



Superlayer

The Brand Guidelines provide instructions for how a company's brand may be presented in design and communication to maintain consistency and coherence. They cover logo usage, typography, color palette, imagery and more to create a recognizable brand identity across all platforms and touchpoints.



BRAND IDENTITY

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Visual Identity



1.1 Logotype

MAIN SIGNATURE

Our logo is the synthesis of the identity. We share it to be used in accordance with these guidelines.



1.2 Logotype

EXCLUSION AREA

To preserve the complete legibility of the symbol, the brand must define a protective area around it (based on the letter L). This space should not be occupied by other elements, such as texts, images, or other marks, to avoid interference.



25 MM
70 PX

1.3 Logotype

REDUCTIONS

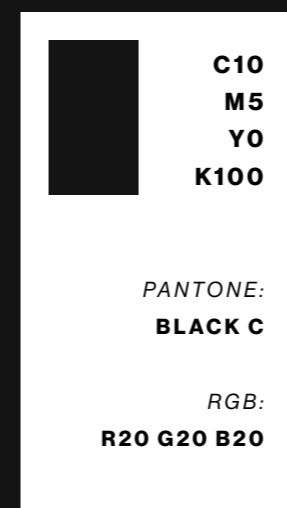
To maintain the legibility of our brand, the maximum allowed reduction for graphic application, and digital platforms are shown.

1.4 Logotype

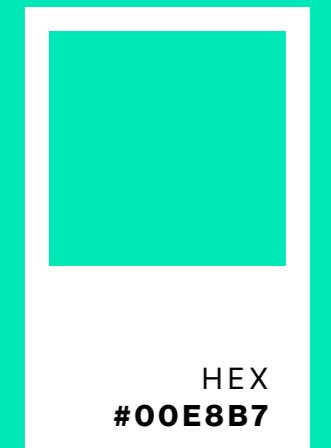
BRAND COLORS

Defining our identity is important because color is an instant message. Always prioritize HEX colors.

BRAND
BLACK



BRAND
AQUA





POLYCHROMATIC OVER
WHITE: **ALLOWED.**
PERFECT CONTRAST



POLYCHROMATIC OVER
BLACK: **ALLOWED.**
PERFECT CONTRAST



POLYCHROMATIC OVER
BRAND AQUA: **PROHIBITED.**
POOR CONTRAST



POLYCHROMATIC OVER
NON BRAND COLOR:
PROHIBITED. ONLY WHITE
OR BLACK ALLOWED



POLYCHROMATIC OVER
IMAGE: **PROHIBITED.**
ONLY WHITE OR BLACK
ALLOWED



MONOCHROMATIC BLACK
OVER WHITE: **ALLOWED.**
PERFECT CONTRAST



MONOCHROMATIC WHITE
OVER BLACK: **ALLOWED.**
PERFECT CONTRAST



MONOCHROMATIC BLACK
OVER BRAND AQUA: **ALLOWED**
PERFECT CONTRAST



MONOCHROMATIC BLACK
OR WHITE OVER NON BRAND
COLOR: **ALLOWED.**
DEPENDING CONTRAST



MONOCHROMATIC OVER
IMAGE: **PROHIBITED.**
ONLY WHITE OR BLACK
ALLOWED



MONOCHROMATIC BRAND AQUA
OVER WHITE: **PROHIBITED.**
WEAK CONTRAST



MONOCHROMATIC BRAND
AQUA OVER BLACK:
PROHIBITED.
WEAK CONTRAST



MONOCHROMATIC WHITE
OVER BRAND AQUA:
PROHIBITED
WEAK CONTRAST



MONOCHROMATIC BRAND AQUA
OVER NON BRAND COLOR:
PROHIBITED. ONLY WHITE
OR BLACK ALLOWED



MONOCHROMATIC
BRAND AQUA OVER IMAGE:
PROHIBITED. ONLY WHITE
OR BLACK ALLOWED



MONOCHROMATIC
NON BRAND COLOR OVER
WHITE: **PROHIBITED.**
OUT OF VISUAL ID



MONOCHROMATIC
NON BRAND COLOR OVER
BLACK: **PROHIBITED.**
ONLY WHITE ALLOWED



MONOCHROMATIC
NON BRAND COLOR OVER
BRAND AQUA: **PROHIBITED.**
ONLY BLACK ALLOWED



MONOCHROMATIC
NON BRAND COLOR OVER
NON BRAND COLOR: **PROHIBITED.**
ONLY WHITE OR BLACK
ALLOWED



NON BRAND COLOR
OVER IMAGE: **PROHIBITED.**
ONLY WHITE OR BLACK
ALLOWED

1.5 Logotype

COMBINATION RULES ON BACKGROUNDS

Valid options for application.



1.6 Symbol

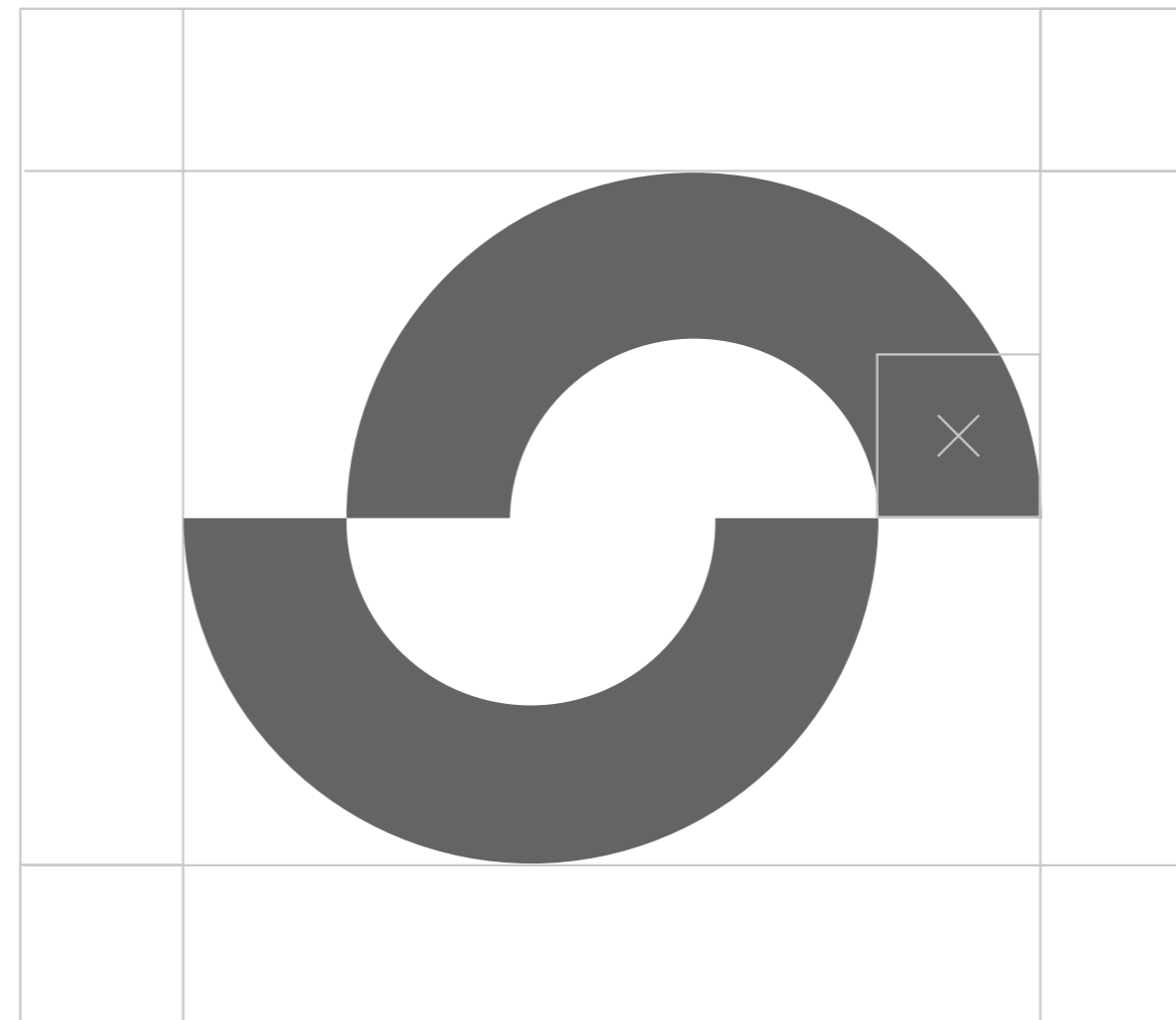
CONCEPT

The Superlayer symbol is inspired by the bringing together of Web3 and the world we live in. Superlayer's work is never done and the symbol represents this mission, always in motion.

1.7 Symbol

EXCLUSION AREA

To preserve the complete legibility of the symbol, the brand must define a protective area around it. This space should not be occupied by other elements, such as texts, images, or other marks, to avoid interference.





7 MM



20 PX

1.8 Symbol

REDUCTIONS

To maintain the legibility of our brand, the maximum allowed reduction is 7 mm width for graphic application, or 20 px on digital platforms.



NOAH HEAD FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 , ; : ! ? ” & / *

1.9 Typography

INSTITUTIONAL FONTS

The typeface family is an integral part of a brand and should not be replaced or altered in its form.

For greater homogeneity, the same family must be maintained in legal communication and stationery.

The Noah Head typographic family, in addition to being used in the composition of the brand, it can be used for complementary texts and in promotional materials, in all variations of its typographic family.

- Thin *Italic*
- Light *Italic*
- Regular *Italic*
- Medium *Italic*
- SemiBold *Italic*
- Bold *Italic*
- ExtraBold **Italic**
- Black **Italic**



JOST TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnop**qrstuvwxyz**

0123456789 , ; : ! ? " & / *

1.10 Typography

WEB SAFE FONTS

When the institutional font (Noah Head) is not available, please use the free Inter font family from GoogleFonts (only in this case).

- *Thin Italic*
- *Light Italic*
- *Regular Italic*
- *Medium Italic*
- *SemiBold Italic*
- ***Bold Italic***
- ***ExtraBold Italic***
- ***Black Italic***



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OF THE GOOGLE FONTS CATALOG.

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THNX!

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