

gnø.land brand care kit



brand
guidelines
may 2022

why this guide?

If you are reading this guide, we're trusting you with the GNØ brand identity.

In a branding system relies the reputation, the image and often the performance of project. A branding system is the most tangible expression of people's perception. In order to reach and engage effectively, we must steward our reputation—our brand—well.

The following pages are full of guidelines, rules, and handy tips we hope will help you communicate our vision and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

– the gnø.land team

about the brand

the vision

GNØ Land aspires to create a smart contracts language, a framework, that will be simple yet complete, so that the consensus process between validators is optimised, while taking full advantage of multi-core processors being one itself.

Thus GNØ Land will be a multithreaded smart contracts environment, where the concurrent, parallel processing of thousands of smart contracts would be possible, unlike with most other blockchains we know to this day.

brand wordmark

gnø.land

meaning

The GNØ logo is meant to be clear and striking. Our logomark represents a black hole as well as the slashed ø that references our Cøsmos heritage.

gnØ.land



Ideal for panoramic
and tight spaces

gnØ



Ideal for square and
portrait spaces



Ideal for portrait, panoramic
as well as squared spaces

scalability

GNØ has two wordmark options and a logomark. These three options should be able to cover every type of space. Instead of trying to fit a one of these into a space that is too small or crowded, we recommend using a version that works better for visual impact and clarity.

gnØ.land

Print 0.30"
Digital 30 px

gnØ

Print 0.50"
Digital 50 px



Print 0.30"
Digital 30 px

minimum
size

The GNØ logos may be resized to suit different layouts and document dimensions, but must never be used below the minimum sizes presented above. When resizing the GNØ logos, the structure and proportions must always remain intact and must never be altered. These proportions are intended to preserve legibility as well as proper visibility from a distance.



clear space

Clear space is the area surrounding the mark. This area should be cleared of any other graphical element. This helps the logo stand out from its surroundings ensuring clarity and legibility, even at smaller sizes. The clear space around the GNØ logos should be equal to the height of the black hole Ø logo on all four sides of the wordmark.

common errors

This is not a comprehensive list of errors.
Do not modify the provided wordmarks in any way.



Do not distort or warp the mark.



Only use in black or white, unless needed in color for special cases.



Do not modify the wordmark.



Do not turn or rotate the wordmark.



Do not re-write the wordmark.



Do not use any special effects on the wordmark.

brand colors

color

The Radical brand is composed of three tears of tonalites. While the brand has a mostly monochromatic approach to color, the palette displayed here is meant to set the tone for the message of the brand, an appeal to a specific target, and a call to action.

color

Our brand colors are composed of three tears:

- Primary** (Slate Black and Ivory White)
- Secondary** (Mono 1, Mono 2 and Mono 3).
- Tertiary** (Bold Yellow, Safety Orange, Imperial Wine and Vivid Crimson)

Third-tear tonalities will exclusively function as accent colors or as background colors.

Slate Black

C73 M67 Y66 K82
#121212

Ivory White

C2 M1 Y1 KO
#F7F7F7

Mono 1
#4C4C4C

Mono 2
#989898

Mono 3
#CBCBCB

Bold Yellow

#FFFF00

Safety Orange

#FF7600

Imperial Wine

#66002E

Vivid Crimson

#CD0035

gradient and textures

Gradients and textures will be used primarily as a background to different design pieces. The gradient is a composition of the brand's tertiary colors in a darkened tone, while the texture is a noise map.

These gradients and colors are meant to convey the depth of space and the ecosystem in which black holes live.

typography

type families

The type families specified in this page represent the typographies for the GNØ branding system. However, our brand guidelines allows for other fonts to be used for events, marketing campaigns, and media content.

Termina

01234567890#!@\$%^&*()_
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quasimoda

01234567890#!@\$%^&*()_
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Input Mono Comp

01234567890#!@\$%^&*()_
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Termina

Light
Regular
Medium
Bold

Quasimoda

Light — *Light*
Regular — *Regular*
Medium — *Medium*
Bold — *Bold*

Input Mono Comp

Light — *Light*
Regular — *Regular*
Medium — *Medium*
Bold — *Bold*

hierarchy
& weight

The three type families in the GNØ brand are will have four differet weights; in Quasimoda as well as in Input Mono Comp, the italic variants will also be included. GNØ will always favor the use of typographic contrast between lighter and heavier weights.

usage

**gnø.land uses
Termina for titles
and (some) subtitles.**

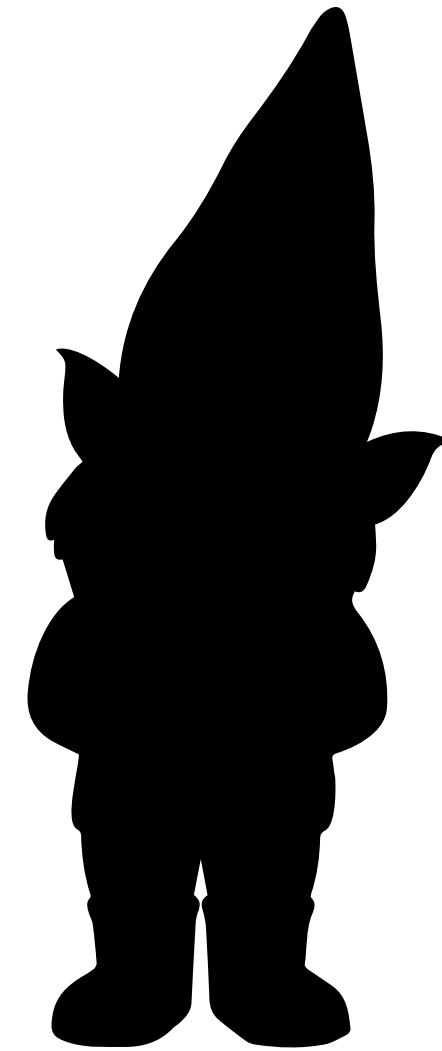
**Subtitles should always be differentiated
from the title using weight contrasts.**

Quasimoda will primarily function as a paragraph typeface.
With the correct contrast it can work as a subheading.
Italics can also be used when needed.

gnomes

gnomes appear

The last and most obscure aspect of GNØ's brand identity is that gnomes usually show up. There is no rule to the usage of gnomes—just don't overdo it.





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[/gabrielreyesordeix](#)

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