

Silk **Brand Book**

August 2021

Identity Guidelines V1

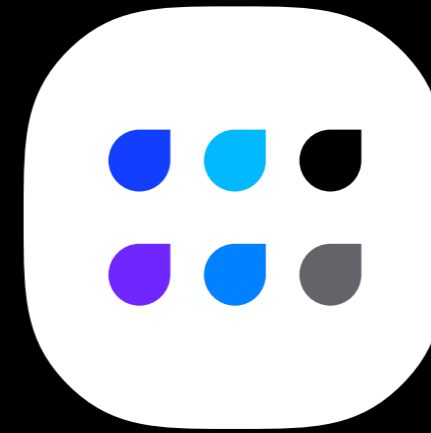


Overview

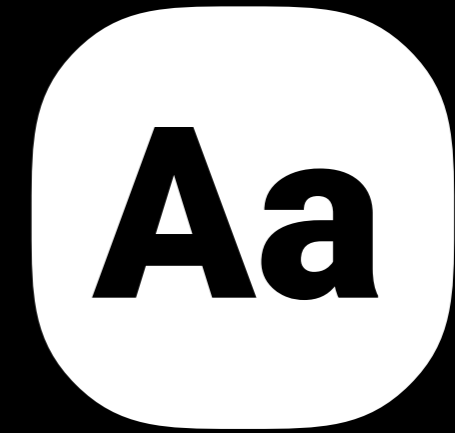
Silk is a private stablecoin, pegged to USDT, that can be minted on Shade Protocol. It captures its identity from its relationship with the Shade token as well as its four key fundamental properties: a medium of exchange, a store of value, a unit of account, and a standard for deferred payments.



logo



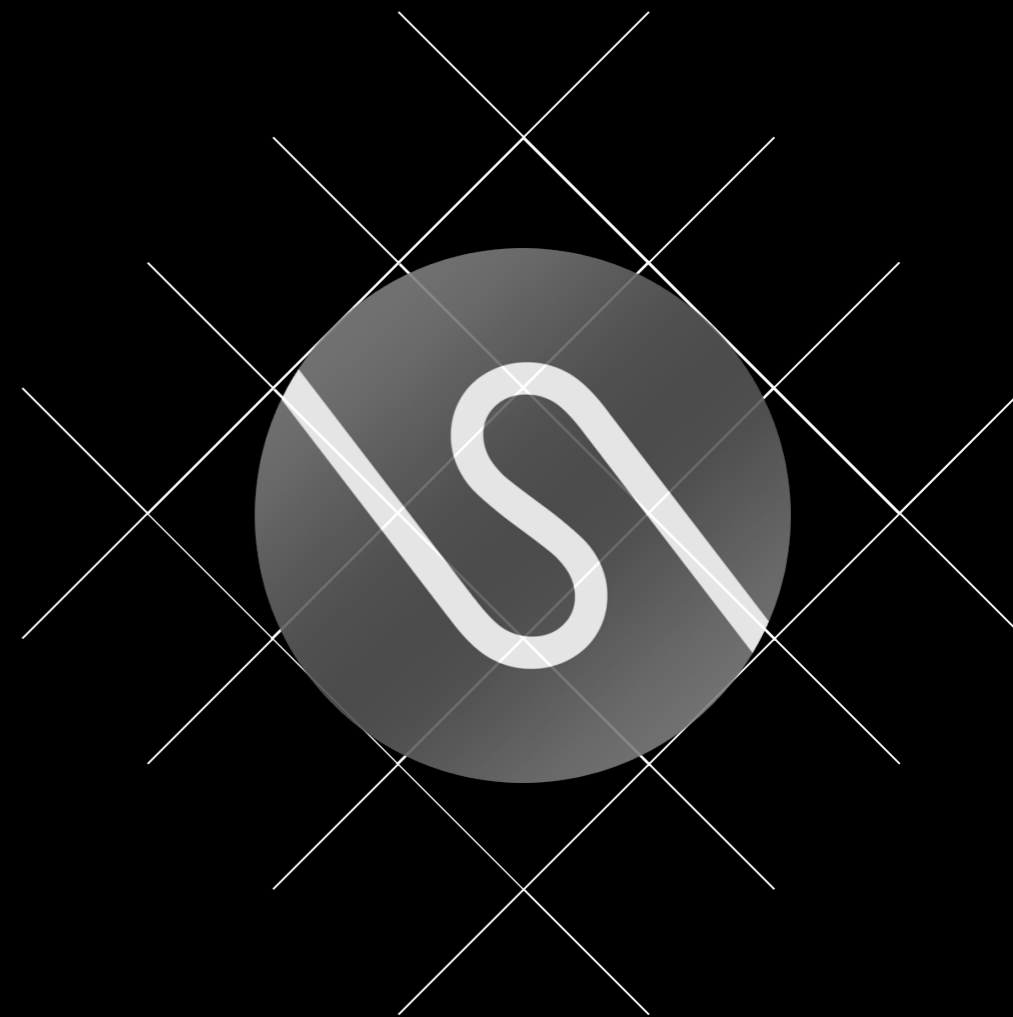
colors



typography

Identity Guidelines

Logo



Logo Definition

The Silk logo is simple on the surface but complex in meaning. It showcases its relationship with the Shade token through its two equal halves. Similar to Shade's yin and yang symbolism, these two halves represent the mutualism Silk and Shade share at the protocol level. The colors of blue and purple are also shared with Shade. While Shade maintains the darker tones, Silk holds the lighter, a further play on their relationship.

The ends of the "S" stretch and connect to opposite sides, symbolizing Silk's aptness as a medium of exchange and its ability to connect two parties. The "S" also mimics a winding river, one of the earliest vehicles of commerce and trade. Just as these bodies of water enabled trade in the past, Silk is the modern, cryptographic equivalent.

The logo's soft, cooling colors evoke a sense of peace, tranquility and stability and should never be changed or adapted.





Typography

The typeface and font pairings of Silk are identical to that of Shade. This intentional use subliminally connects the two tokens, a goal of each brand. In addition, by utilizing the same typography, Silk and Shade can be used side-by-side without affecting brand, a situation that will often occur due to their high association.

The bold heading type and light, easy to read, compact body type provide excellent readability and translate to any device, regardless of background color.

Aa

Nunito Regular

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

Aa

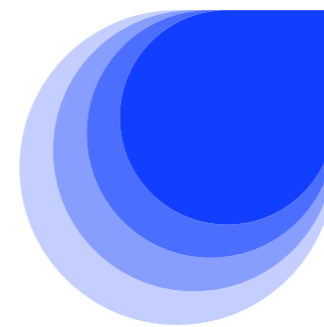
Roboto Bold

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

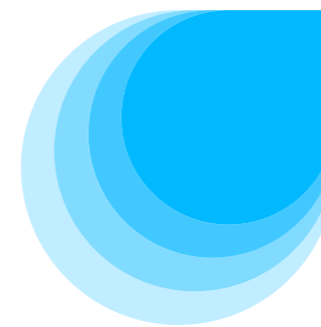
Color Palette

The Silk color palette was carefully selected to evoke emotions of tranquility, security, and trust. Blue shades deliver these emotions while purples convey honor, quality, and leadership.

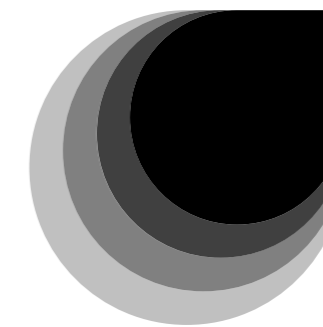
The colors paint the brand on both light and dark backgrounds, without the need to adapt logos or calls-to-action. This is not done by mistake. The most important aspect of Silk is its stability. By using one unified logo and color palette, Silk's stability, strength, and steadiness shine through.



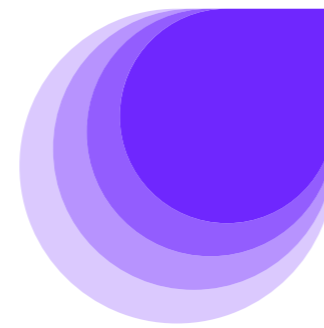
Color Blue RYB
RGB R 17 G 62 B 255
CMYK C 93 M 76 Y 00 K 00
HEX 113EFF



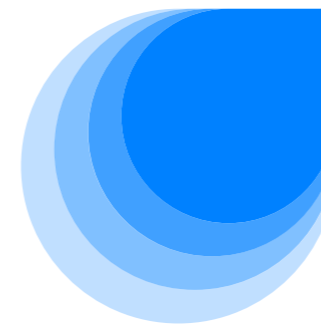
Color Capri
RGB R 2 G 184 B 255
CMYK C 99 M 28 Y 00 K 00
HEX 02B8FF



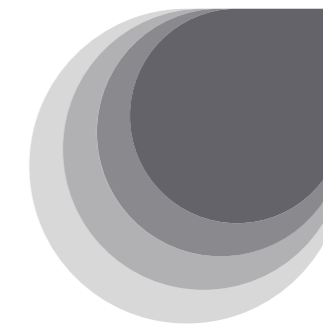
Color Black
RGB R 0 G 0 B 0
CMYK C 00 M 00 Y 00 K 100
HEX 000000



Color Violet Color Wheel
RGB R 111 G 39 B 254
CMYK C 56 M 85 Y 00 K 00
HEX 6F27FE



Color Azure
RGB R 0 G 129 B 255
CMYK C 100 M 49 Y 00 K 00
HEX 0081FF



Color Dim Gray
RGB R 100 G 99 B 105
CMYK C 05 M 06 Y 00 K 59
HEX 646369



Color Cultured
RGB R 247 G 247 B 248
CMYK C 00 M 00 Y 00 K 03
HEX F7F7F8

Thanks!

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