

BASIC

# Brand Guidelines

For the usage of Selendra logo in collateral, advertisements, promotion, and in other communications materials.



Selendra

# The logo

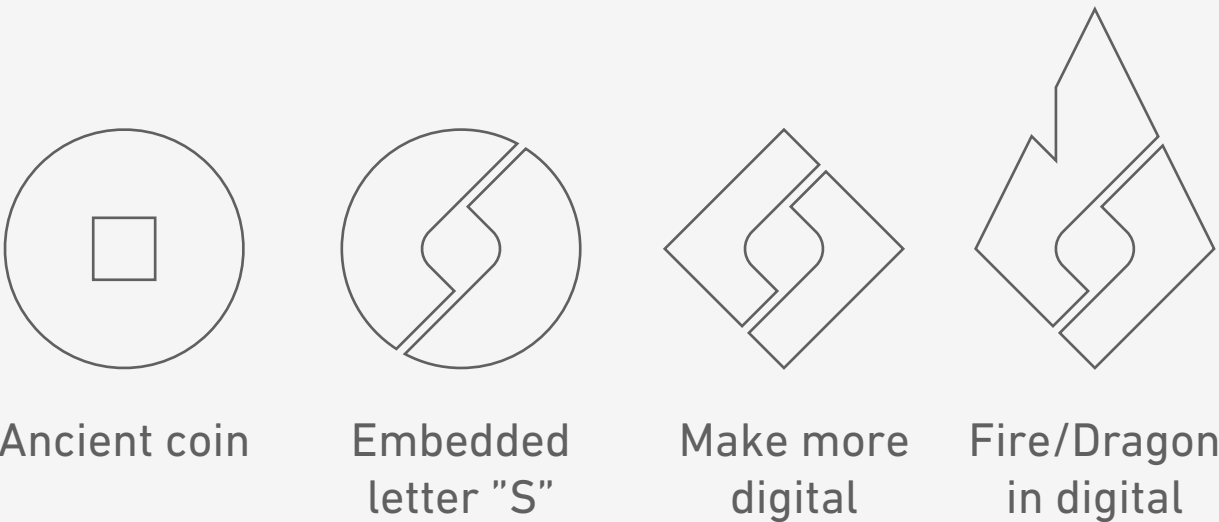
# The logo

Selendra is the blockchain project and it come from Seila Indra meaning King of Mountain or King of Heaven. Seila in Khmer mean the rock, and “dra” = dragon(fire)

Since it is blockchain, it should be look more digital.  
Starting from ancient coin embedded with letter “S” inside and simplify the shape and make it more appropriated, distinctive, memorable, and unique.

The Selendra’s icon is carefully drawn pieces of artwork and should never be redrawn or altered.

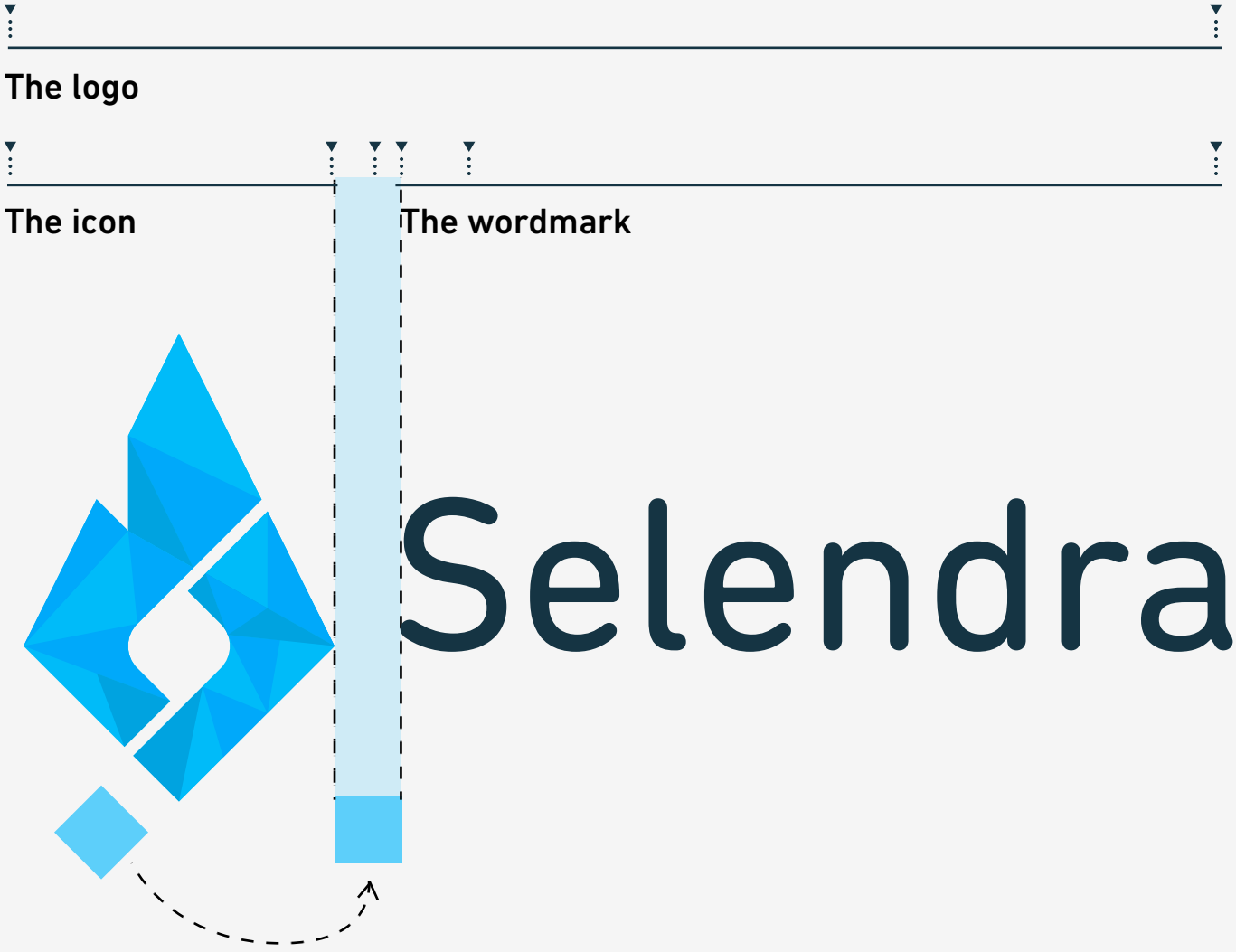
The logo	
The icon	The wordmark



# The logo

Space between the Icon & Wordmark

The Space between the Icon and the Wordmark is equal to the counter space in the '■' of the icon.

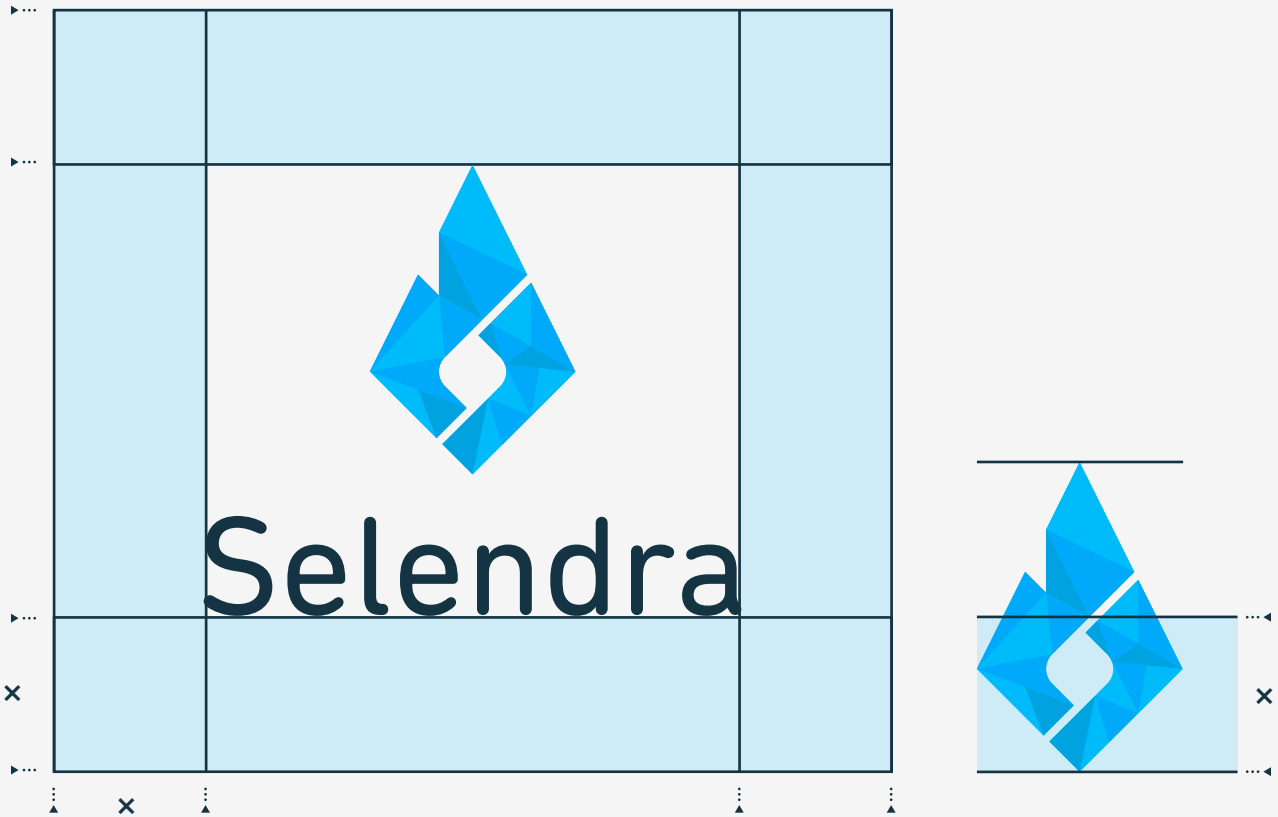
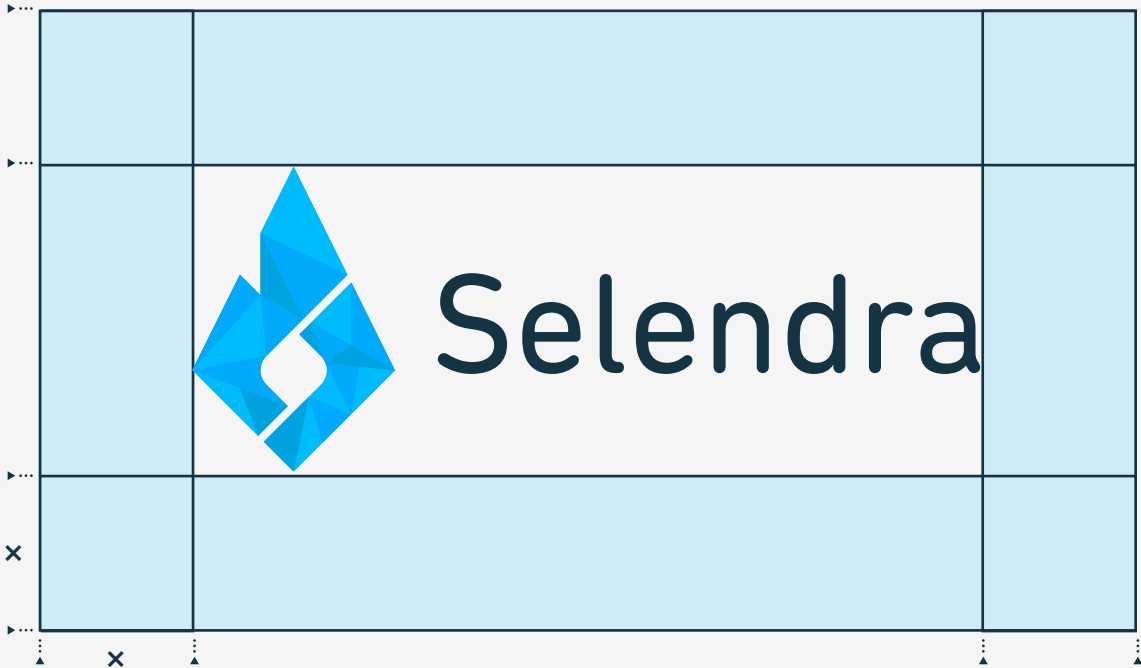


# The logo

## The Exclusion Zone

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath. The exclusion zone is equal to half the height of the Icon (marked as x in the diagram)



# The logo

## Minimum Sizes

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in application. Due to the higher resolution available in print vs that of screen based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration.

### Digital

To ensure legibility and impact, the Selendra Logo should never be reproduced smaller than 100px (Horizontal Logo\*) and 65px ( Vertical Logo\*) in any digital communication.

### Print

To ensure legibility and impact, the Selendra Logo should never be reproduced smaller than 30mm (Horizontal Logo\*) and 20mm (Vertical Logo\*) in any print communication.

### Horizontal Logo\*



**Print** 30mm

**Digital** 100px

### Vertical Logo\*



**Print** 20mm

**Digital** 65px

Logo color options

Selendra Polygon Blue Logo Options



Mono Logo Options



# Logo Misuse



Do not change the Wordmark color



Do not apply a gradient to the icon or wordmark.



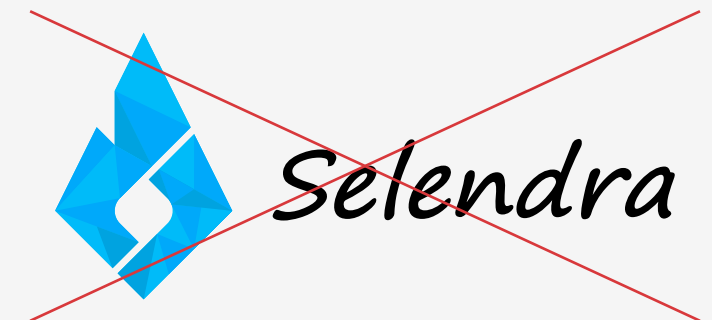
Do not distort or wrap the logo in any ways.



Do not outline or create a keyline around the logo



Do not rotate the logo.



Do not change the typeface or otherwise recreate the wordmark.



Do not change the polygon blue to any other polygon colors.



Do not crop photos or patterns through the logo.

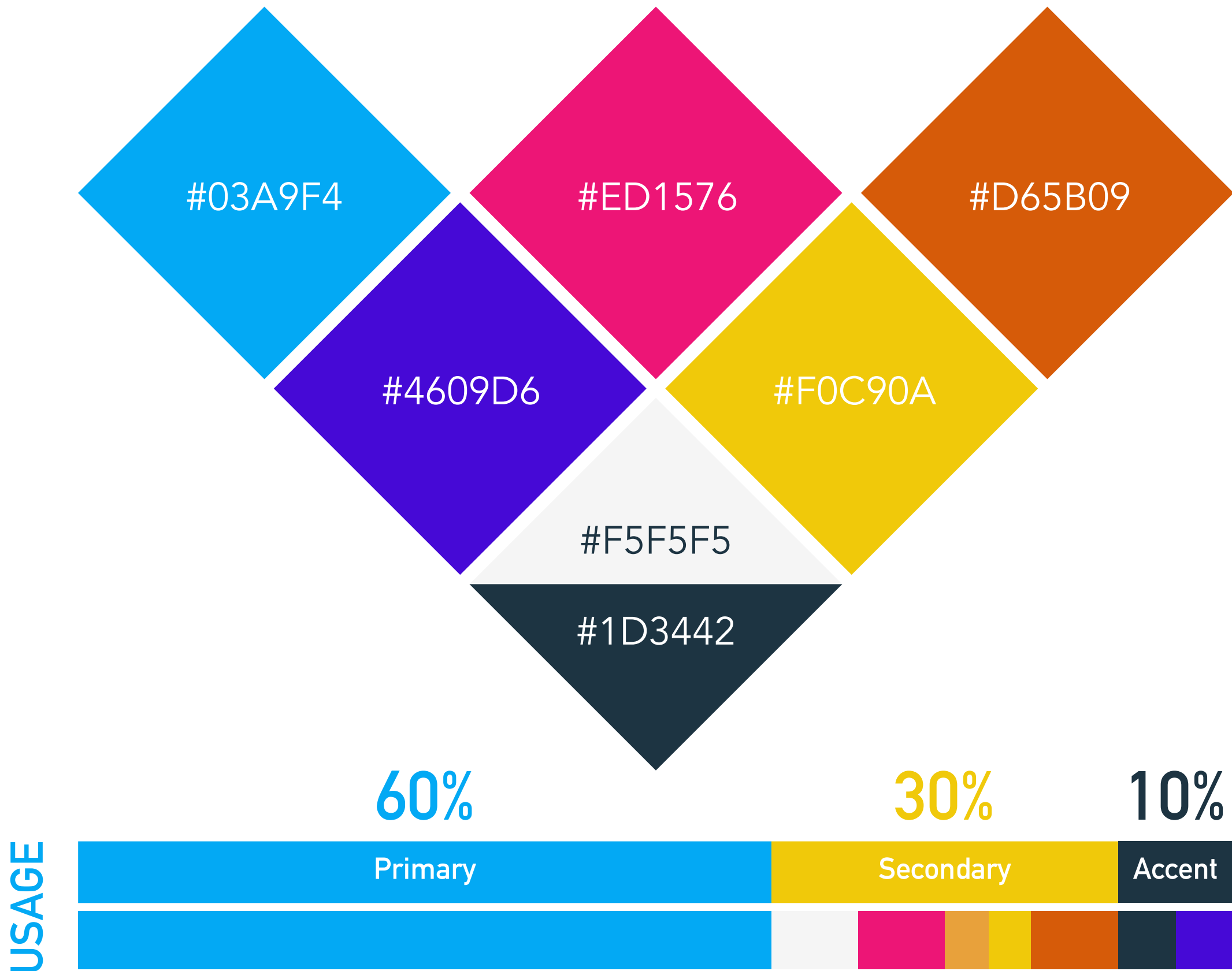


Do not use the Wordmark without the icon.





# The color



# Typography

DIN NEXT ROUNDED LT PRO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z , : ? !

DIN NEXT CYR REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z , : ? !

DIN NEXT CYR BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z , : ? !**



Selendra