# equilibrium

# Brand book

# Typography

Main marketing materials should use
==Founders Grotesk font family.==

Hold on! I don't have an option to use a custom font or own the license to Founders Grotesk. What to do?

No worries! Our more accessible alternative font family in restricted use cases (e.g. Google Slides) is Helvetica Neue.

## Founders Grotesk Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

HEADERS,
EMPHASIS.

## Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

## Founders Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

BODY TEXT,
REGULAR CONTENT.

## Helvetica Neue Regular
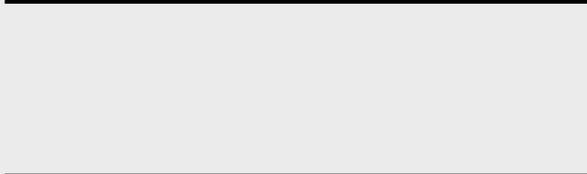
ABCDEFGHIJKLMNOPQRSTUVWXYZ
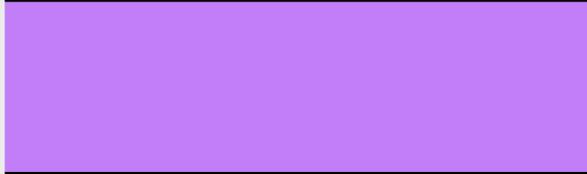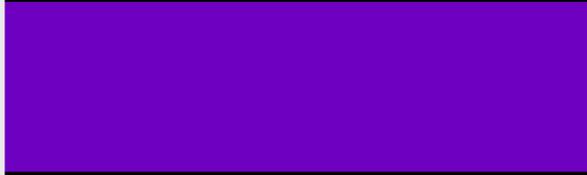abcdefghijklmnopqrstuvwxyz0123456789

## Founders Grotesk Mono
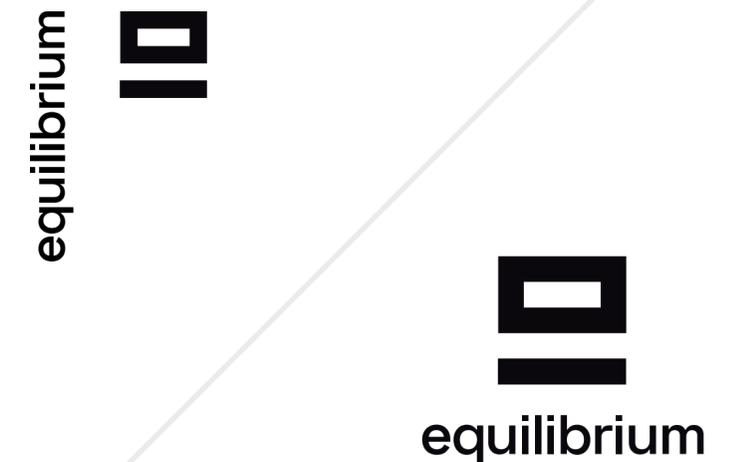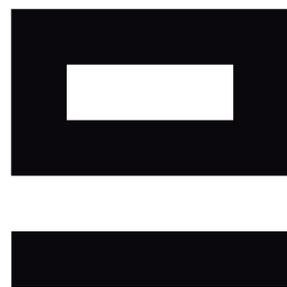
NUMERICAL DATA
CODE

## Space Mono

# Colors

Color scheme is based on muted background, highlighted by occasional green and purple. In some cases green and purple can be used as background colors as well. The colors are optimised for digital-first use.

| | | | | |
|---|---|---|---|---|
| | Just White | #FFFFFF | RGB(255,255,255) | Alternative backgrounds, highlights. |
| | Light Gray | #EBEBEB | RGB(235,235,235) | Main background. |
| | Bright Green | #8BFFC5 | RGB(139,255,197) | Highlight background |
| | Smooth Purple | #C27EF8 | RGB(194,126,248) | Accent elements, backgrounds |
| | Deep Purple | #6E01C1 | RGB(110,1,193) | Highlighted text/elements. |
| | Cool Black | #0A080D | RGB(10,8,13) | Texts, backgrounds |

# Logo

Equilibrium symbol is an abstract combination of blockchain, I/O, binary 1 0 and the letters "E/e" and "Q". It also represents balance (equilibrium). The EQ symbol can be used separately from logo text, if the context of Equilibrium is clear, or it's for decorative purposes.

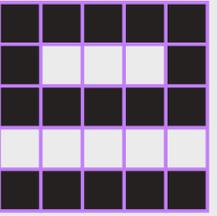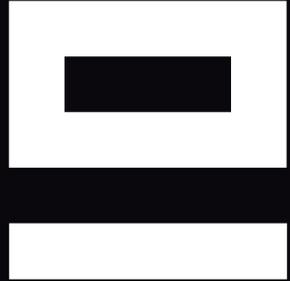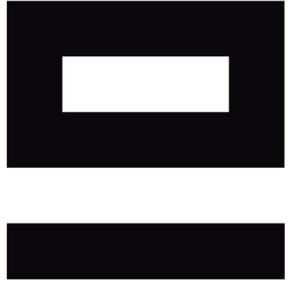Don't use the symbol alone, if Equilibrium is not clearly mentioned in context.

This is the main logo that should be used outside Equilibrium's own materials, where we don't control the surrounding presentation. **If you have to share a logo, share this one.**

Equilibrium logotype is a modified Space Grotesk font. The logotype should not be used separately from the symbol, if it can be avoided.

These are examples of vertical logo layouts, that can be used on special needs (for example, when horizontal space is limited).

We use the rotated text version on our website, but third parties should be advised to stick with the main logo (the one the left) to maximise readability and brand recognition.

**Symbol**

The shape is build using a square 5 x 5 grid, so it scales from 5x5 px icon all the way to a building wall nicely.

**Horizontal logo (main logo)**

equilibrium

Text type is modified from Space Grotesk, and it's height is equal to logo height, and it's two "stroke widths" apart from it.

**Vertical logo (special use cases)**

equilibrium

Vertical logo type height is equal to two bottom lines of the logo, and it's apart from the logo one e-letter's worth.