



**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**

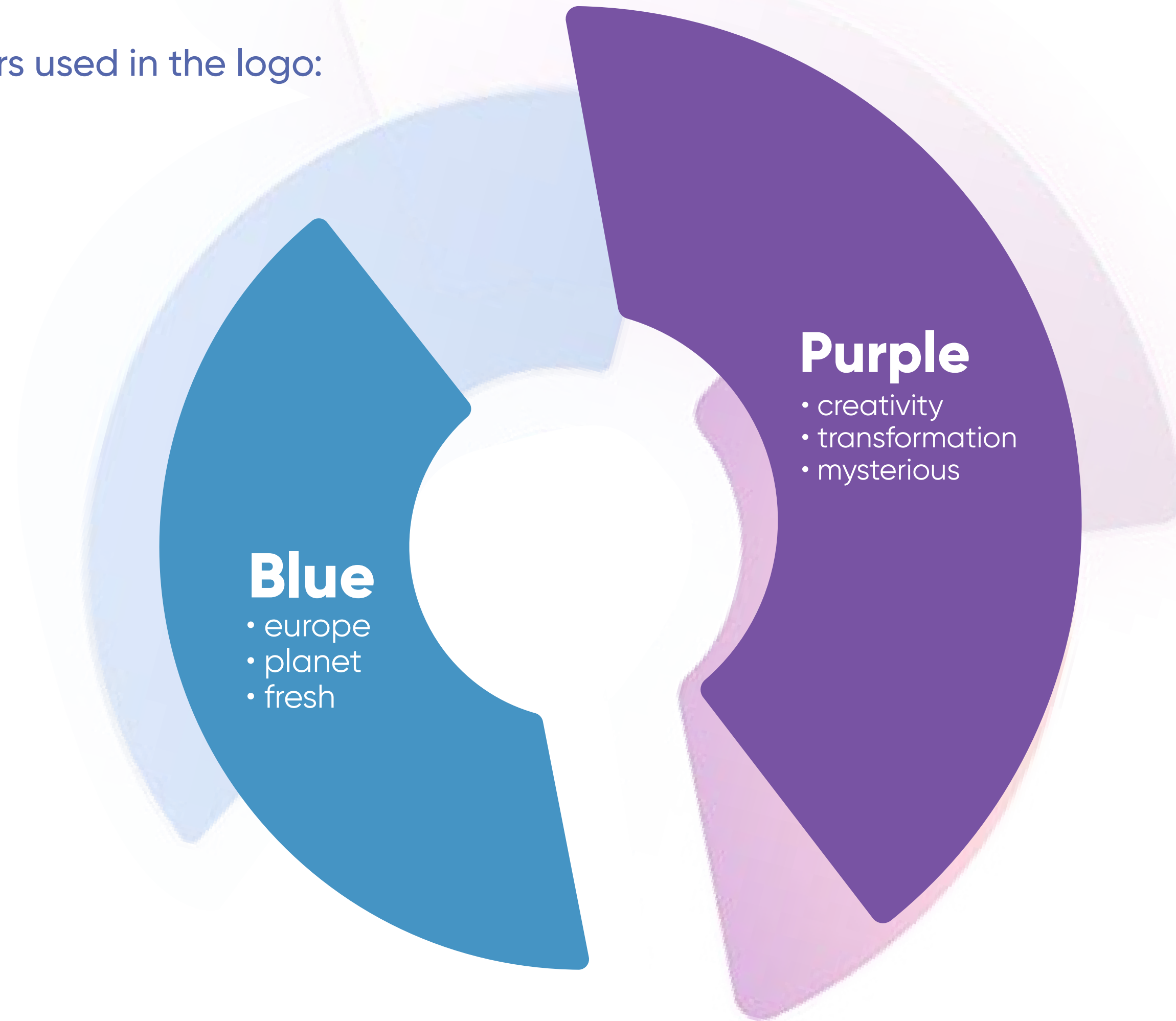
Horizontal



**U2DEMO**

# Logo Colors

These were the main colors used in the logo:



# Colors

RGB - FOR WEB

**R75**  
**G140**  
**B198**

CMYK - FOR PRINT

**C71%**  
**M36%**  
**Y2%**  
**K0%**

**#4B8CC6**

RGB - FOR WEB

**R129**  
**G89**  
**B164**

CMYK - FOR PRINT

**C57%**  
**M75%**  
**Y0%**  
**K0%**

**#8159A4**

RGB: **R48 G93 B145**

CMYK: **C89% M66% Y19% K4%**

**#305D91**

RGB: **R251 G219 B224**

CMYK: **C0% M16% Y4% K0%**

**#FDBE0**

RGB: **R154 G205 B237**

CMYK: **C37% M7% Y1% K0%**

**#9ACDED**

RGB: **R217 G222 B225**

CMYK: **C14% M8% Y8% K0%**

**#D9DEE1**

# Backgrounds



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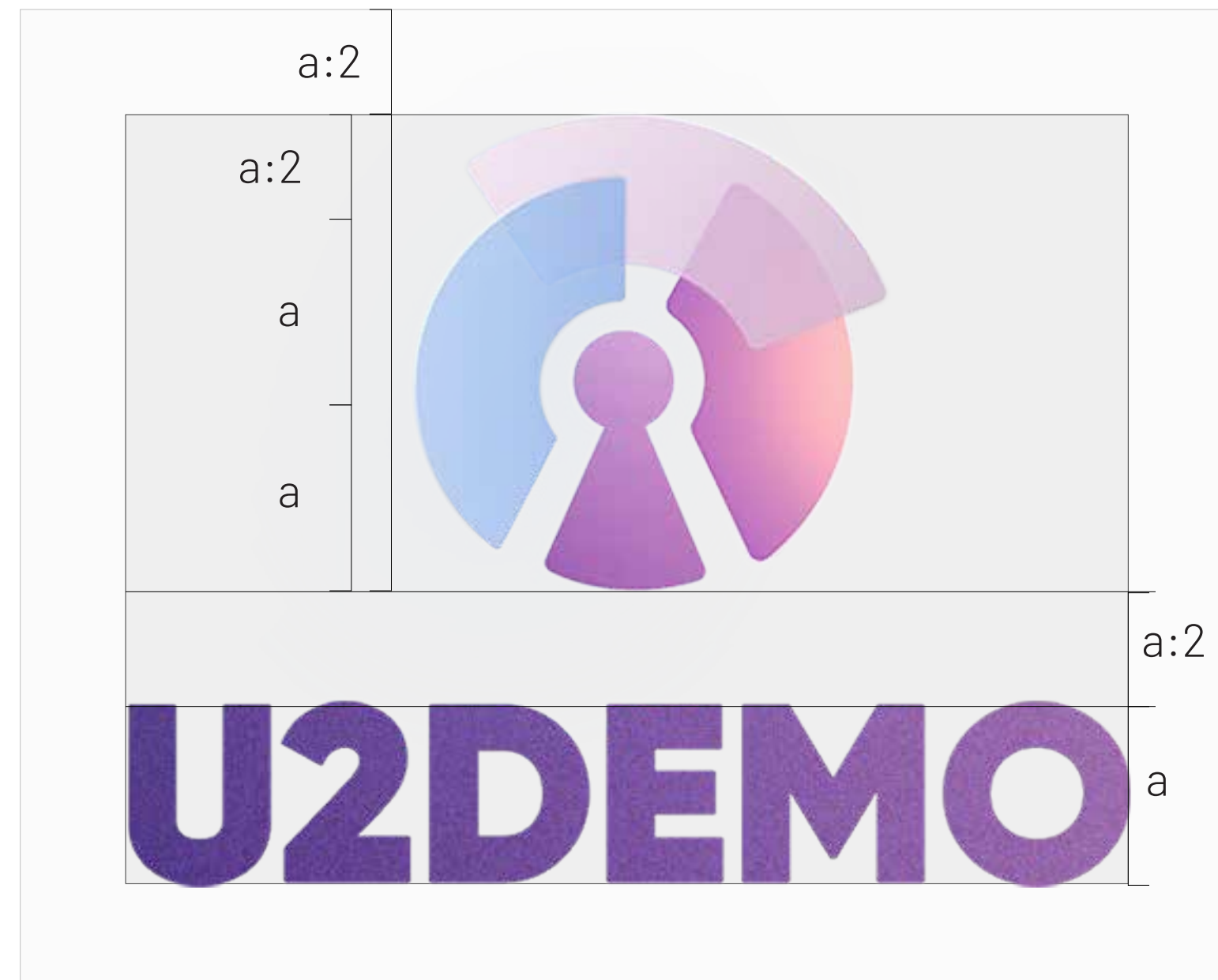
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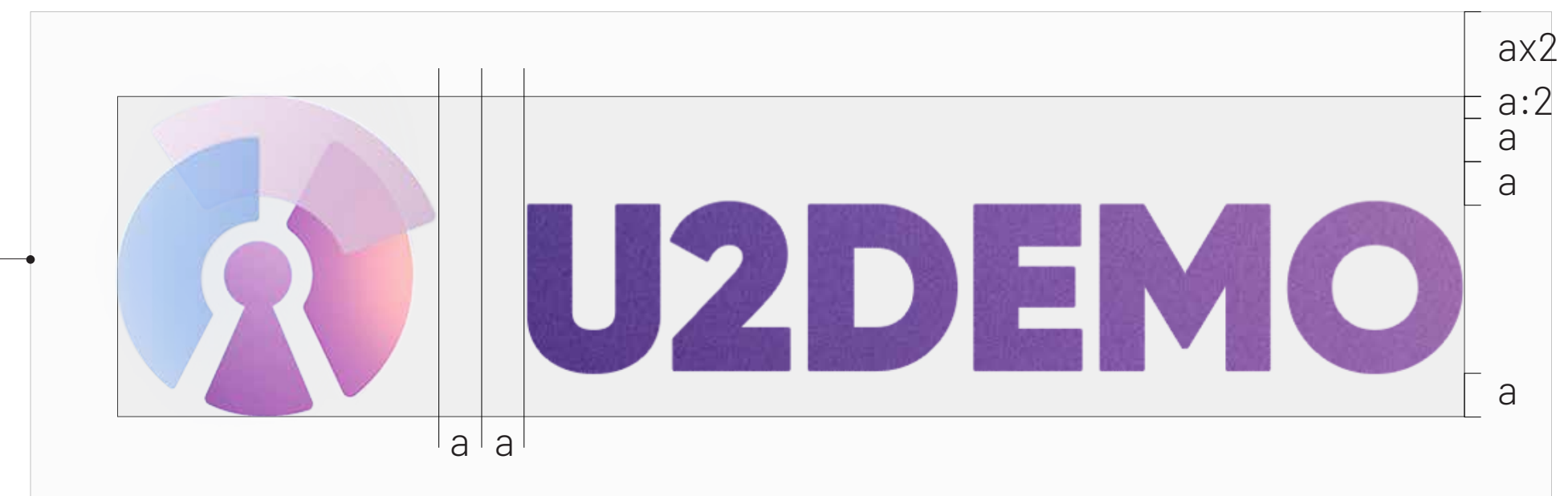
**U2DEMO**

# 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 letter spacing



Don't change the gradient



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	<b>A B C 1 9</b>	<b><i>A B C 1 9</i></b>
Bold	<b>A B C 1 9</b>	<b><i>A B C 1 9</i></b>
Extra Bold	<b>A B C 1 9</b>	<b><i>A B C 1 9</i></b>
Black	<b>A B C 1 9</b>	<b><i>A B C 1 9</i></b>



# 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 .

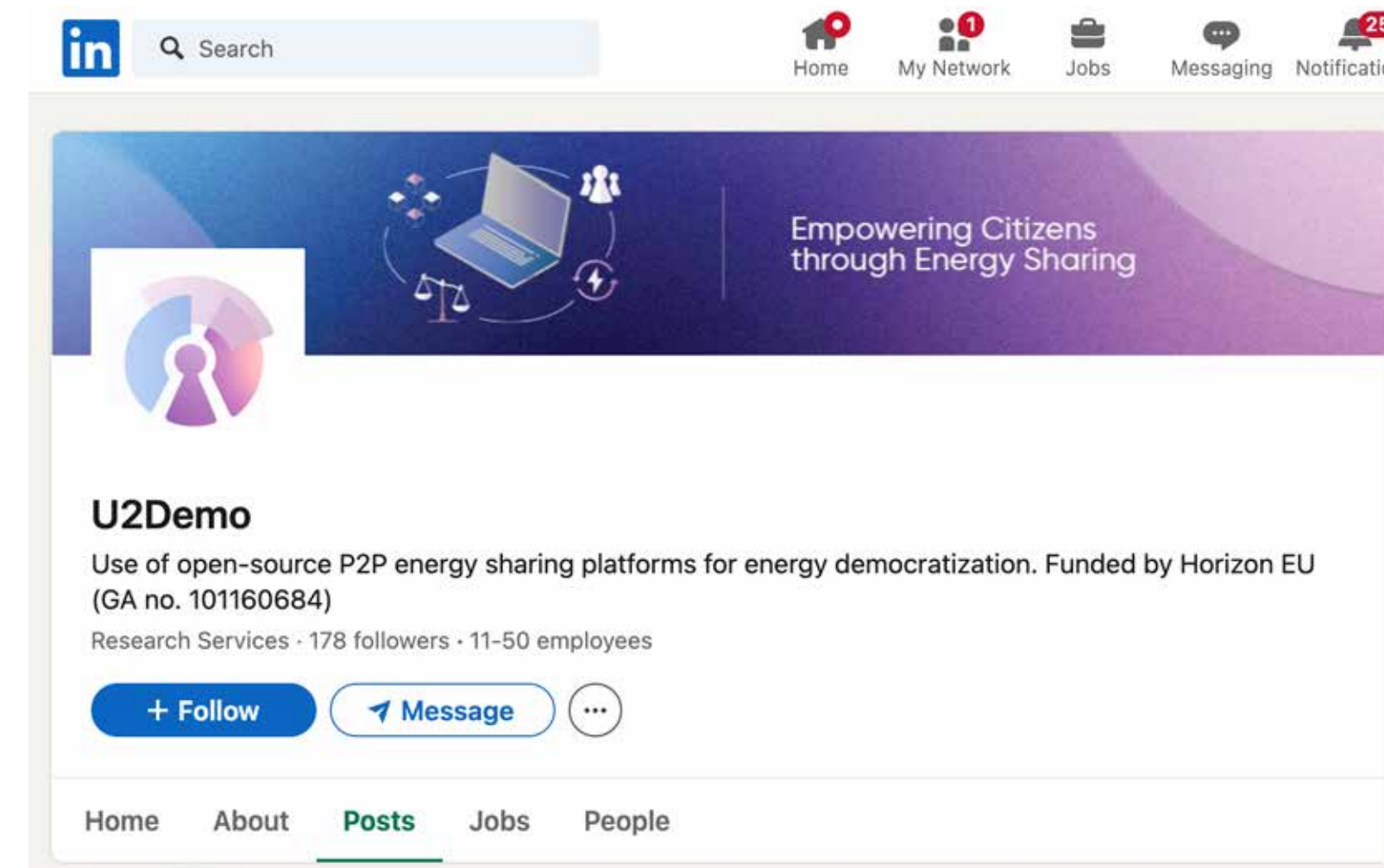


# Branding Examples

Roll-up



## Social banners





# U2DEMO

[u2demo.eu](https://u2demo.eu)



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