



# Brand Guidelines

Logotype



## Primary Logo

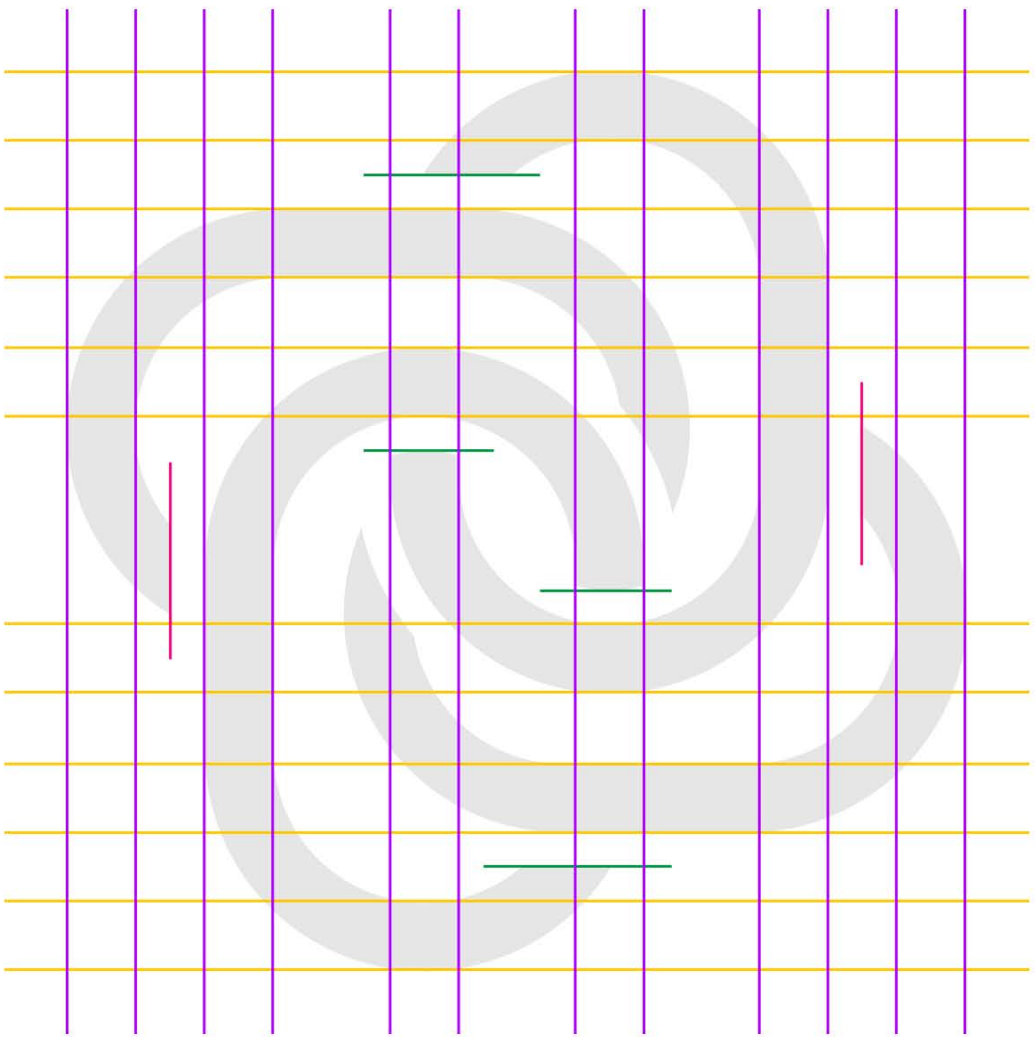
The primary logo is the most valuable and important brand asset. It should be used within the majority of collateral as you launch the brand and raise awareness of the identity.

There are different versions of the logo to ensure legibility and optimum reproduction quality in both digital and print production.



# Safe Zone and Grid

These are guidelines as to the usage of our logo. Letting our logo shine is crucial for us in establishing brand awareness. The clear space around the logo, on all sides, should be equal to the height and width of the icon and typography of 'Paid'. The more clear space surrounding the logo, the better it will look.





Social  
Media

The mark of our logo is an ownable and identifiable part of our brand and can be used solely to represent Paid. The logo mark can be used in smaller spaces, where the full logo wouldn't be legible, but also for social profile pictures where recognition needs to be instant.

512x512



256x256



128x128



64x64



32x32



Color

02

# Primary Colors

Our color palette is made up of predominantly darker colors, with selected flourescent brighter tones to compliment and highlight (e.g. aqua and pink). These should be used sparingly to ensure the brand is consistent and the dark feel is always portrayed. The colors have been carefully chosen to ensure that they are balanced and compliment each other, ensuring the visual identity remains strong and consistent throughout all collateral.

Dark Blue  
#0A113C

75%  
#0A113C

50%  
#0A113C

25%  
#0A113C

Aqua  
#00FBE6

75%  
#00FBE6

50%  
#00FBE6

25%  
#00FBE6

Pink  
#FB007B

75%  
#FB007B

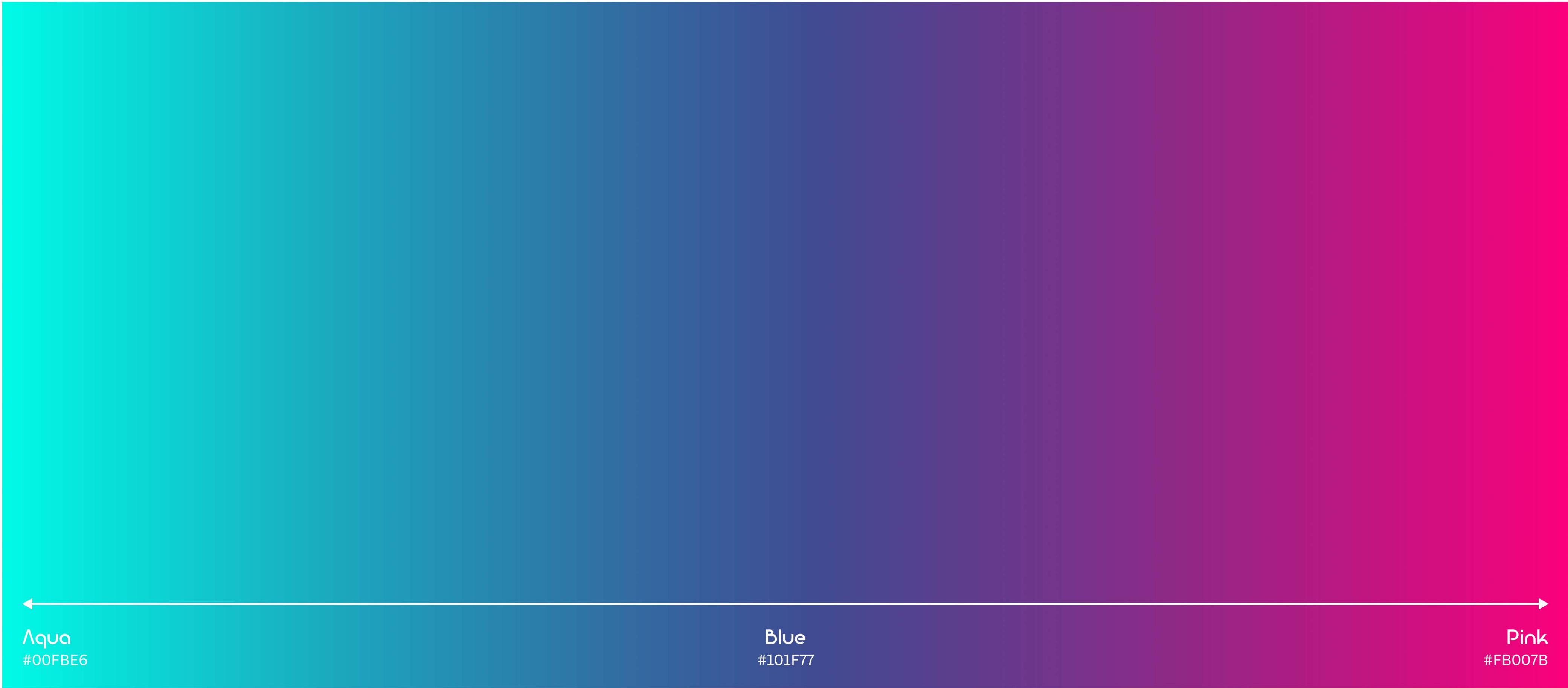
50%  
#FB007B

25%  
#FB007B



# Main Gradient

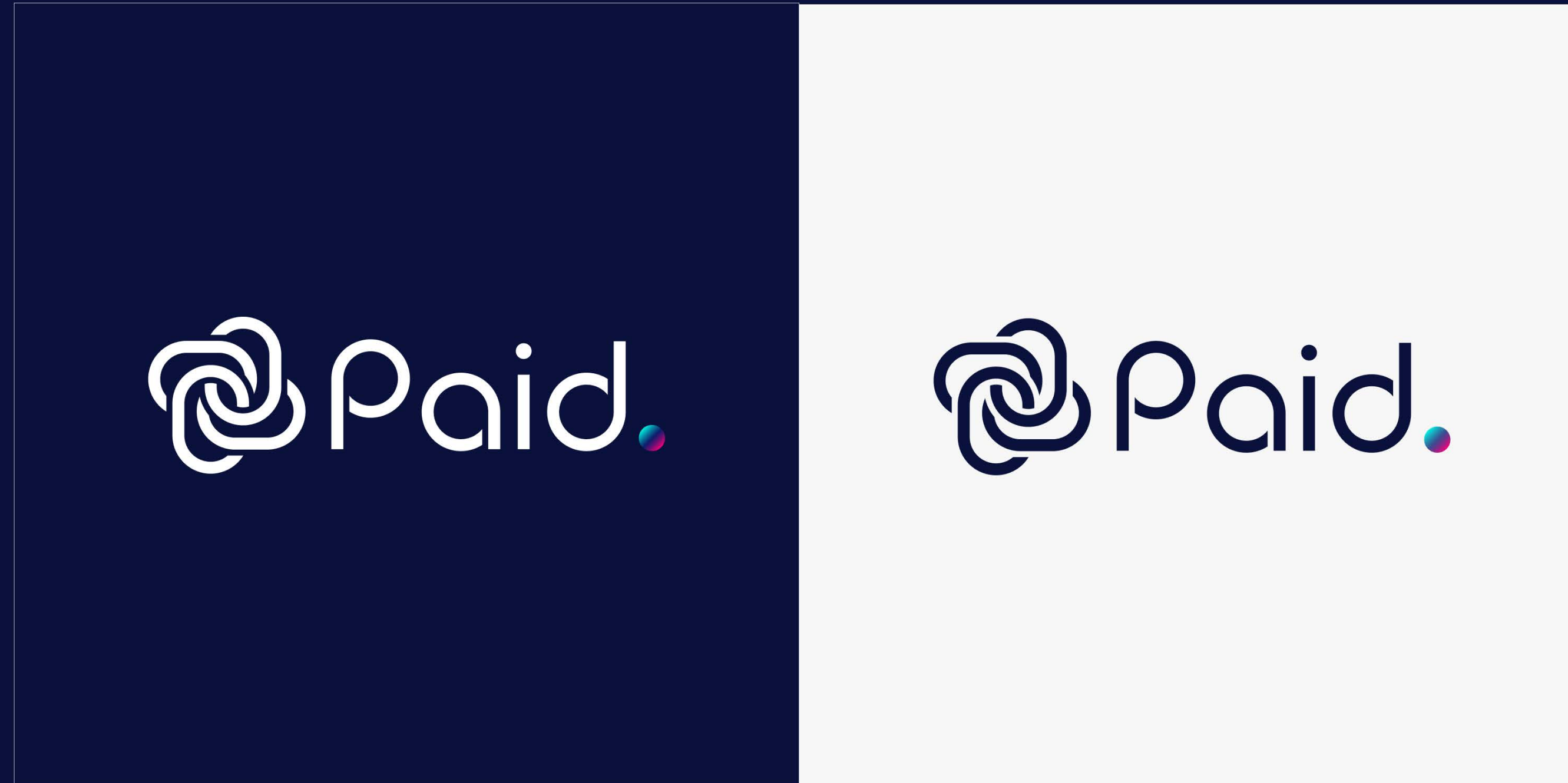
Gradients (or color transitions) are a gradual blending from one color to another or to 3 colors, or more gradients aren't limited to two shades. Using gradients within design adds depth and dimensions to brand collateral and websites that may otherwise feel a little flat. This page outlines the gradients used within the Paid brand. These will evolve and new ones will be created as the brand grows.





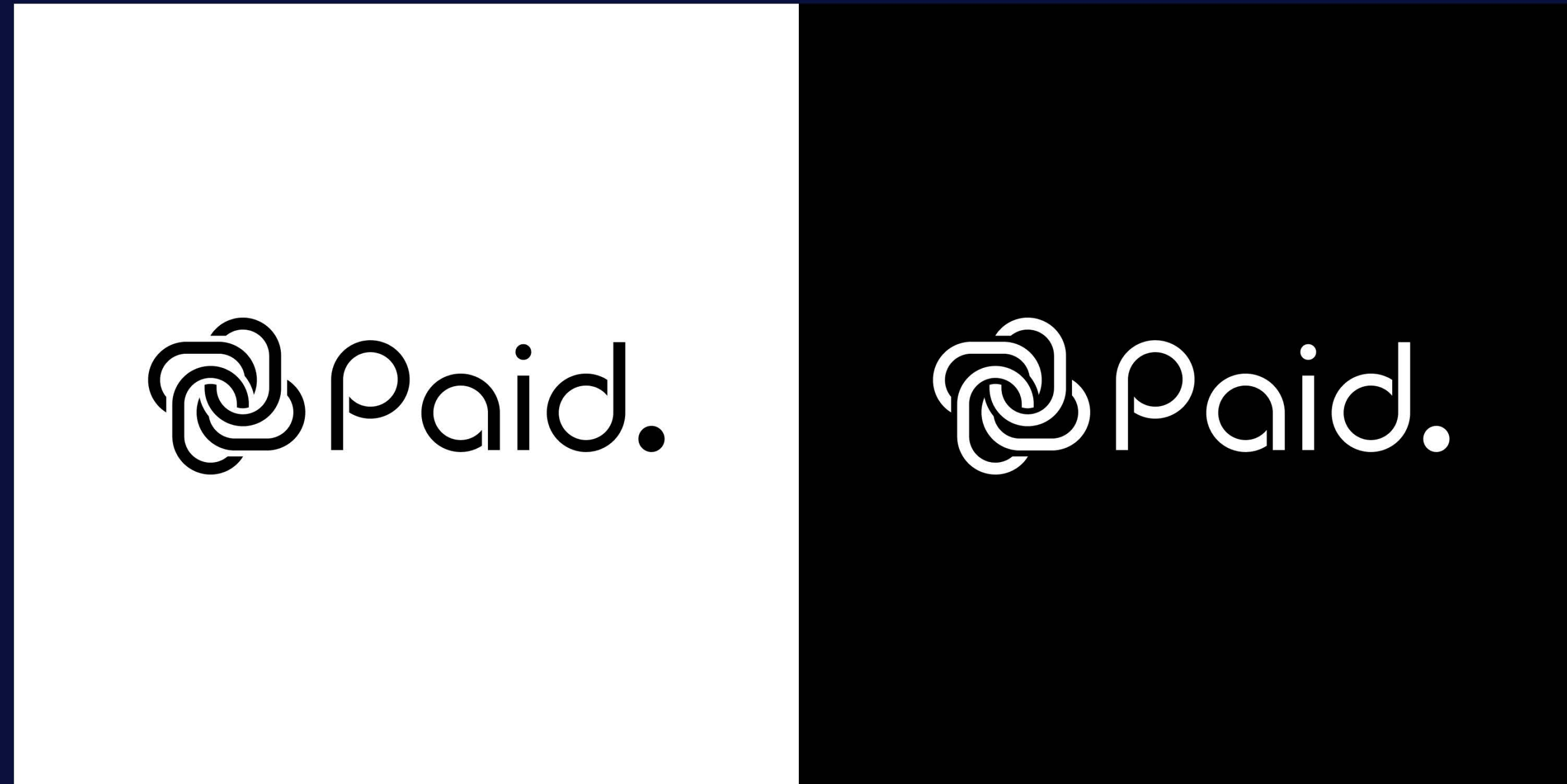
## Usage - Color

The Paid wordmark and icon must have a clear safe distance from any other elements in a composition and only appear using the Dark Blue (#0A113C) primary brand color when placed on a light or white background and then opposite for dark background, the “dot” must maintain the gradient.



## Usgae - Monocolor

The Paid wordmark and icon for mono color must have a clear safe distance from any other elements in a composition and only appear in black brand mark on light or white background or can also be opposite on dark or black background with white brand mark while the “dot” does not maintain the gradient.



Typography

03



## Typography

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is being communicated. The fonts chosen are clear, clean and flexible in a wide range of situations. Robeaugo is primary font used for the Paid Logo and Tenon is our main for use accross our products and services and are available in a variety of weights, perfect for all different types of collateral.

# Robeaugo

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Robeaugo: 24px, Medium, 36px line-height

# Tenon

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Tenon: 24px, Medium, 36px line-height

### Typeface Weights

Thin

Light

Regular

**Semibold**

### Typeface Weights

X-Light

Light

Regular

**Medium**

**Bold**

**X-Bold**

Launchpad

Sub-head Tenon - Bold

All caps / Sentence case | Size 14pt

PAID Network Launchpads

Heading Tenon - Bold

All caps / Sentence case | Size 32pt

Do more and be more right out the gate. Ignition and Apollo-X have successfully launched over 70 top-tier, and highly sought after projects since 2021.

Sub - Heading 2 Tenon - Medium

All caps / Sentence case | Size 18pt

Ignition and Apollo-X are the PAID community's gateways to the best projects in the space. Ignition's straightforward lottery system provides easy access to top tier project offerings. Ignition vets and selects top-tier cutting-edge projects to launch while supporting their growth along the way. Apollo-X, complements the services of Ignition, widening the service portfolio of the ecosystem and adding value to the PAID community. Apollo-X creates inclusivity in the ecosystem by increasing the opportunities for participating in upcoming and exciting decentralized projects -- exploring novel ideas from smaller teams that deserve some time in the limelight.

PAID Network creates massive opportunities for growth. Capitalizing on PAID Network's community strength, along with Master Ventures incubation resources, PAID Network launchpads provide a one-stop shop of endless opportunity for everyone.

Body Copy Tenon - Regular

Sentence case | Size 18pt

Go to Launchpads

Body Copy Tenon - Bold

Sentence case | Size 12pt



This page specifies the usage around the Tenon font and shows an example of the font in use different platforms: Desktop, Tablet and Mobile.

Large < 1680 px  
(Desktop)

H1

Subheading 2

Subheading 3

Paragraph big

Paragraph medium

Paragraph medium bold

Paragraph small

Link

CAPTION

Medium 768 - 1024px  
(Tablet)

H1

Subheading 2

Subheading 3

Paragraph big

Paragraph medium

Paragraph medium bold

Paragraph small

Link

CAPTION

Small 320 - 768px  
(Mobile)

H1

Subheading 2

Subheading 3

Paragraph big

Paragraph medium

Paragraph medium bold

Paragraph small

Link

CAPTION





# Thank You!

Please visit us at: [www.paidnetwork.com](http://www.paidnetwork.com)