Brand Guidelines

PartisiaBlockchain

Contents

01 Logo

PartisiaBlockchain

Primary Logo

The Partisia Blockchain logo consists of the brand symbol and the Partisia Blockchain brand name.

The symbol represents the human element of the Partisia Blockchain, the point and curved line creating a waving gesture.

There are two approved variations of the logo – primary and secondary – which are flexible to use depending on the desired application.

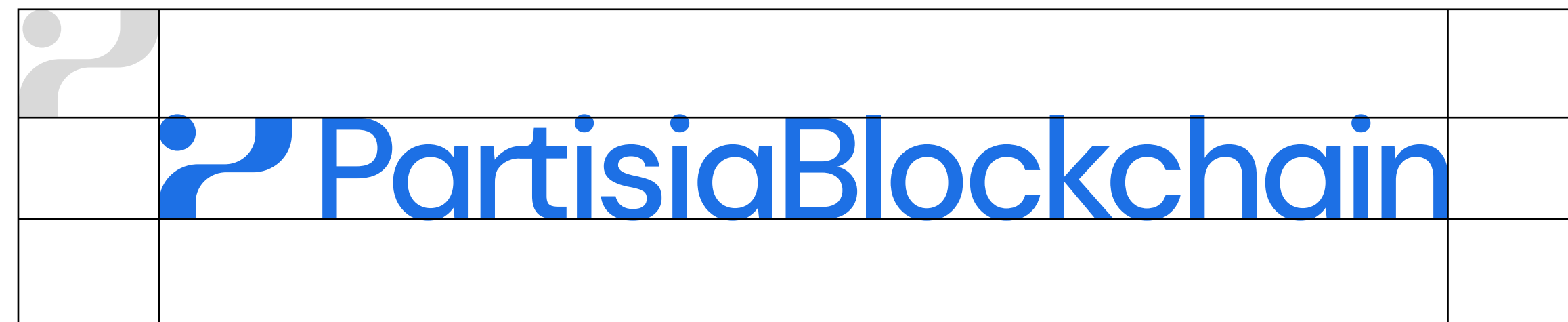Always ensure you use the correct logo artwork and never attempt to recreate this artwork.

Download logo files

Primary Logo:
Clear Space

To maximise the logo's presence and visual impact, always maintain adequate clear space around it. The exclusion zone around the logo defines the area into which no other graphic elements, such as text, imagery, or other brand marks, can intrude.

We determined the minimum required clear space around the Partisia Blockchain logo using the symbol height and width from the logo itself. You can also use the exclusion zone to determine the minimum distance between the logo and the edge of a printed or digital application.

Download logo files

Secondary Logo

The secondary Partisia Blockchain logo can be used to ensure legibility at smaller sizes. Some examples of where this logo would be applied are social media posts and brochures sized A5 and below.

Always ensure you use the correct logo artwork and never attempt to recreate this artwork.

Download logo files

Secondary Logo: Clear Space

As with the Primary logo, we determined the minimum required clear space around the Partisia Blockchain logo using Partisia Blockchain symbol height and width from the logo itself. You can also use the exclusion zone to determine the minimum distance between the logo and the edge of a printed or digital application.
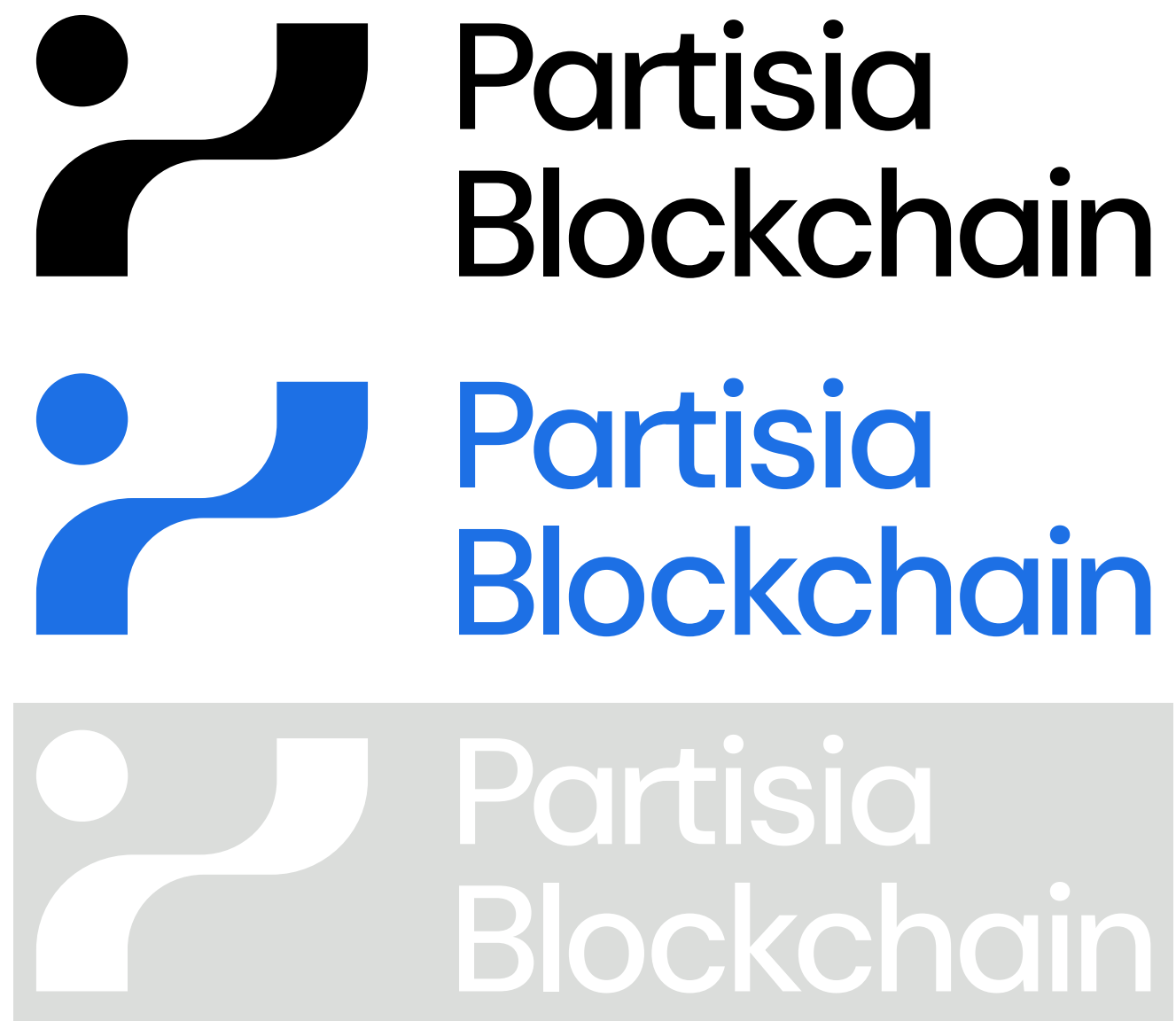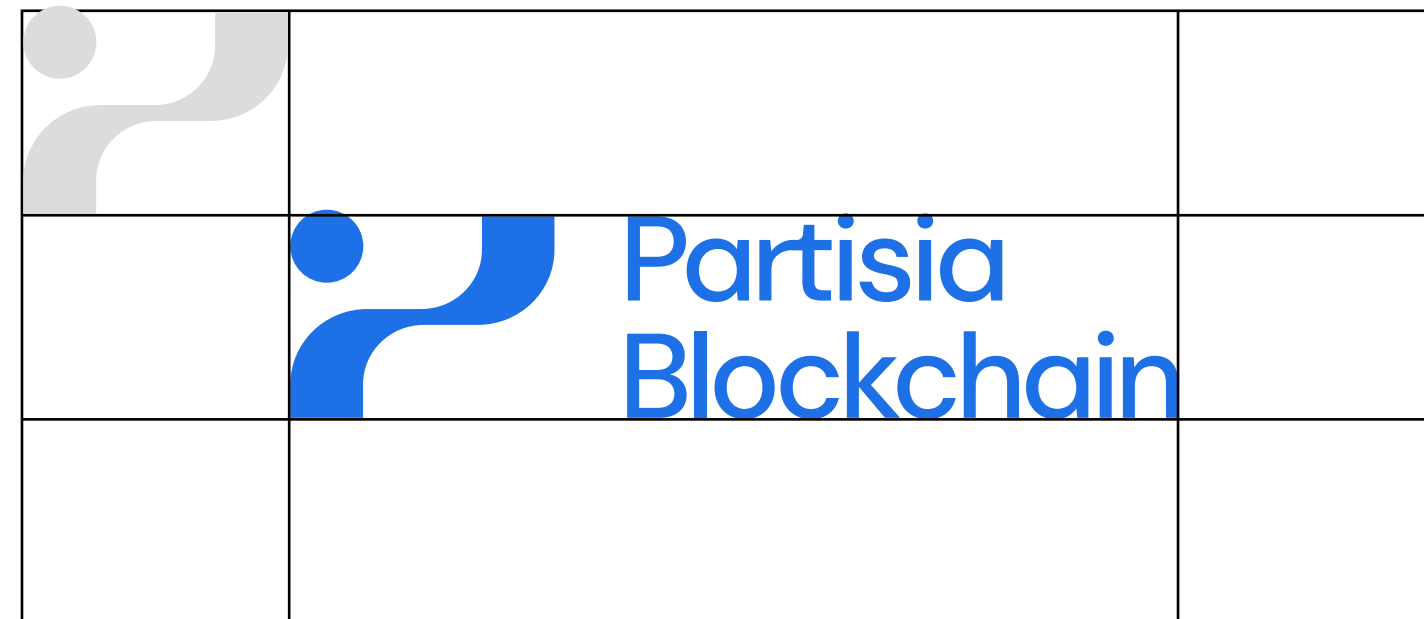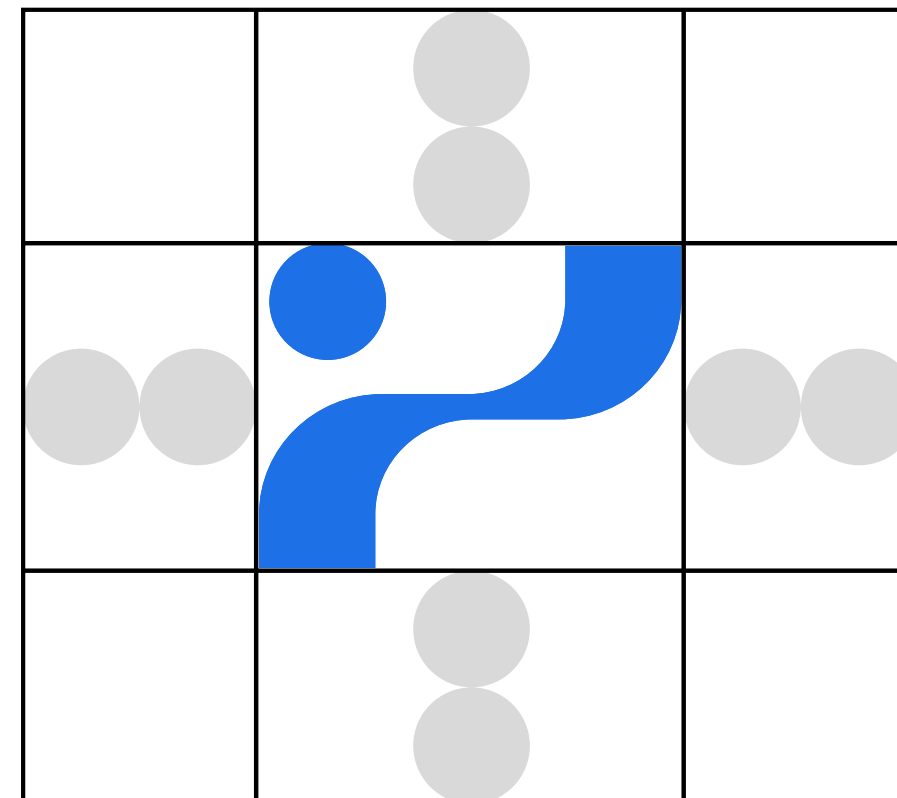
Download logo files

Symbol

The Partisia Blockchain symbol may be used in place of the logo. This should only be used where the primary and secondary logos aren't suitable ie. a profile images. It should never be used as a first option.

Download logo files

Symbol variations

PartisiaBlockchain

Symbol:
Clear Space

We determined the minimum required clear space around the Partisia Blockchain symbol using the height of two of the circle shapes from the symbol. You can also use the exclusion zone to determine the minimum distance between the symbol and the edge of a printed or digital application.

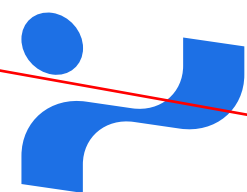Download logo files

Primary Logo/Symbol Use

The following should be avoided when applying our logo. Always ensure that you use the correct versions and file formats of our logo.
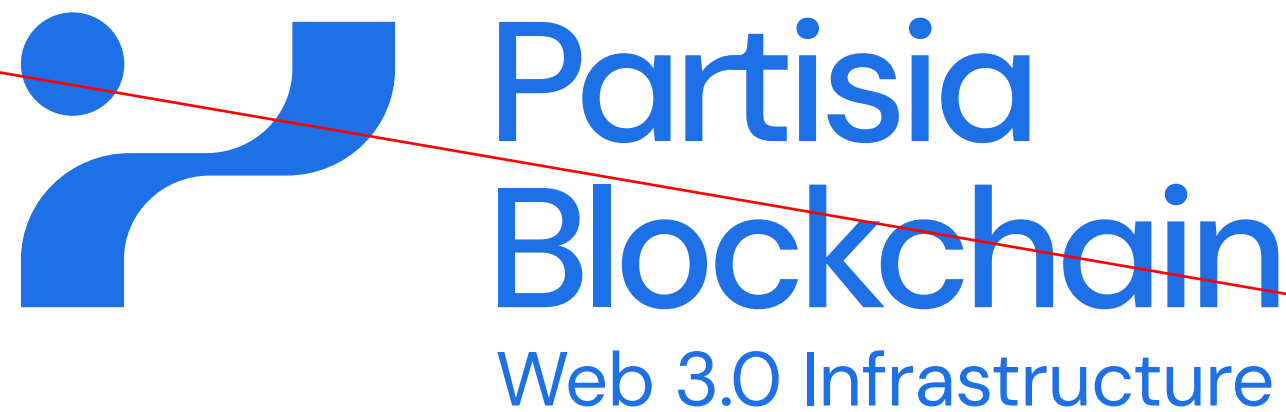
Download logo files

Do not use alternate colours

PartisiaBlockchain

Do not skew, rotate or stretch

Do not create unathourised versions

Partisia
Blockchain
Web 3.0 Infrastructure

02 Colour

PartisiaBlockchain

Colour

Colour is essential to capturing the tone of the Partisia Blockchain brand. The blue and green colours act as the primary colours alongside black and white.

The colour values shown here should be used in all applications to ensure our brand colours are applied consistently.

Blue

#1D70EA
82.55.0.0
PANTONE 2727 C

Green

#61E66F
68.0.93.0
PANTONE 802C

Black

#000000
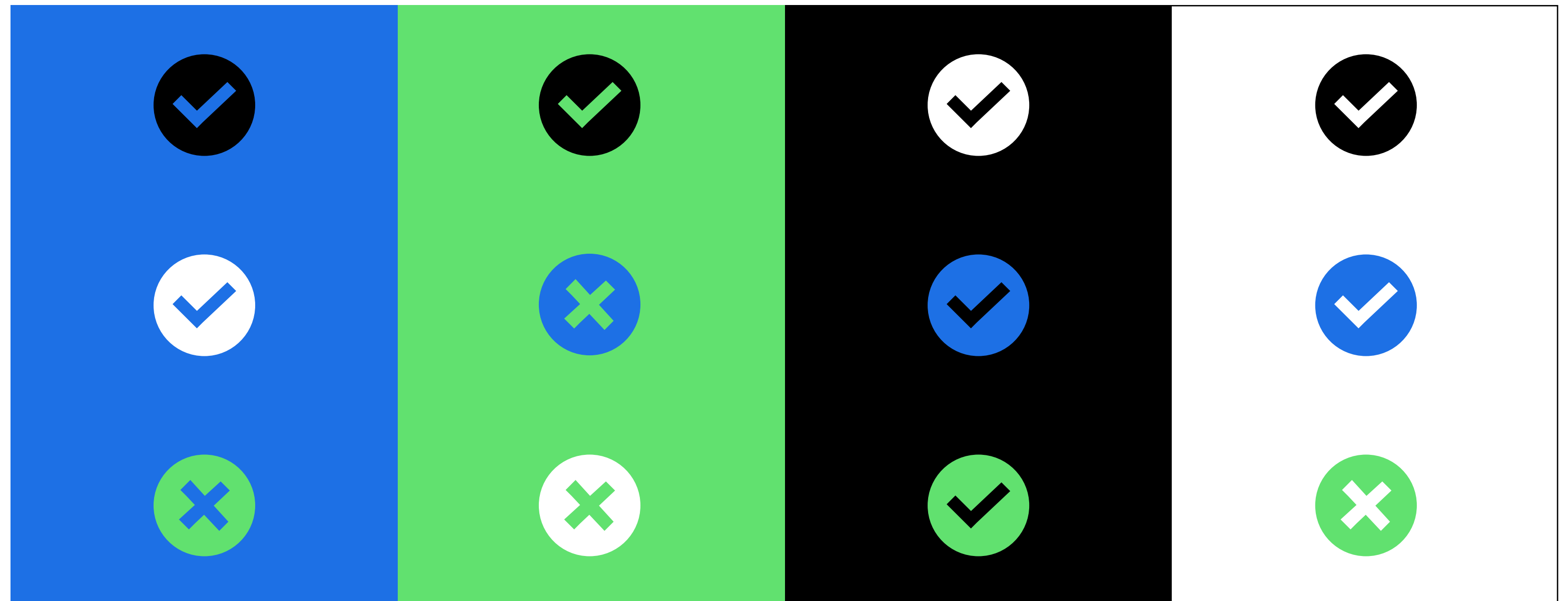60.40.40.100

White

#FFFFFF
0.0.0.0

Colour

Through accessibility testing for brand colours, we can ensure we use the correct size and colour pairings for our type on all background colours. Testing ensures that all users can access all the information we display in our communications.

Colour combinations marked with ✔ pass all accessibility criteria and can be used in combinations listed beside freely.

Those combinations marked with ✖ failed and should to be avoided.

Please note although these colour combinations only refer to type legibility, care should be taken combining failed colours in graphics.

Colour Accessibility

PartisiaBlockchain

03 Typography

PartisiaBlockchain

Primary Typeface

DM Sans is our primary typeface. It is a variable font family carefully crafted & designed for maximising legibility on screens. We use font in all headline and body text. DM Sans is and open source typeface meaning it's freely available for use.

Download font files

DM Sans Light

DM Sans Regular

DM Sans Medium

DM Sans Semi Bold

DM Sans Bold

Primary Typeface

As a variable font DM Sans contains a number of weights. Although these weights can be used, we suggest using DM Sans Light or Regular for most cases

Download font files

DM Sans Light

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

DM Sans Regular

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

0123AaBb

PartisiaBlockchain

Primary Typeface

Care should be taken when creating typographic layouts to ensure that type is consistent, simple, and easy to read. Consider the type's size, weight, column width, and line spacing.

In most cases tracking and leading should be sent to AUTO. Headings may need a leading value smaller than the AUTO settings.

Download font files

Heading

82pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Subheading

45pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Small Subheading/ Bullet Points

24pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Large Body Copy

18pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
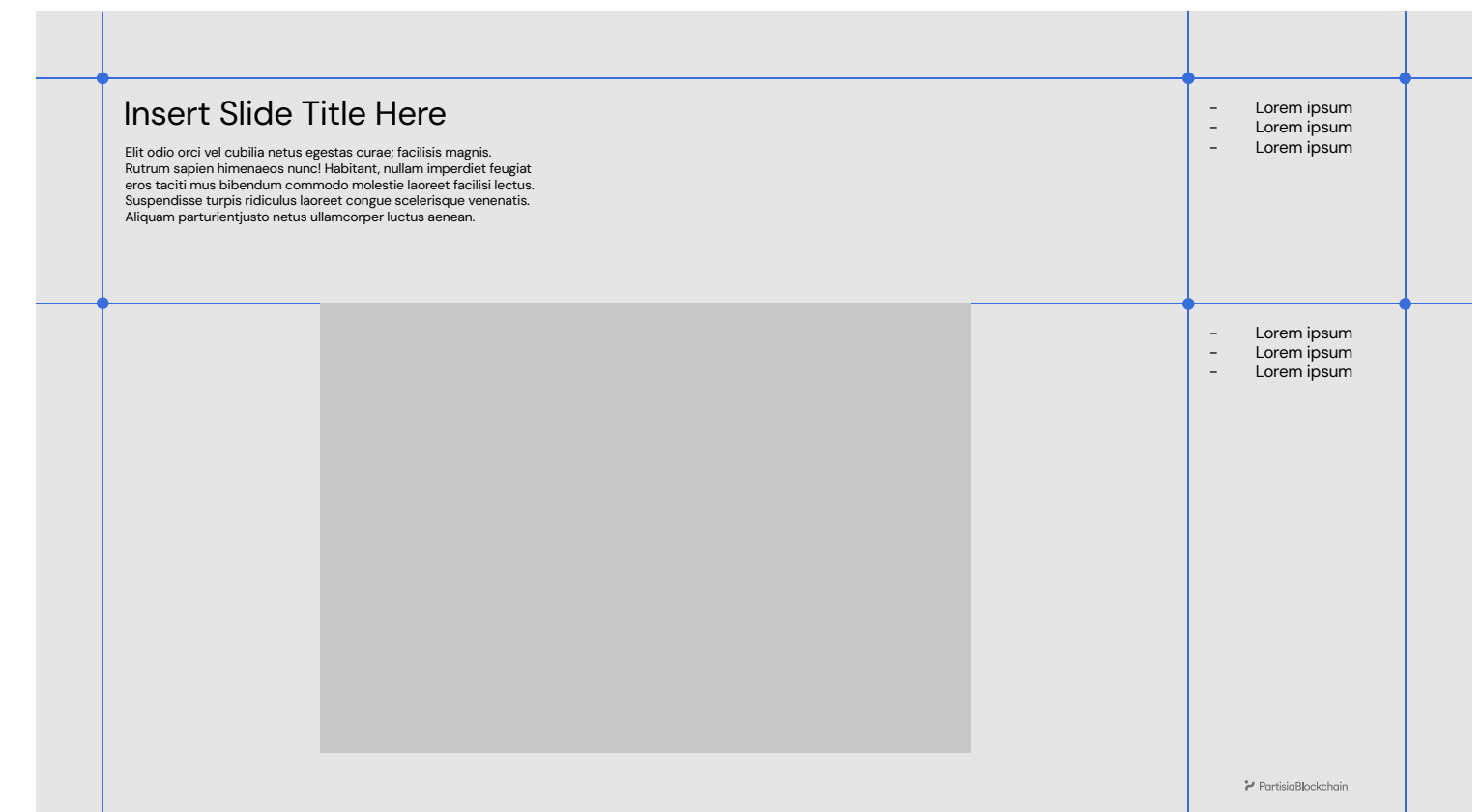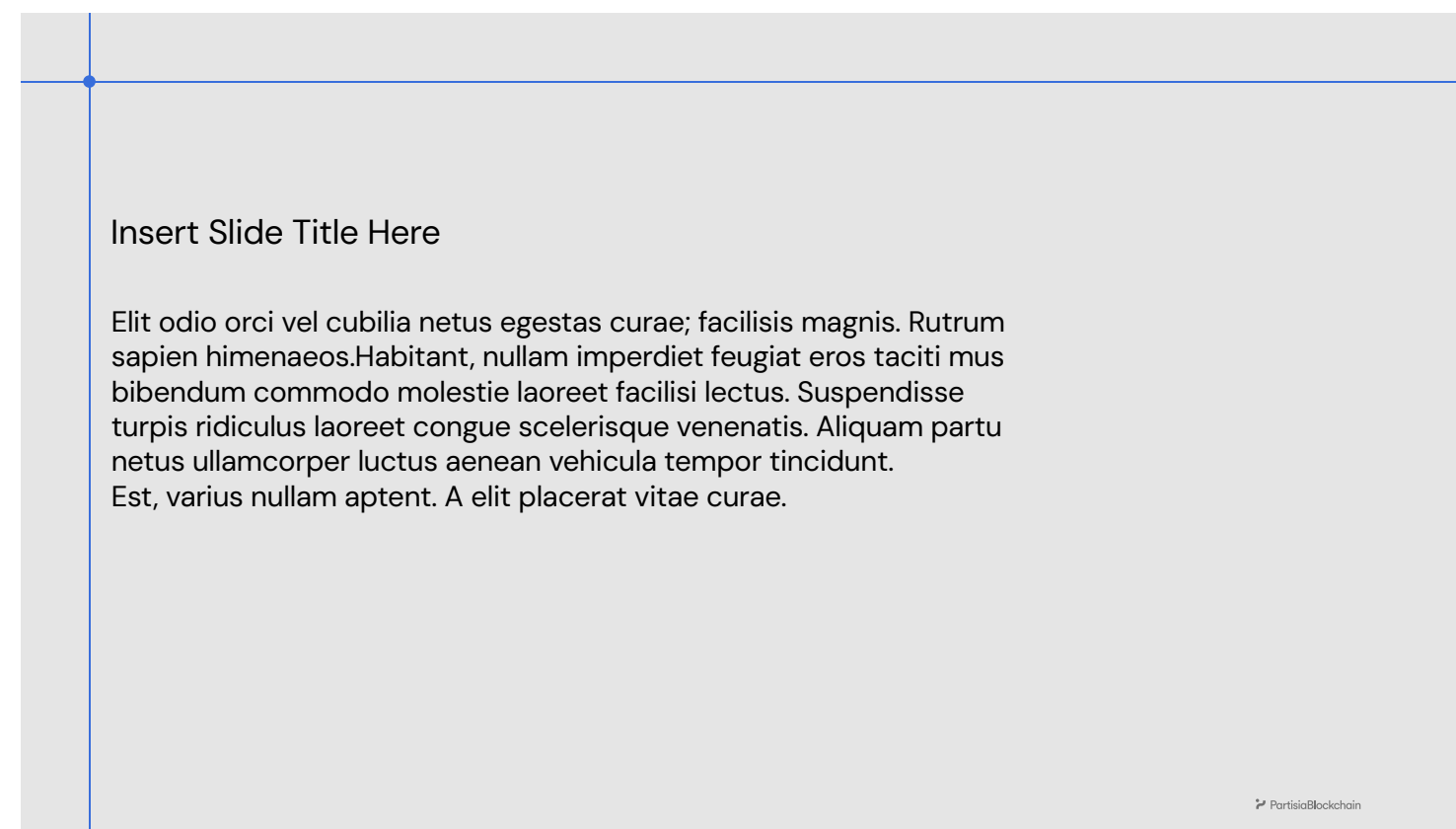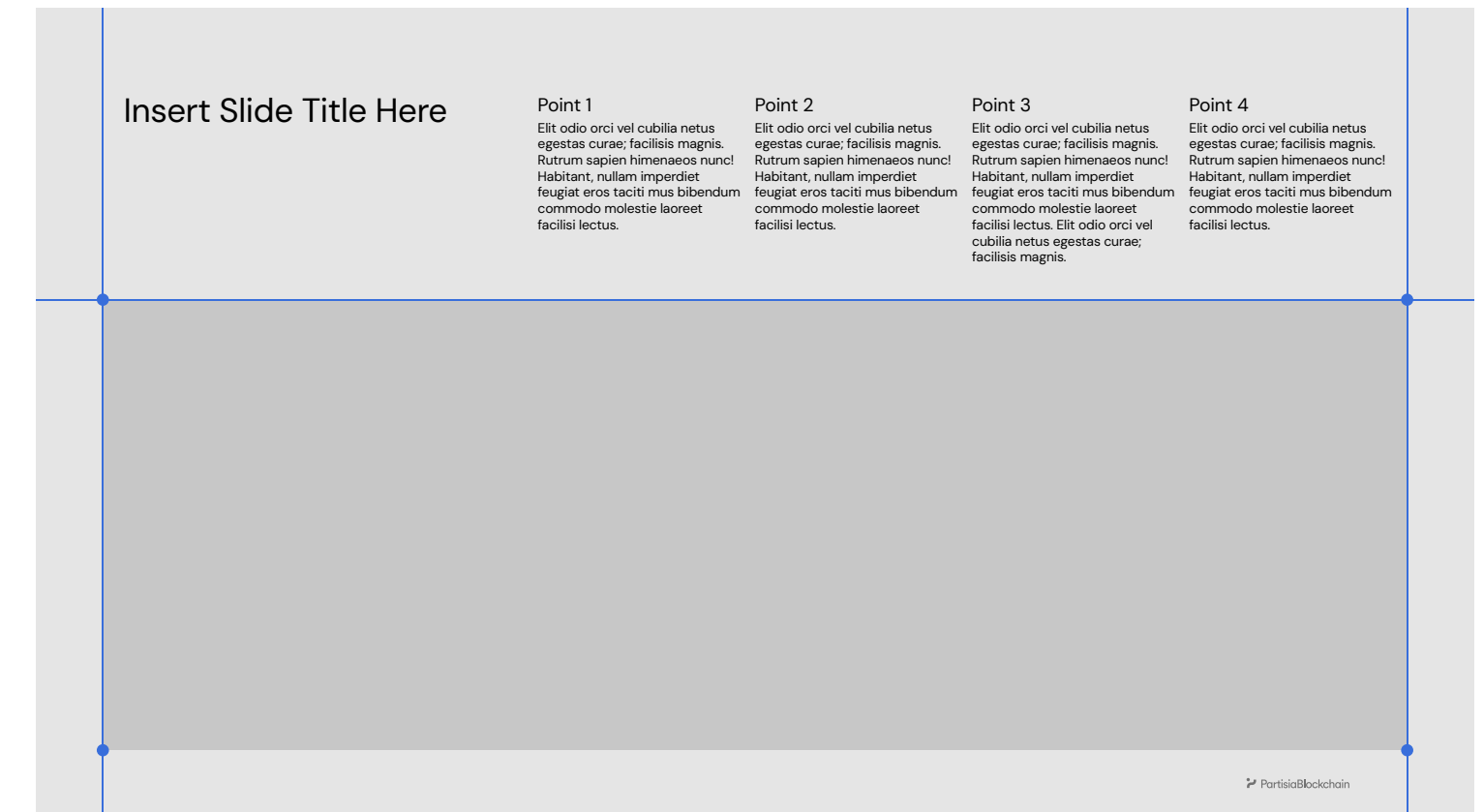
Small Body Copy 12

12pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

PartisiaBlockchain
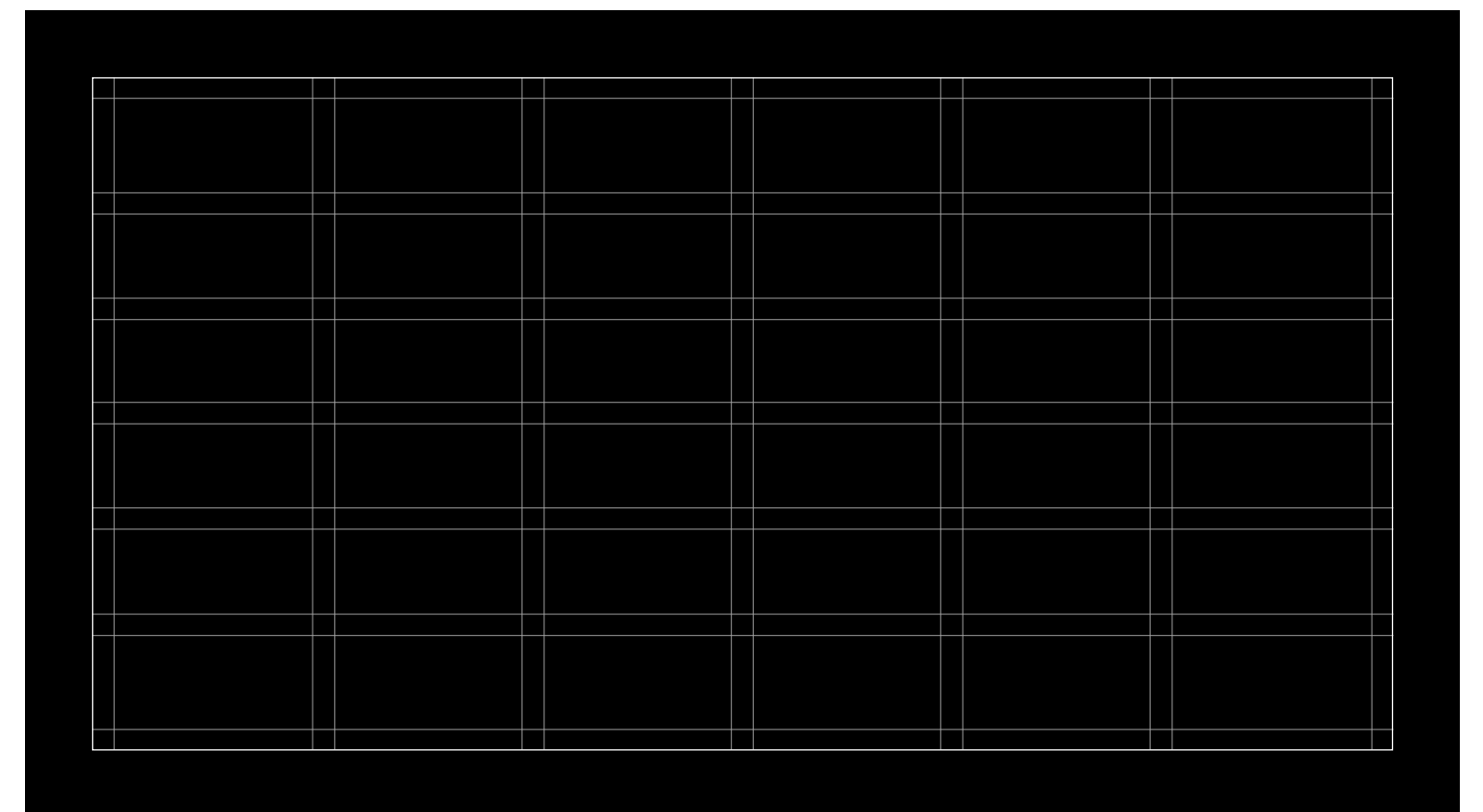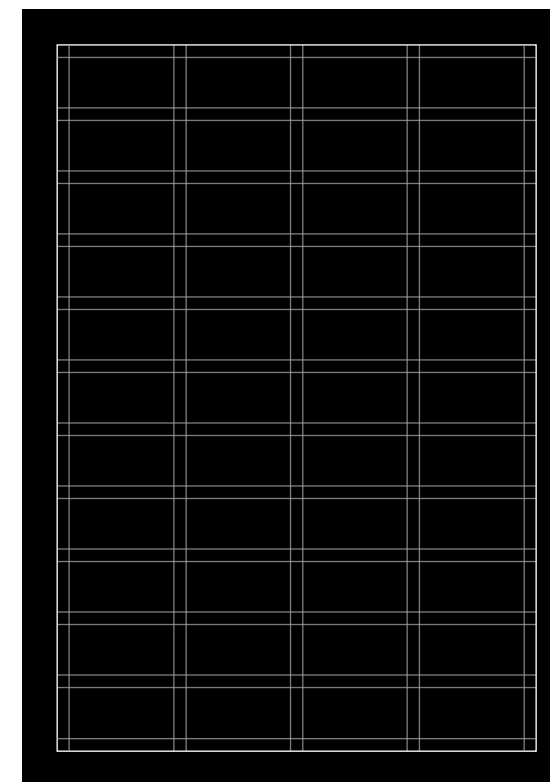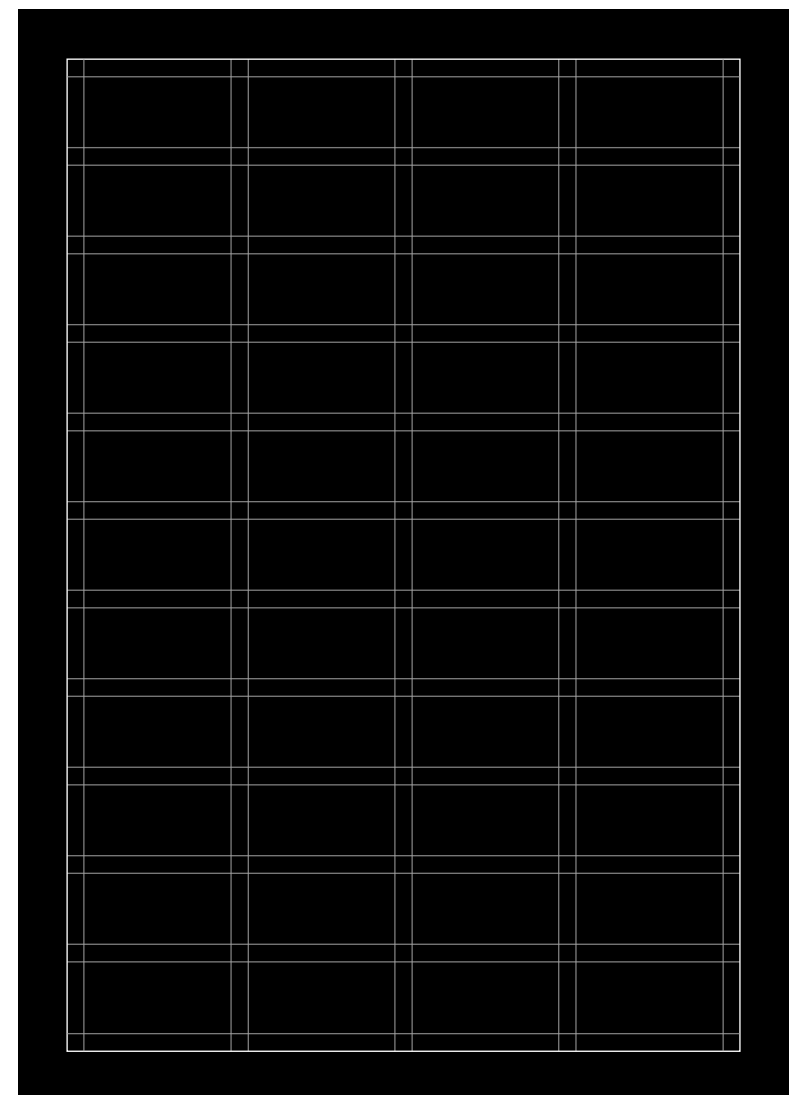
04 Grid System

PartisiaBlockchain

Grid System

The Partisia Blockchain grid system is used to organise text and imagery into a variety of consistent layouts. The visible grid and dot system represents the connections between people, places and projects on the blockchain.

While it can be used sparingly, the grid system should be present in all communications.

Insert Slide Title Here

Elit odio orci vel cubilia netus egestas curae; facilisis magnis. Rutrum sapien himenaeos nunc! Habitant, nullam imperdiet feugiat eros taciti mus bibendum commodo molestie laoreet facilisi lectus. Suspendisse turpis ridiculus laoreet congue scelerisque venenatis. Aliquam parturientjusto netus ullamcorper luctus aenean.

Insert Slide Title Here

Point 1	Point 2	Point 3	Point 4
Elit odio orci vel cubilia netus egestas curae; facilisis magnis. Rutrum sapien himenaeos nunc! Habitant, nullam imperdiet feugiat eros taciti mus bibendum commodo molestie laoreet facilisi lectus.	Elit odio orci vel cubilia netus egestas curae; facilisis magnis. Rutrum sapien himenaeos nunc! Habitant, nullam imperdiet feugiat eros taciti mus bibendum commodo molestie laoreet facilisi lectus.	Elit odio orci vel cubilia netus egestas curae; facilisis magnis. Rutrum sapien himenaeos nunc! Habitant, nullam imperdiet feugiat eros taciti mus bibendum commodo molestie laoreet facilisi lectus. Elit odio orci vel cubilia netus egestas curae; facilisis magnis.	Elit odio orci vel cubilia netus egestas curae; facilisis magnis. Rutrum sapien himenaeos nunc! Habitant, nullam imperdiet feugiat eros taciti mus bibendum commodo molestie laoreet facilisi lectus.

Insert Slide Title Here

Elit odio orci vel cubilia netus egestas curae; facilisis magnis. Rutrum sapien himenaeos.Habitant, nullam imperdiet feugiat eros taciti mus bibendum commodo molestie laoreet facilisi lectus. Suspendisse turpis ridiculus laoreet congue scelerisque venenatis. Aliquam partu netus ullamcorper luctus aenean vehicula tempor tincidunt. Est, varius nullam aptent. A elit placerat vitae curae.

Insert Slide Title Here

Elit odio orci vel cubilia netus egestas curae; facilisis magnis. Rutrum sapien himenaeos nunc! Habitant, nullam imperdiet feugiat eros taciti mus bibendum commodo molestie laoreet facilisi lectus. Suspendisse turpis ridiculus laoreet congue scelerisque venenatis. Aliquam parturientjusto netus ullamcorper luctus aenean.

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

- Lorem ipsum
- Lorem ipsum
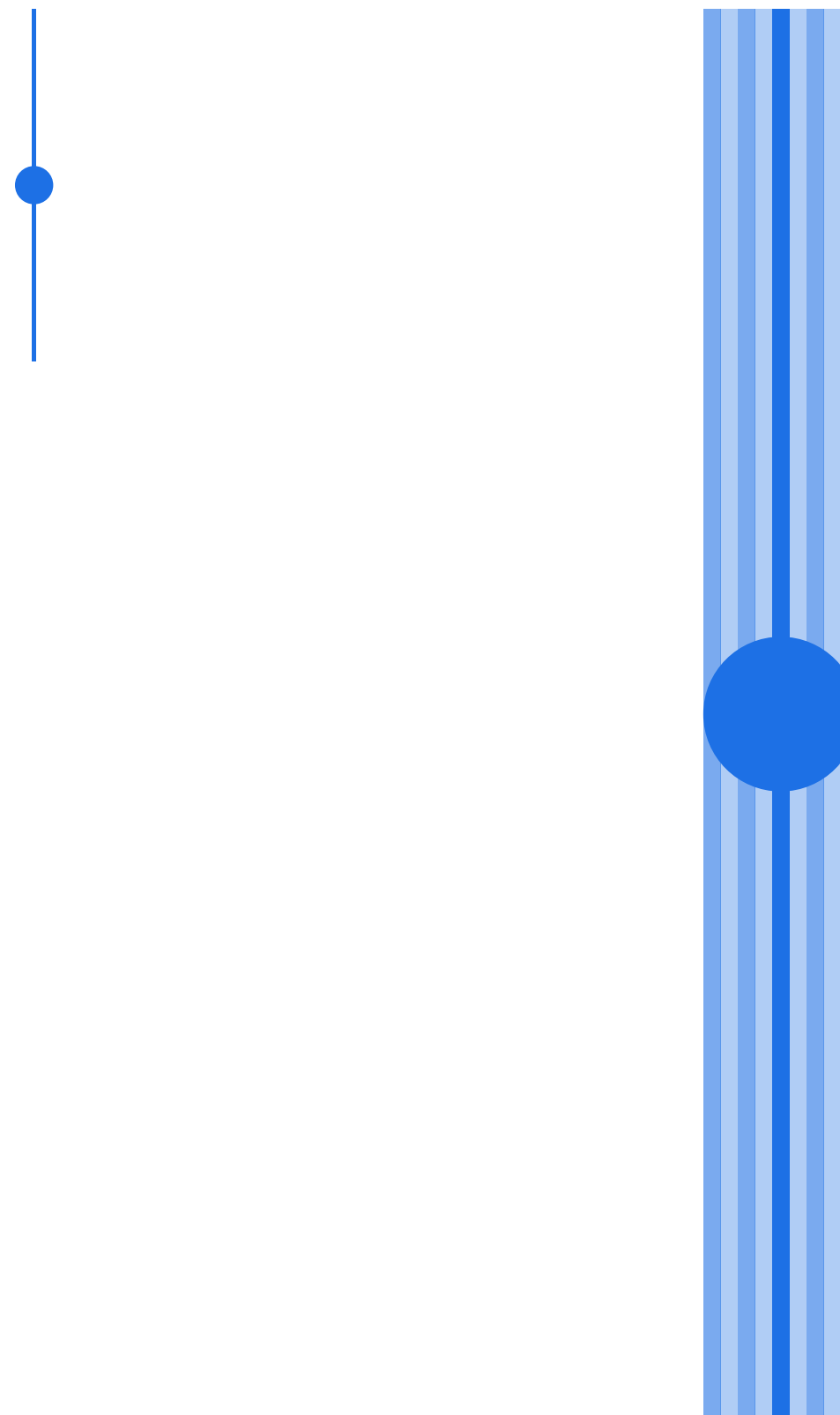- Lorem ipsum

Grid System

This is an example of the grid system in place on the most commonly used formats; A4 Portrait, A5 Portrait and a 16:9 Presentation Slide. When using the grid system on vertical formats, please retain a 4x11 ration, likewise for landscape formats please retain a 6x6 ratio.
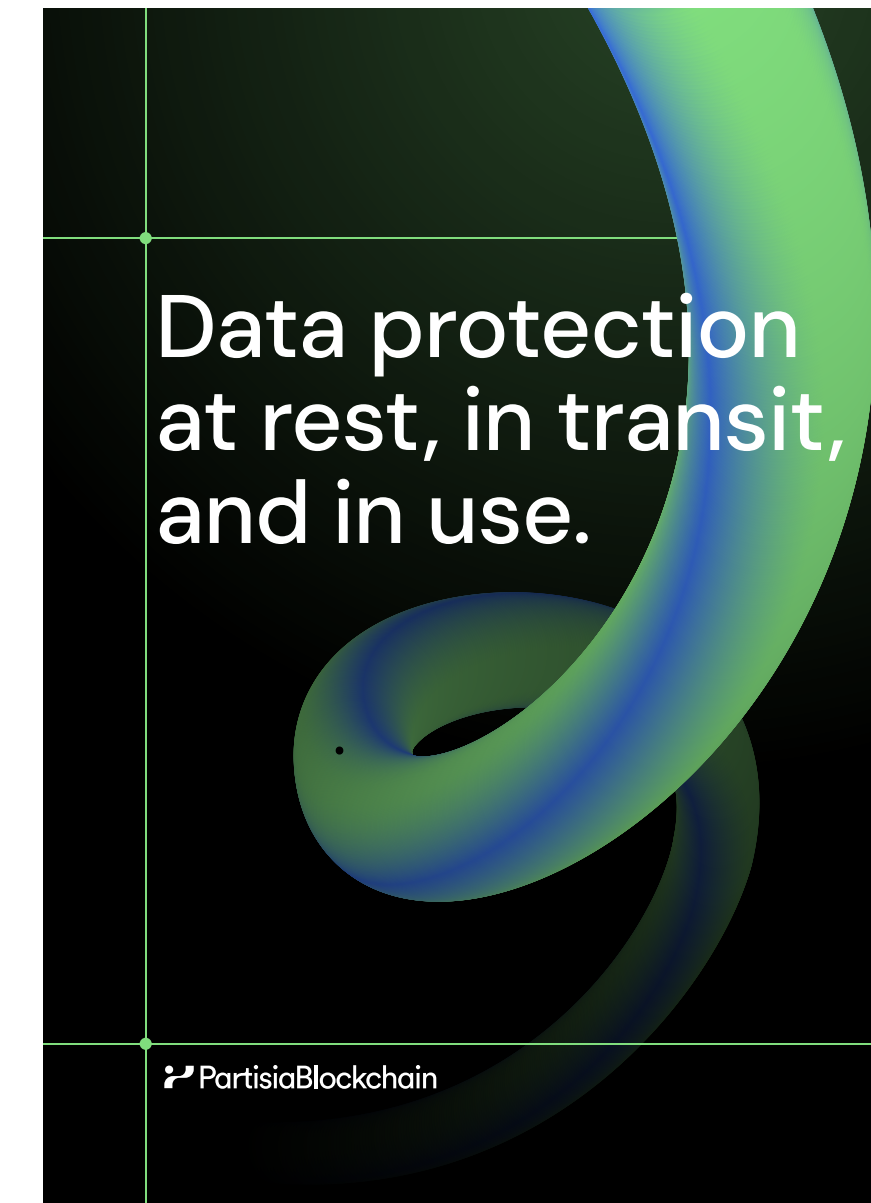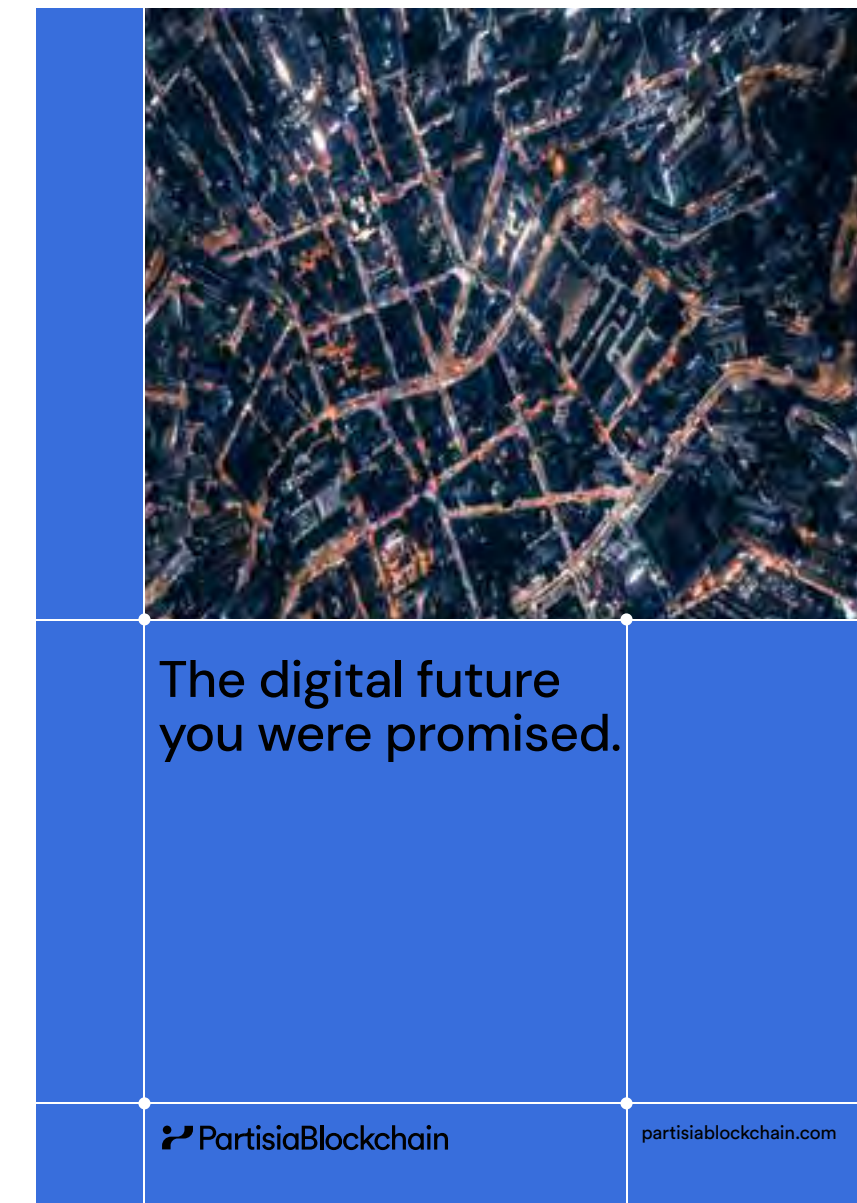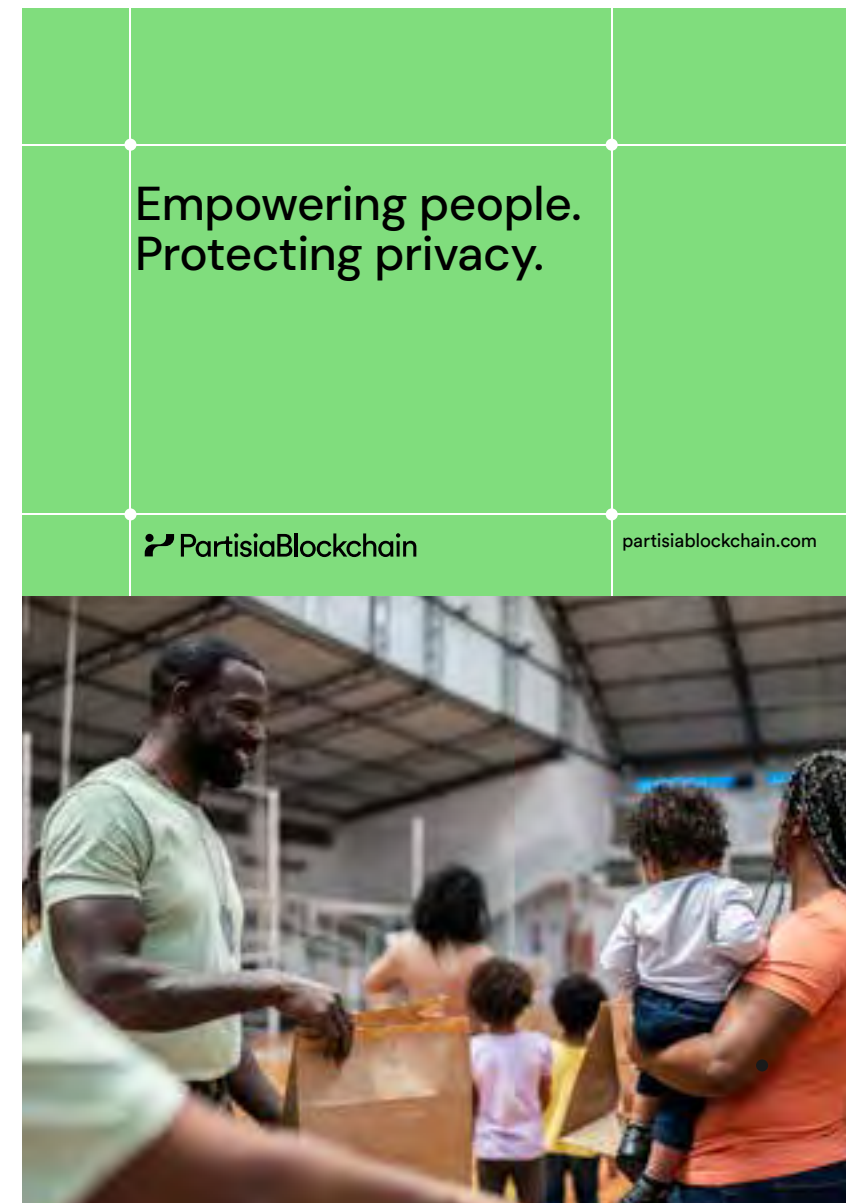
PartisiaBlockchain

Grid System

To keep the grid consistent, the relationship between the width of the line and diameter of the circle should always be the same.

The line should be 1/9th the diameter of the circle as shown in the example opposite.
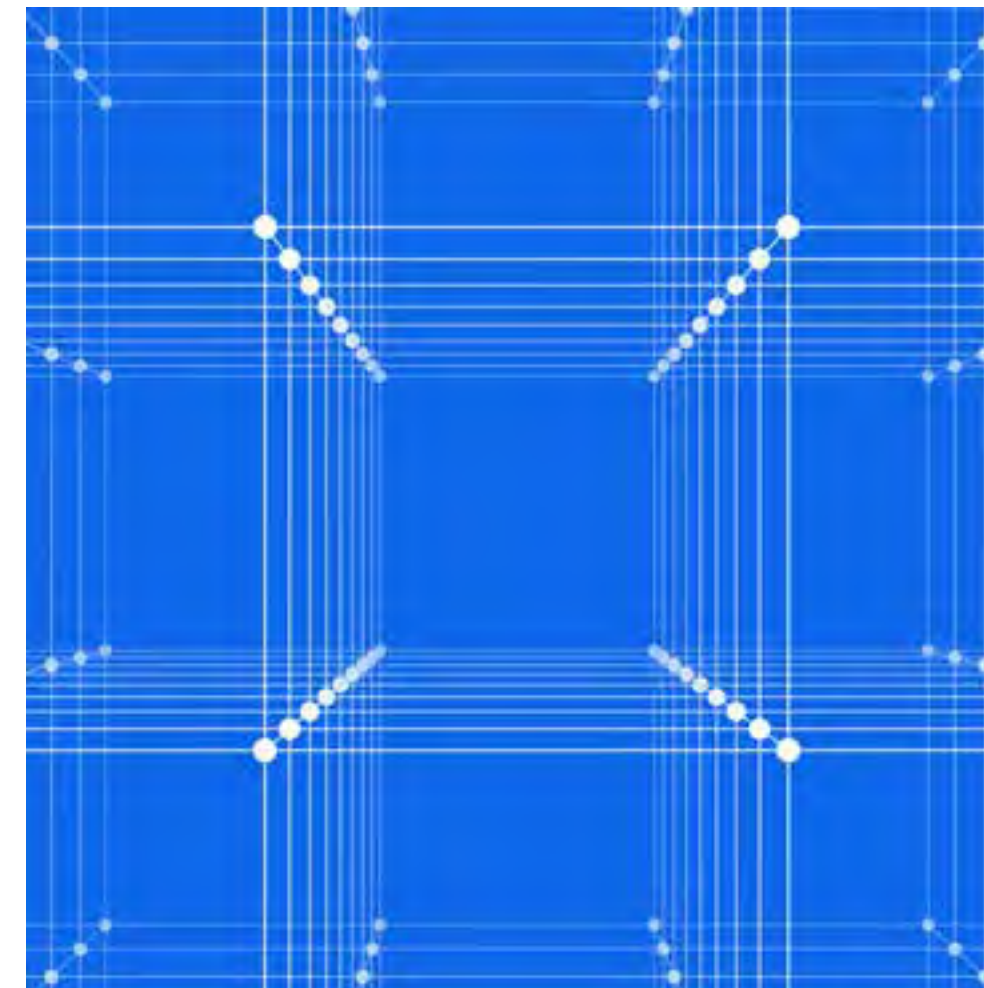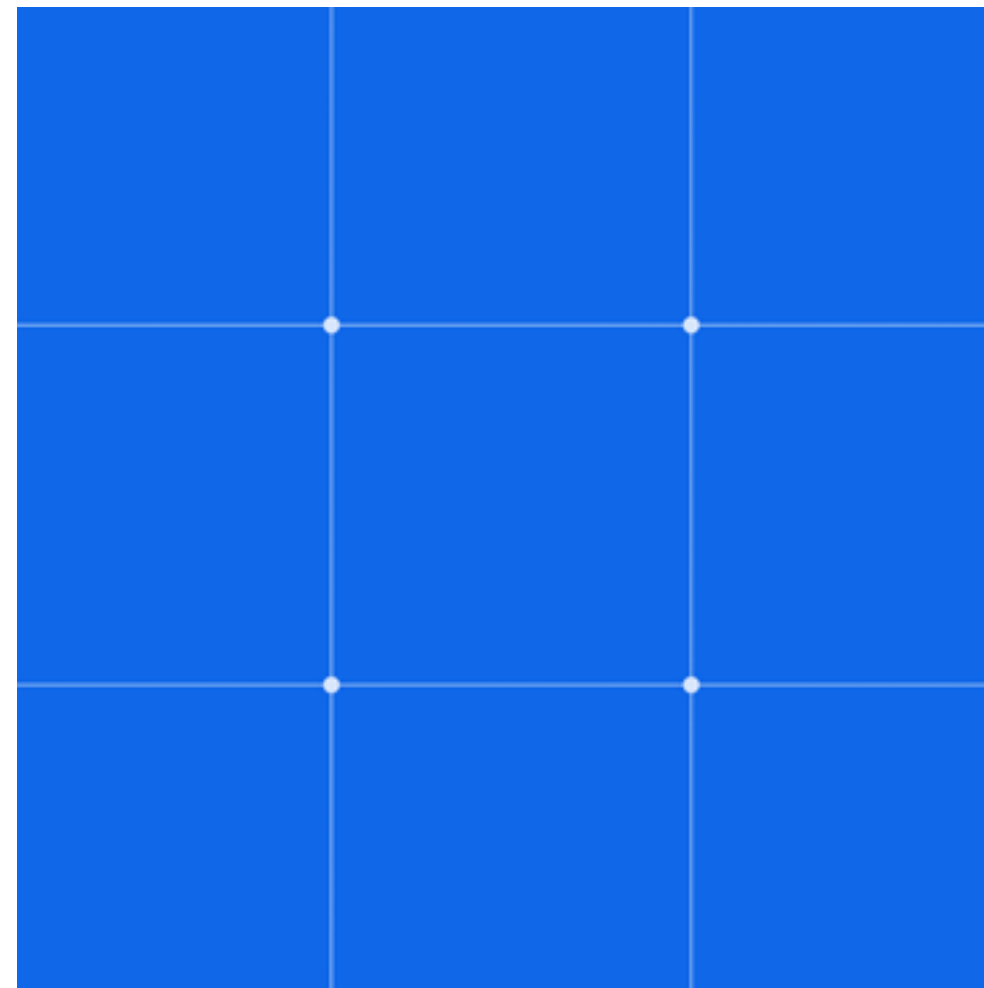
Grid System

The grid can be applied in a number of colour combinations. The typography should be anchored to the grid alongside image content. Always refer to the colour accessibility information when choosing colour pairings.

Empowering people.
Protecting privacy.

PartisiaBlockchain   partisiablockchain.com

The digital future
you were promised.

PartisiaBlockchain   partisiablockchain.com

Data protection
at rest, in transit,
and in use.

PartisiaBlockchain

Grid System

An alternative version of the grid exists in 3D space. This represents the scalability of the Partisia Blockchain. This grid can be made available on request but it should not be implemented in day to day use.
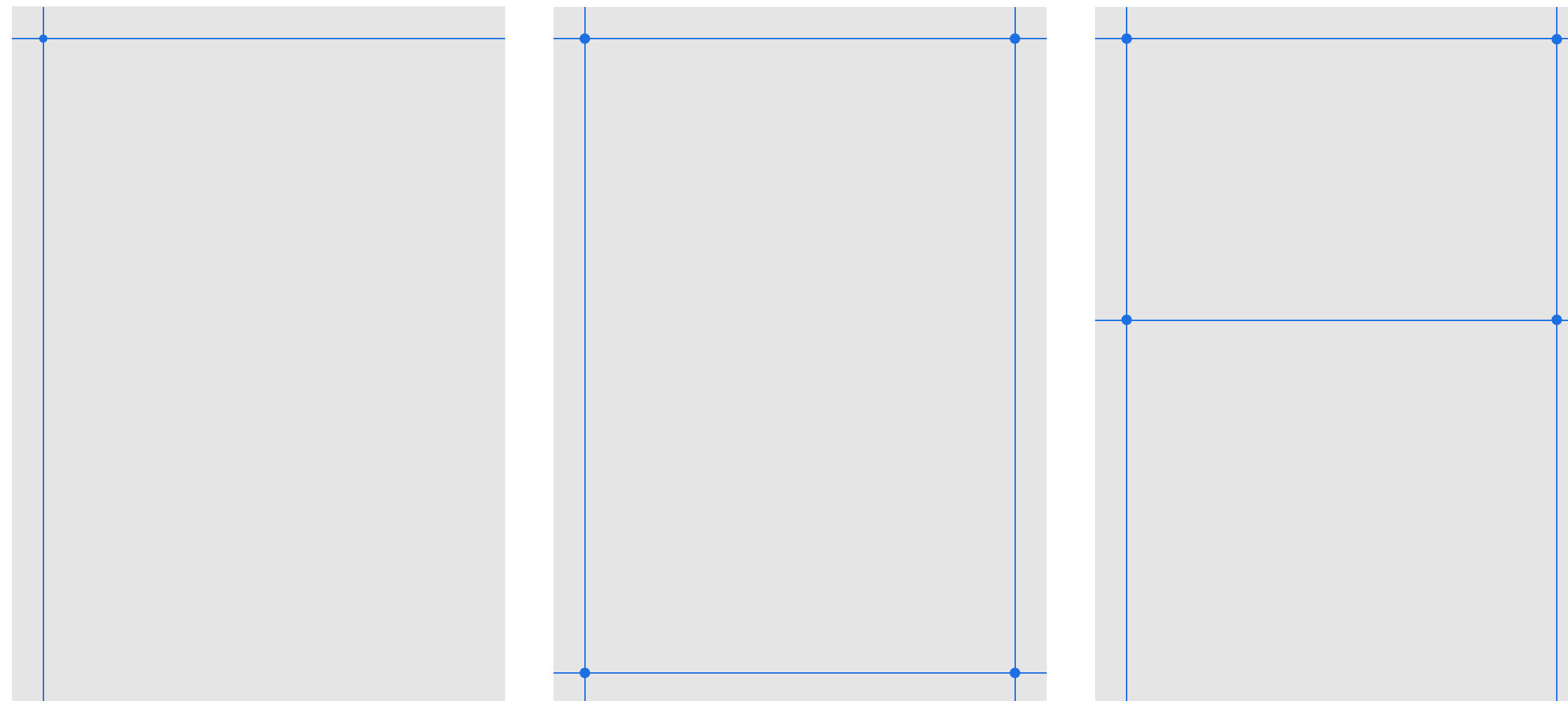
The grid is most effective when applied to dynamic formats such as video pieces.

Grid System:
Print

When using the dot and line graphic to form a grid, as seen here – vertical and horizontal lines should not exceed three. This means there should never be any more than three horizontal and three vertical lines plotted on any piece of content.

When plotting any dots and lines, these should fall on interlocking sections of the overarching grid as seen on the previous slide. Lines around the perimeter of the content should be aligned, left, right, top and bottom, for any other lines or dots that fall within the grid, these should be aligned to the centre of the gutter.

PartisiaBlockchain

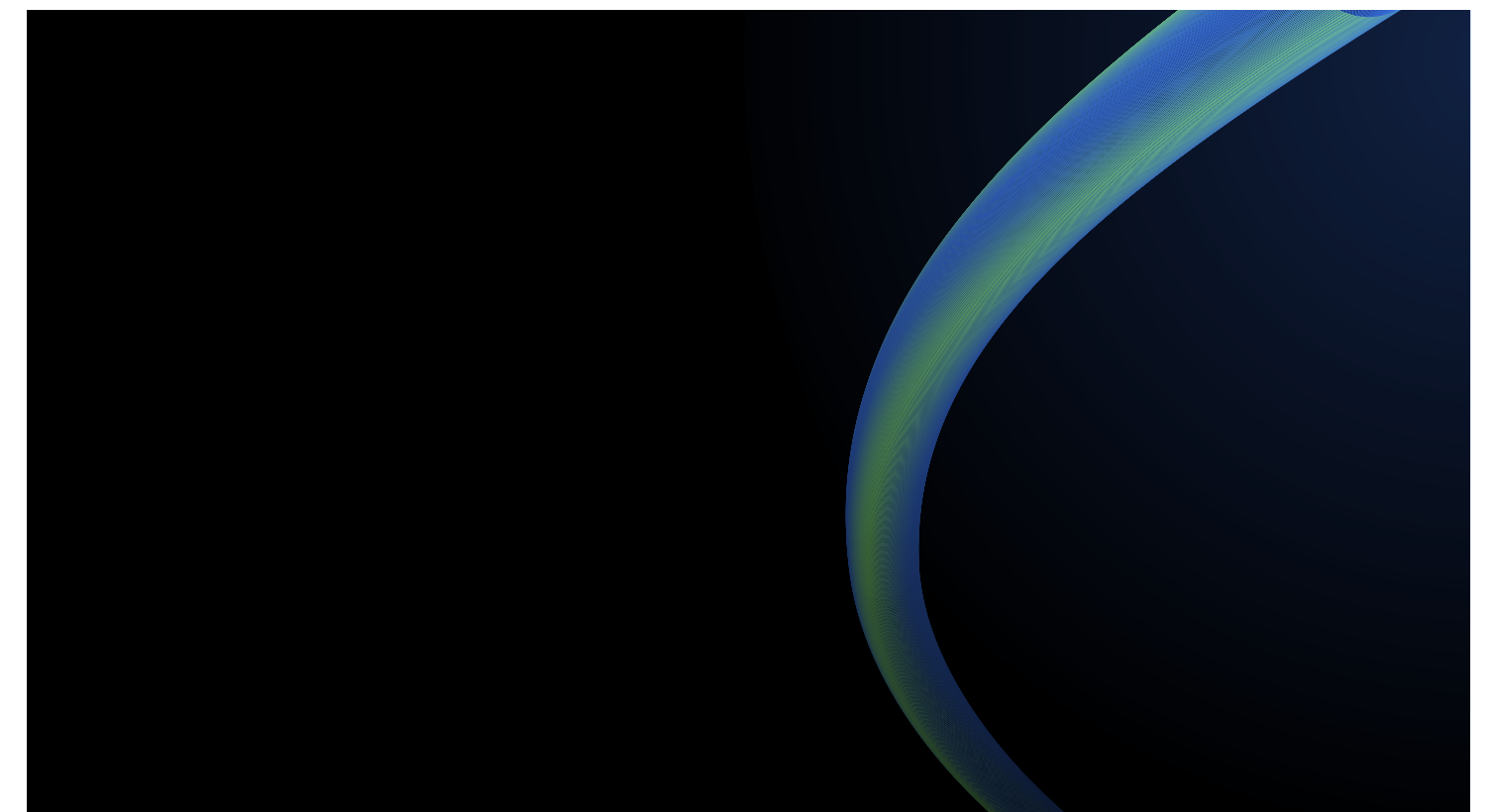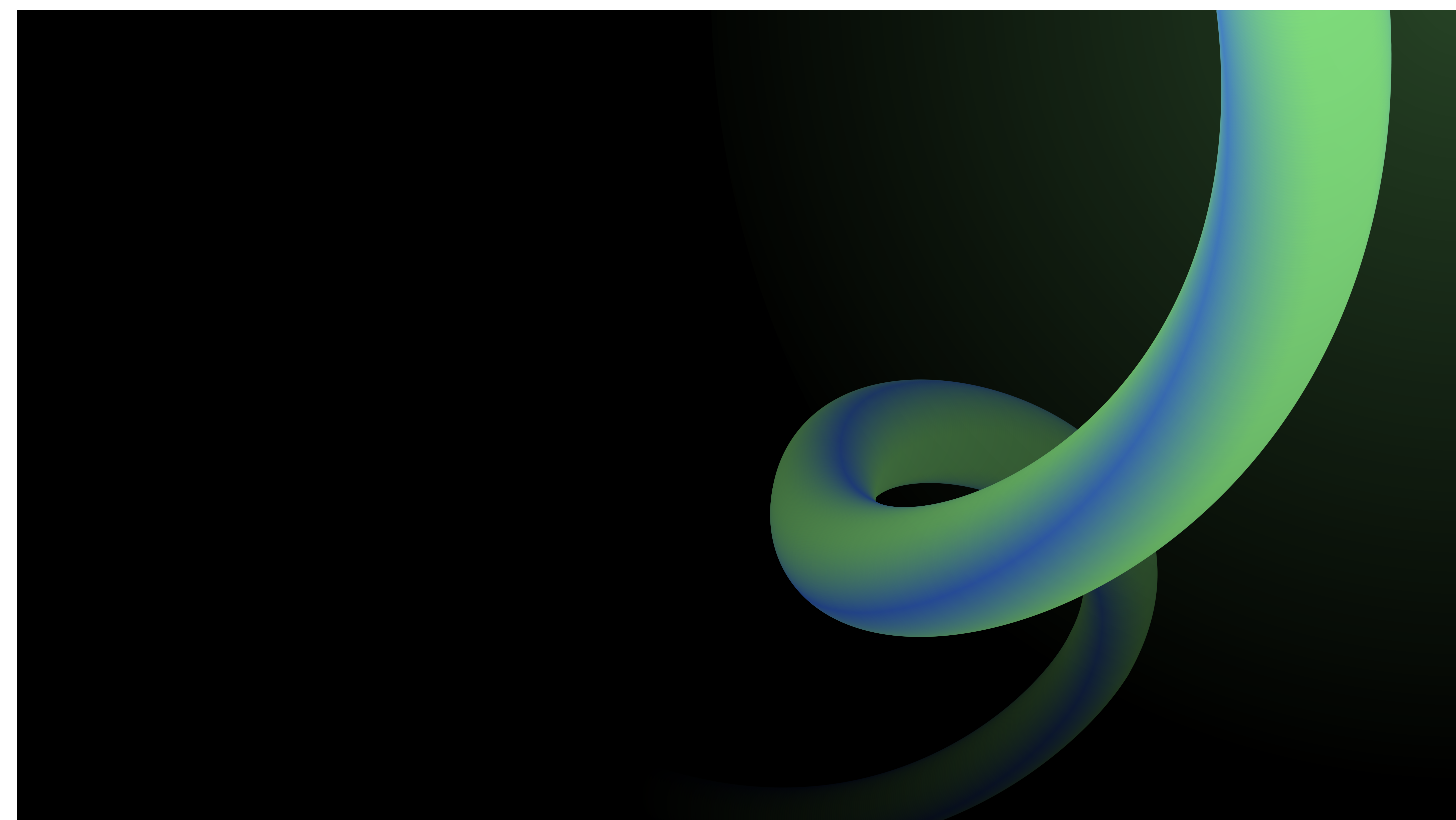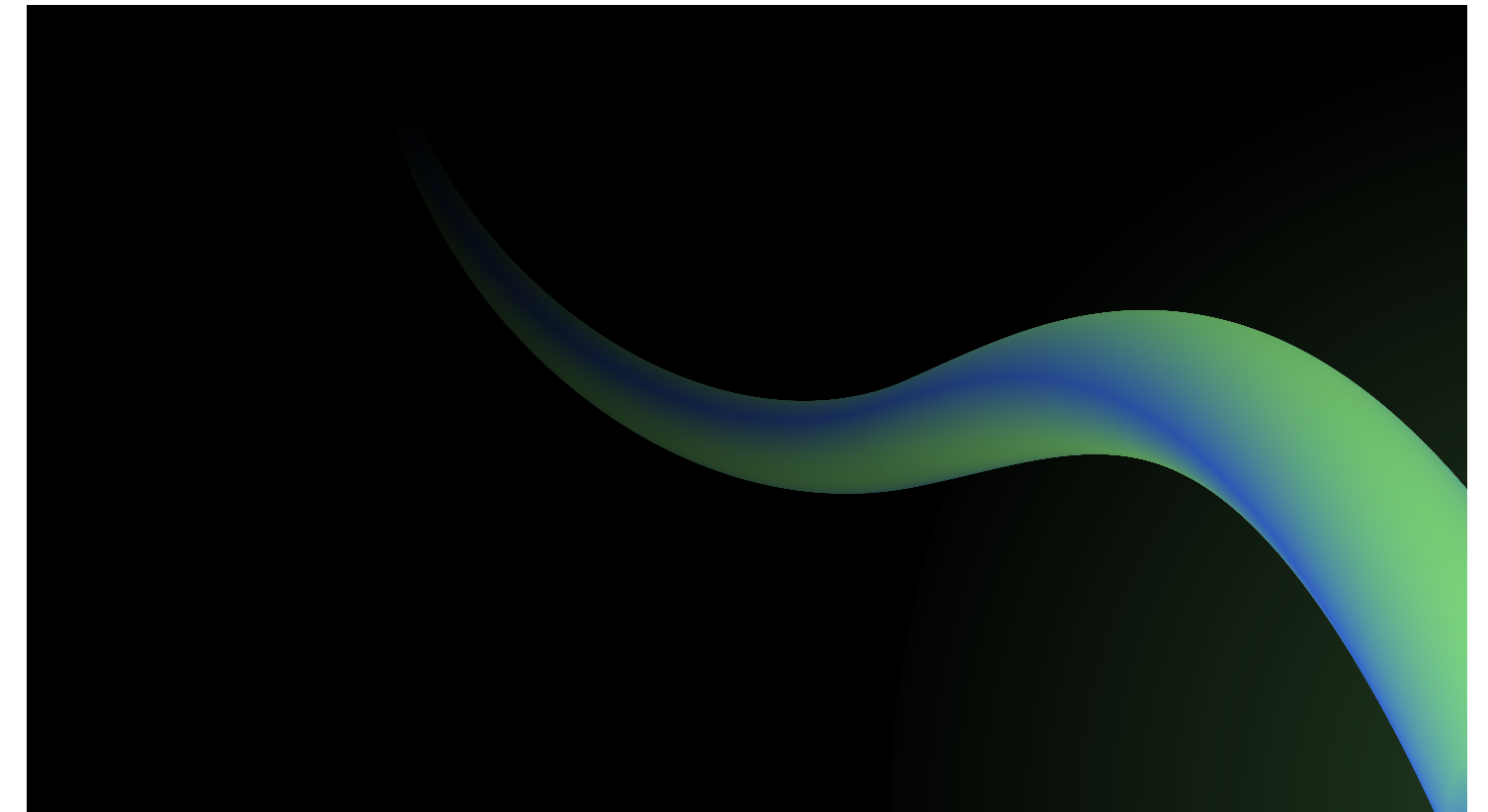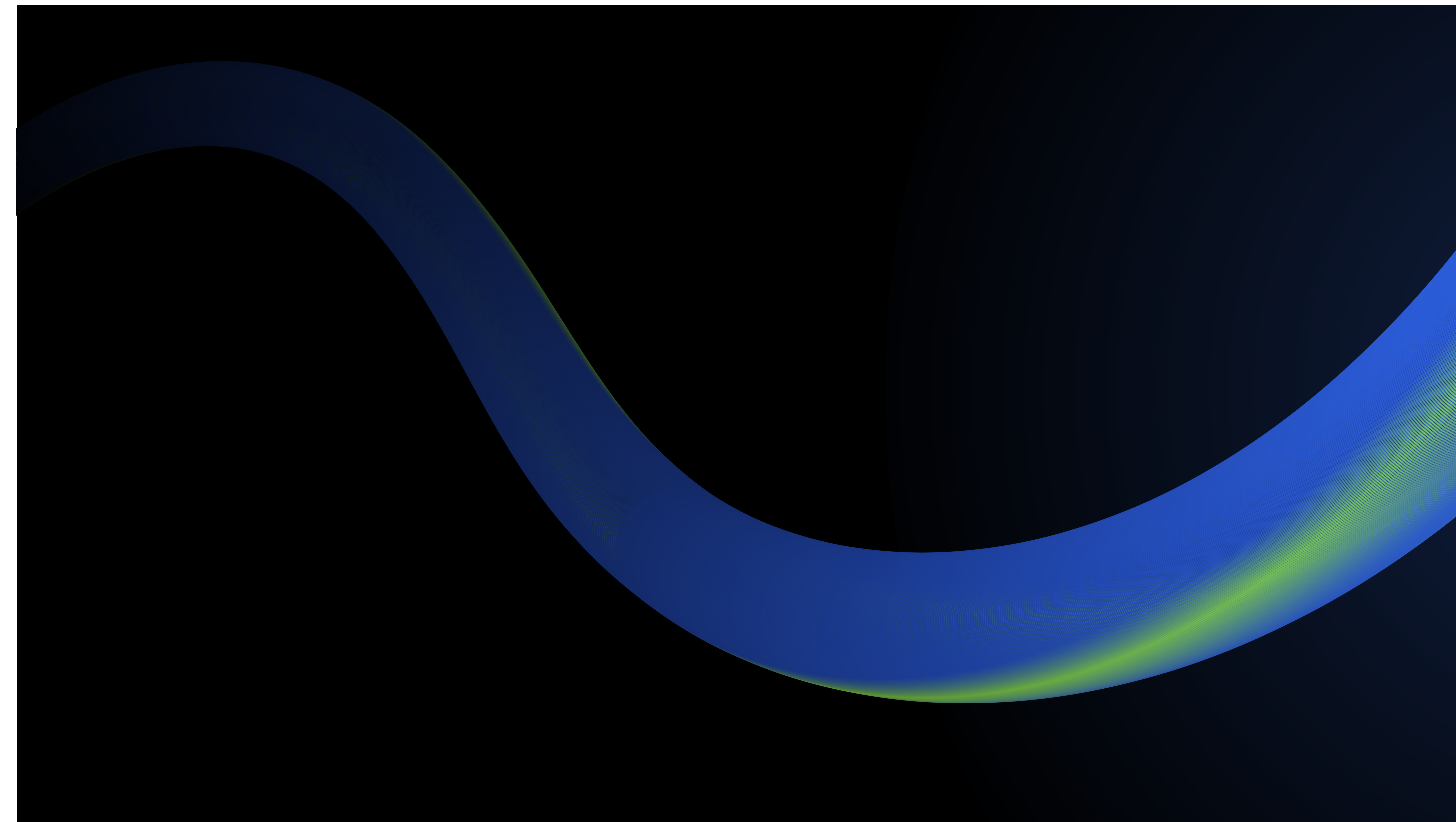# 05 Graphic device

PartisiaBlockchain

Graphic Device

The graphic device is an abstract representation of the transfer of information. The dynamic shapes twist and turn in various directions to highlight the many use cases for the Partisia Blockchain.
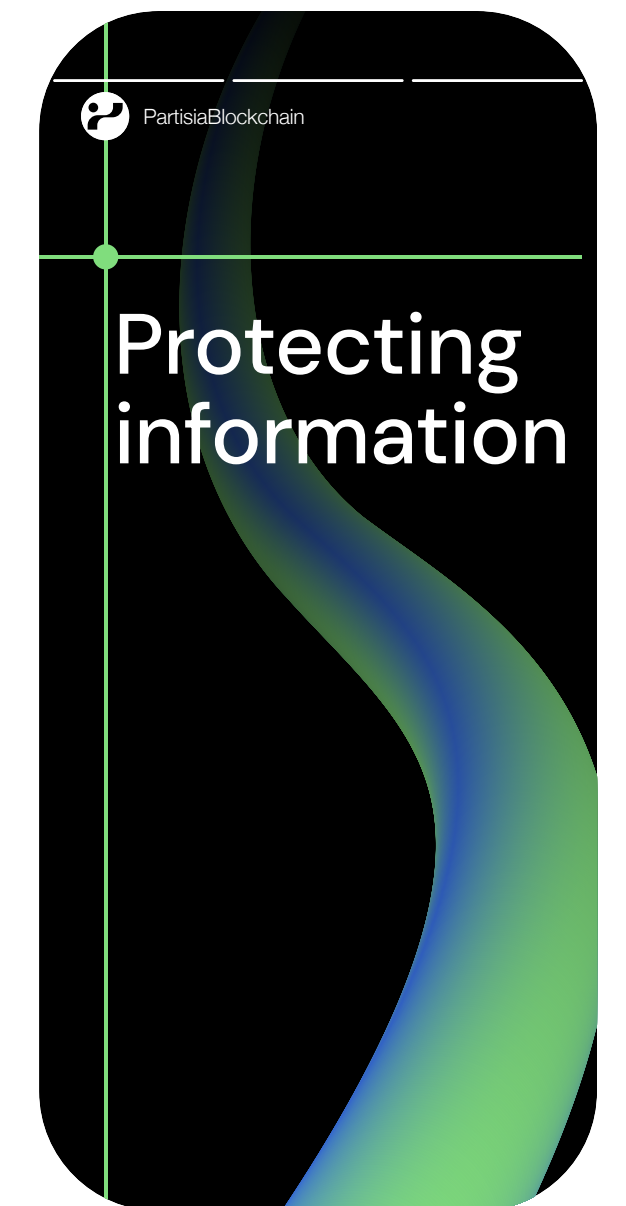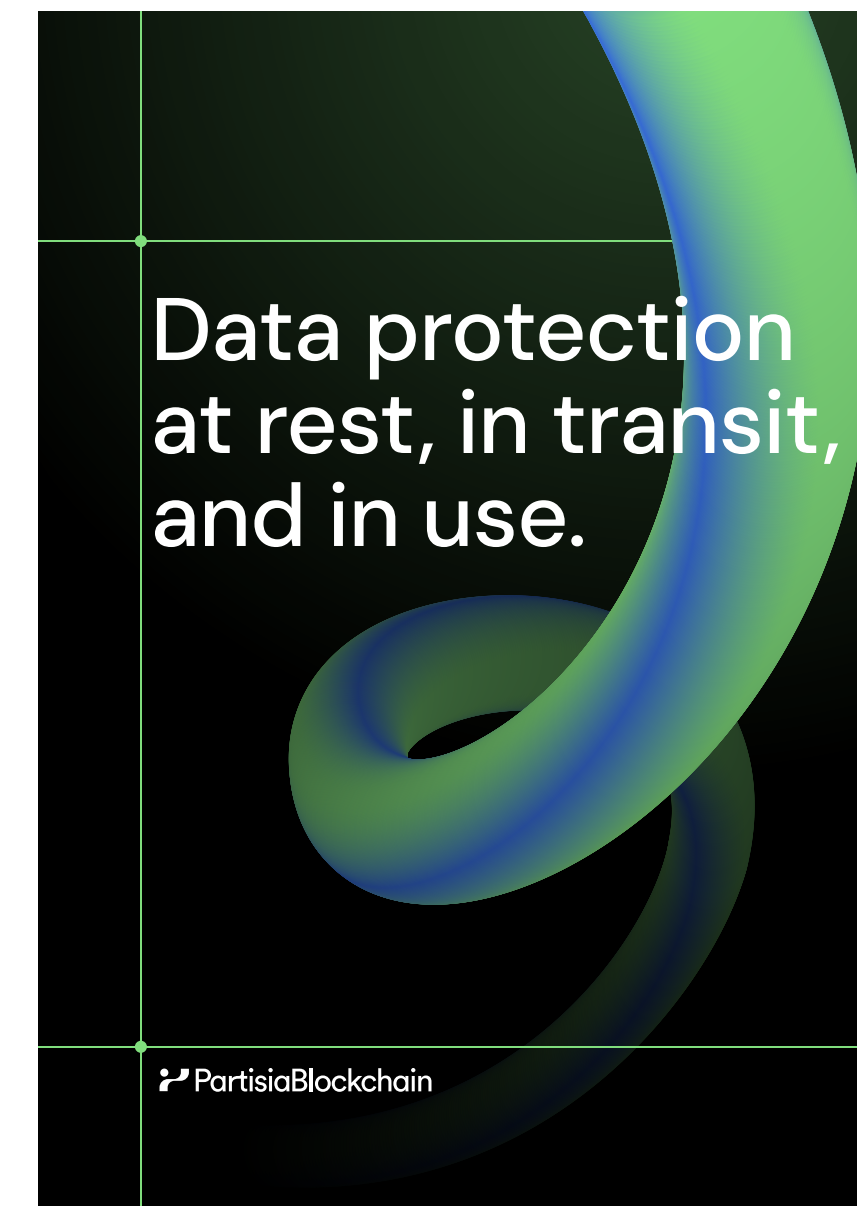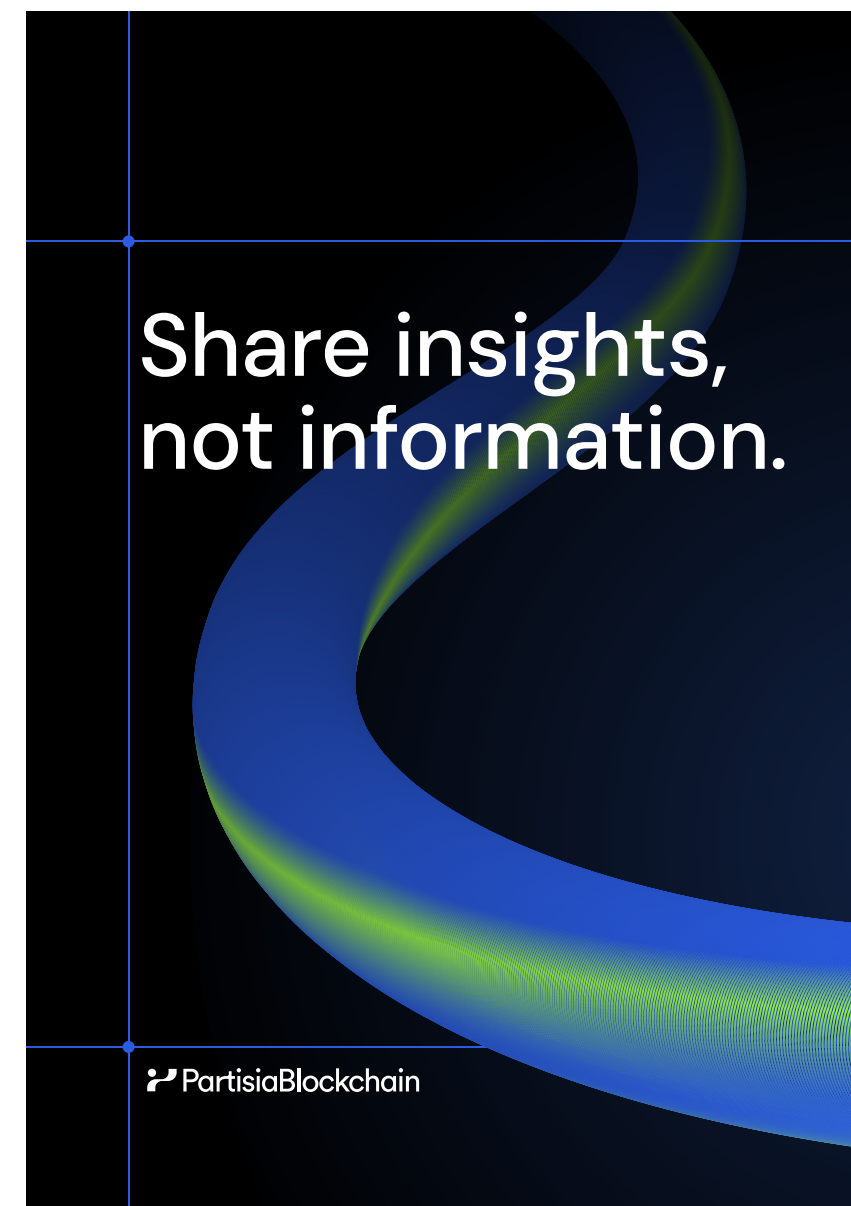
The device can be used as an illustrative device in place of photographic content and is made of the two primary green and blue shades.

As this is an illustrative device it can be applied to any colour in the Partisia Blockchain colour palette.

Download graphic device files

How to use the pattern

PartisiaBlockchain

Graphic Device: Examples

Share insights, not information.

⚡PartisiaBlockchain

Data protection at rest, in transit, and in use.

⚡PartisiaBlockchain

⚡ PartisiaBlockchain

Protecting projects

⚡ PartisiaBlockchain

Protecting information

06 Icons

PartisiaBlockchain

Icons

Icons are an important part of the Partisia Blockchain brand. They help illustrate complex pieces of information in a more engaging way.

Each icon has been created in the brand style using the line and dot device. When more icons are created, they must match the brand style.

Download icons

07 Photography

PartisiaBlockchain

Photography

Photography is one of the most important visual tools in any design system. While there shouldn't be limitations on photography, it's important to chose an image that is relevant. To do this, photography should always focus on either people, places, or projects.

Another important rule is to pick authentic moments. Do not choose imagery that is overly posed. This is especially true when choosing stock imagery.

People, Projects and Places

PartisiaBlockchain

08 Brand Application

PartisiaBlockchain

Clothing

PartisiaBlockchain

Merchandise

PartisiaBlockchain

Merchandise/Signage

PartisiaBlockchain

Take
your data
anywhere.
Protect
your privacy
everywhere.

PartisiaBlockchain

Advertising

PartisiaBlockchain

Stationery

PartisiaBlockchain

PartisiaBlockchain