



# Brand Guidelines

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01

LOGO

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This is InkySwap's official logo

[Download Logo Asset ->](#)

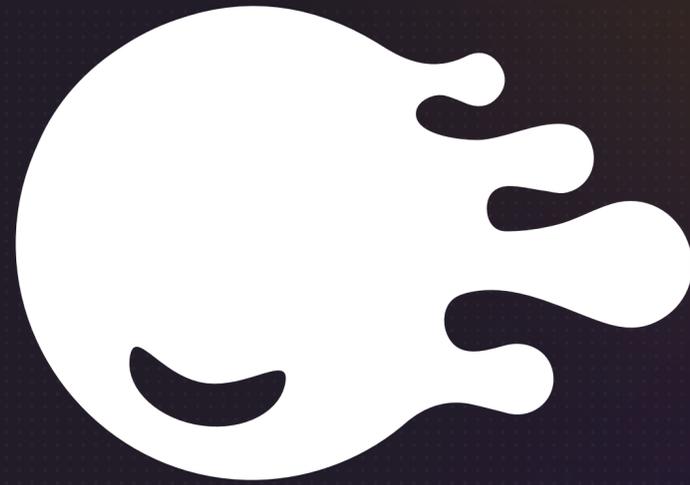


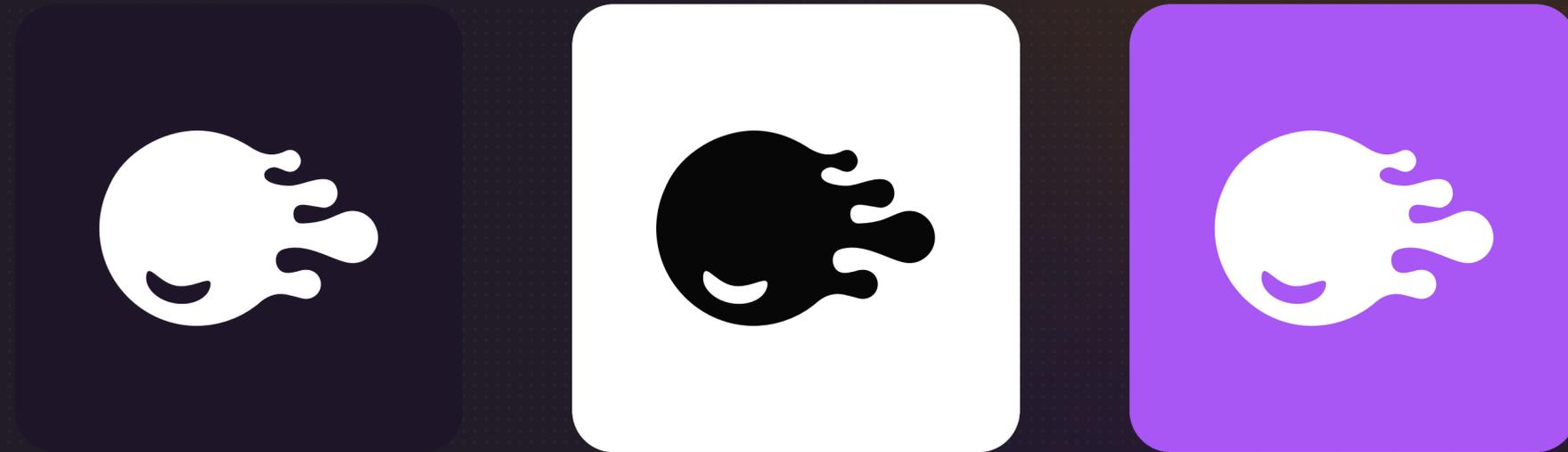
The logo must always be surrounded by a minimum amount of clear space to make sure that it is easily legible wherever it is being used.





It is crucial that the logo is always as visually legible as possible irrespective where it is used. Choosing which version to use is dictated by whichever creates the highest contrast, in its context.





These are the recommended versions for the InkySwap icon. Please use any of the icon types instead of the logo for any online account of InkySwap such as profile pictures.

In building a brand identity, consistency is key. This is a list of absolute “don’ts” when applying the logomark:

**DO NOT:**

1. display the logomark in any other colour other than the specified ones
2. apply an outline to the logo
3. distort the logomark or change its proportions
4. add special effects such as shadow
5. recreate the logo using an alternative font
6. fill with colors/patterns
7. use multiple colours or apply a gradient to the logo
8. apply the logo to a very detailed background, . instead place a solid dark or white block behind it to ensure legibility

1



2



3



4



5



6



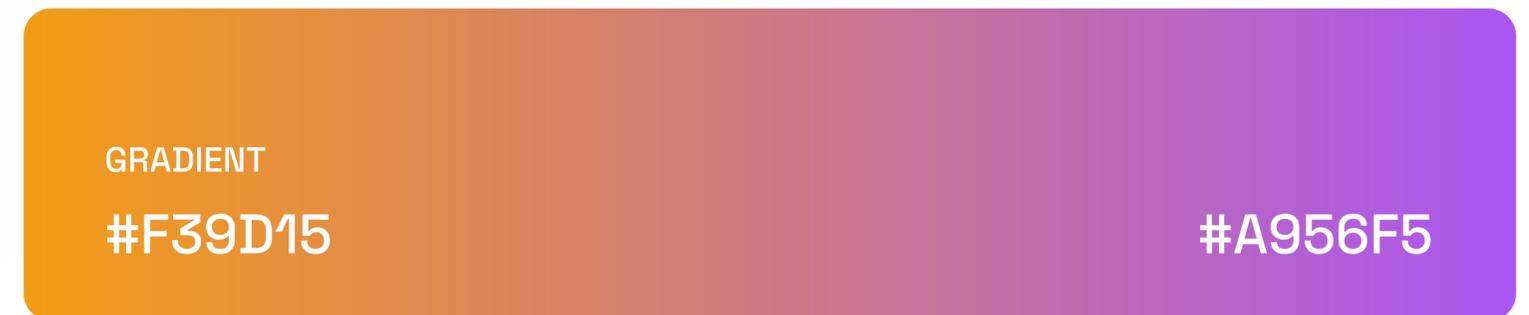
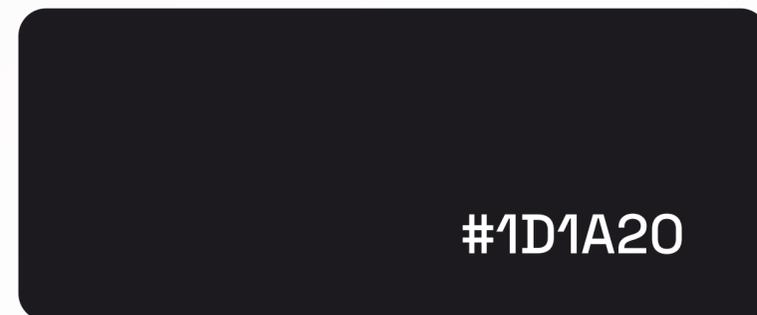
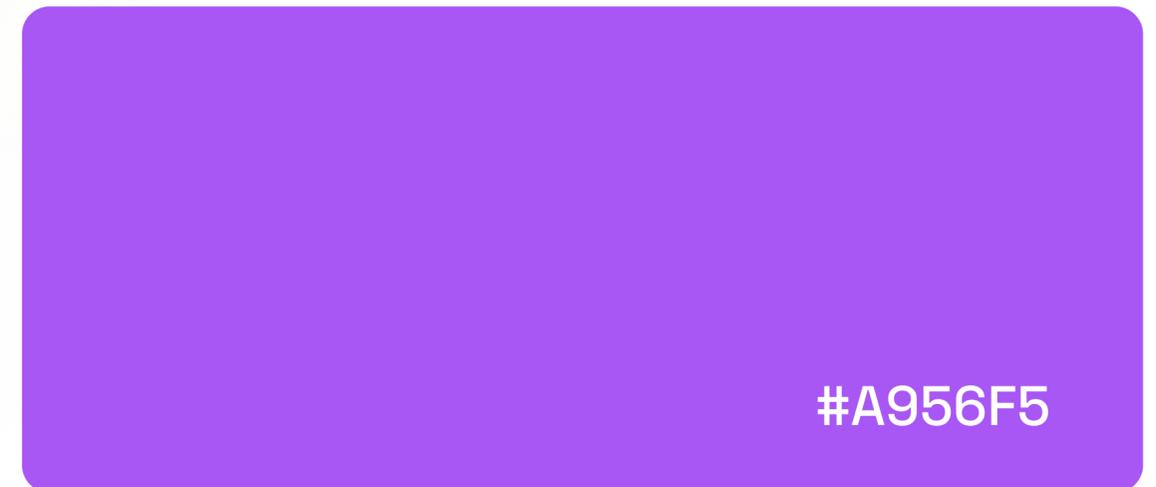
7



8



These are the primary and complementary colors of the brand. Make sure to always use these exact color codes.



# Space Grotesk

Space Grotesk is the primary type family of InkySwap brand identity system. It's a Sans Serif typeface with a modern and minimal look. It's simple and easy to read. We use five (5) different weights to create hierarchy and consistency in designs and documents.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Light

Regular

Medium

**Semibold**

**Bold**

