Shade
Brand Book

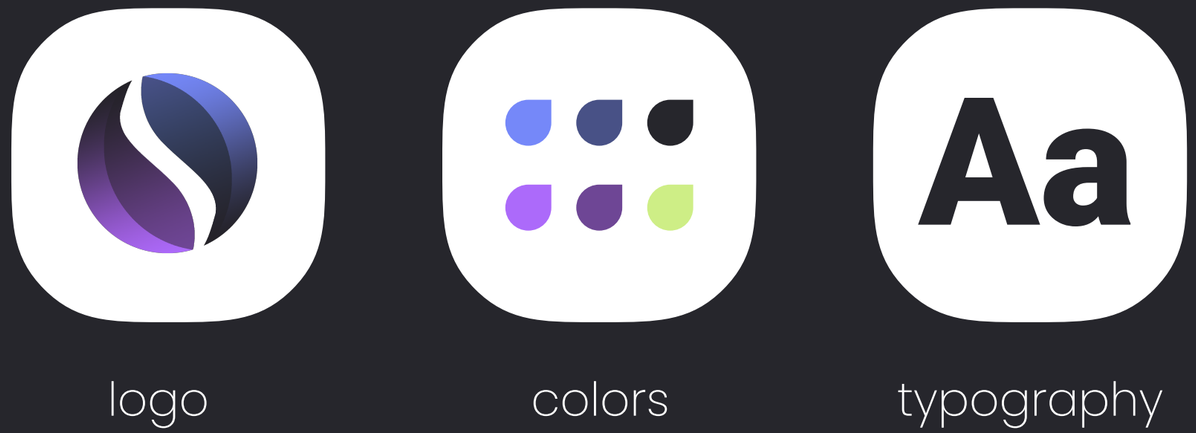
August 2021

Identity Guidelines V1

Overview

Shade Protocol captures its brand identity from the dichotomy between its two native tokens: Shade and Silk.

Their relationship is visually represented in a yin/yang style logo. Each token bringing balance and equalibrium in a system that is constantly in flux. The gradient coloring from dark to light further plays on this inverse relationship. Just as the yin needs the yang, the Shade and Silk tokens rely on each other for existance; a relationship portrayed throught the Shade brand.



logo colors typography

Identity Guidelines

Logo

shade

shade

shade

Typography

The typeface and font pairings provide a modern, sleek, yet easily readable medium. By combining bold, clear headings, a user is able to quickly scan for general themes and topics. The small and light body fonts allow for complex ideas to be communicated in a way that is not visually overwhelming to the user.

Both heading and body fonts work well on light and dark themes and translate easily on all device types.

Aa

Nunito Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|\

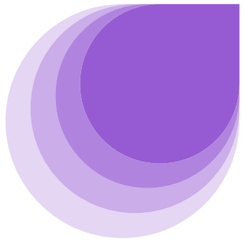
Aa

Roboto Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|

Color Palette

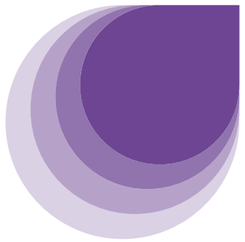
The Shade color palette was carefully selected to deliver the brand on both light and dark backgrounds. Each bright purple and blue color comes with its darker counterpart; a play on the Shade and Silk inverse relationship. Light colors used for calls-to-action “pop” against the dark background but also stand out when used on light backgrounds. This intentional use of constant color regardless of its surroundings visually showcase Shade’s ability to react to differing and ever-changing market conditions.



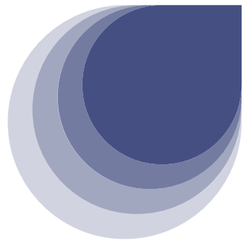
Color	Amethyst
RGB	R 150 G 91 B 211
CMYK	C 29 M 57 Y 00 K 17
HEX	965BD3

Color	Glaucous
RGB	R 109 G 126 B 229
CMYK	C 52 M 45 Y 00 K 10
HEX	6D7EE5

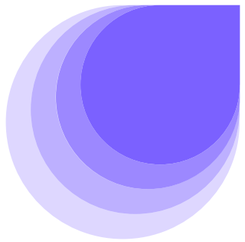
Color	Yellow Green Crayola
RGB	R 206 G 238 B 134
CMYK	C 13 M 00 Y 44 K 07
HEX	CEEE86



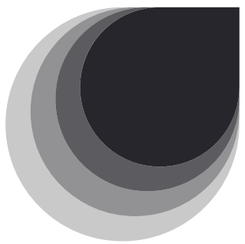
Color	Royal Purple
RGB	R 109 G 69 B 147
CMYK	C 26 M 53 Y 00 K 42
HEX	6D4593



Color	Purple Navy
RGB	R 69 G 79 B 130
CMYK	C 47 M 39 Y 00 K 49
HEX	454F82



Color	Medium Slate Blue
RGB	R 123 G 97 B 255
CMYK	C 52 M 62 Y 00 K 00
HEX	7B61FF



Color	Raisin Black
RGB	R 38 G 38 B 44
CMYK	C 14 M 14 Y 00 K 83
HEX	26262C

Thanks!

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