



# BRAND GUIDELINES

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# OUR VISION

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Our passion is to provide **Web3 changemakers** with the ultimate infrastructure platform to reshape the world.

Borderless.

Decentralized.

**Infinite.**

If you build with InfStones, you're determined to shape the future of Web3 applications.

# LOGO

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Four approved logo lockups. Use the color variants on light surfaces, the reverse variants on dark or photographic backgrounds.



InfStones\_Logo\_Horizontal\_Color



InfStones\_Logo\_Vertical\_Color



InfStones\_Logo\_Horizontal\_Reverse



InfStones\_Logo\_Vertical\_Reverse

# LOGO USAGE

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Keep the surrounding area clear of any graphic elements, photography, or text.

		X	
X		<b>INFSTONES</b>	X
		X	

# LOGO MISUSE

Maintain the integrity of the InfStones mark. The examples below are not permitted in any application.



Do not change the opacity of the logo.



Do not change the color of the logo.



Do not distort the logo.



Do not place the logo on a busy background.



Do not display the logo on an angle.



Do not use drop shadows or other effects on the logo.

# COLOR PALETTE

A focused, high-contrast palette anchored by InfStones Gold (#EDB500). Reproduce values precisely in print and on screen.

<p><b>GOLD</b></p>	<p><b>MIDNIGHT</b></p>	<p><b>DEEP OCEAN</b></p>	<p><b>SKY</b></p>	<p><b>GREY</b></p>
<p>RGB 237 · 181 · 0            HEX #EDB500            CMYK 7 · 28 · 100 · 0</p>	<p>RGB 11 · 14 · 30            HEX #0B0E1E            CMYK 40 · 10 · 5 · 100</p>	<p>RGB 13 · 64 · 140            HEX #0D408C            CMYK 100 · 86 · 14 · 2</p>	<p>RGB 34 · 122 · 255            HEX #227AFF            CMYK 80 · 52 · 0 · 0</p>	<p>RGB 230 · 230 · 230            HEX #E6E7E8            CMYK 0 · 0 · 0 · 10</p>

# FONT FAMILY

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Syncopate Bold leads – wide, geometric, future-facing. Gilroy carries every supporting role across weights and italics.

## HEADLINE

Syncopate Bold

**BEYOND THE  
BOUNDARIES  
OF WEB2**

## ALTERNATE HEADLINE AND SUBHEAD

Gilroy Bold

**As a developer at the forefront of  
Web3, you have a choice.**

## BODY COPY

Gilroy

### **Gilroy Regular**

Build your blockchain solution block-by-block without advanced infrastructure support. (As time consuming and manually laborious as bricklaying.)

### **Gilroy Regular Italic**

*Build your blockchain solution block-by-block without advanced infrastructure support. (As time consuming and manually laborious as bricklaying.)*