

# Branding Guidelines

February 2024 | Version 1.0



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## Welcome note

Welcome to the Proxikle Inc. and its Partners branding guidelines. We encourage you to share these guidelines with your organization's design and marketing teams. Ensuring strict adherence to Proxikle's branding policies in all your marketing materials is imperative for maintaining brand consistency and integrity.

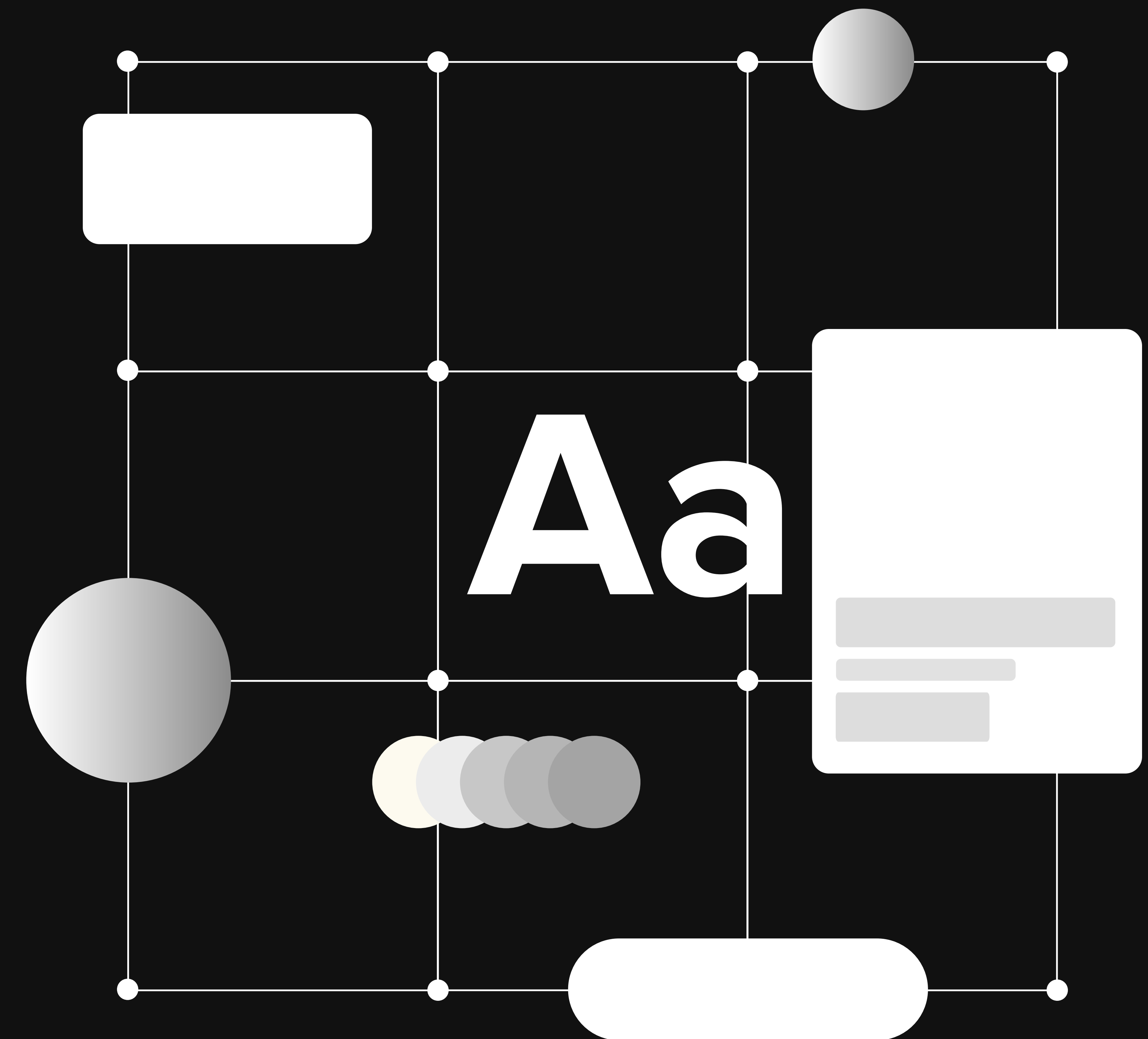
# Objective

These guidelines aim to empower Proxikle to:

- Seamlessly integrate Proxikle brands into communications.
- Craft marketing materials that are both captivating and concise.



# Brand elements



# Brand overview

Our brand elements form a cohesive toolkit, much like building blocks, each fitting perfectly together to convey our message consistently and effectively.



Logo



Color



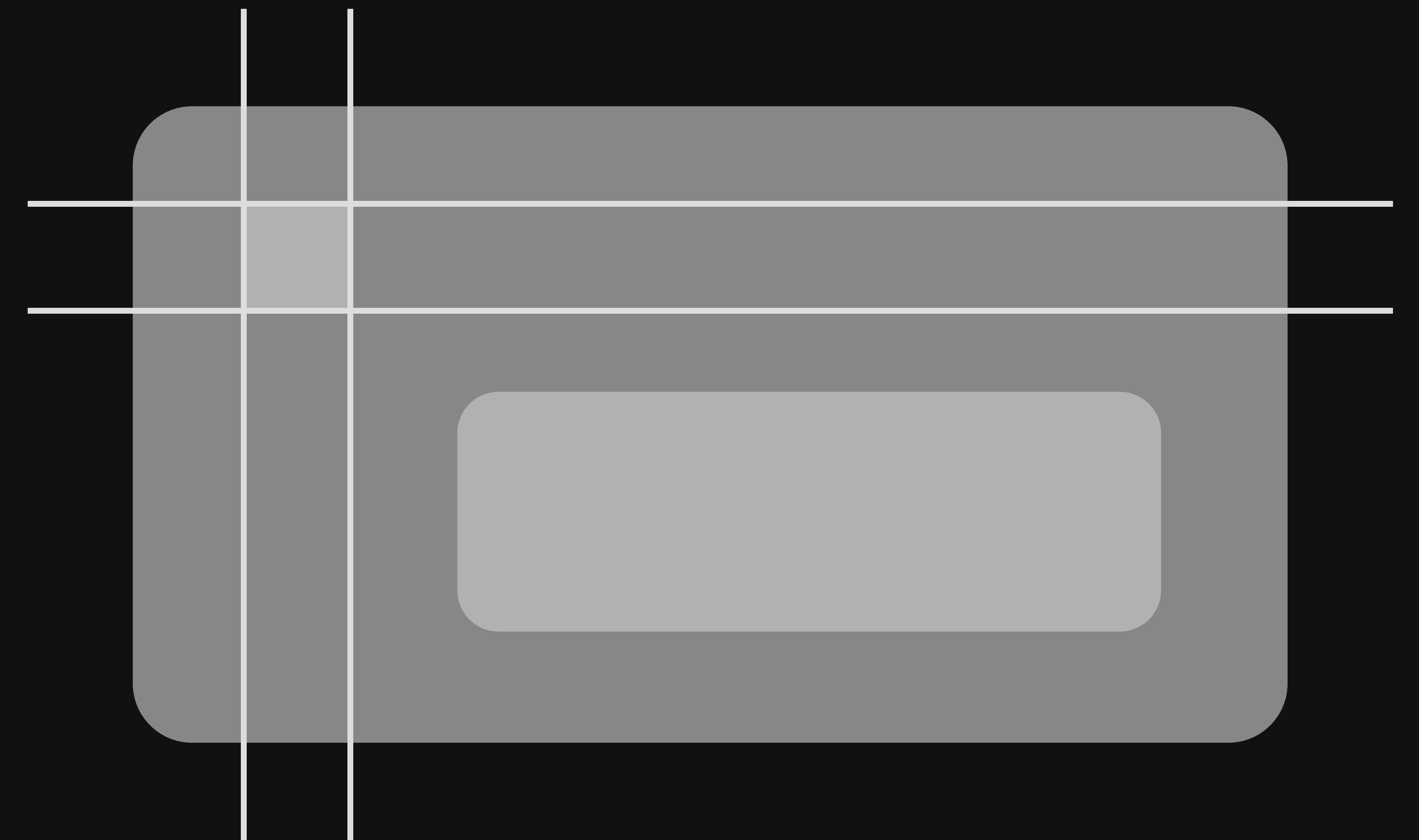
Typography

## Our logo

The Proxikle logo showcases a sleek and modern design, accentuated by the elegant Montserrat Medium typeface. This combination ensures a clean and contemporary look, reflecting the brand's innovative and professional identity.

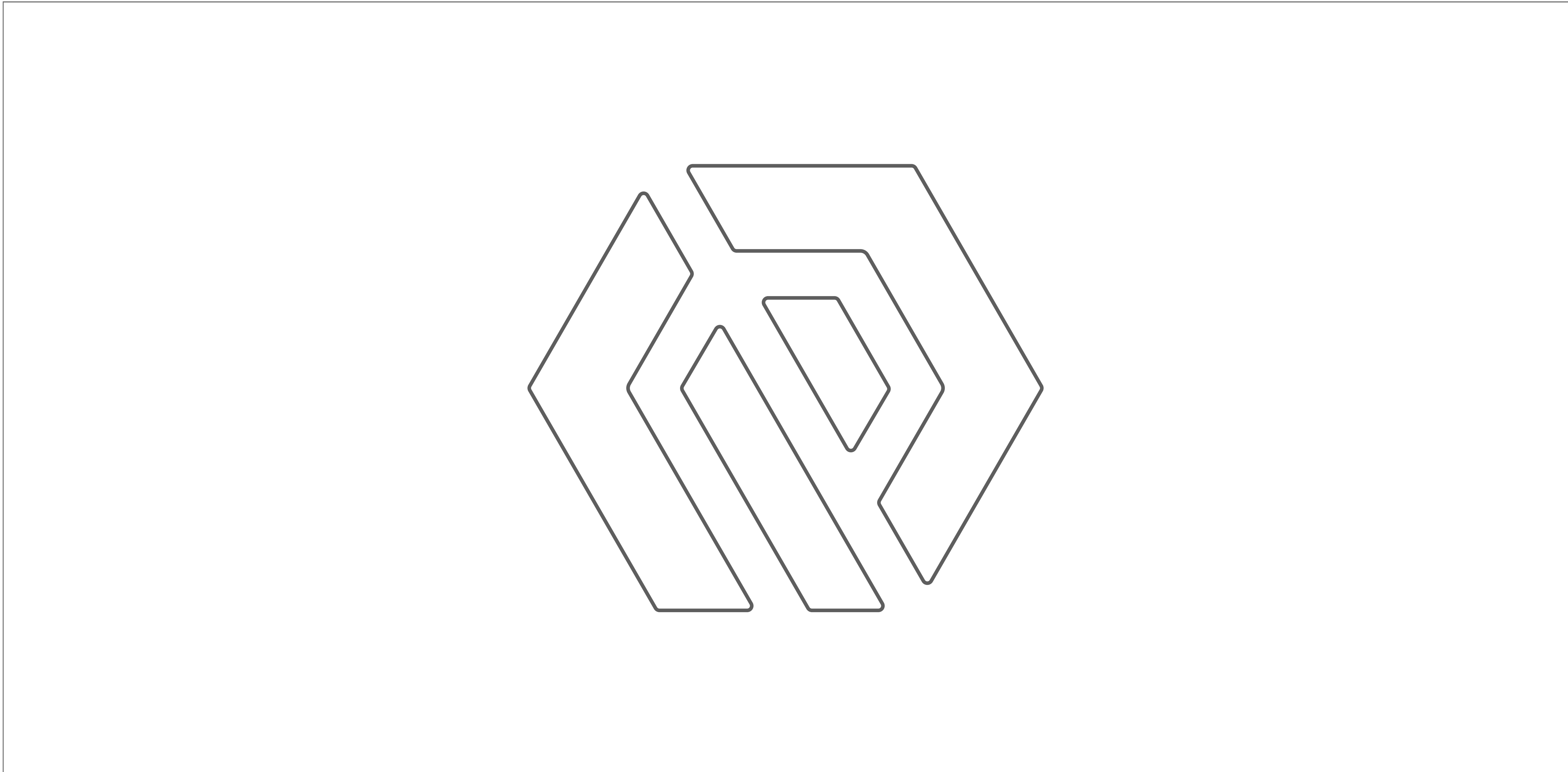
### Logotype artwork:

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork



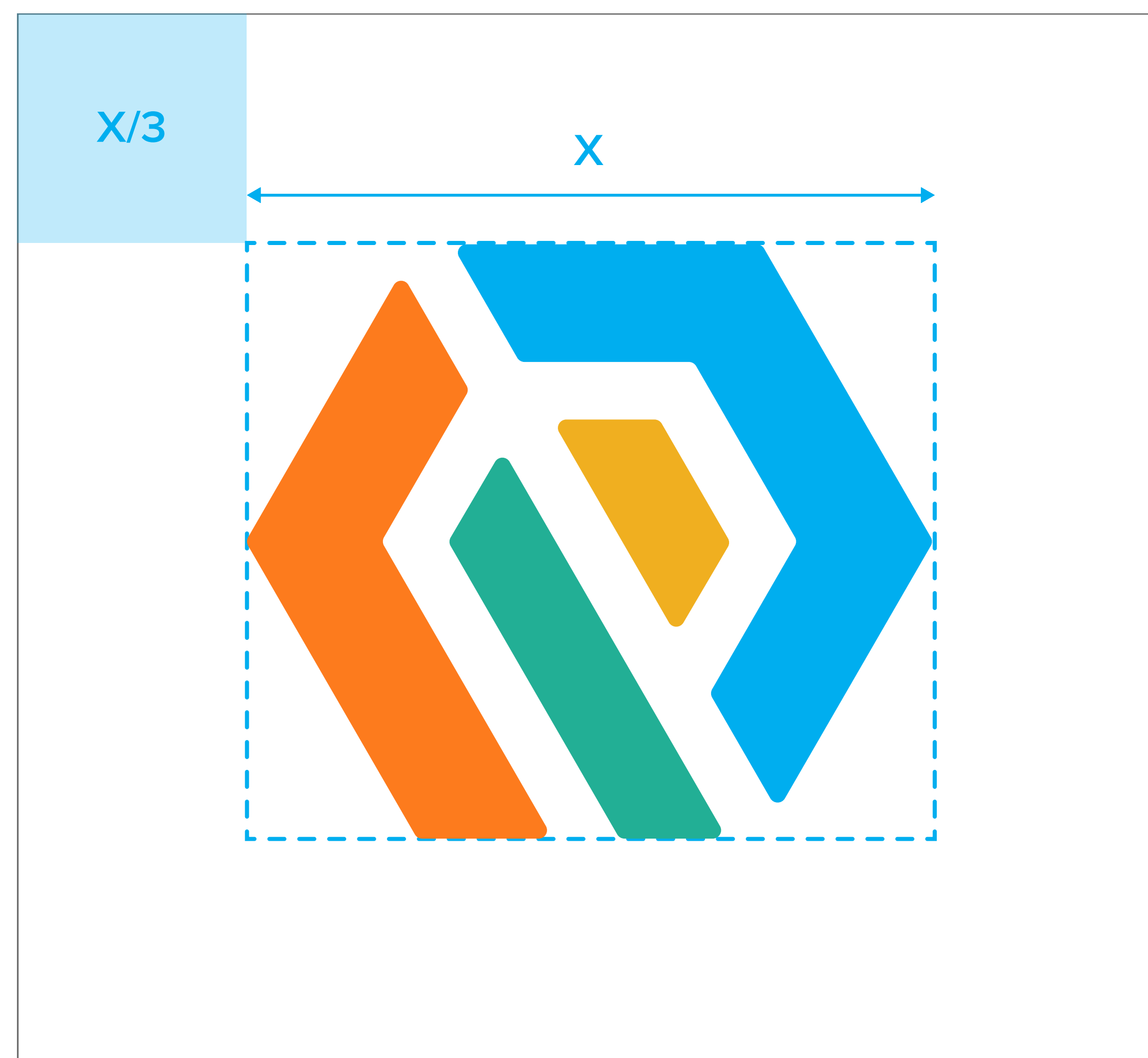
# Logomark

The Proxikle logomark is one of two primary identifiers for the brand, and it must always be displayed predominately and legibly in every application—digital or print.



# Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.



## Minimum size



Minimum print size **0.4 inch (10 mm)** wide.  
Minimum digital size **45 pixels** wide.



# Full logo

The Proxikle logo consists of logo mark incorporated with the logotype to maintain its uniqueness.



# Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace to the around the logotype is equivalent to 1/2 of the height of the logotype.



## Minimum size

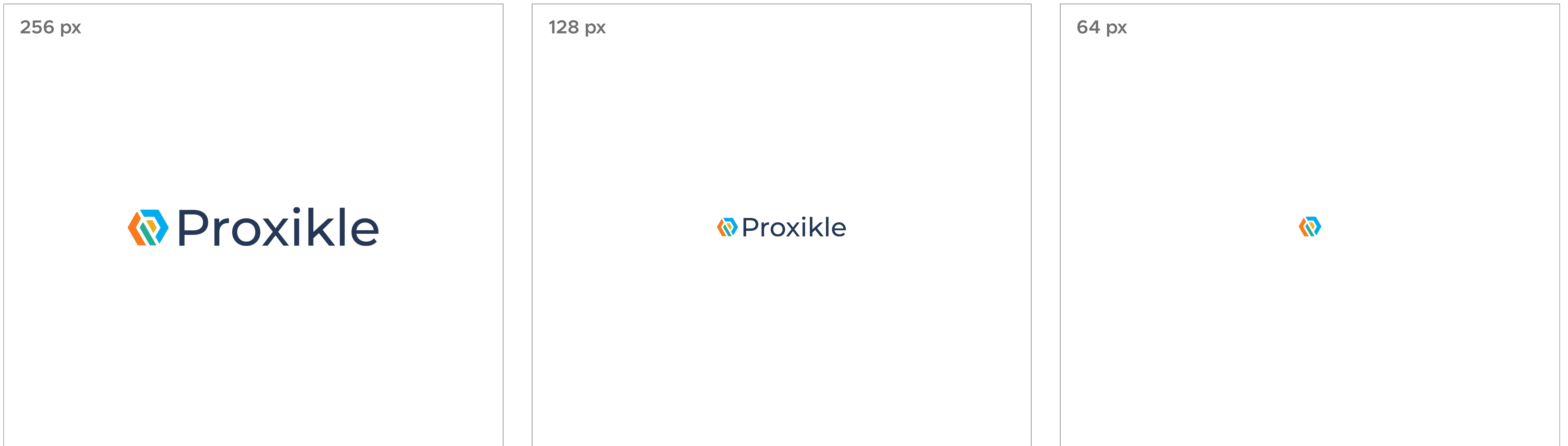


Minimum print size **0.6 inch (15 mm)** wide.

Minimum digital size **80 pixels** wide.

## Logo scaling

Our wordmark is designed to scale and work in small sizes. We recommend using 64 px as the smallest use case. For instances under 64 px, opt to use the Logomark instead.





## Logotype don'ts

To make sure our logotype appears as consistently as possible through out our communications, we've identified a few ways we don't want our logotype to appear.



Don't separate the icon from the word mark. They should always be treated as a whole.



Only use specified colours to represent the logotype.



Avoid stylizing the logotype with outlines, glows, or any other techniques.



Avoid Stretching



Don't skew, rotate the logotype.

## Product logo

Our brand and product logos are clear, impactful, and recognizable. All use our blue and white color palette with a few variations.

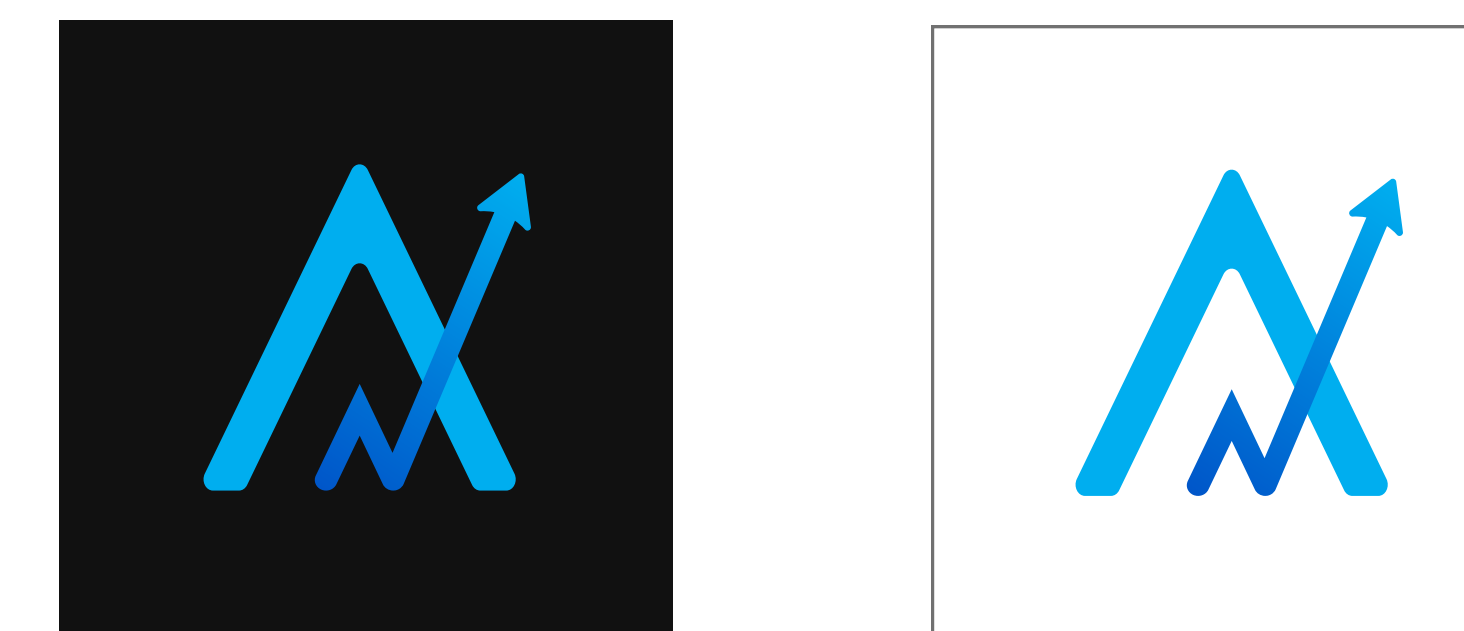


## Product logo - Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace to the around the logotype is equivalent to 1/2 of the height of the logotype.



### Minimum size



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Minimum digital size **45 pixels** wide.

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Our brand and product logos are clear, impactful, and recognizable. All use our blue and white color palette with a few variations.





## Product logo - Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace to the around the logotype is equivalent to 1/2 of the height of the logotype.



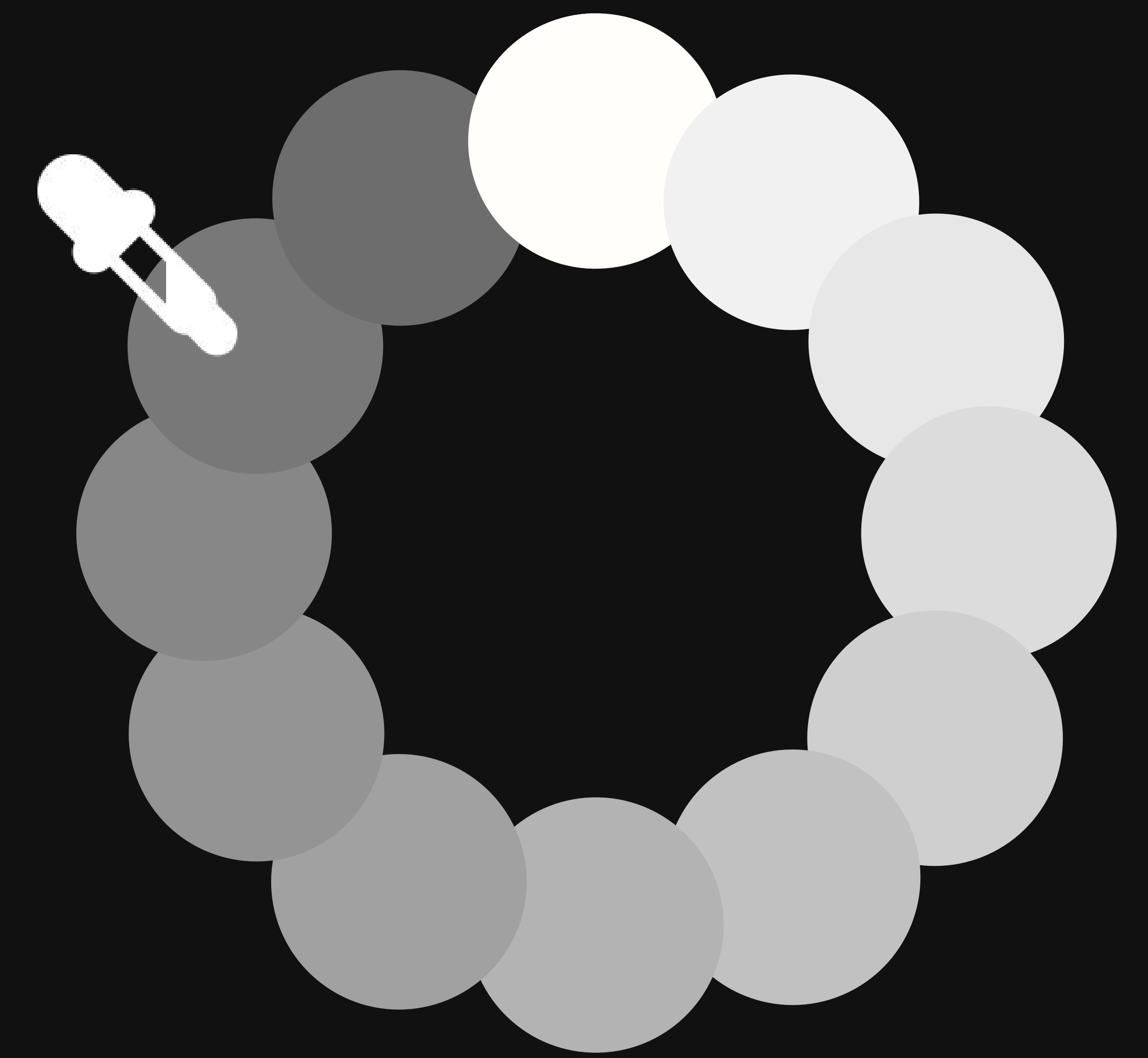
### Minimum size



Minimum print size **0.4 inch (10 mm)** wide.

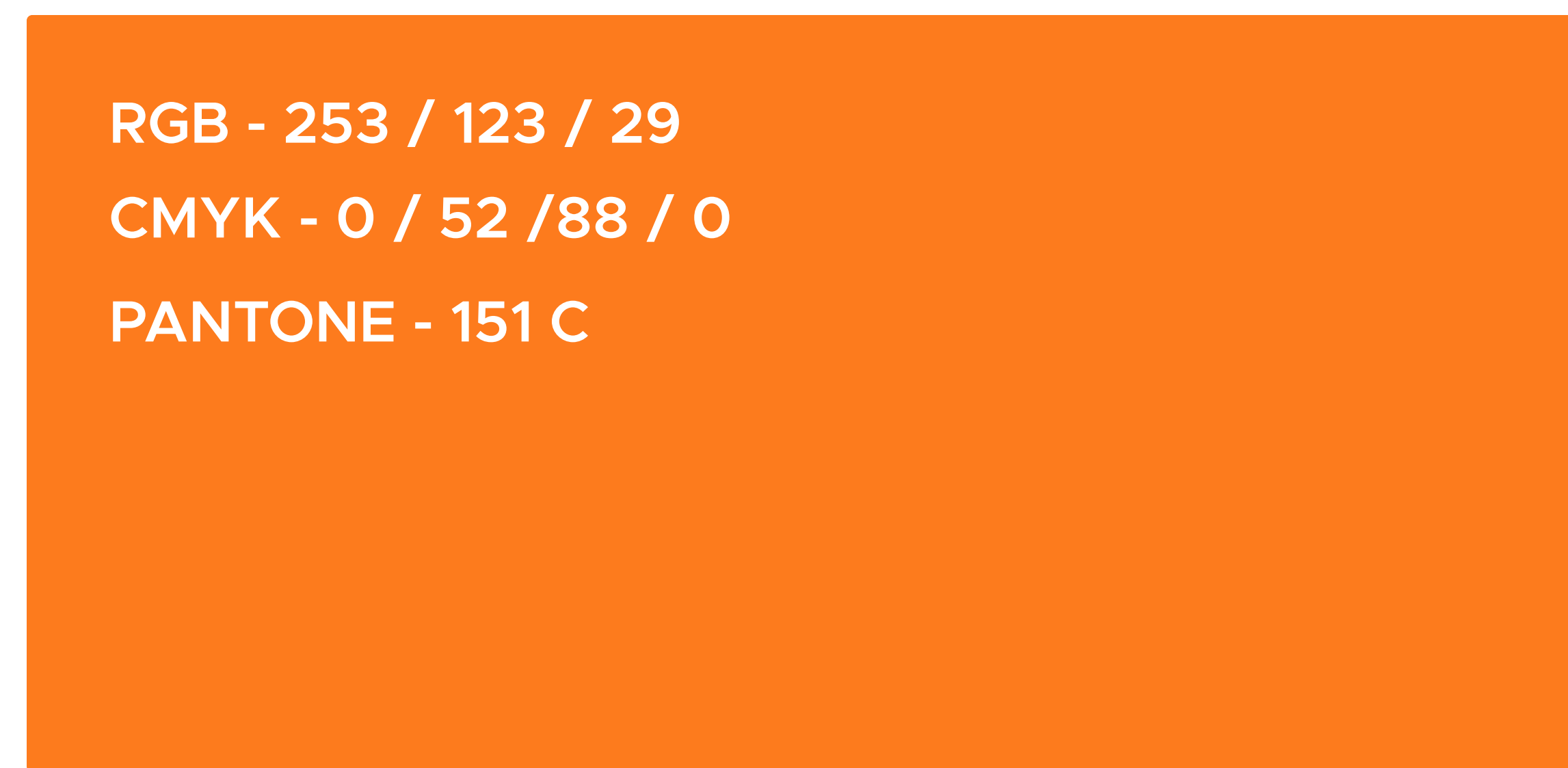
Minimum digital size **45 pixels** wide.

# Brand colors

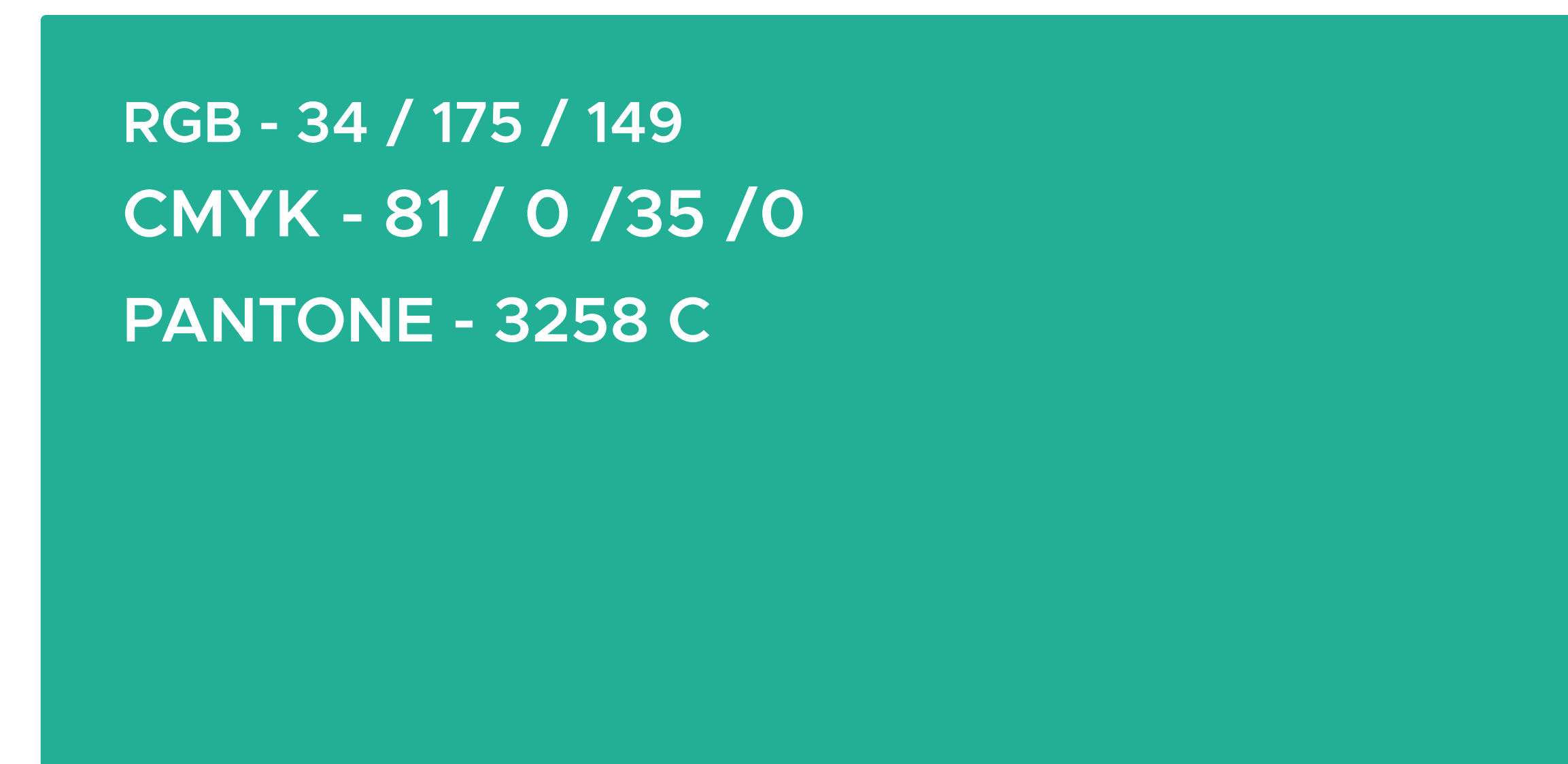


# Colors

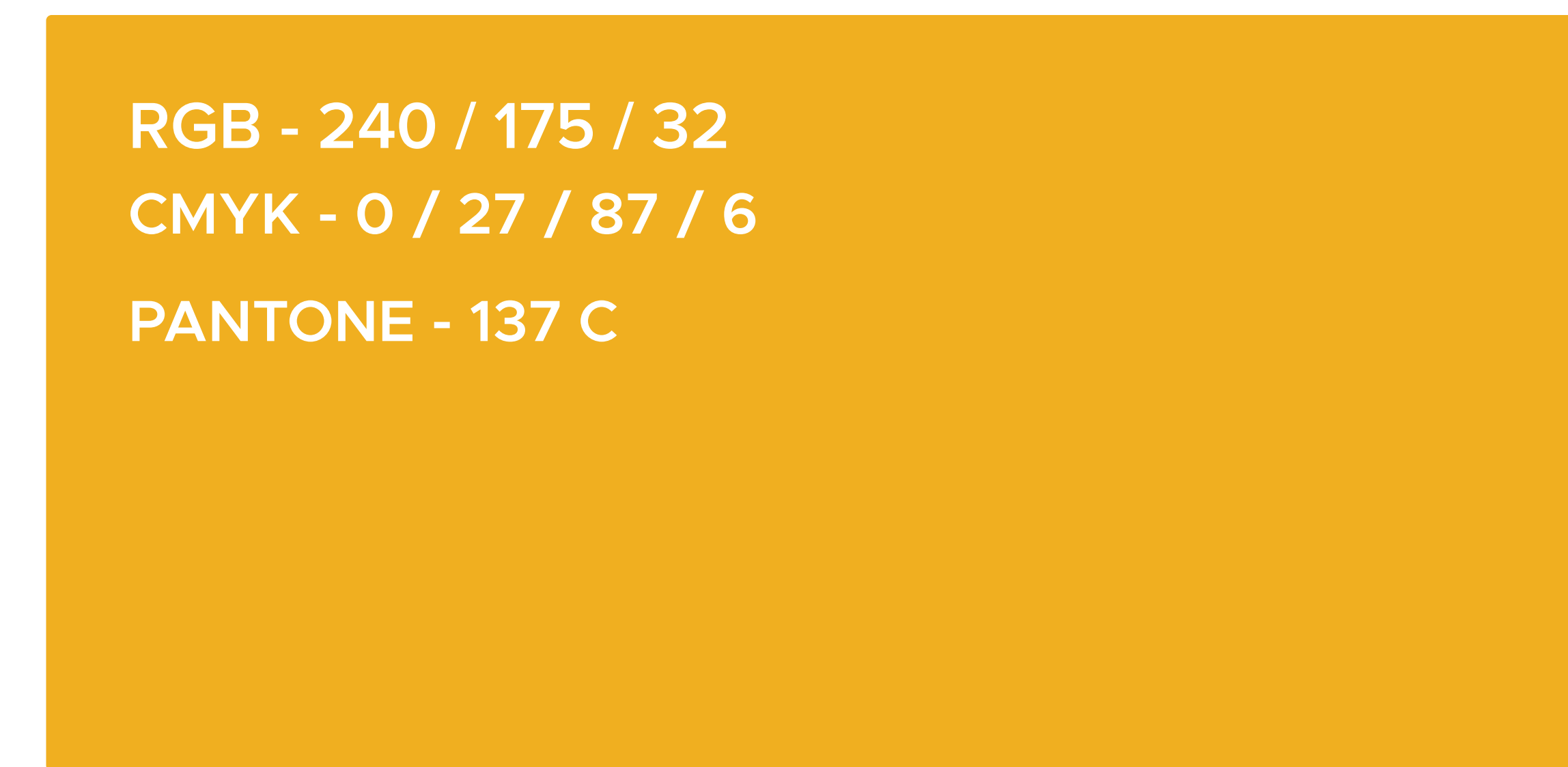
Our primary brand colors are blue gradient ,white and blue. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.



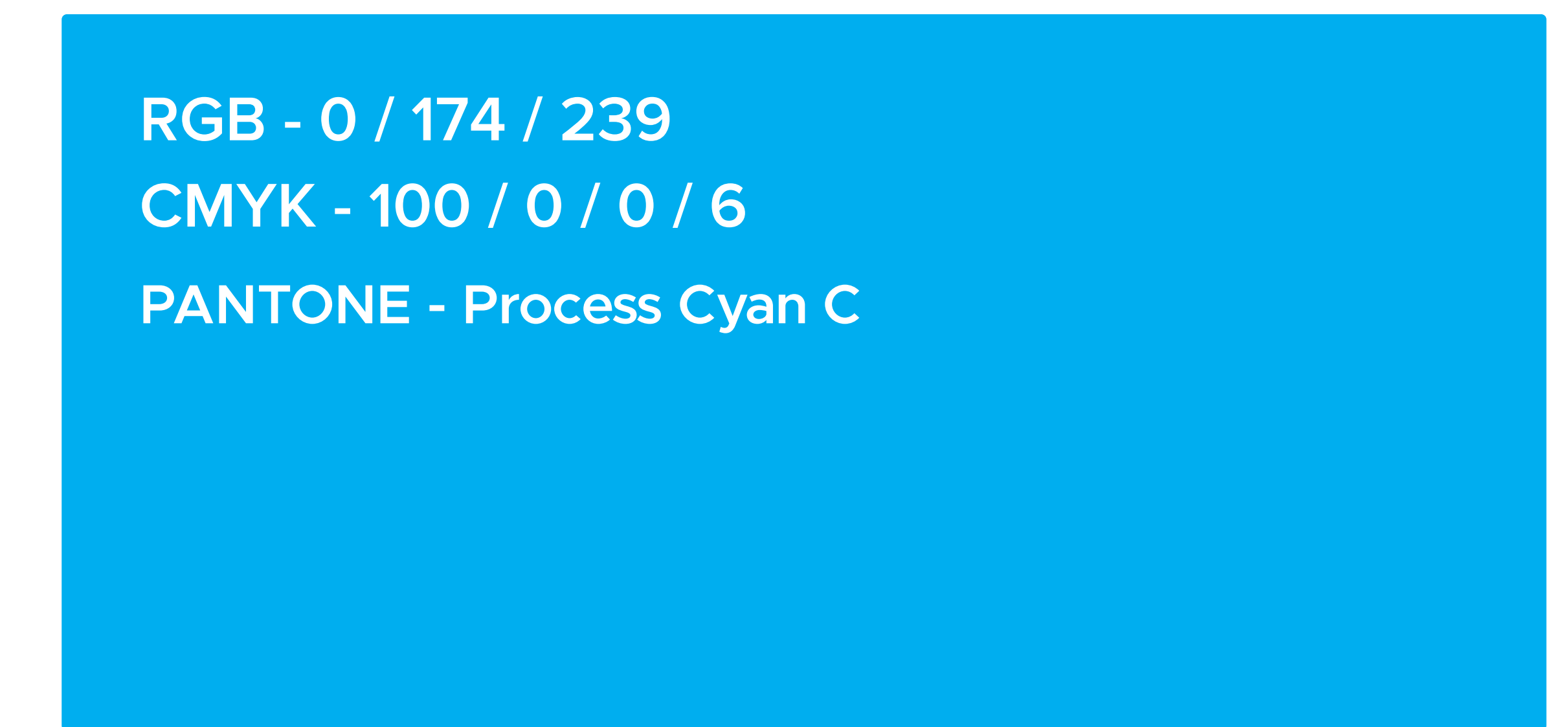
#FD7B1D



#22AF95



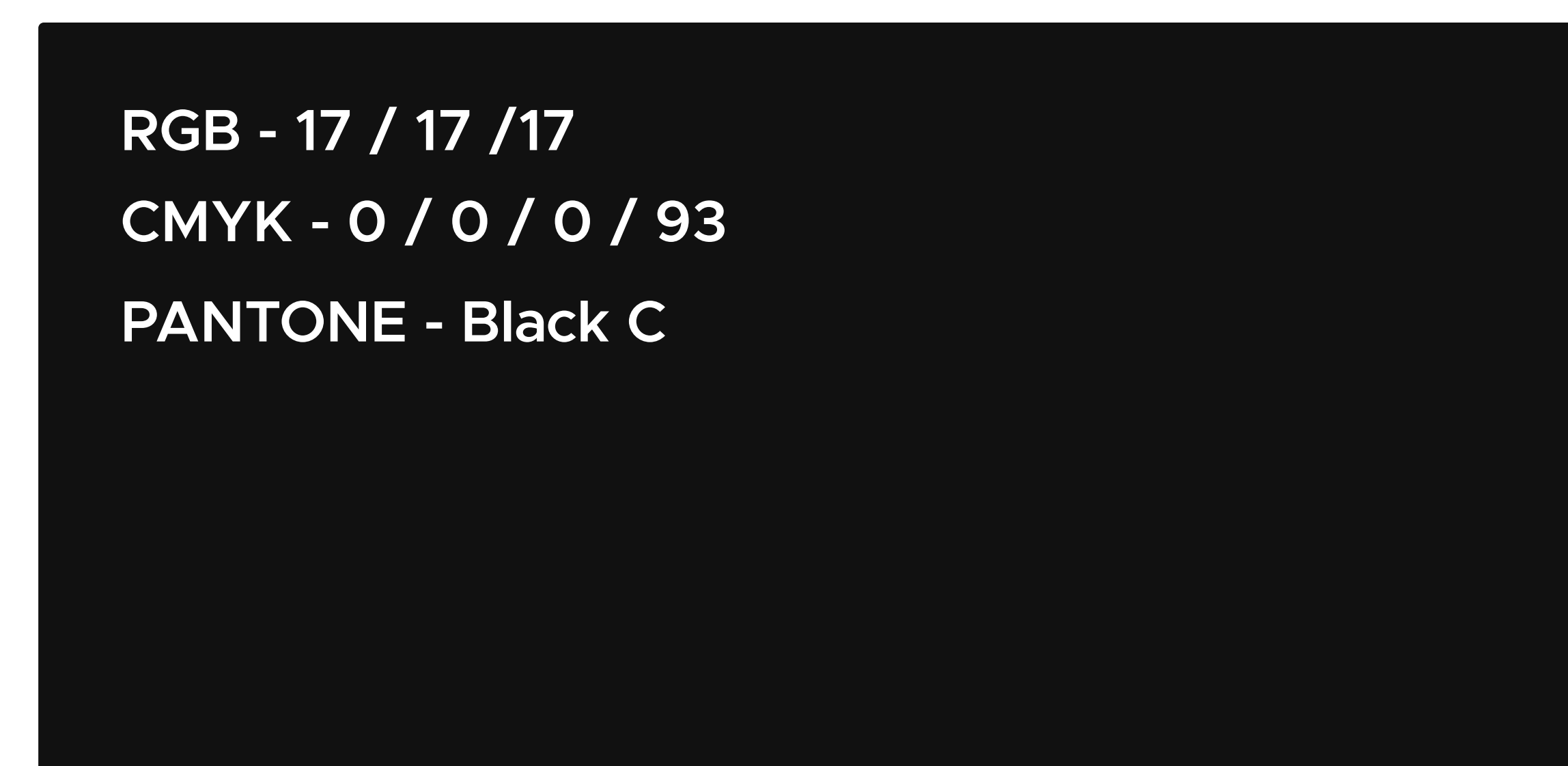
#FOAF20



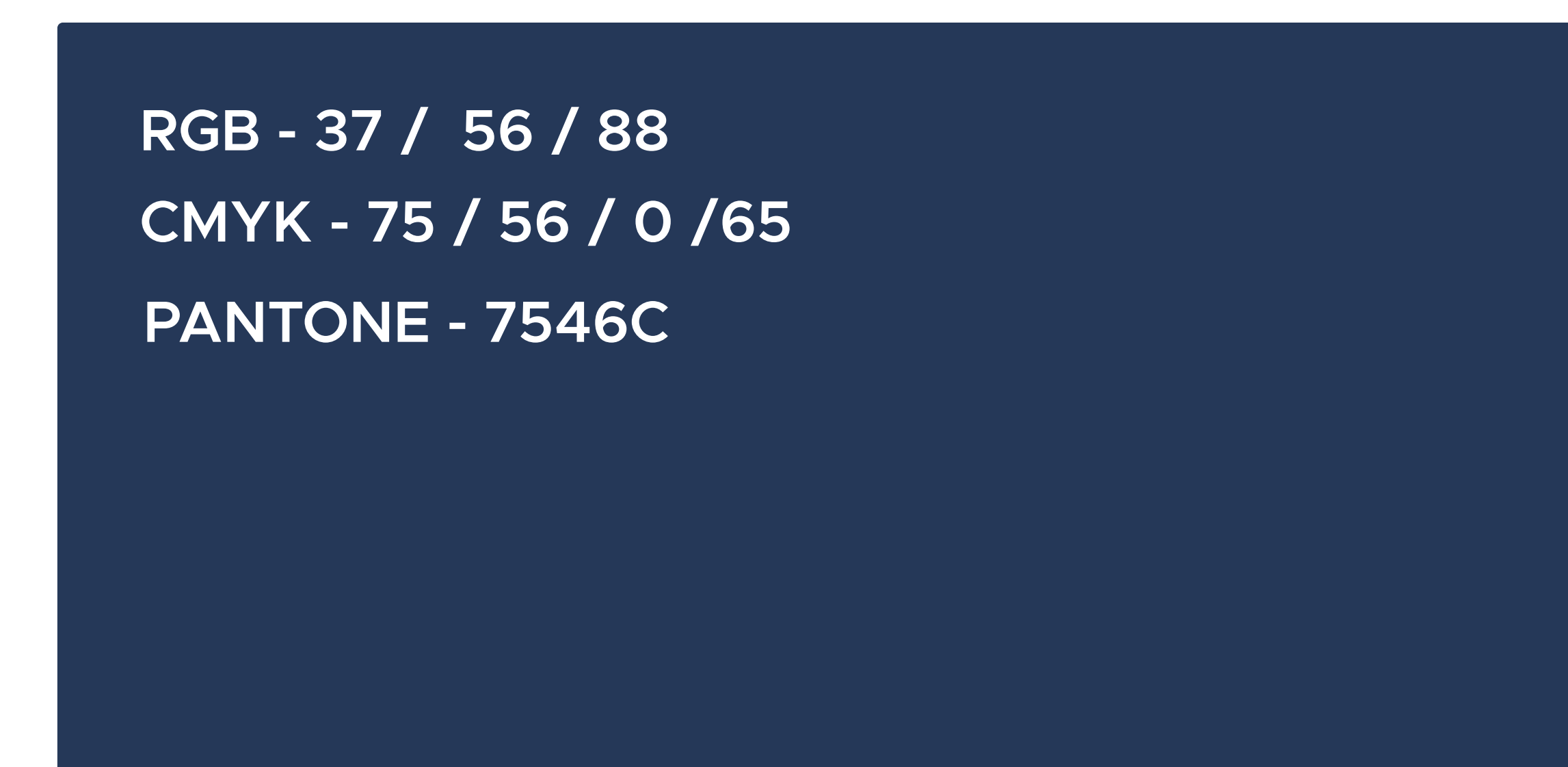
#00AEEF



#FFFFFF



#111111



#253858

# Typography





# Typography

Metropolis is a key element in our brand. It works to maintain consistency, create clarity, and provide equity to the brand.

## Metropolis

Light

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**

Regular

**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Semibold

**0123456789**

**Bold**

# Pairings - Display

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Semibold weight should be paired with Light weight and Bold weight should be paired with Regular weight

Option 1

Option 2

Header

**Semibold**

**Bold**

Subhead

Light

Regular

## Type hierarchy

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function depending on communication.

# Web3 Ventures

Large Headlines - Metropolis Regular

144 pt / 0% Kerning / 110% Leading

## **The definitive Software Suite to empower your Web3 Ventures**

Large Headlines - Metropolis Semi Bold

72 pt / 0% Kerning / 140% Leading

## Type hierarchy

### **Web 3.0: Building Trust, Shaping Futures** **Empowering Communities, Decentralized Futures**

Subheadlines - Metropolis Regular  
44 pt / 0% Kerning / 110% Leading

Proxikle Analytics empowers you to leverage premier blockchain data, enhancing your ability to make informed investment decisions in the ever-expanding crypto market. The importance of analysis in navigating the crypto market's growth cannot be overstated, as it is crucial for making judicious investment choices.

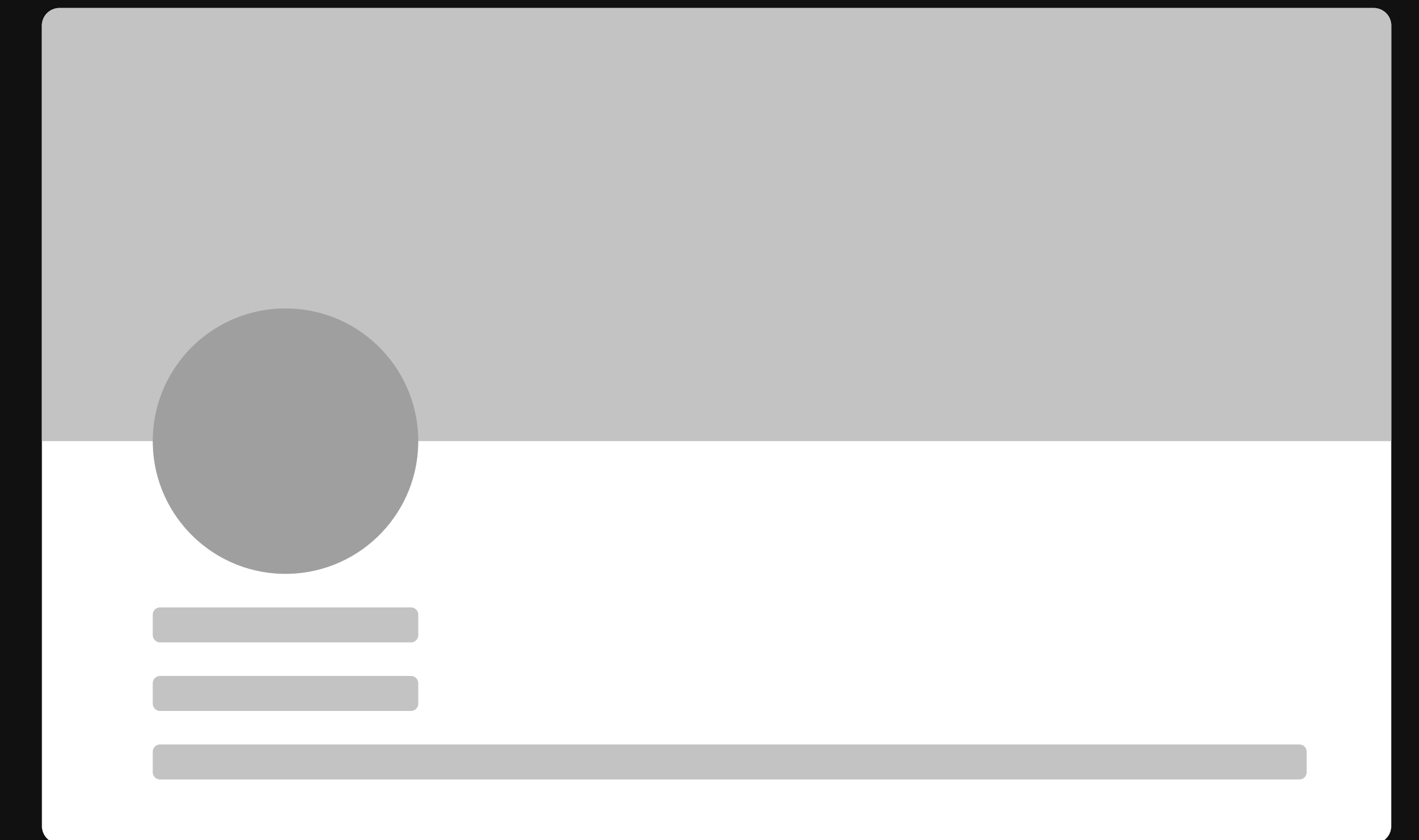
Body paragraph - Metropolis Regular  
24 pt / 0% Kerning / 110% Leading

**Sign Up**

**Free Trial**

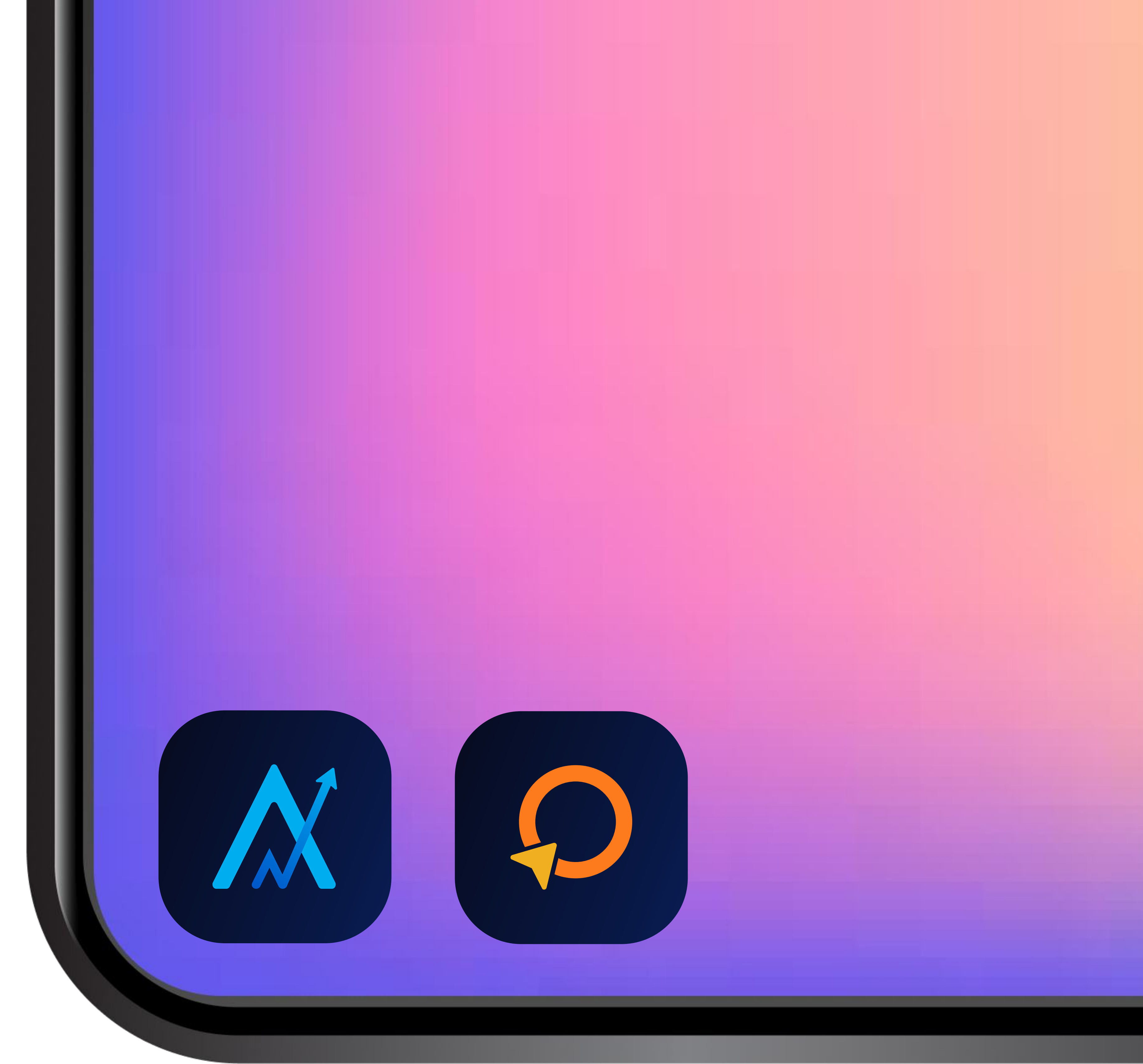
CTAs - Metropolis Semi Bold  
24 pt / 0% Kerning / 110% Leading

# Brand applications



## App icon

A logomark that represents our app on a user's device. It's a small, static image that contains visual information about the app's brand and product.





# Social media

Social media presence to increase our brand recognition, provide updates and build connections with the target audience.



The definitive **Software Suite** to empower your **Web3 Ventures**



**Proxikle** 

@Proxikle

 Joined February 2024

**378** Following   **698.9K** Followers

 **Follow**

# Advertisement





# Merchandise



# Assets

## Logo Assets

[https://drive.google.com/file/d/1oSXrZBQEPA0Q0SZ8TbLMgpbuuU89UjfM/view?usp=drive\\_link](https://drive.google.com/file/d/1oSXrZBQEPA0Q0SZ8TbLMgpbuuU89UjfM/view?usp=drive_link)

[https://drive.google.com/drive/folders/1yuqjEExbT5BL5PkOXMsUPCS10\\_1iQu0p?usp=drive\\_link](https://drive.google.com/drive/folders/1yuqjEExbT5BL5PkOXMsUPCS10_1iQu0p?usp=drive_link)

## Typography Assets

<https://github.com/typehaus/metropolis>

Thank you.

