protocols.io

Brand Usage Guidelines
v1.2

Purpose

Having a consistent brand will help users identify the protocols.io branding. This will allow a memorable and high quality user experience.

Thank you,

protocols.io design team

Logo and Identity

Identity

Logomark

Identity: Outline vs Solid

Identity, Outline
For use on light backgrounds.

Download Branding Kit

Identity, Solid
For use on dark backgrounds.

Download Branding Kit

Logo: Outline vs Solid

Logo, Outline
For use on light backgrounds.

Download Branding Kit

Logo, Solid
For use on dark backgrounds.
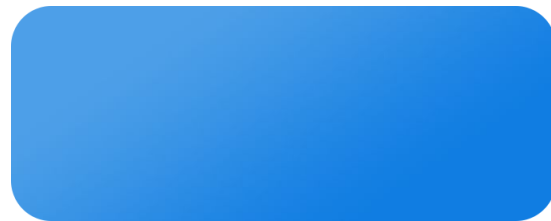
Download Branding Kit

Colors

Blue

#4d9fe7

#107de2

Gradient at 120°

Deep Blue

#0e3d66

#107de2

Gradient at 120°

Logo and Identity

Do not omit the logomark.

Do not box in the identity or logomark.

Do not use the previous logos.

Casing

Do not adjust the casing.

When typing out **protocols.io**, please keep the lowercase format.

Typography

Identity typeface: Custom

The typeface used in the identity should not be used elsewhere.

Primary font: Montserrat

Please avoid:
Montserrat Extra-Bold
Montserrat Extra-Bold Italic
Montserrat Black Black Italic

Using serif fonts.

Margins and Spacing

When positioning the branded elements, please use a balanced and healthy margin. You can use the square dimensions of the logo as a referential spacing tool.

In this example, the gray marks used only as a reference.

Questions?

If you have any questions or need a review, please contact:

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