

BRAND GUIDELINES

CrowdCent Visual Identity System

Crowdsourced Alpha, Decentralized Intelligence



CROWDCENT

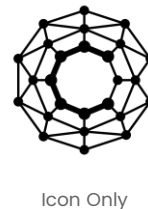
Logo Variations

Use white on dark backgrounds, black on light. Three formats: stacked, horizontal, and icon-only.

Dark Backgrounds

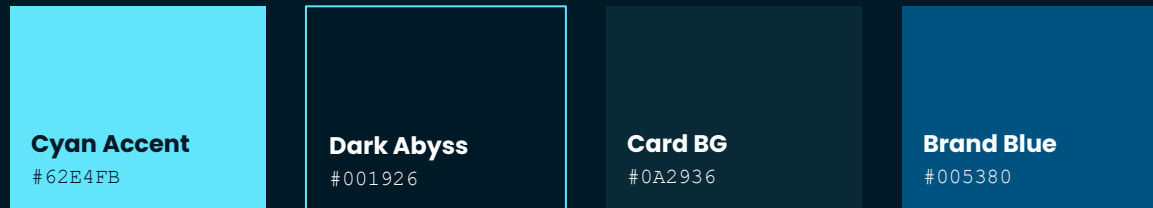


Light Backgrounds



Color Palette

Our colors reflect a financial terminal aesthetic with high contrast for data readability.



Alternative & Data Visualization Colors



Typography

Clean, modern typography optimized for data-dense interfaces.

Primary Font

Poppins

Aa Bb Cc 123

Used for headings, body text, navigation, and UI elements. Available in weights 400, 500, 600.

Data Font

Consolas / Monaco

0123456789

Used for numerical data, code snippets, and metrics. Ensures consistent character width.

Type Scale

Page Title – 2.5rem / 600 weight

Section Title – 1.75rem / 600 weight

Body Text – 1rem / 400 weight

Small / Labels – 0.875rem / 400 weight

Shape Language

A deliberate hierarchy of geometric shapes. The hexagon is reserved for identity, not general use.

Primary: Rectangle

Cards, buttons, inputs – always zero border-radius. Sharp angles communicate precision.

Framing: Angular Brackets []

Section headers use terminal-style brackets. Creates the CLI/Bloomberg aesthetic.

Accent: Left Border

Highlighted cards get a 3px cyan left border for emphasis without breaking the grid.

Signature: Hexagon

Reserved exclusively for: logo mark, tier badges, profile photos, key illustrations.

DO NOT use hexagons for generic containers, buttons, or backgrounds.

Design Principles

CrowdCent combines brutalist UI principles with Tufte-inspired data visualization.

Data-First

Every pixel should communicate information. Decoration is discouraged. Let data speak.

Utilitarian Brutalism

Sharp angles, zero border-radius, exposed structure. Form follows function.

High Data-Ink Ratio

Following Tufte: maximize data, minimize chrome. Remove unnecessary elements.

Terminal Aesthetic

Inspired by Bloomberg terminals and CLI interfaces. Angular brackets, status indicators, monospace data.

Do's and Don'ts

DO

- Use CSS variables for all colors
- Keep borders sharp (0 border-radius)
- Use monospace for data values
- Apply subtle hover states
- Use small multiples for data comparison
- Frame sections with angular brackets []
- Include percentile bars in data tables
- Reserve hexagons for identity elements

DON'T

- Hardcode hex color values
- Add border-radius to anything
- Use decorative elements without purpose
- Animate cards on hover
- Add drop shadows to everything
- Use light backgrounds
- Overcrowd the interface
- Use hexagons for generic containers



Thank You

For brand assets and
questions:

crowdcent.com

"Build models. Earn rewards. Shape markets."