



immunie

brand standards

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content

Immunie's logo is its signature identifier. This full logo includes the full name in lower-case and the abstracted blockchain logo mark. This immediately communicates the friendly, family first attitude of the Immunie brand.

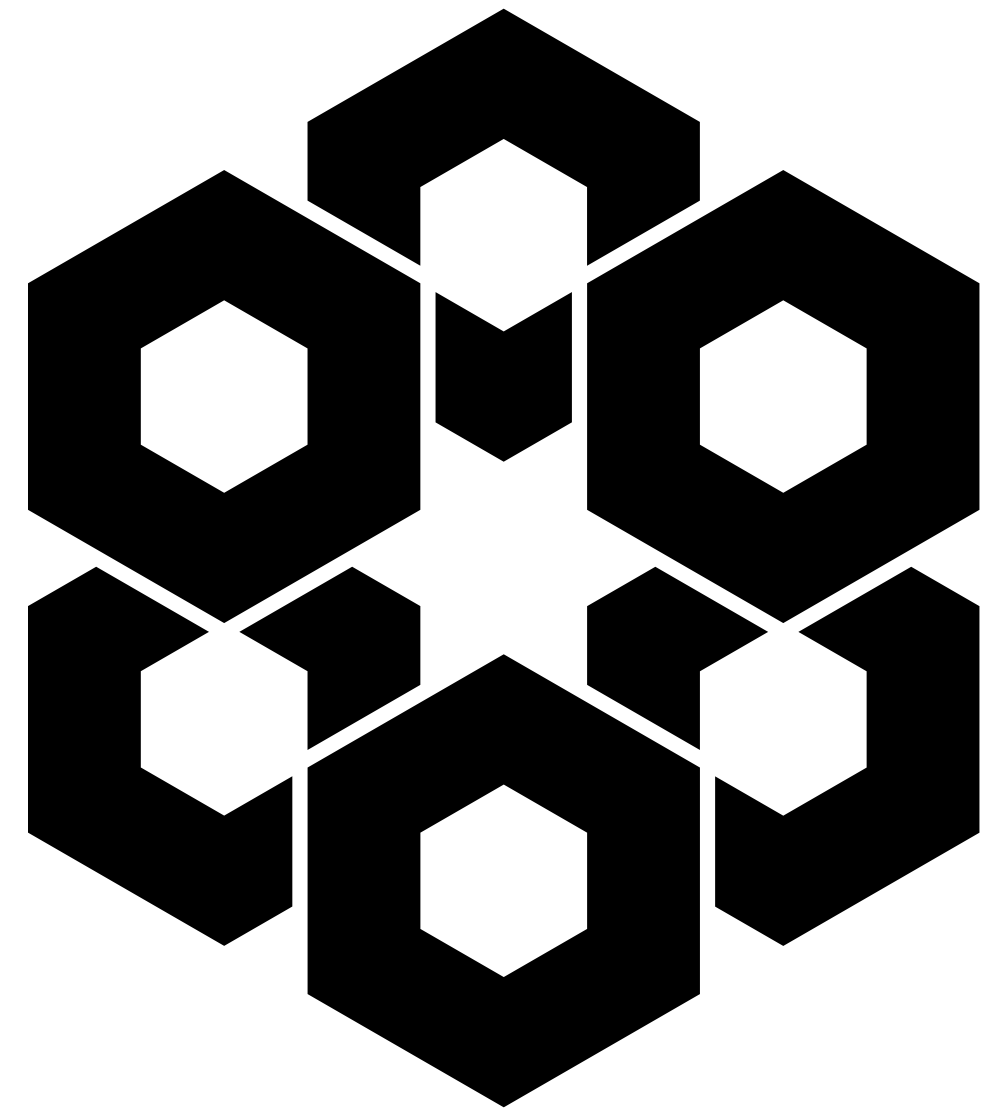
the logo



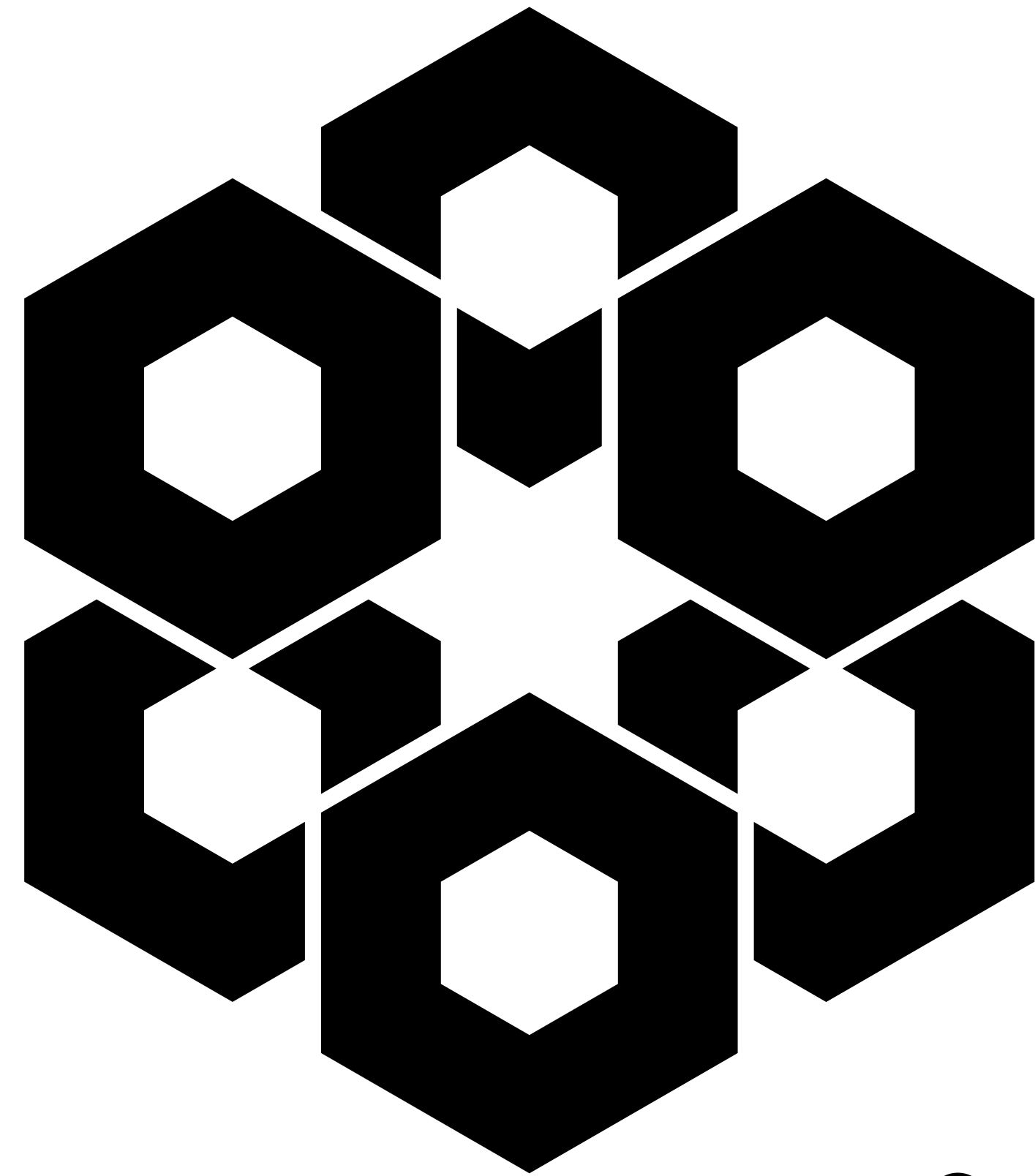
immunie



immunie



immunie



immunie



Clear space ensures that the logos are visible and unabstracted wherever they may appear. For all logo variations, one-half of a block is used to measure clear space.

do not
change colors



do not
color text



do not
make grayscale



do not
put and angle



It is vital that the logos and marks maintain their exact appearance at all times. These are a few examples of what not to do with the mark, but it applies to all forms of the logo.

do not
stretch, skew



Typography is an essential part of Immunie, maintaining consistency and brand presence even in the absence of the logos and color. Lato Black is used for display, headlines, and highlights. Lato Regular should be used in all copy and supportive text.

typography

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?!@%&[]”.:;

Lato Regular

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?!@%&[]”.:;**

Lato Black

The color pallet is another integral part of the Immunie brand. Using primarily black and white, the secondary colors should be used to draw attention or give a more playful friendly feeling. The teriary colors should be used in to compliment the secondary palette.

color palette

white

C000 M000 Y000 K000
R255 G255 B255
HEX ffffff

primary

black

C075 M068 Y067 K090
R000 G000 B000
HEX 000000

primary

secondary

red

R238 G052 B050
C000 M094 Y088 K000
HEX ee3332

secondary

yellow

R255 G202 B053
C000 M021 Y089 K000
HEX ffca35

tertiary

green

R035 G173 B083
C079 M003 Y093 K000
HEX 23ad53

tertiary

blue

C072 M031 Y000 K000
R061 G147 B208
HEX 3d93d0

secondary

dark blue

C087 M076 Y000 K000
R060 G084 B165
HEX 3c54a5

tertiary

purple

R126 G095 B168
C058 M072 Y000 K000
HEX 7e5fa8

Icons can be used to support all the other elements of the Immunie brand. They should not be the primary identifier. All icons should be made using nucleoapp's icon library and be the thickest weight.

iconography

