



U2DEMO

Brand Guidelines



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Concept

Our logo is a combination of these key words:

- Opensource
- Social Equity
- Power Supply
- Blockchain
- Community



Logo Versions

Vertical



U2DEMO

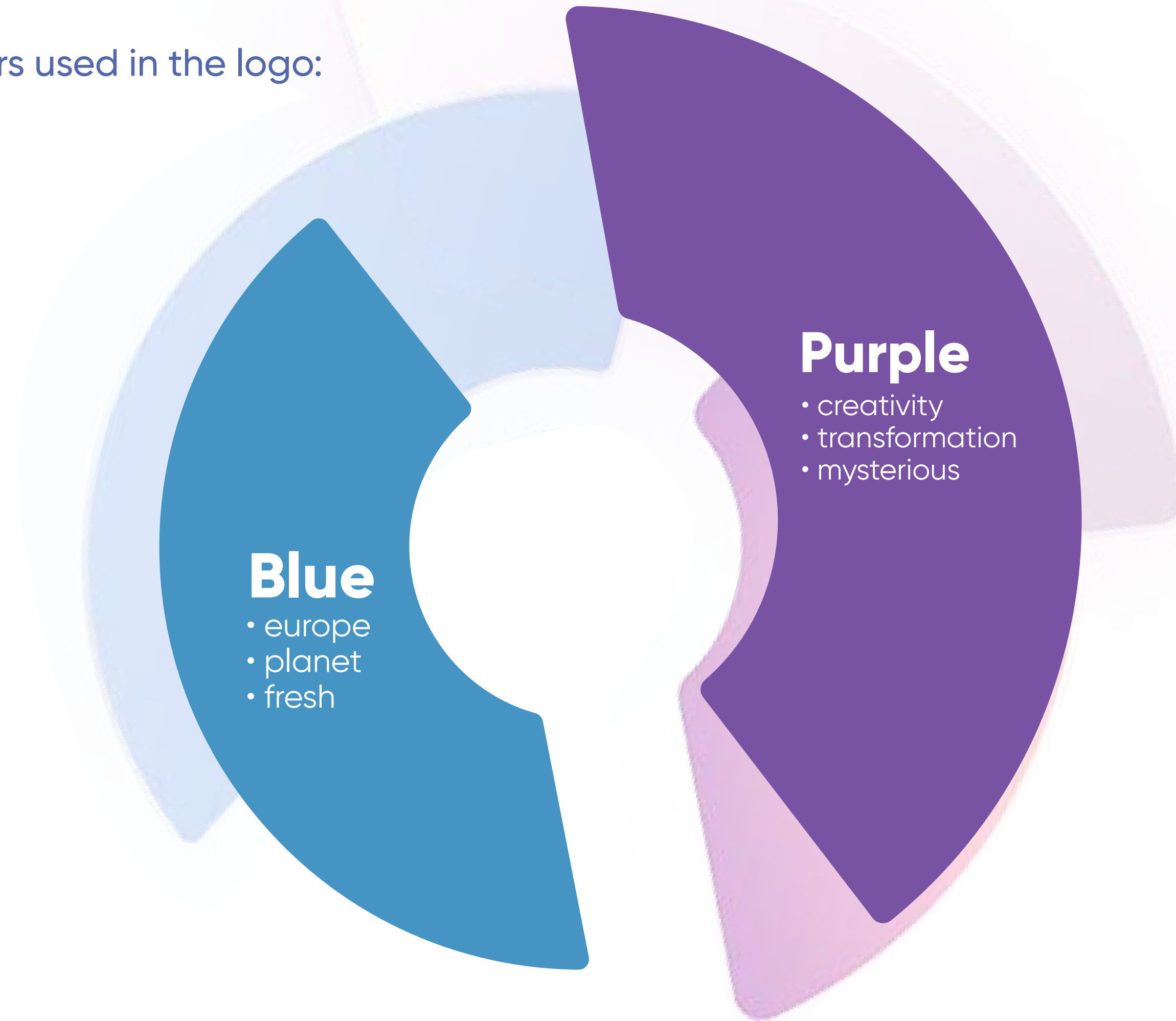
Horizontal



U2DEMO

Logo Colors

These were the main colors used in the logo:



Colors

RGB - FOR WEB

R88
G193
B174

CMYK - FOR PRINT

C62%
M0%
Y39%
K0%

#58C1AE

RGB - FOR WEB

R14
G115
B185

CMYK - FOR PRINT

C87%
M51%
Y1%
K0%

#0E73B9

RGB: **R204 G211 B80**

CMYK: **C24% M5% Y85% K0%**

#CCD350

RGB: **R94 G186 B233**

CMYK: **C57% M10% Y0% K0%**

#5EBAE9

RGB: **R227 G127 B51**

CMYK: **C8% M60% Y92% K0%**

#E37F33

RGB: **R234 G207 B94**

CMYK: **C9% M14% Y76% K0%**

#EACF5E

RGB: **R234 G232 B213**

CMYK: **C8% M5% Y17% K0%**

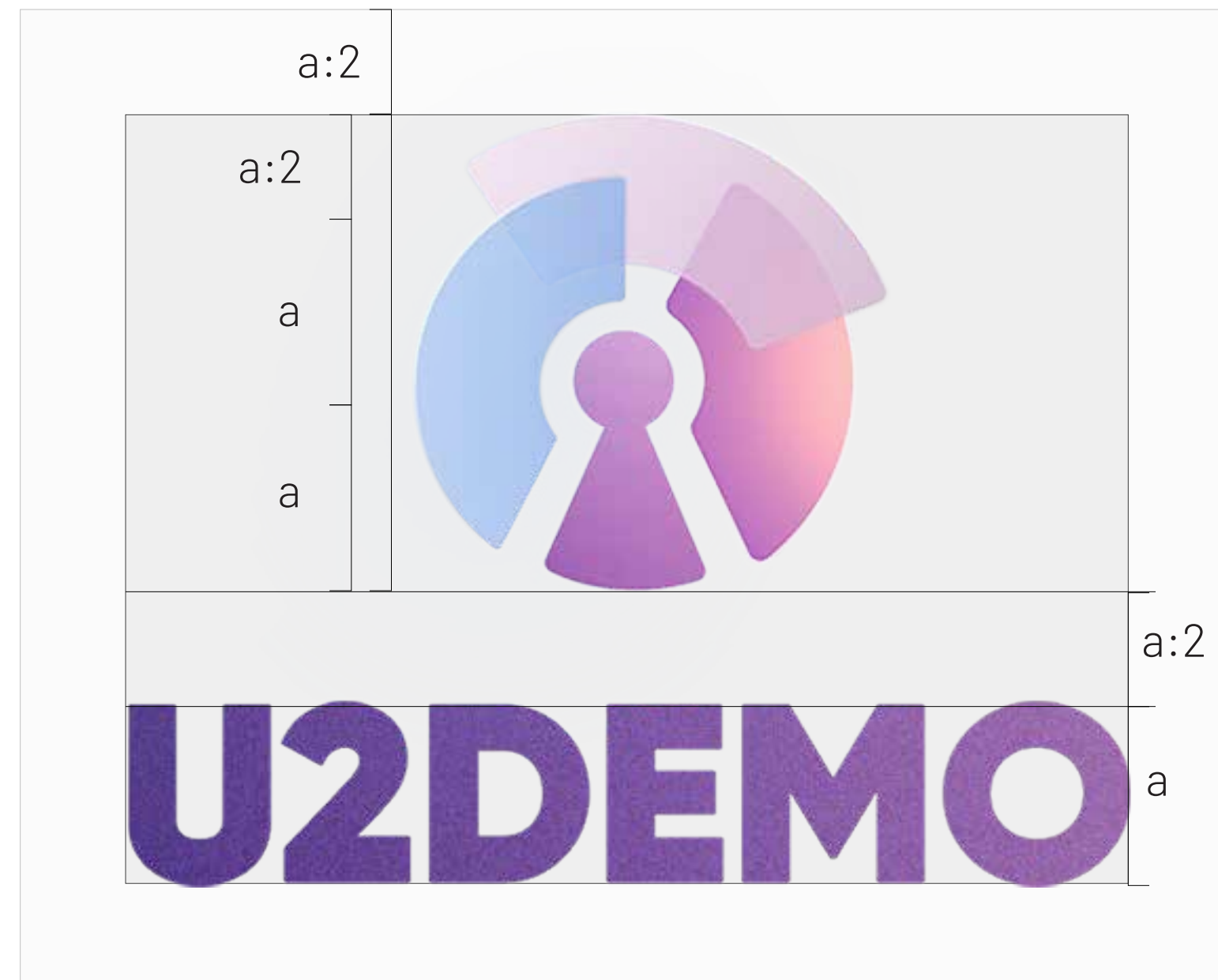
#EAE8D5

Backgrounds



Structure

This margin is designed to protect the logo to always be readable on the various formats.



Security margin



Dimensions

This is the smallest dimension that the logo can be.

Vertical



Smallest size



Icon

Bellow 3 cm we use only the icon



Horizontal



Icon

Bellow 3 cm we use only the icon



Don't's



Don't distort the logo in any way



Don't change the gradient



Don't change the letter spacing



Don't add drop shadow

Typography

The font of our logo is Gilroy

Gilroy

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

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

0 1 2 3 4 5 6 7 8 9

~ ! @ # \$ % & / | \ () []

		Italic
Thin	A B C 1 9	<i>A B C 1 9</i>
Light	A B C 1 9	<i>A B C 1 9</i>
Regular	A B C 1 9	<i>A B C 1 9</i>
Medium	A B C 1 9	<i>A B C 1 9</i>
Semi Bold	A B C 1 9	<i>A B C 1 9</i>
Bold	A B C 1 9	<i>A B C 1 9</i>
Extra Bold	A B C 1 9	<i>A B C 1 9</i>
Black	A B C 1 9	<i>A B C 1 9</i>



Typography

For documents

Regular A B C 1 9

Bold A B C 1 9

Arial

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

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

~ ! @ # \$ % & / | \ () []

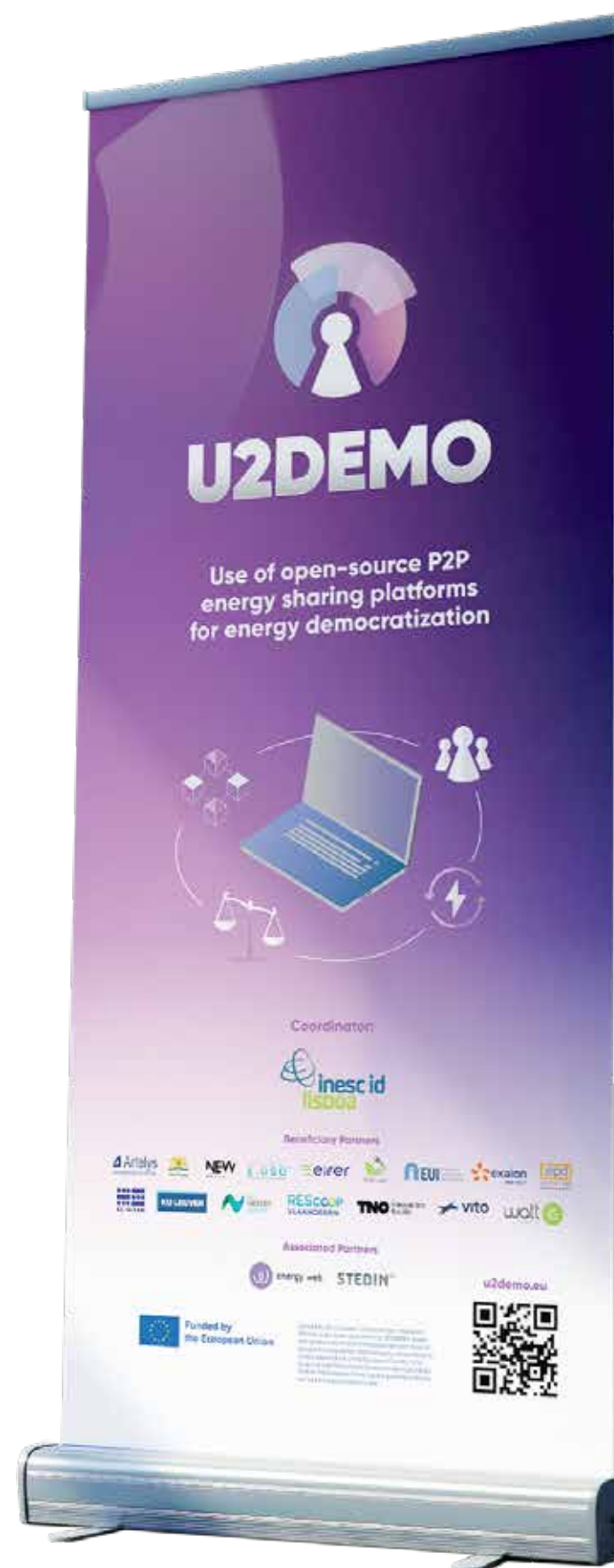
Graphic elements

Some graphic elements that we use in the project .

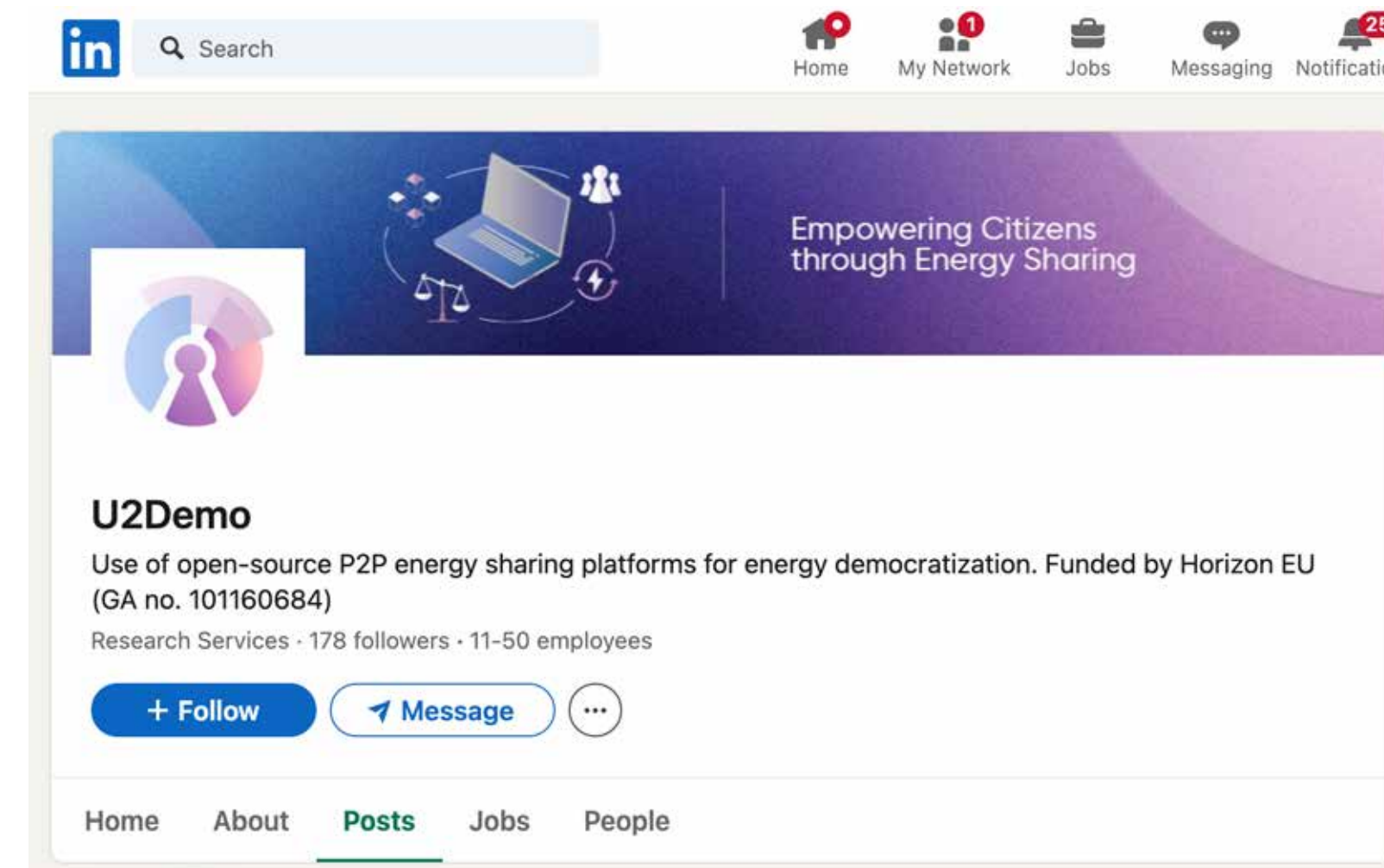


Branding Examples

Roll-up



Social banners





U2DEMO

u2demo.eu



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