



Neutron



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Logos

Logos

Introduction

These are our brand logos. Our symbol is a marker of progress and focused, forward momentum.

Our wordmark is a customised version of our brand typeface Aeonik. Its negative space mirrors the shape of our symbol to create consistency and reinforce the forward momentum of our brand.

Wordmark

Neutron

Symbol



Horizontal Lockup



Logos

Introduction

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Wordmark

Neutron

Horizontal Lockup

 Neutron

Symbol



Wordmark

Minimum Size

Clearspace

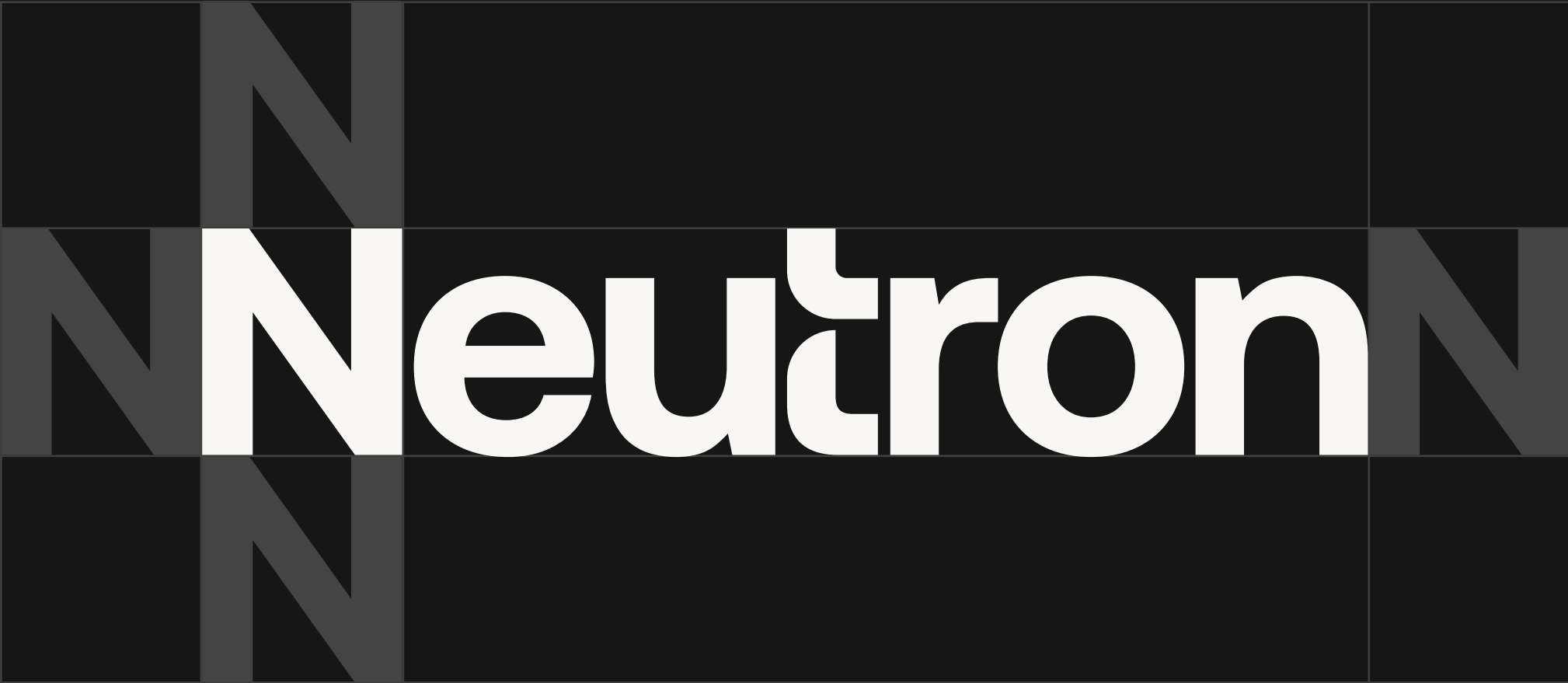
Minimum Size

For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

Clear Space

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space. This does not apply when being placed next to our icon or used at large sizes.

Clear Space

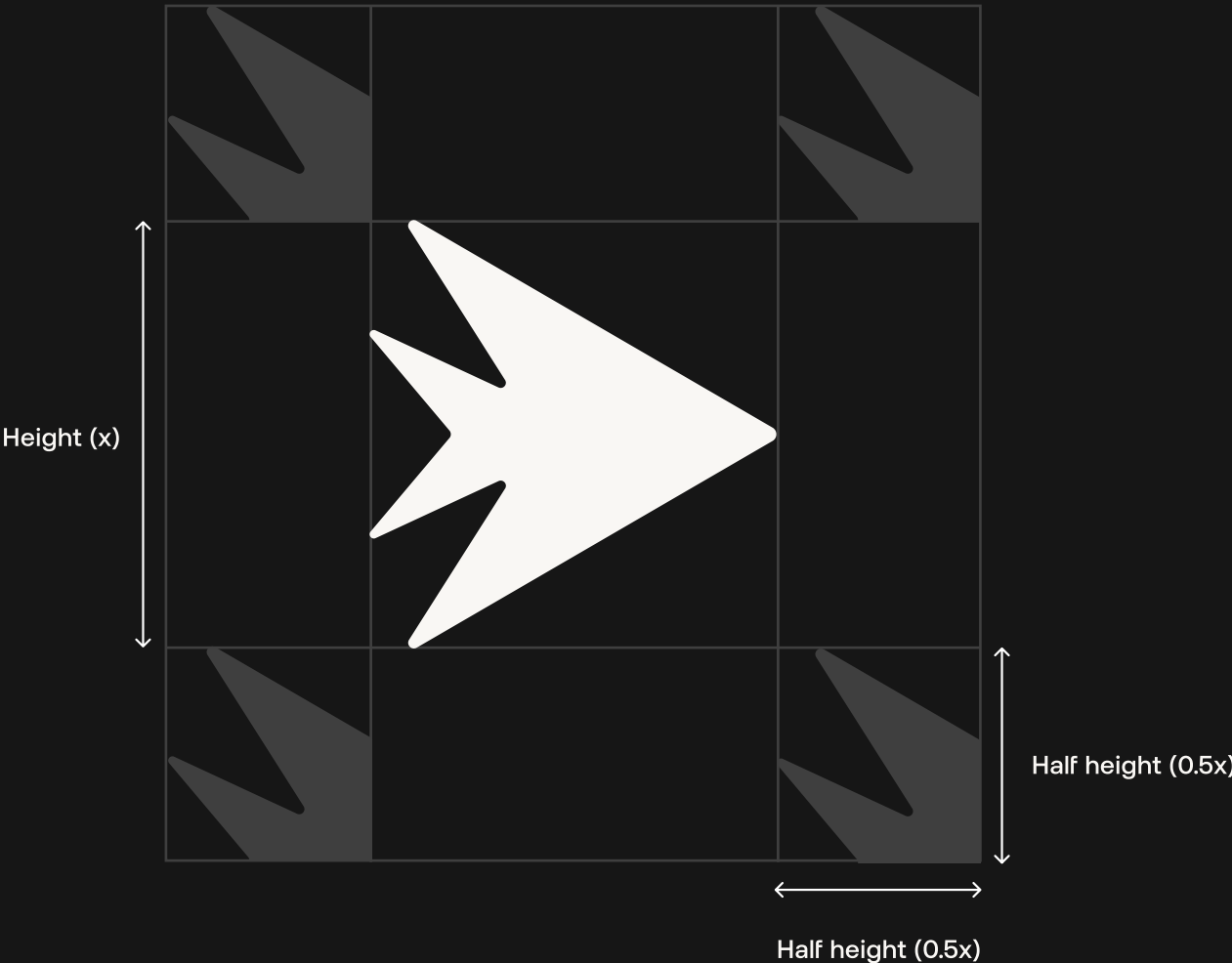


Minimum Size

Neutron

80px

Clear Space



Minimum Size

12px



Logo Placement

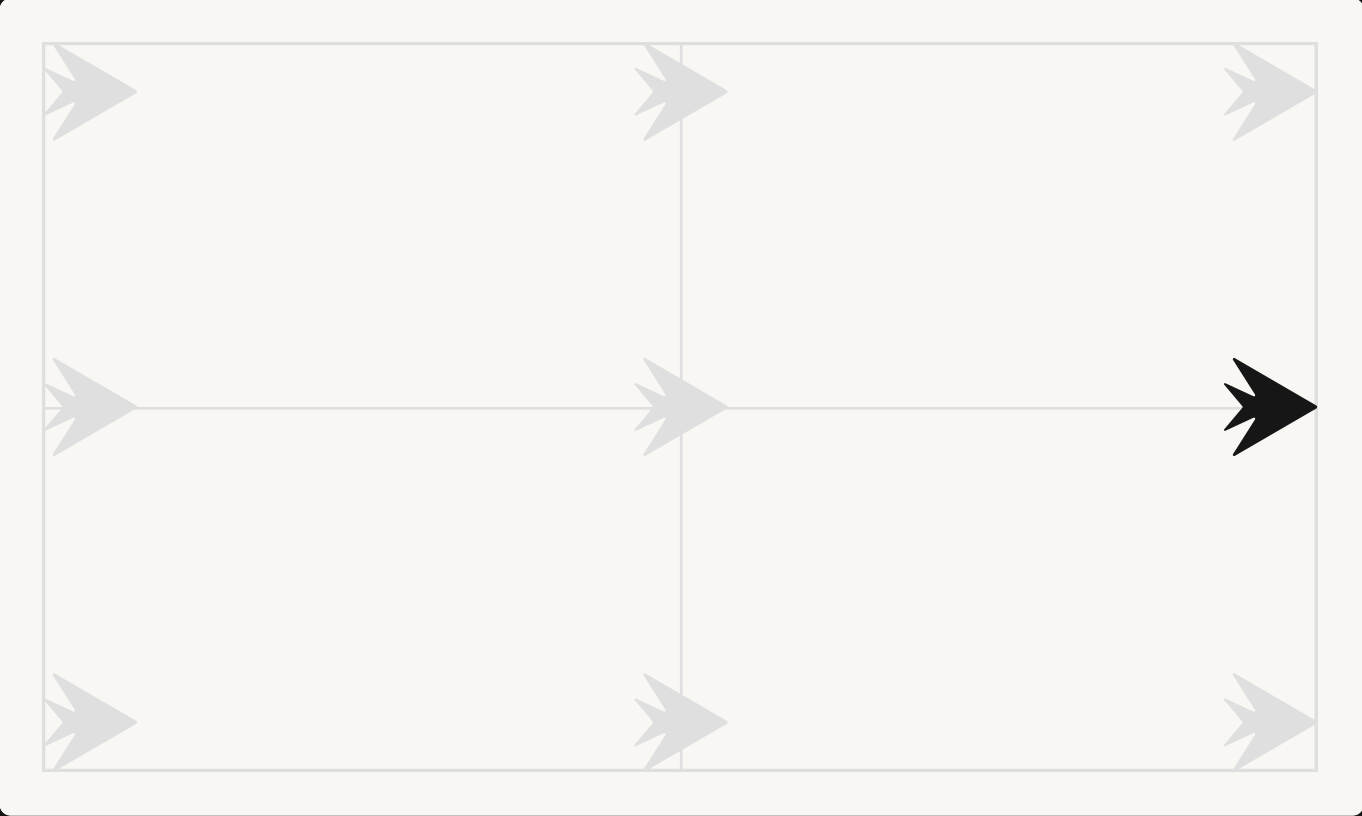
While the usage of our symbol is quite dynamic, by default it should be placed either into the corners of a design or along the centre lines. Whether it goes on the left or right will depend on whether you want to direct people to the headline, or if you want it to signal future progress and movement for a particular app.

Our wordmark should be placed into a corner or centered to provide an anchor to other design elements.

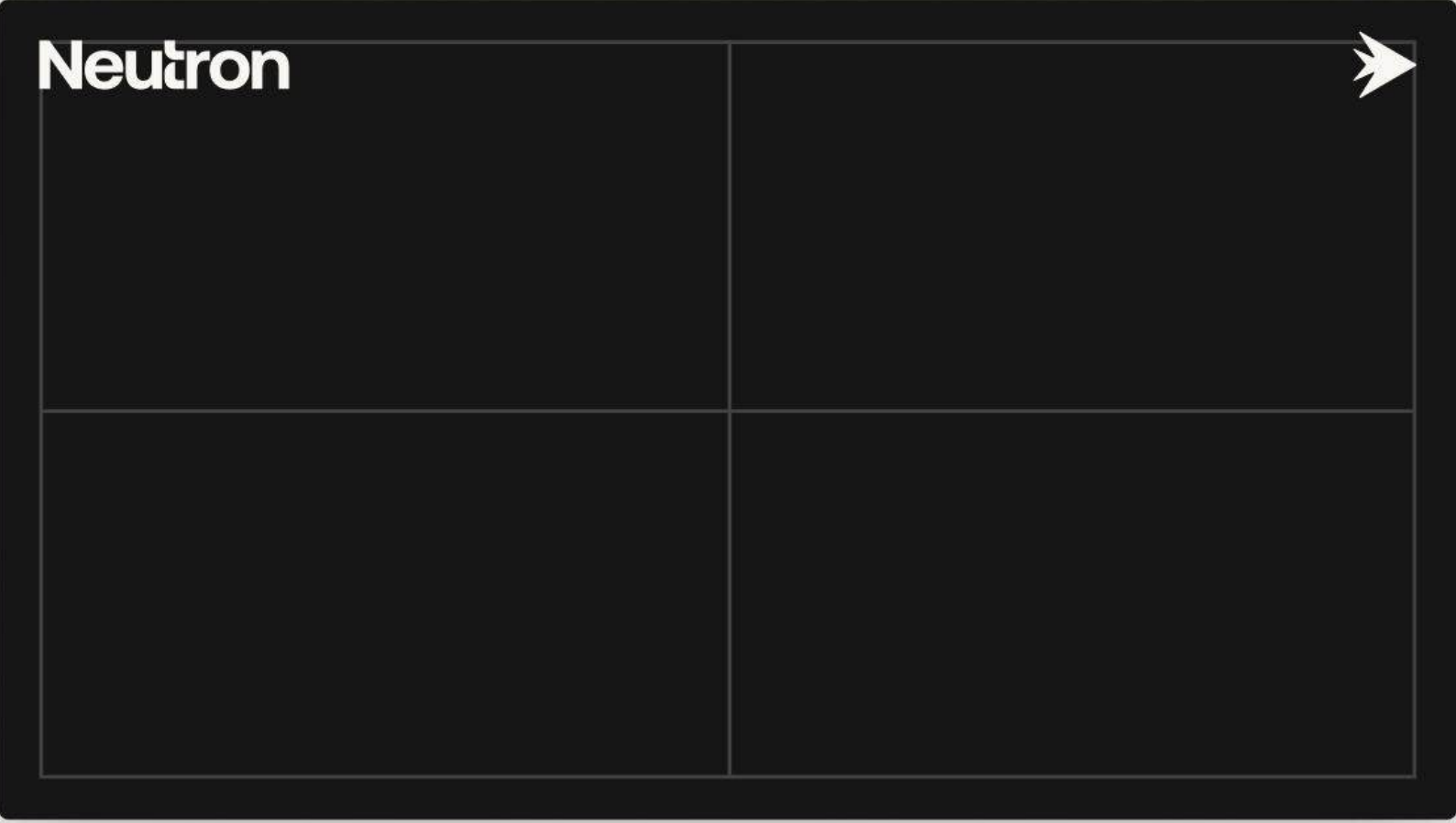
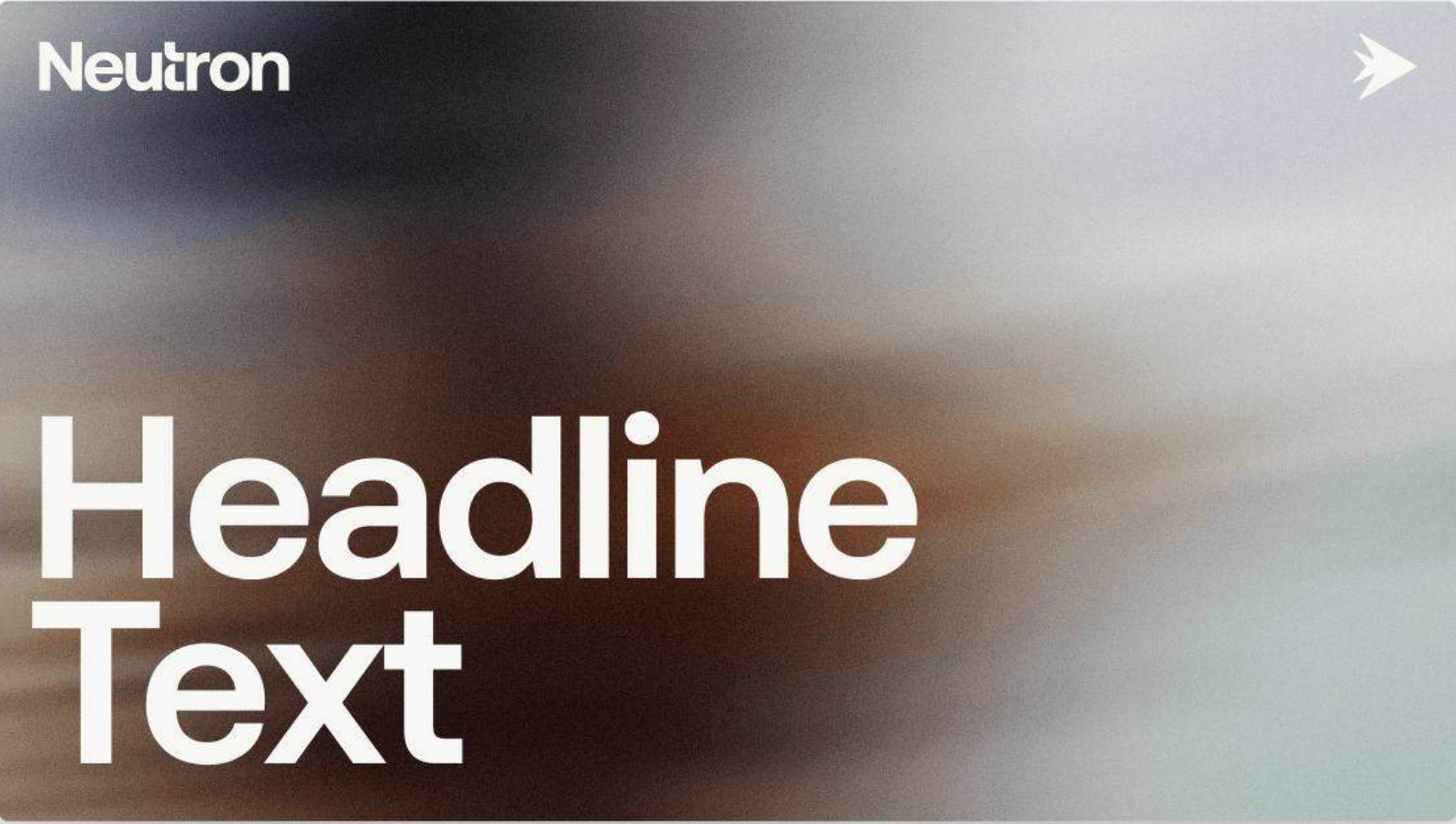
Wordmark



Symbol



Placement examples



Logos Usage Primary

Here are some of the primary ways our logos are used. There is a preference when space allows to decouple our logos and place them on opposite sides, however when space is tight we should use our lockup version.

Symbol and wordmark lockup



Short-term gains for a few don't interest us.
Long-term gains for the many do.

Icon usage



Neutron



Coinbase



Duality



Neutron

coinbase

Decoupled usage in comms

Neutron

Focus takes
us further



All in on DeFi

Neutron

DEFI
ISN'T
TRENDY

But we'll take building a fairer
financial world over hype any day

Neutron



Favicon

Neutron

neutron.org



Symbol Usage Secondary

Our symbol can also be used in a few additional ways to reinforce our brand idea and serve a visual role beyond the traditional logo placement. These include use with our progress line (see graphic elements section) interaction with – or directing to – headlines, and as a background graphic/patterns.

We also have a very small use symbol for extra small scales such as within UI. It should not be used as a replacement for the logo in the traditional sense, but it is a way for us to bring consistency and reference the logo at scales that wouldn't normally be feasible, or to avoid having the logo repeat too often within digital experiences.

Progress line usage



Interaction with (or directing to) headlines



Secondary background graphic



Pattern usage



Wordmark Don'ts

Here are a few rules to keep in mind when applying our wordmark to help ensure consistency throughout our brand.

Don't stretch or distort the wordmark

Neutron

Don't apply a stroke to the wordmark

Neutron

Avoid having too low of a contrast between the wordmark and background

Neutron

Don't use the wordmark within text (type it out instead)

Neutron is solving the solution



Wordmark Colorways

Our wordmark should only appear in the following colour combinations.

Because our symbol is used more diversely, there is more variation, however by default we should primarily use it in the brand black, white or red.

Neutron
Neutron

Neutron
Neutron

Neutron
Neutron

Neutron
Neutron

Neutron

Neutron

Neutron

Neutron



Symbol Don'ts

Here are a few rules to keep in mind when applying our symbol to help ensure consistency throughout our brand.

Don't place the Symbol facing backwards



Don't stretch or distort the Symbol



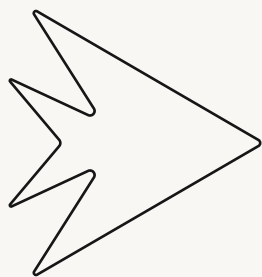
Don't let the Symbol awkwardly interact with imagery



Don't let the logo disappear through lack of contrast



Don't use a stroke version of the Symbol



Don't apply effects or dropshadows to the Symbol



Don't apply gradients to the logo



Don't use off-brand colors





Typography

Typeface

Our brand typeface is Aeonik. A neo-grotesque that balances precision through strict perpendicular terminals and a friendliness through a rounded geometric skeleton. It is used for both headlines as well as smaller copy within the brand.

We use the second stylistic set with the straight tail ‘a’ as well as the rare ligatures.

We should use the straight tail ‘a’ from stylistic set 2

a → a

Aeonik

Bold **Semibold** **Medium** **Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!
@#\$%'^&*;,./{}[]()?!



Headline Approaches

Here are the different ways that we can approach headline typography within our brand. By default we take the more subdued approach in our primary techniques – prioritising clarity and focus – but when we want to have a loud voice or be more dynamic we can look to our secondary approaches.

Centered (Primary)

Centered and focused

Left-aligned (Primary)

Left
aligned

Bold and loud (Secondary)

LOUD AND
BOLD

Note: When using all-caps we should set it in Bold

Dynamic (Secondary)

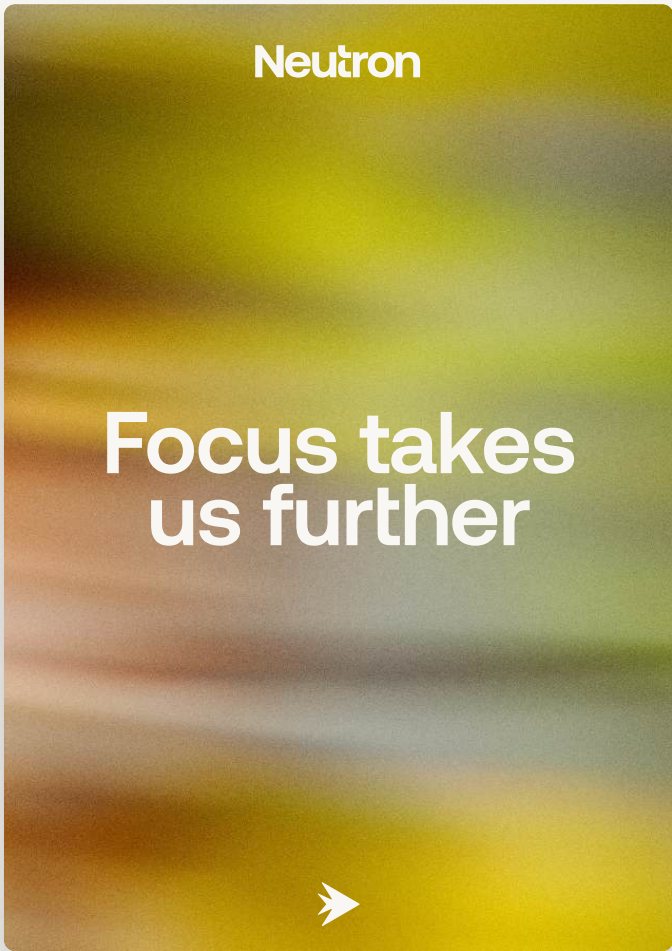
Scale
Scale
Scale
Scale



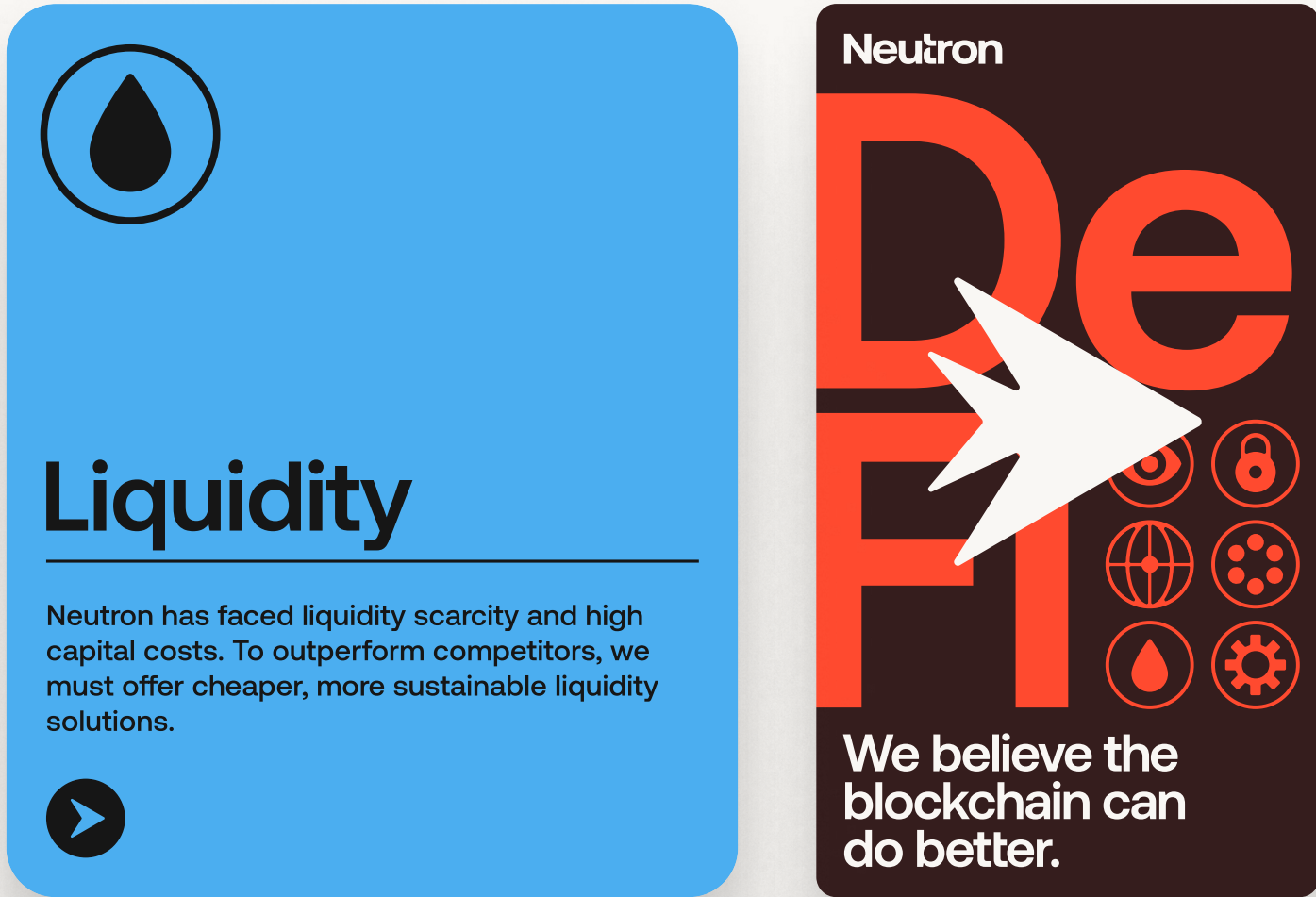
Typography in Use

Here are some examples of our different headline approaches in action.

1. Centered (Primary)



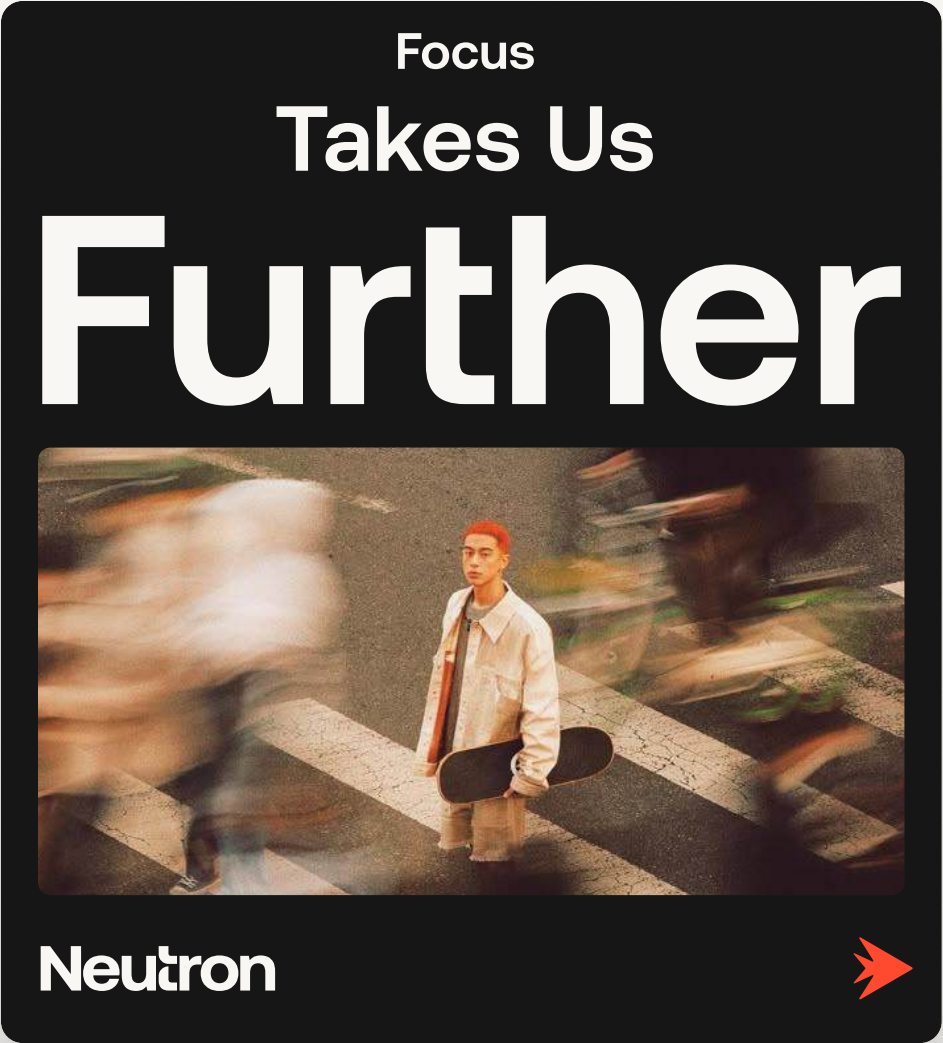
2. Left-aligned (Primary)



3. Bold and loud (Secondary)



4. Dynamic (Secondary)



Typography Don'ts

Here are some common typography mistakes to avoid.

Don't set leading too tightly or loosely

Avoid making
leading too tight.

Or too

loose.

Do not angle type

Do not angle type.

Avoid having too low of a contrast between type and background

Avoid having too low
of a contrast
between type and
background.

Do not use off-brand typography

Do not use off-brand
typefaces.



Product Typeface

Within our product experience we use the typeface Inter due to its accessibility and availability via Google Fonts. For more information see the digital product toolkit.

Inter

Bold **Semibold** **Medium** **Regular** **Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!
@#\$%^&*;,/{ }[]()?!





Color

Color Palette

Our color palette is primarily monochromatic, allowing us to create calm, focused designs.

Red is our primary brand color, however in most instances it is used quite sparingly as a small pop color rather than a loud dominant color. We also have a set of additional supporting colours to allow for variation and differentiation in the brand and digital experiences.

Black

#171717

Dark Gray

#262626

Medium Gray

#3F3F3F

Light Gray

#DFDFDF

White

#F9F8F4

Red

#FF4B2F

Deep Red

#361D1D

Blue

#4CAFF1

Lime

#83D44A

Purple

#F288F2



Color and Typography

Here are the accessible combinations for typography within our color palette.

When secondary or more recessive text is desired, simply use 60% opacity for our Black (#171717) or White (#F9F8F4) text.

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa



Blurred Elements

We can also adopt a more seamless and subtle look that lets our imagery treatment shine by using blurred elements. When using this approach it is important to consider accessibility and contrast, particularly with the lighter background option. If it is too difficult to read the text, we can either change the positioning/background imagery to create more contrast, or use the darker blur tile. We should use our brand White for text appearing over our blurred tiles.

Lighter background

F9F8F4 at 10% Opacity
Background Blur 54
Subtle drop shadow

Darker background to improve contrast

171717 at 30% Opacity
Background Blur 54
Subtle drop shadow





Imagery

Image Treatment Introduction

In order to add texture and movement into our brand, we utilise abstract imagery that conveys the feeling of driven focus and movement. This is a treatment that we can use in a purely abstract form as backgrounds, as well as a motion piece to animate still imagery.

We have both a photoshop template (for still asset creation) and a beta AfterEffects template (for creating motion assets).

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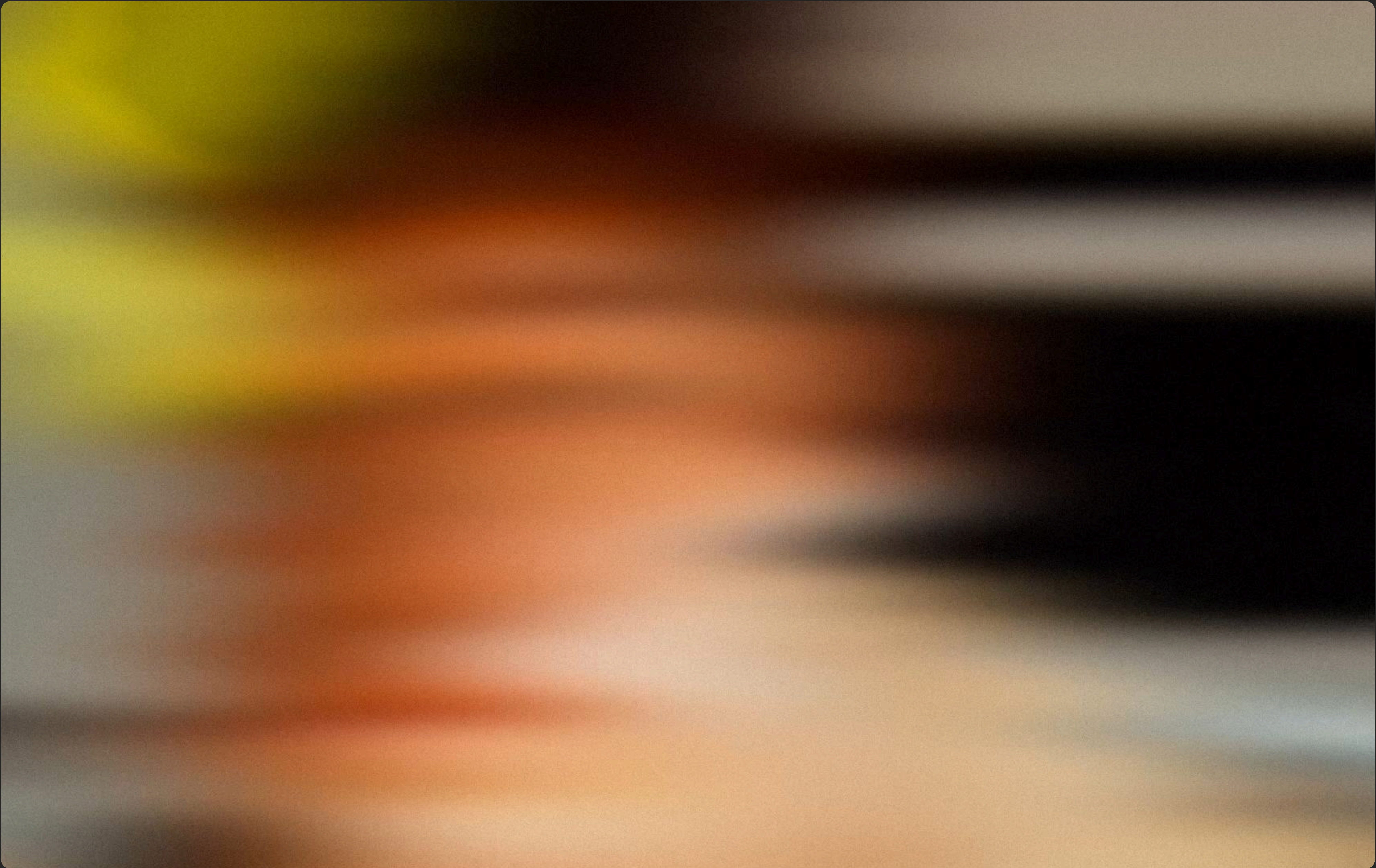


Image Treatment Examples

Here are a few examples of our image treatment. The effect is designed so that more can be made and a larger library be built over time, with a variety of colours to suit the tone of each communication.





Graphic Elements

Focus Device

Our focus device is a tool that we can use to highlight and frame content, typography and imagery. It reinforces the idea of focus that is central to our brand whilst also giving us a practical tool to structure layouts and hierarchy.



Focus Device Usage

Here are some of the primary ways in which we can use the focus device.

Focusing on a single word

Trade
Build
[Stake]
Explore
Grow

Focusing on an image or layout



All in
on DeFi



Focus Device Sizing & Placement

Here are some tips and guidance for how to use the focus device.

Matching stroke width when highlighting a word or short headline



When focusing on headlines or single words, we should aim to match the width of the focus device to the width of the vertical letter stems (such as the i shown above).

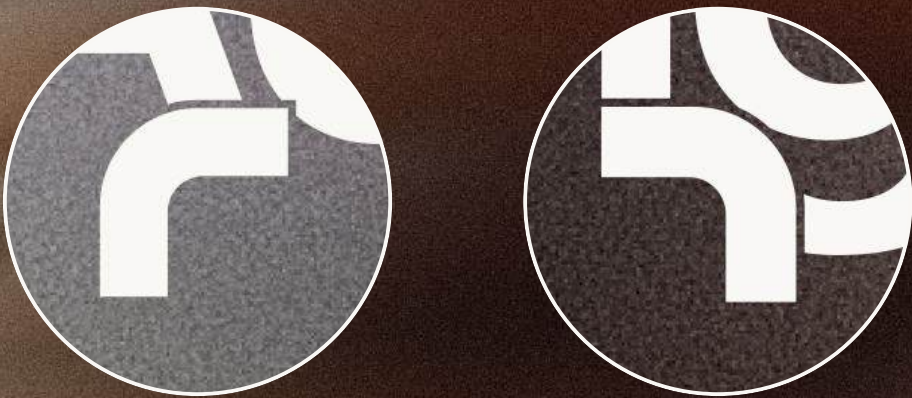
Optically centre text



Text should be optically centred within the frame. This usually means it will sit slightly higher in the frame than the mathematical centre, to offset the extra height of ascenders.

If forced to overlap text with the focus device, create separation through a stroke/gap

Addressing
overlaps



In general, we should avoid moments where the focus device overlaps text. However when it is necessary and there is not differentiation through colour, a thin stroke/gap should be applied to create a sense of intentionality and to avoid it appearing as a mistake.



Symbol Pattern

Our symbol can also be used to form patterns for our brand.

Single direction pattern



Exchange pattern



Symbol Pattern Application

We can use our pattern as either a background graphic, or as a pattern for moments such as branded merch.

Background graphic usage



Merchandise





Iconography

Iconography

Our brand utilises a set of icons derived from the benefits of DeFi and Neutron in order to reinforce our key goals. They are designed to be in constant motion, reflecting our our continual development and progress for DeFi.

They are to be used in brand communications and moments within the site. They are not intended to be used as small functional icons within product UI.



Iconography Library

Here is our current icon library.

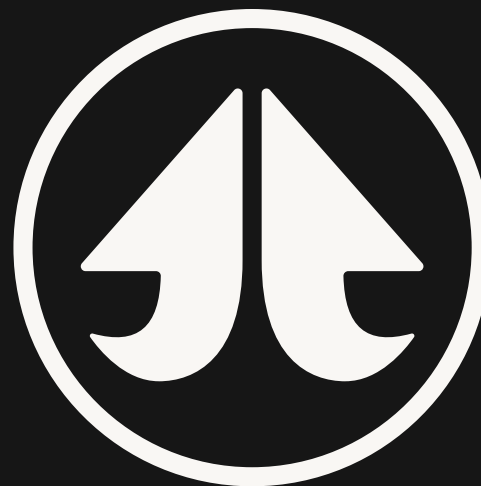
Security



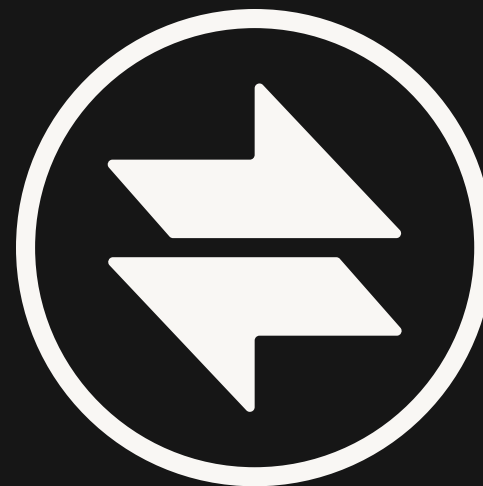
Earning



Leverage



Trading



Staking



Bug Bounty



Transparency



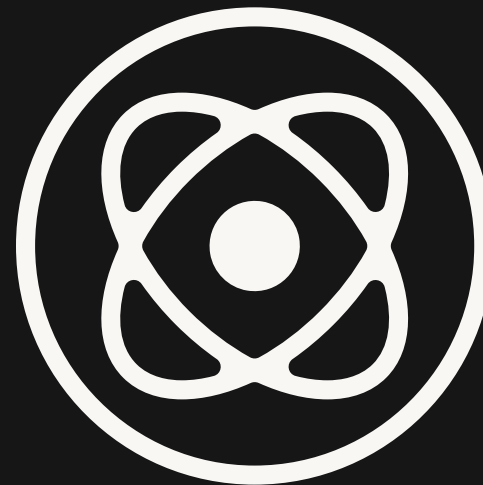
Liquidity



Strategy



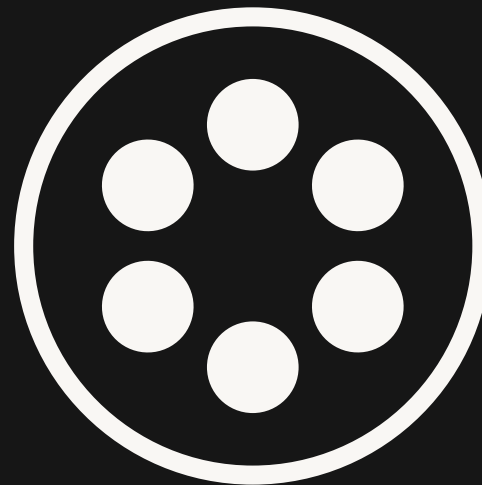
Bridging



Network



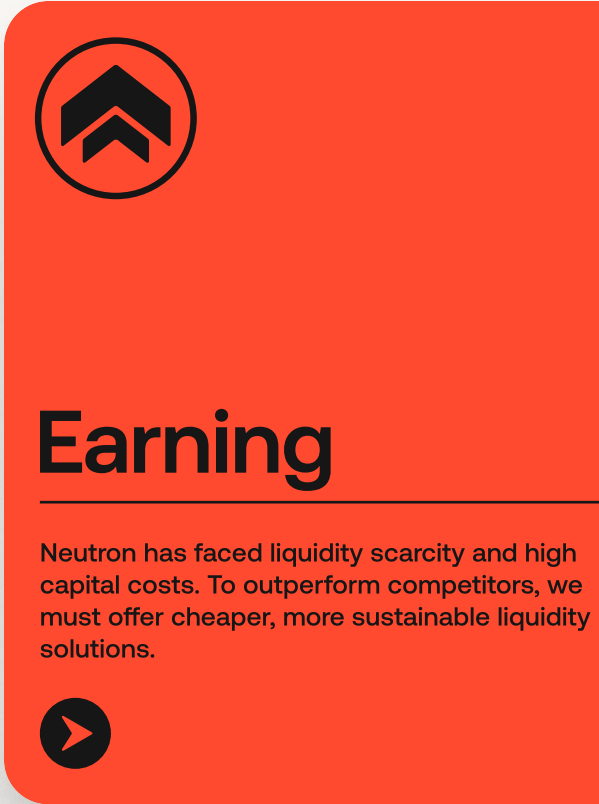
Peer to peer



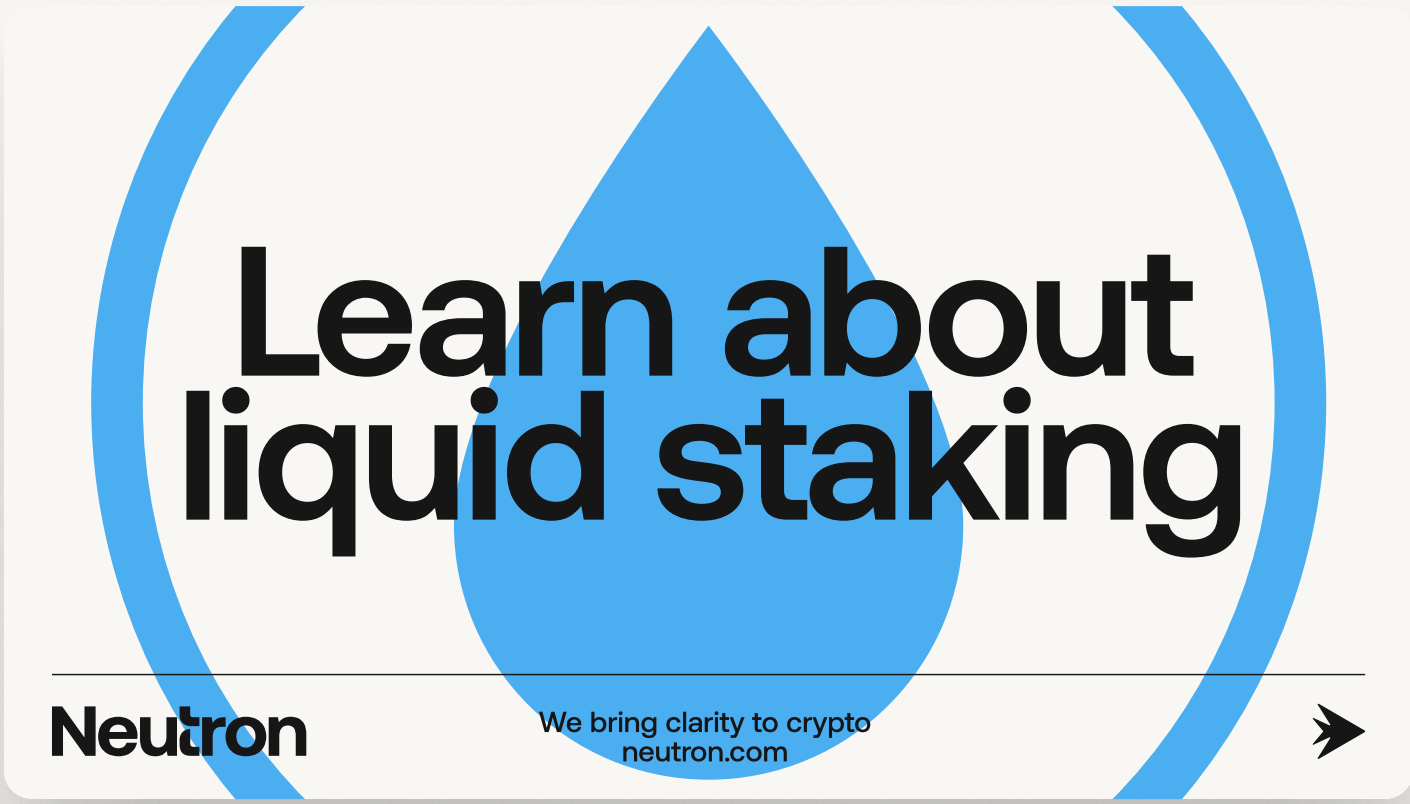
Iconography Usage

Strict perpendicular terminals create a precise feeling offset by the more circular forms of characters, interesting opentype alternates

Specific icon usage



Specific icon background usage



Icon set usage



Icon set background usage

