



# Brand Guidelines

1.0 Logo	Logotype	05
	Logo mark	07
	Rules of usage	08
2.0 Colors	Primary colors	11
	Gradients	12
3.0 Typography	Primary font	14
	Google workspace font	15
4.0 Gradient Shapes	Gradient shapes	17
5.0 Assets	Social assets	20
	Social profile	21



The Cardano Foundation is an independent, Swiss-based not-for-profit organization tasked with advancing Cardano as a public infrastructure across a wide range of industries.

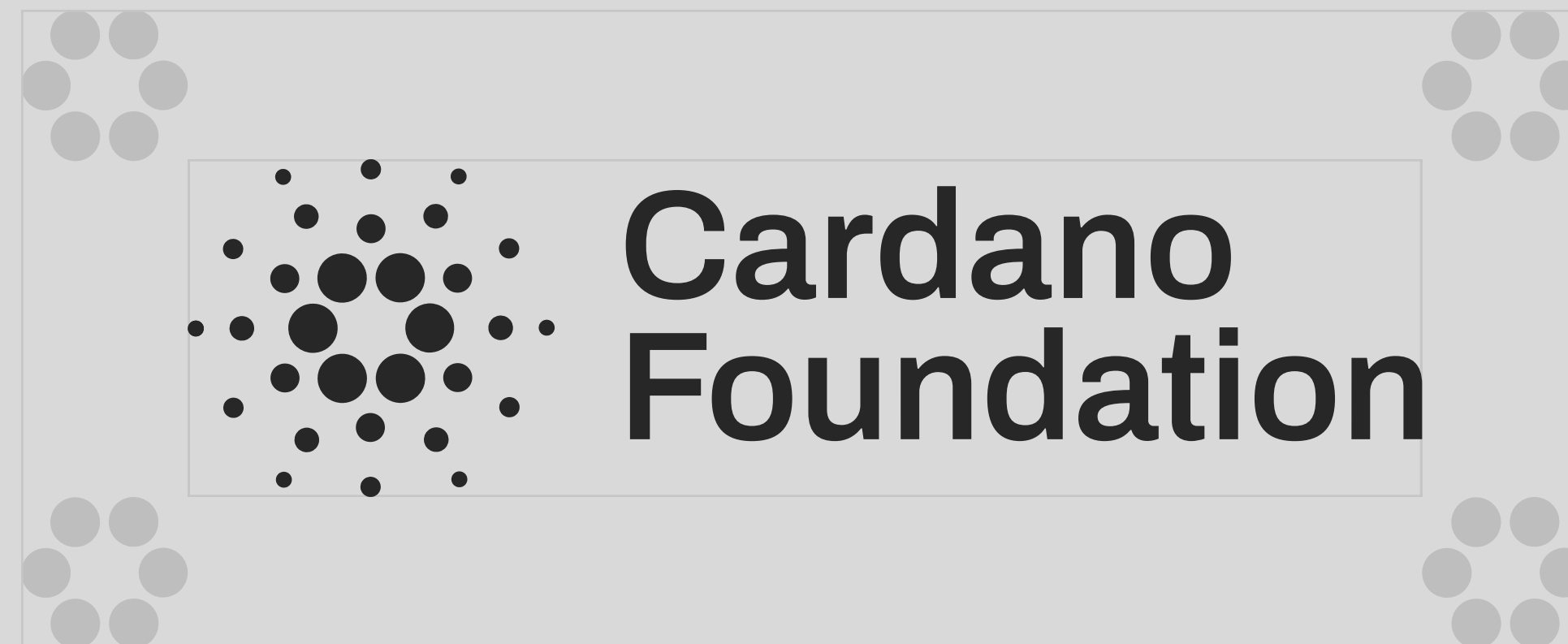
The Foundation works to scale the diversity, quality, and quantity of on-chain activities.

# 1.0 Logo

Logotype	05
Logomark	07
Rules of usage	08

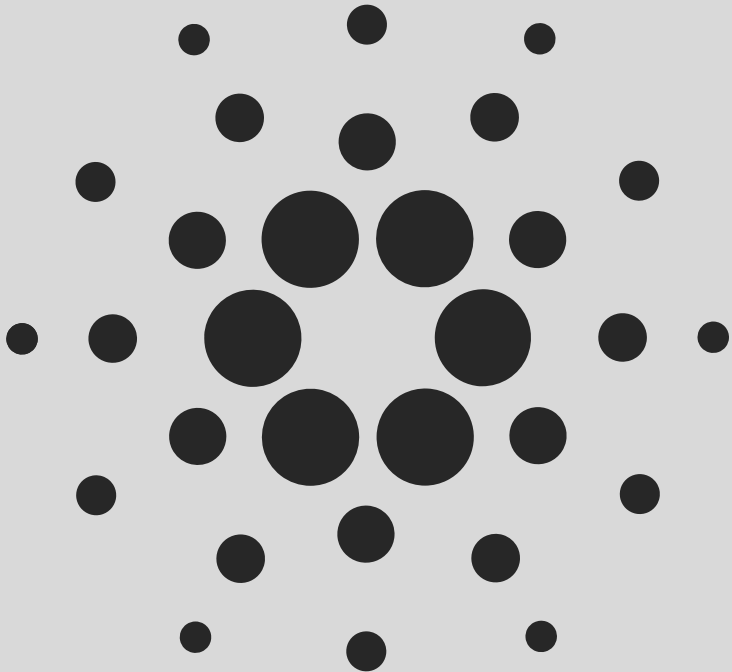






The safe space is an area where no elements should be placed so as to preserve the visual impact from external factors.











Avoid scaling individual elements



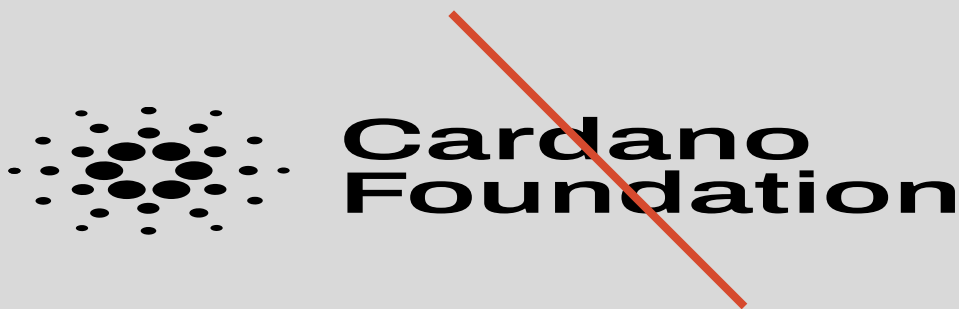
Avoid rotating the logo



Avoid shadow effects



Avoid changing the colour of the logo



Avoid stretching or compressing



Avoid placing logo on busy images

Do not change the shape, proportions, or spacing between the elements in both logomark and logotype.

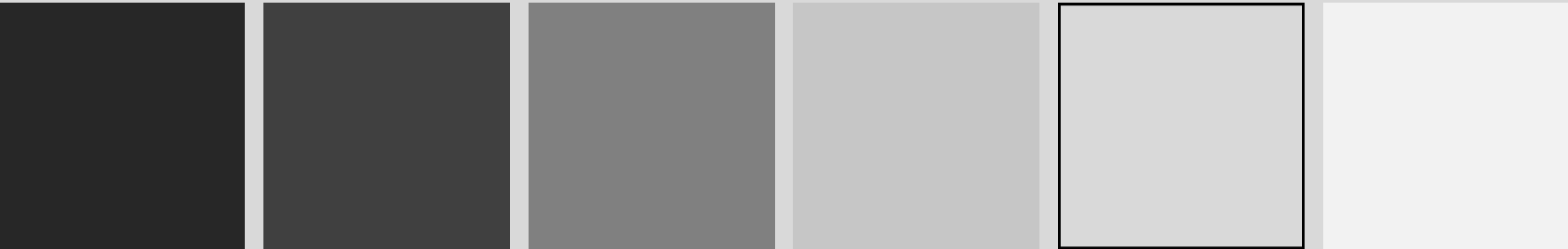
# 2.0 Colors

Primary colors 11

Gradients 12



Grey



**Grey1000**  
#272727

**Grey800**  
#404040

**Grey600**  
#808080

**Grey400**  
#C6C6C6

**Grey200**  
#D9D9D9

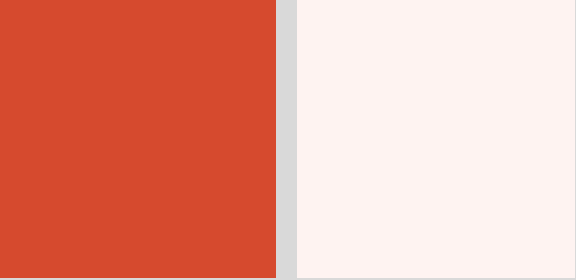
**Grey50**  
#F2F2F2

Transparent Grey



**T-Grey150**  
#272727;  
0.15

Red



**Red1000**  
#D64A2E

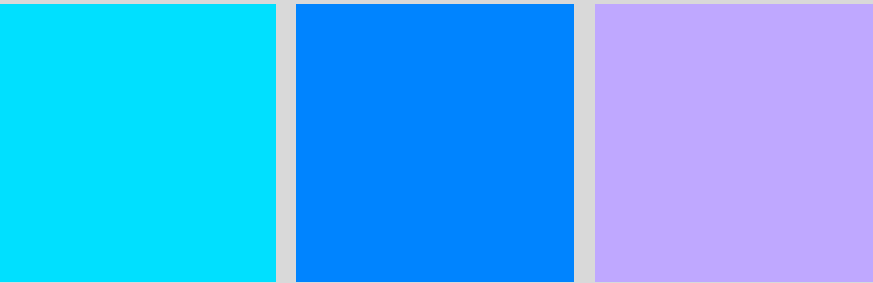
**Red50**  
#FEF3F1

Blue



**Blue1000**  
#0084FF

Blue



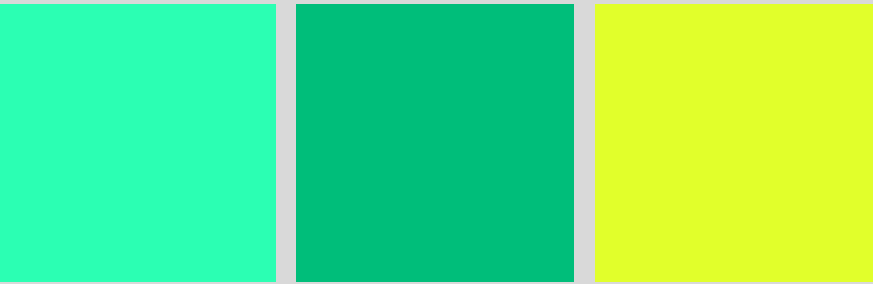
Blue 1	Blue 2	Blue 3
#00E0FF	#0084FF	#BFA8FF

Gradient Blue



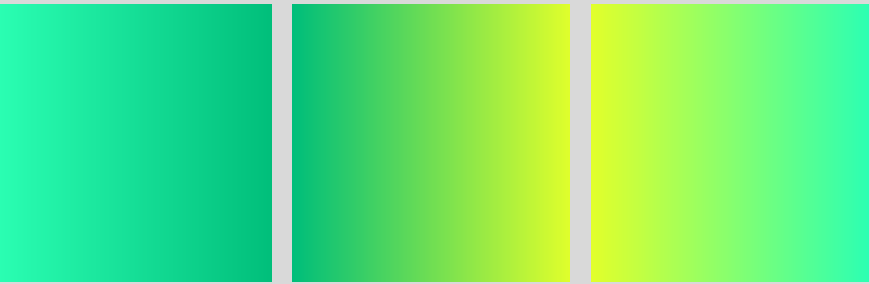
Blue 1+2	Blue 2+3	Blue 3+1
#00E0FF #0084FF	#0084FF #BFA8FF	#BFA8FF #00E0FF

Green



Green 1	Green 2	Green 3
#2BFFB3	#00BE7A	#E1FF2B

Gradient Green



Green 1+2	Green 2+3	Green 3+1
#2BFFB3 #00BE7A	#00BE7A #E1FF2B	#E1FF2B #2BFFB3

Red/Yellow



Red 1	Red 2	Red 3
#E58C9C	#FF4768	#FFF647

Gradient Red



Red 1+2	Red 2+3	Red 3+1
#E58C9C #FF4768	#FF4768 #FFF647	#FFF647 #E58C9C



# 3.0 Typography

Primary font **14**

Google workspace font **15**

PRIMARY TYPEFACE

Headlines, Title

Switzer Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()-\_+{}{[]≥≤?~

PRIMARY TYPEFACE

Body

Switzer Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()-\_+{}{[]≥≤?~

Helvetica Neue is to be use on Google workspace in place of the Switzer font family.

PRIMARY TYPEFACE

Headlines, Title

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()-\_+{}[].>=/?~

PRIMARY TYPEFACE

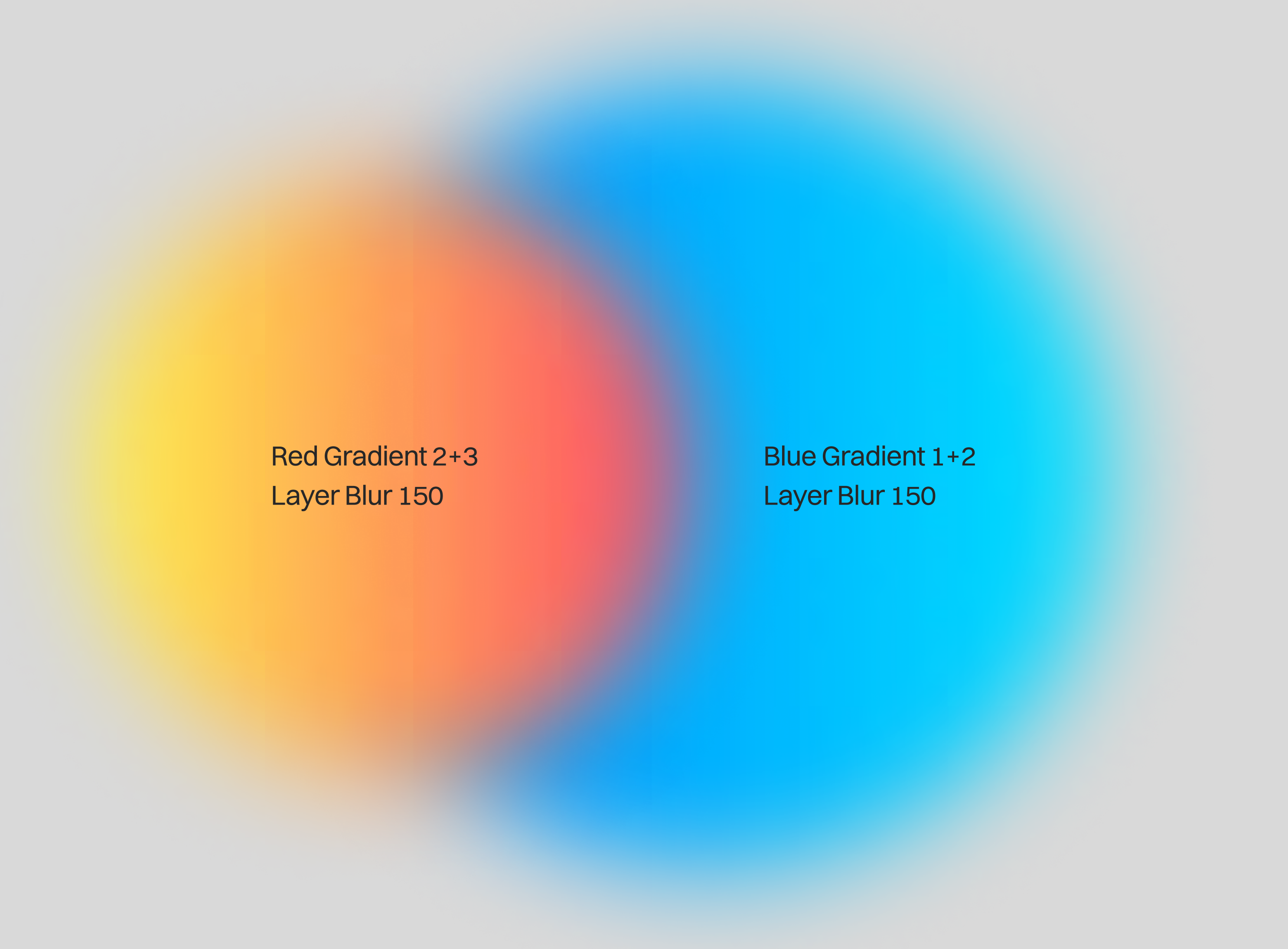
Body

Helvetica Neue Regular

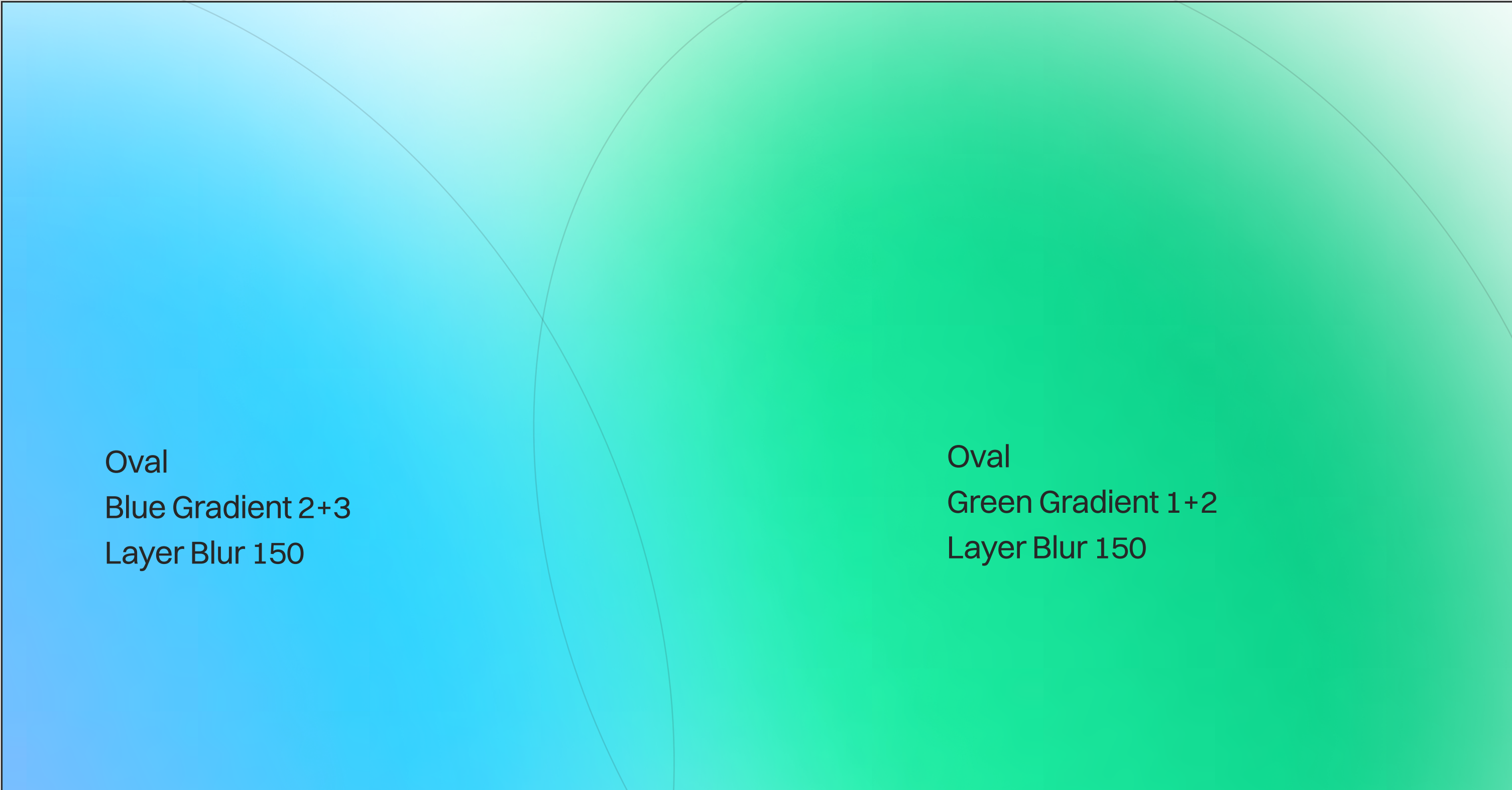
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()-\_+{}[].>=/?~



# 4.0 Gradient Shapes







# 5.0 Assets

Social assets	20
Social profile	21



