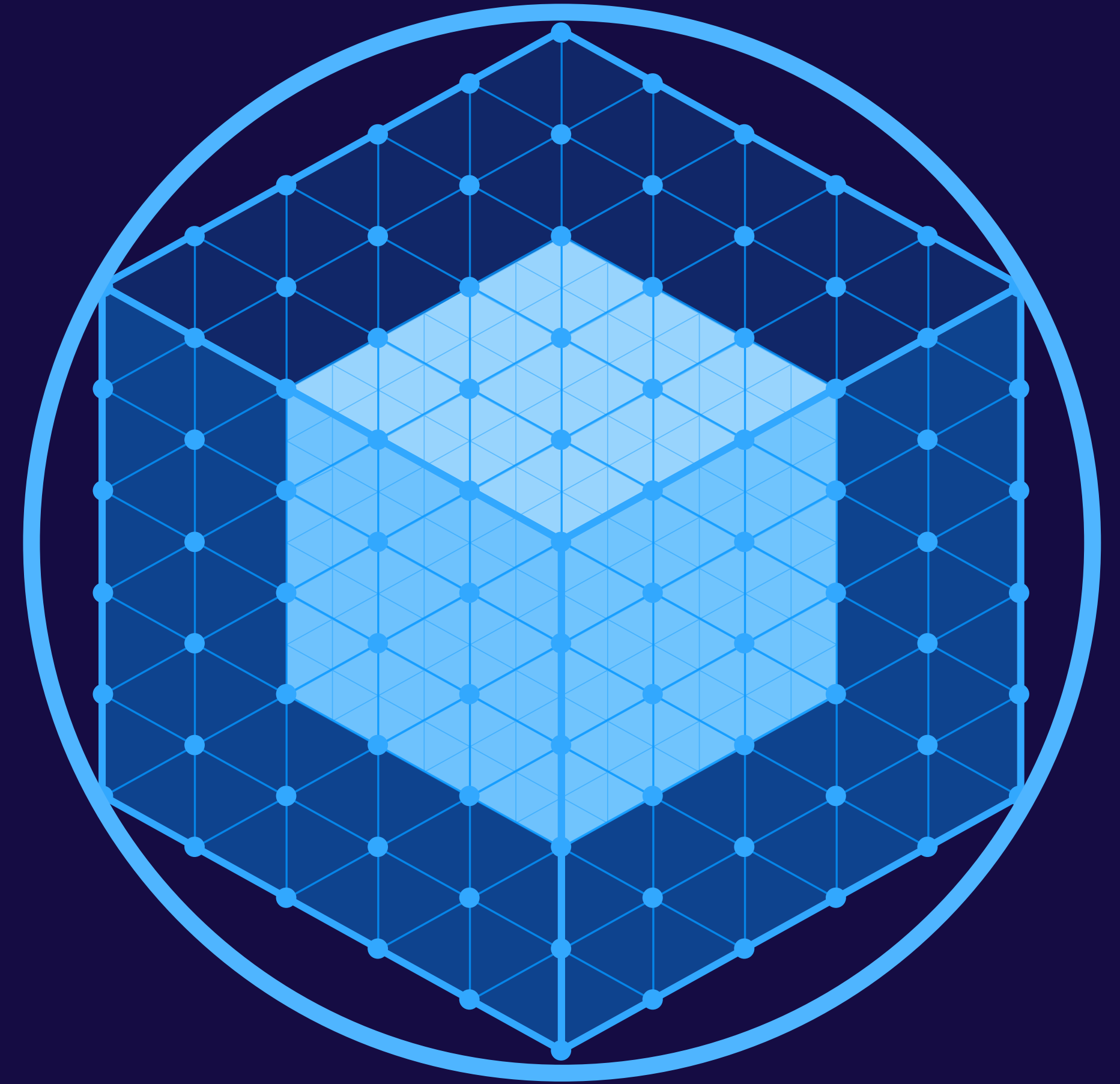


Double rectangle

Also, the double rectangle is used, one which is filled, and the second based on the geometrical mesh.

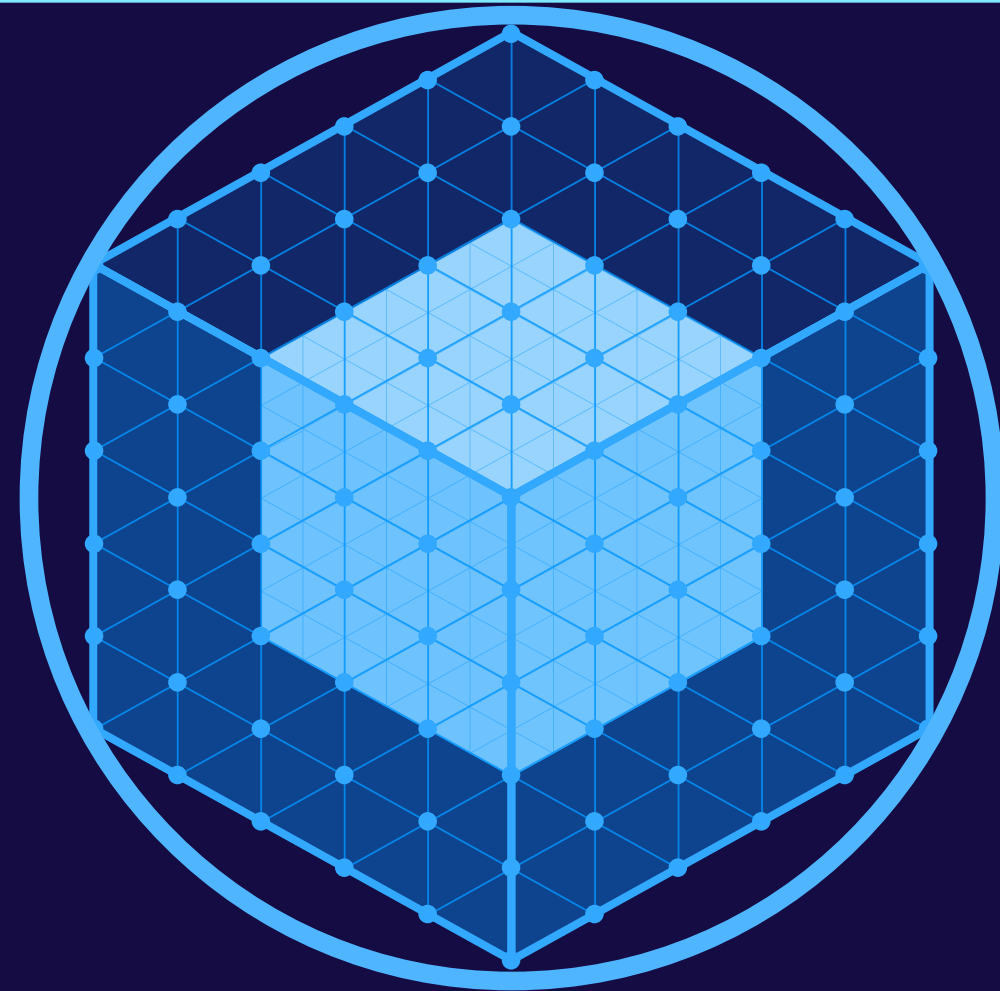


We refer to
geometry and
complexity at the
same time which can
be a breakthrough to
simple points.

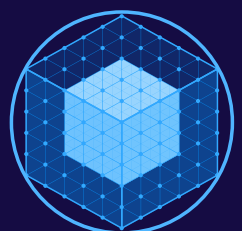


Logo brand

Monogram spacing is based on
half of the letter E from the logotype



ETHEREOS



Logo brand

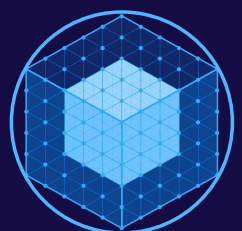
Safe spacing is based on half of the letter E from the logotype



Logo brand

Logo and slogan combined.
First of all, logos do not have to be used with
slogans together.

When it is then use the proper font and build
the composition in any clean way, as in the
shown example. Feel free to play with it.

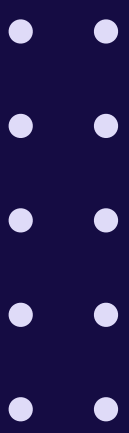


Decentralized World,
for a better future



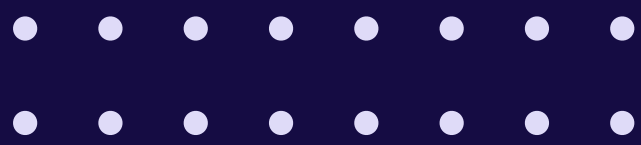
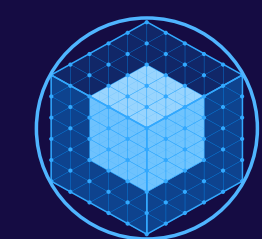
Decentralized World,
for a better future



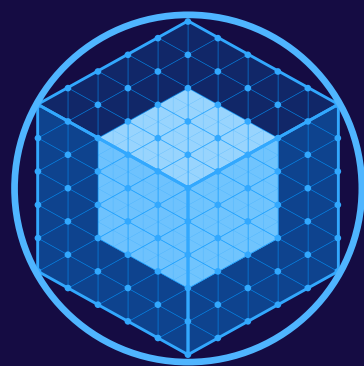


Scale

There is no general sizing except proportions.
There is no general normal size, however lower
point of scaling should not be smaller than
150 px.

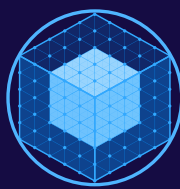


Normal



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Half size



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1/4 size

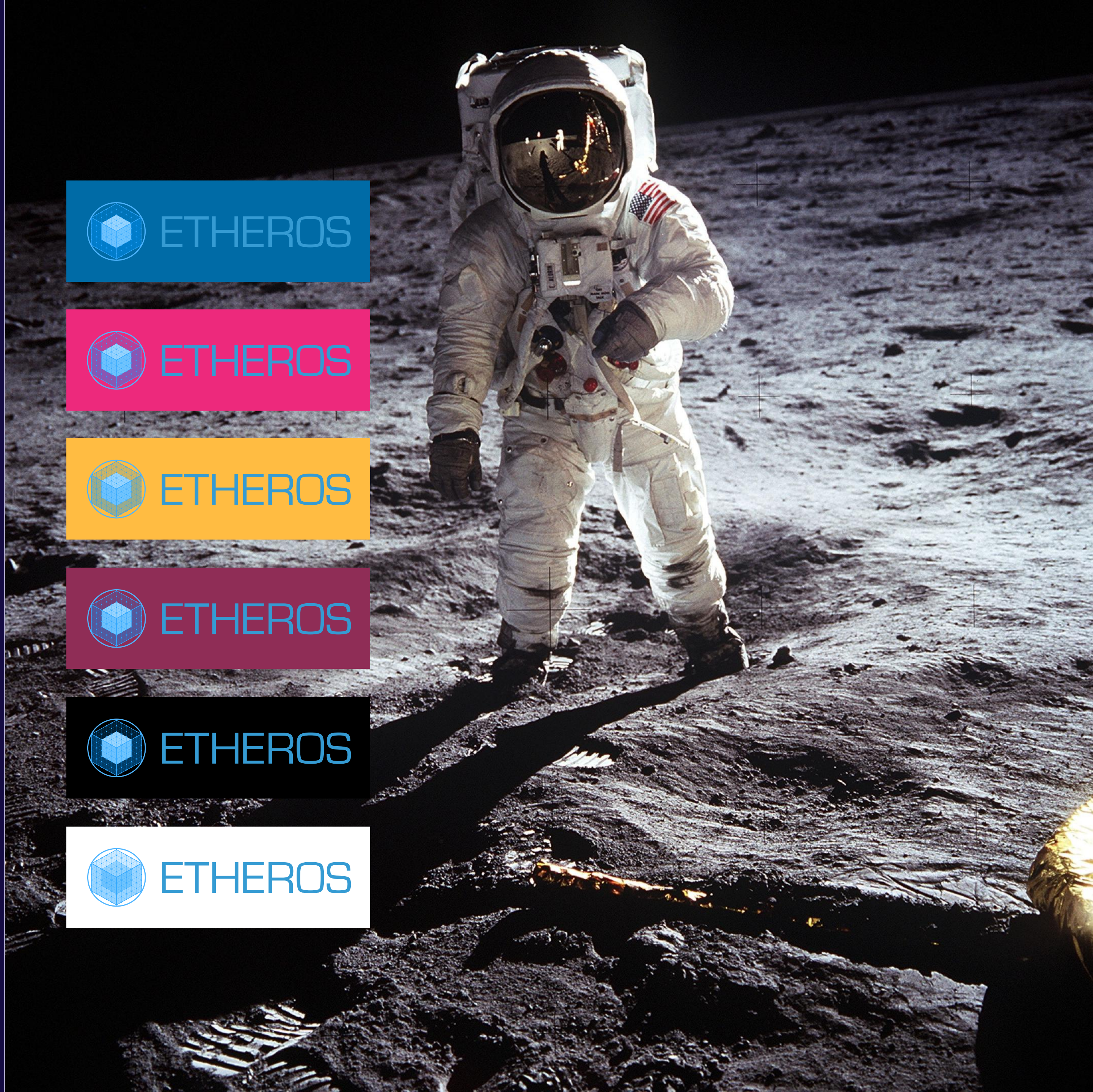
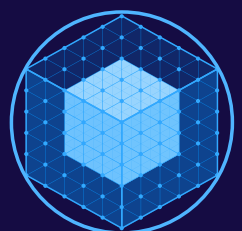


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Bottom solid color

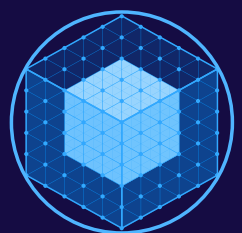
Depending on the type of background in Etherso we use background color related to the base background color.

All background colors base on the color palette of Etherso



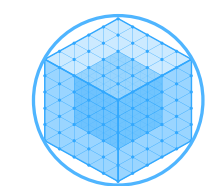
Bottom solid color

In that case, proper usage is the black background.



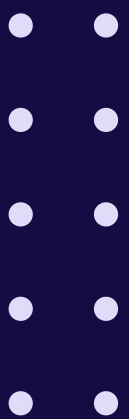
Bottom solid color

In that case, proper usage is the white background.



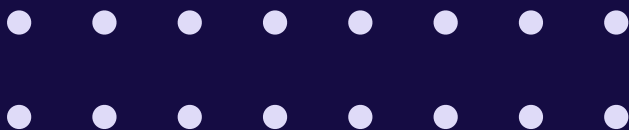
ETHEROS

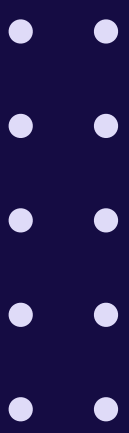




Bottom solid color

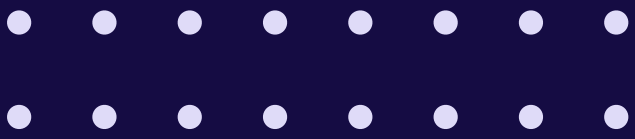
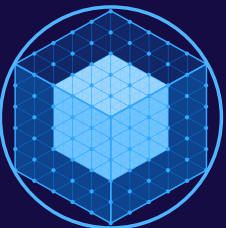
In that case, proper usage is the orange background.



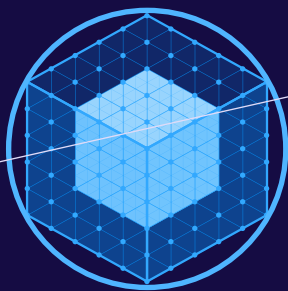


Don't

Do not manipulate with logo in any way, as shown in the example below.

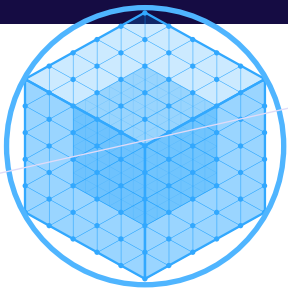


ETHEROS

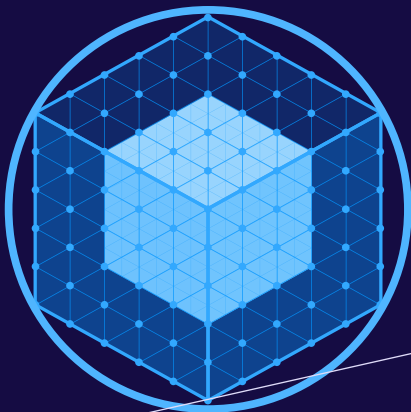


do not change position of monogram.

ETHEROS

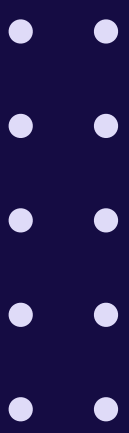


do not add own backgrounds with bad calculated safe space



ETHEROS

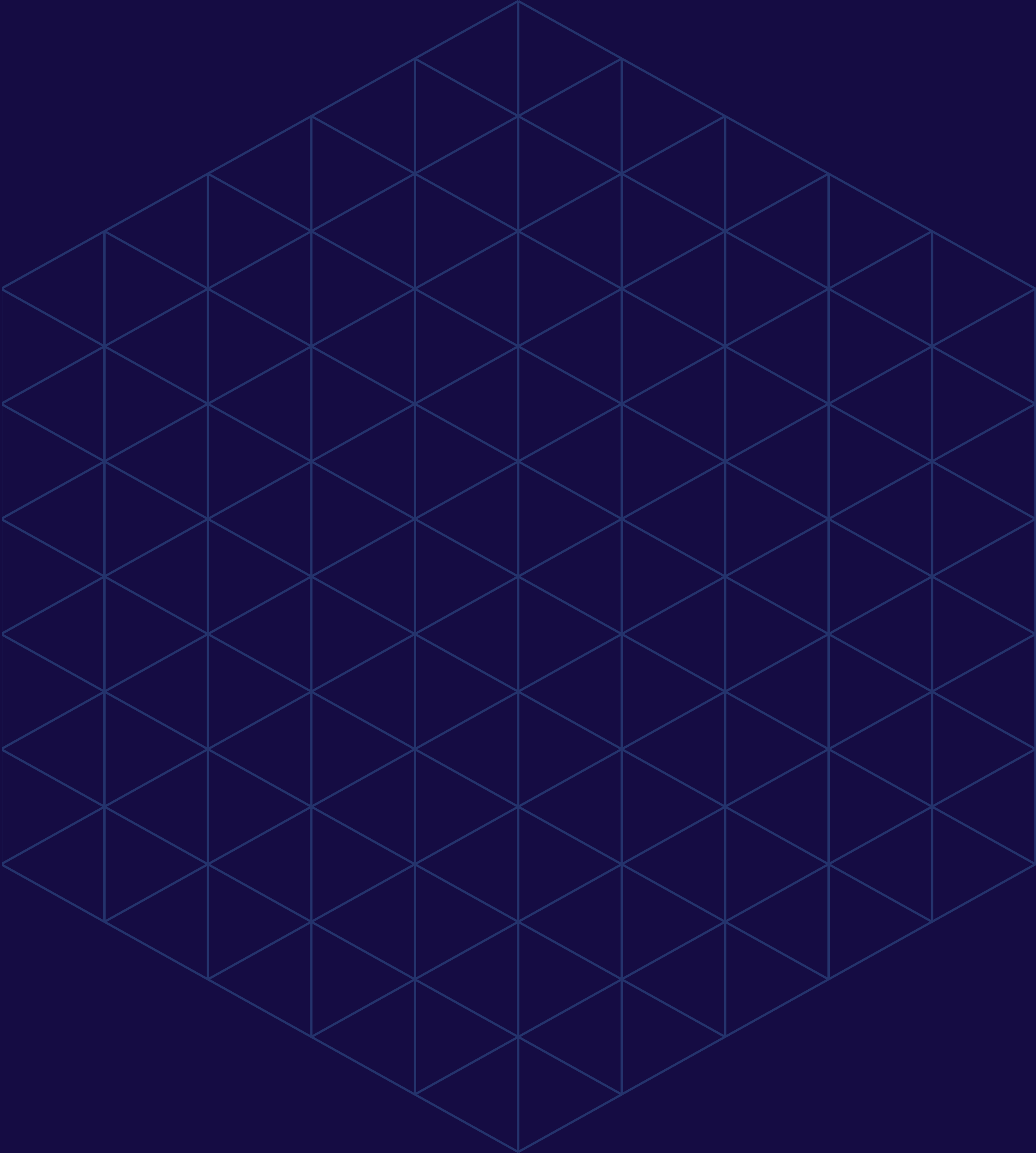
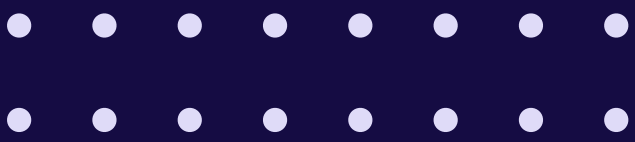
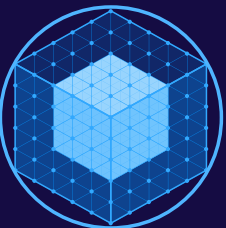
do not scale monogram

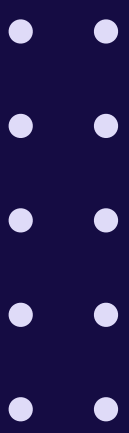


Pattern

The geometric pattern is perfect for usage as a decorative element. We suggest using it on plain backgrounds and on photography to add some Ethers touch.

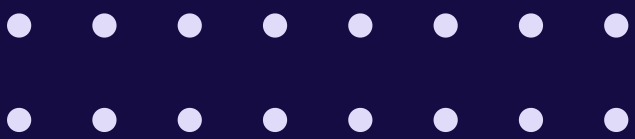
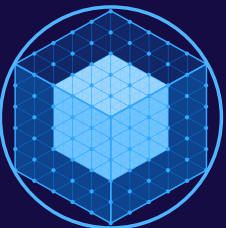
The pattern can be used in any way, it can be limited, cut, sliced, masked.



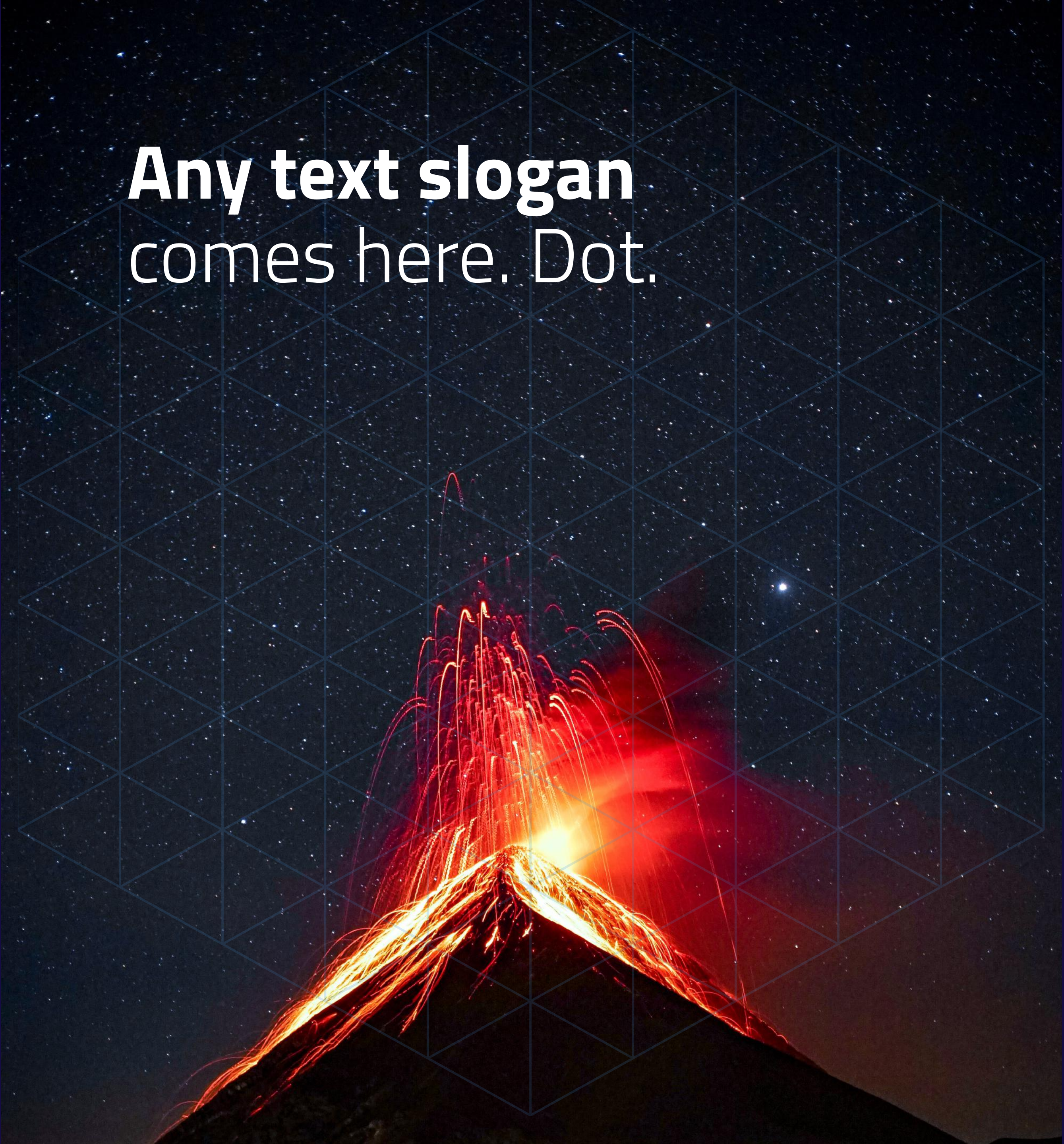


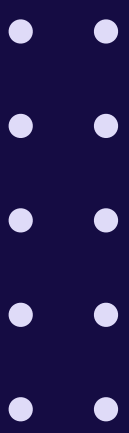
Pattern

Usage sample



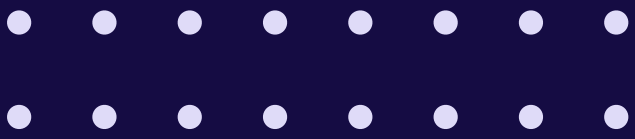
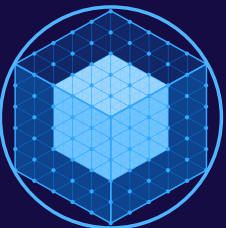
Any text slogan
comes here. Dot.



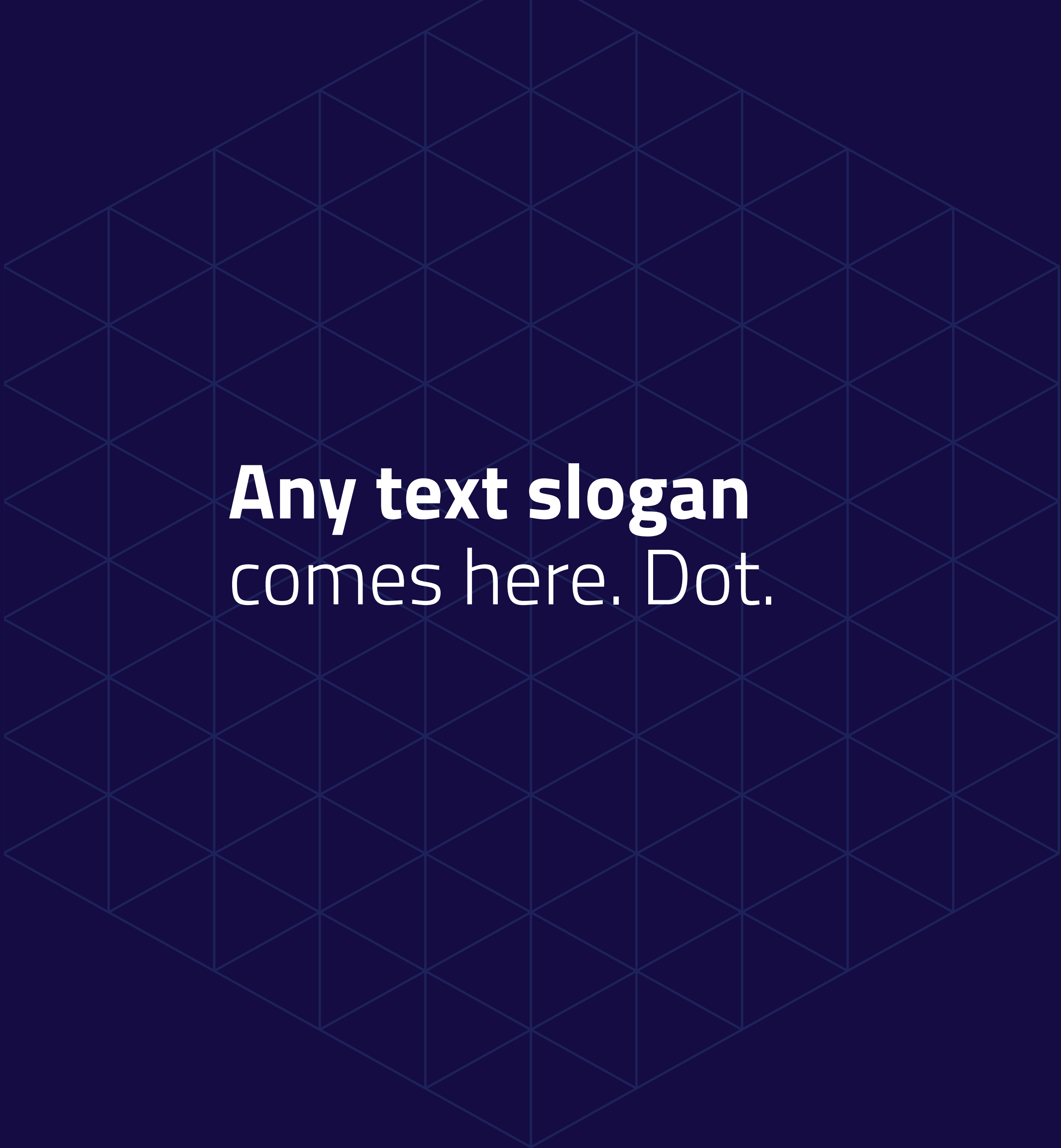


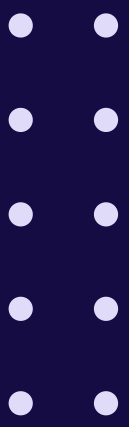
Pattern

Usage sample



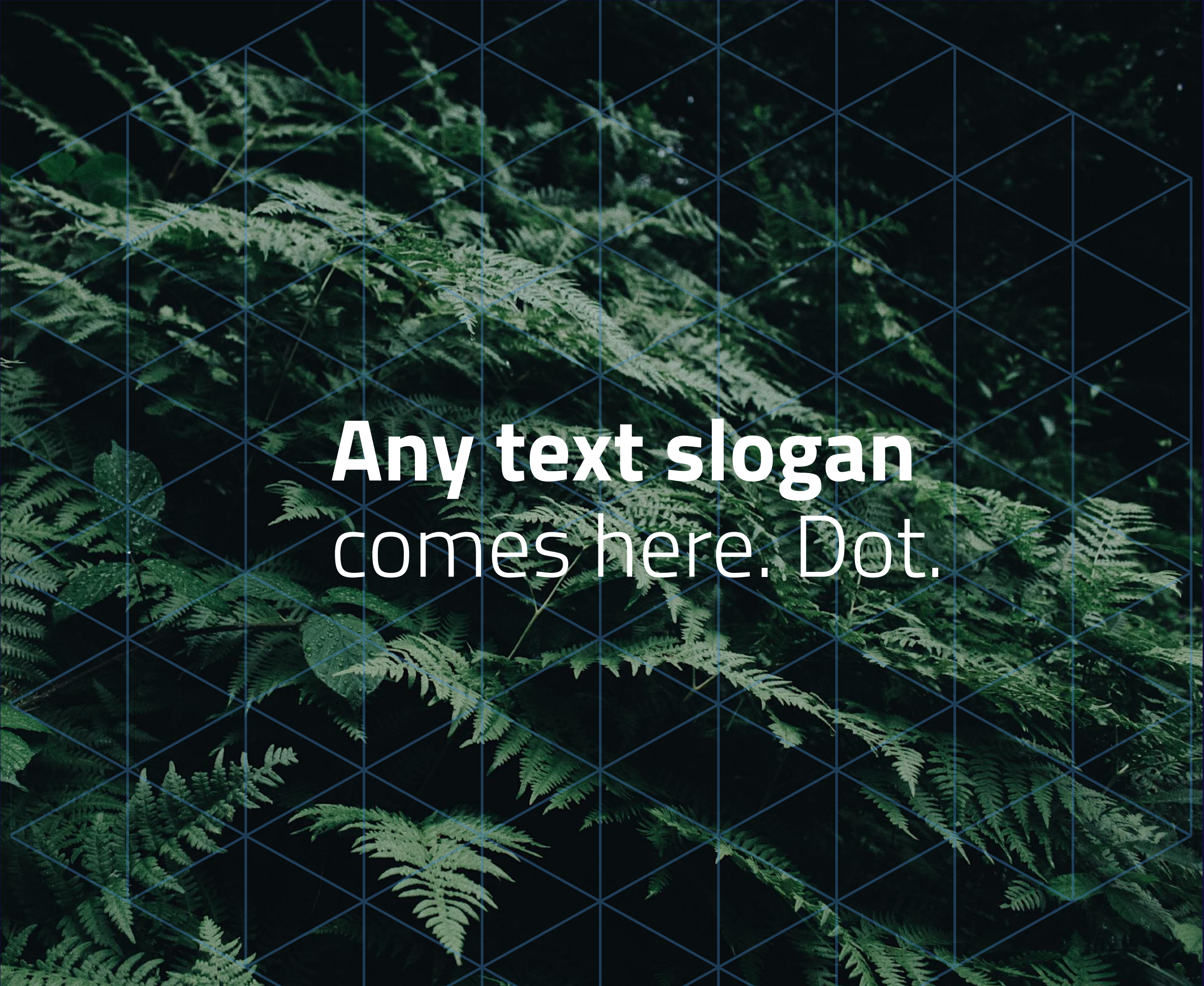
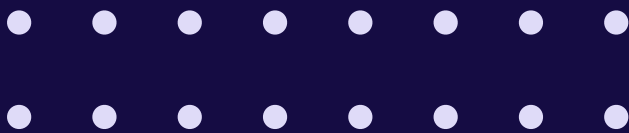
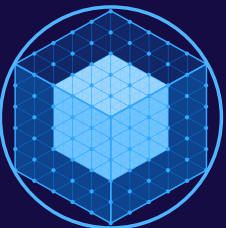
Any text slogan
comes here. Dot.





Pattern

Usage sample



Any text slogan
comes here. Dot.

Solid colors

Six base colors are the main palette.
We can mix them as we wish to play right with
background space or composition.

006BA6

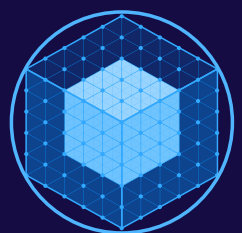
000000

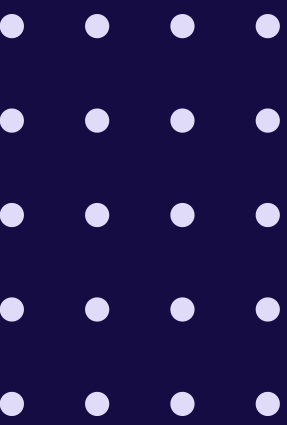
ED217C

FFBC42

0496FF

8F2D56

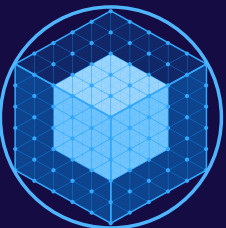




Gradients

Base gradients are built on the typical color palette with a 90-degree gradient mix.

So to create a gradient just place it horizontally with 90 degrees from any based color from palette to another one.



006BA6

ED217C



0496FF

006BA6



8F2D56

ED217C



ED217C

000000



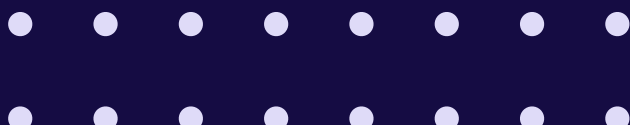
FFBC42

8F2D56



0496FF

ED217C



Aa

Titillium

Aa

Euro Stile



Basic Typeface

The base font for the main usage is Titillium with all available sub formatting, from thin to black.

Titillium

Titillium Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Titillium Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Titillium Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



Logo typeface

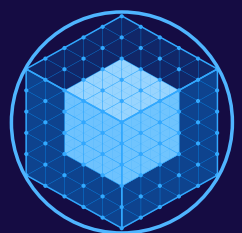
The used logo typeface is Euro Stile.

Aa

Euro Stile

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789



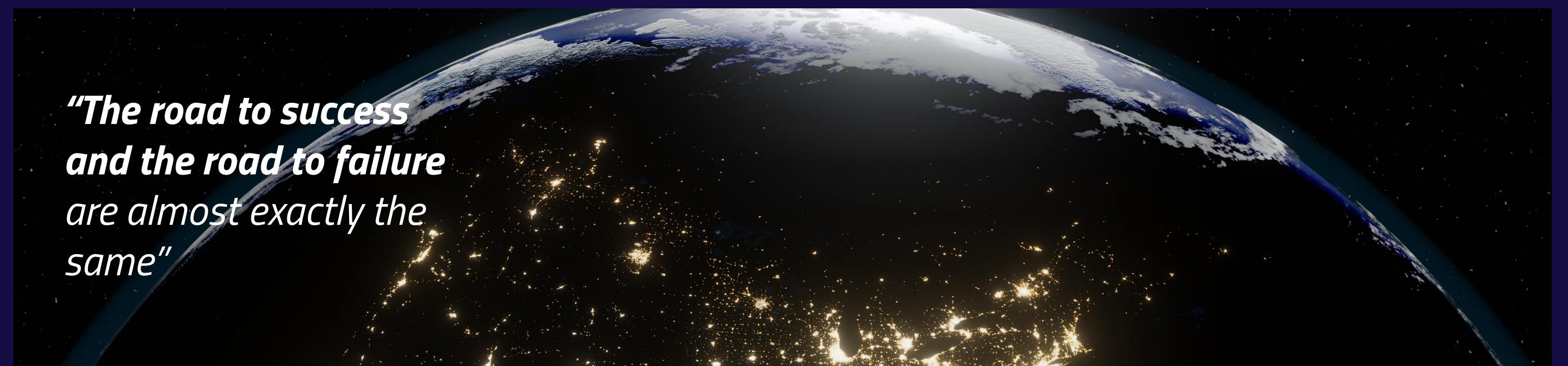
It is **better** to fail in originality than to succeed in imitation

This is a mix of using bold and thin in headlines.
It can be easily combined together.

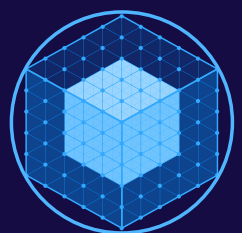
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Nunc rutrum, orci molestie semper roll laoreet, quam leo commodo massa, in mollis sem urna et ante.
In pretium, Nunc rutrum, orcihds moleca semper laoreet Nunc rutrum, orci molestie semper laoreet
olshop anteln pretium.

This sample below shows proper usage of bold and normal in font formatting.



Also below we can use proper usage of mixing bold and normal weight of font with picture background.



Typography

01

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc rutrum, orci molestie semper laoreet, quam leo commodo massa, in mollis sem urna et ante. In pretium, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc rutrum, orci molestie semper laoreet, quam leo commodo massa, in mollis sem urna et ante. In pretium.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc rutrum, orci molestie semper laoreet, quam leo commodo massa, in mollis sem urna et ante. In pretium,

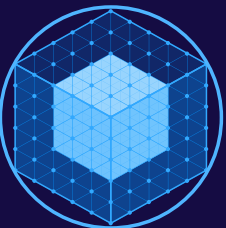
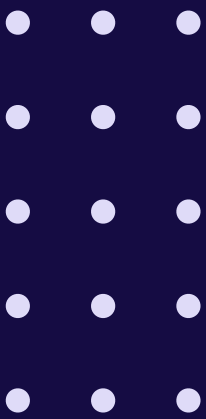
Light plus bold

02

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc rutrum, orci molestie semper laoreet, quam leo commodo massa, in mollis sem urna et ante. In pretium, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc rutrum, orci molestie semper laoreet, quam leo commodo massa, in mollis sem urna et ante. In pretium.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc rutrum, orci molestie semper laoreet, quam leo commodo massa, in mollis sem urna et ante. In pretium,

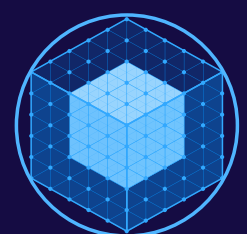
Regular plus bold





Color Photography

Photography treatment - use gradients, use alpha channels on gradients, use patterns. When selecting photography focus on dark, under-lighted images showing space, earth, or part of the solar system as the decorative elements. Use Pexels, TwentyTwenty, avoid common paid stocks.





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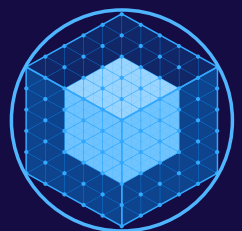


Usage of Brand Photography

Play with gradients to add some dynamic to build compositions whenever you build visual elements of the Ethers system.



Sample Photography





Thank You



ETHEROS