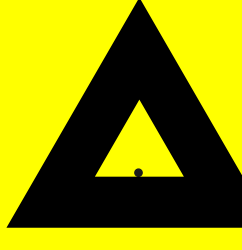
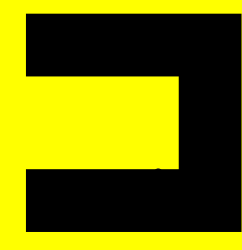
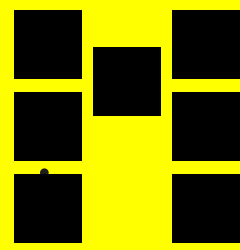
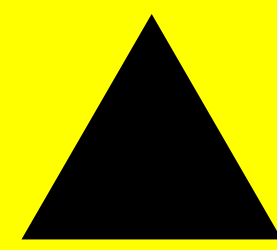
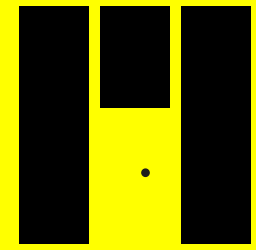
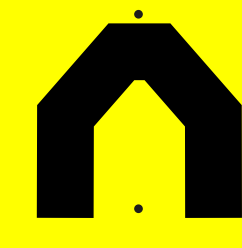
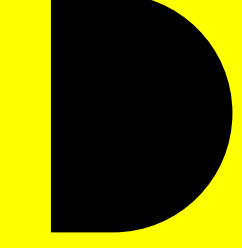
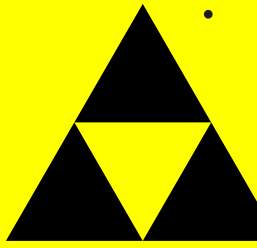
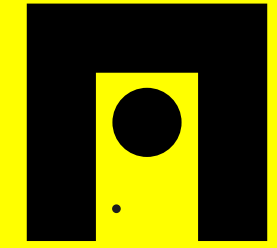
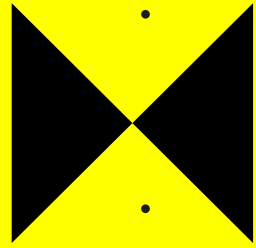
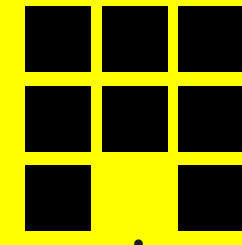
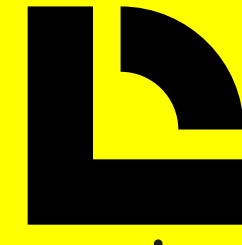
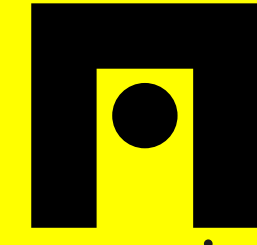
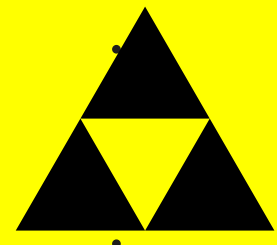
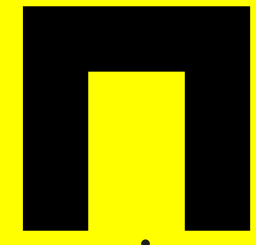


Interim Guidelines - Winter 2022



N

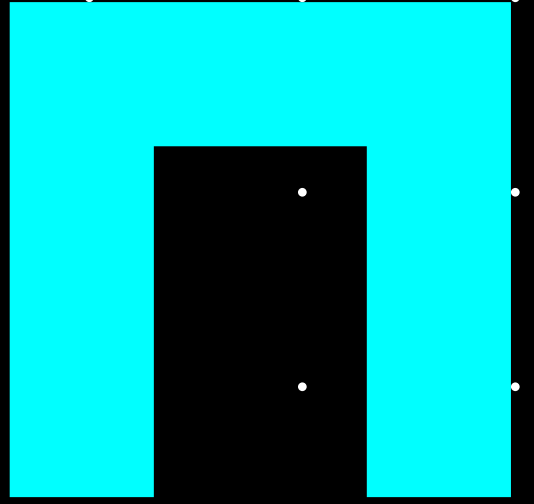
A

M

A

D

A



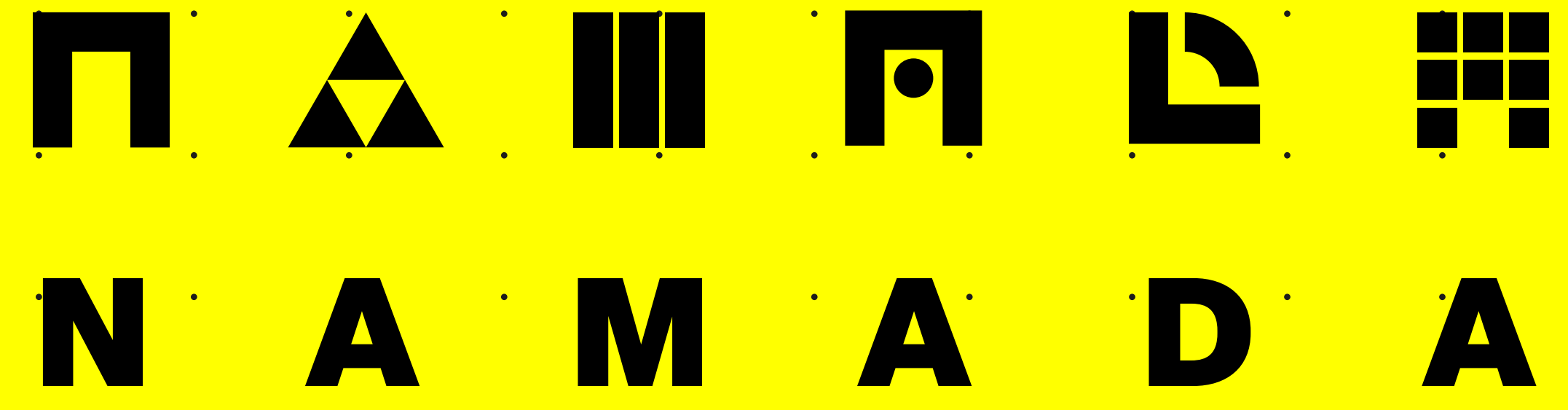
Master Brand

Logo + Wordmark

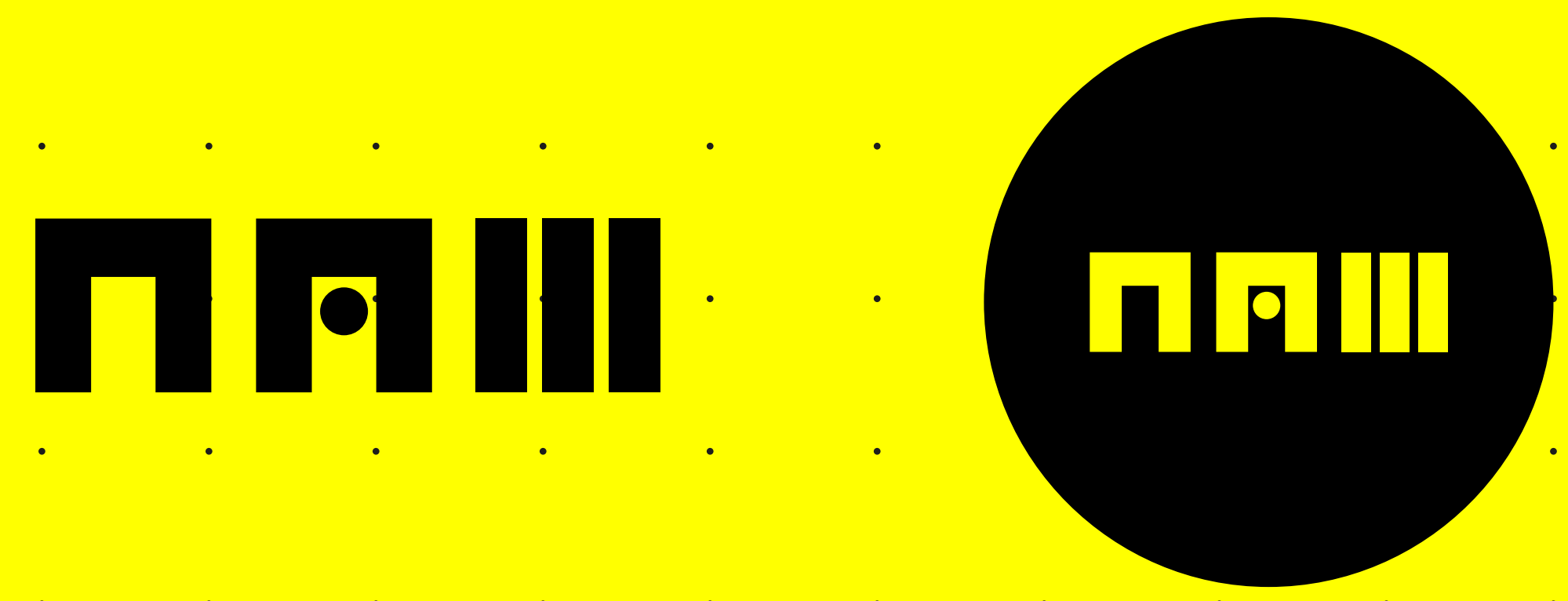
Namada's wordmark is designed to represent the shielded and unshielded states of using the Namada Network. Where possible the animated logo should be used but for static purposes please use the following logos.

Logos can be downloaded here >

Full Wordmark



Short / Social Wordmark



Colours

Yellow should be the dominant colours in your composition. Using the blue and black as splashes of colour where needed to add pace and flow to communications.

#ffff00

#00ffff

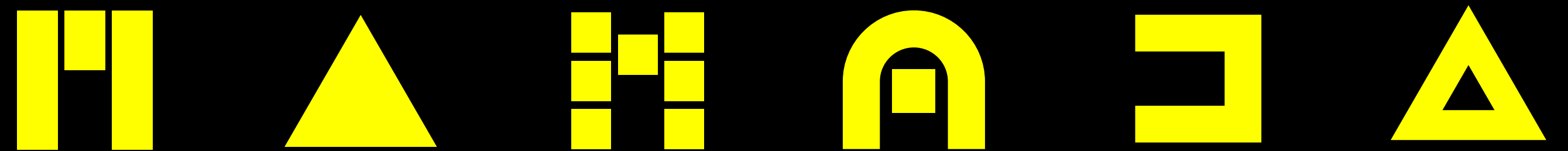
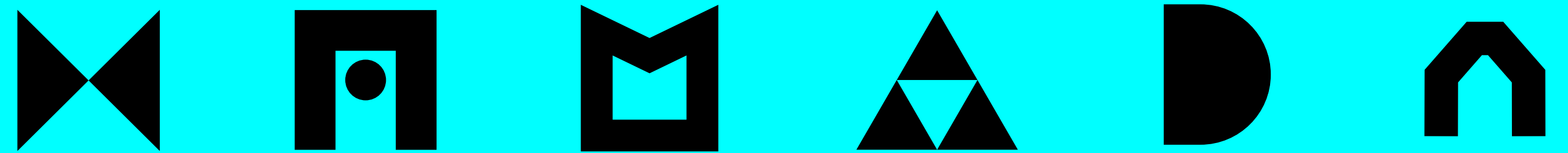
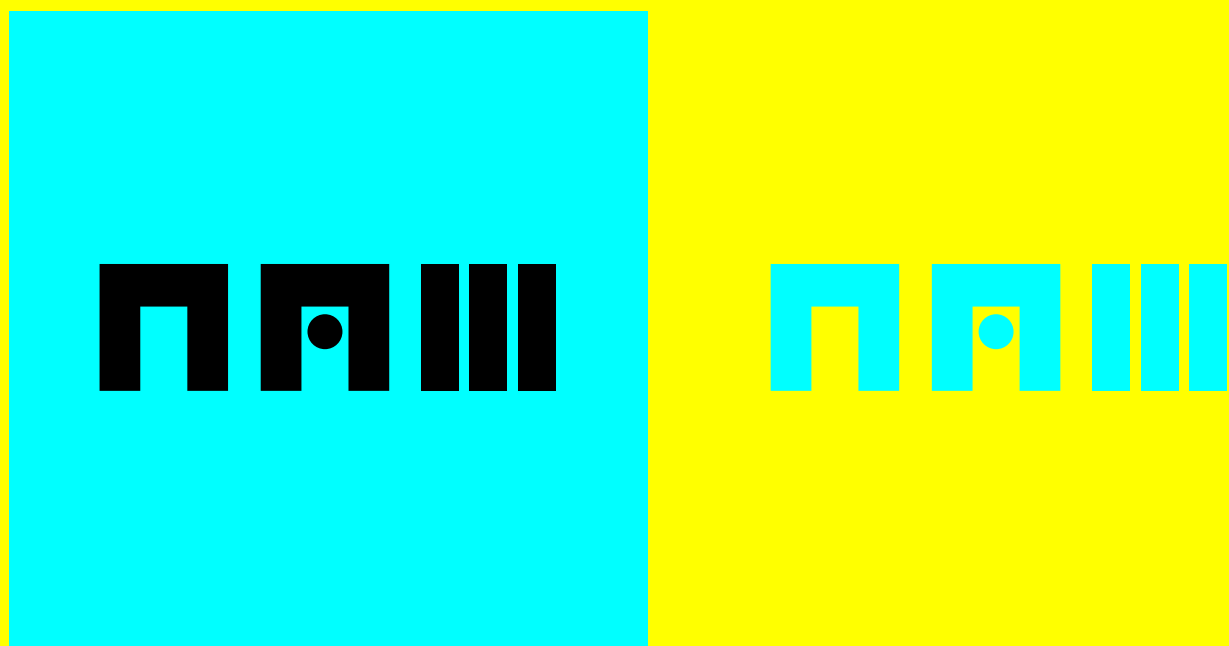
#000000

Logo On Colours

Use your best judgement to avoid colour clash when placing elements on alternate colours



Using yellow on blue and vice-versa can often cause colour clash on certain elements, Make sure that elements are bold enough to be seen



Typography

Title **Space Grotesk SemiBold**

Redefined mono spaced font for readability at smaller sizes. Qwerky accents and corners reflect the Namada symbol shapes while giving the typeface personality.
(Use Semibold for titles)

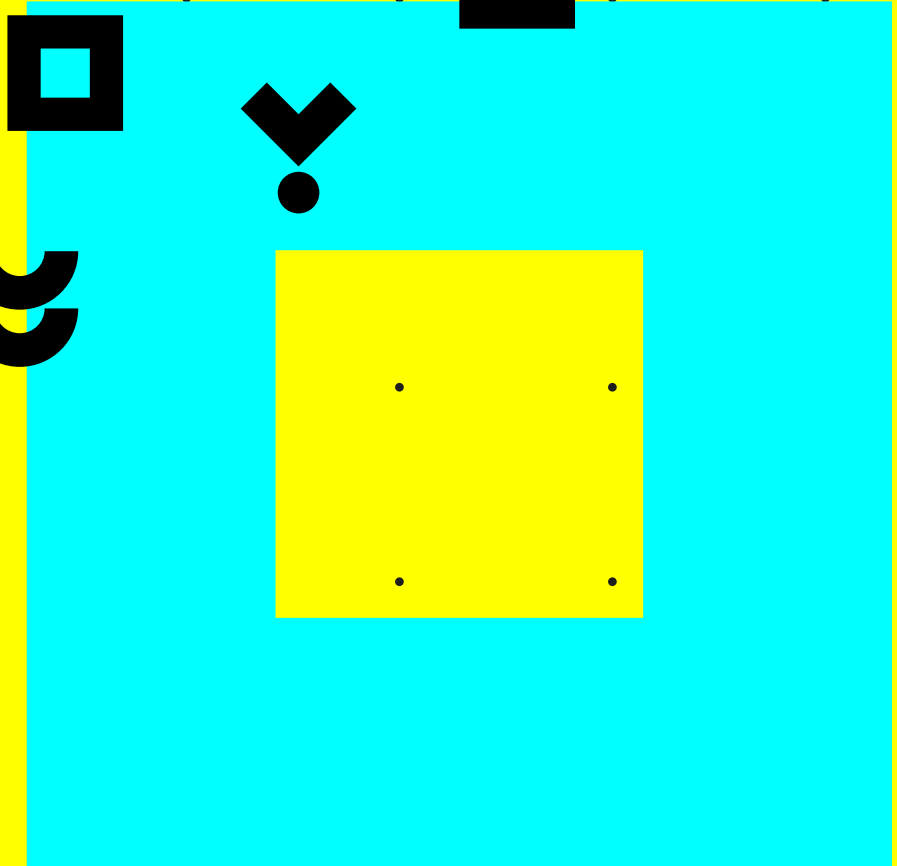
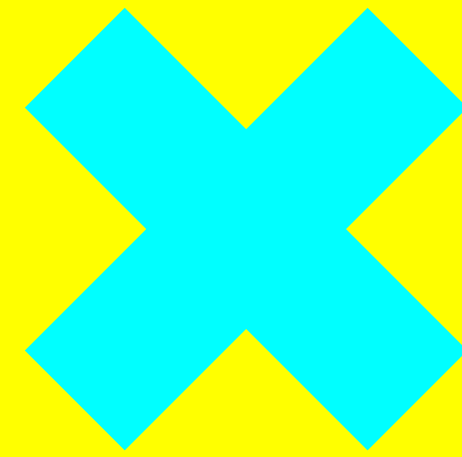
Body Use Space Grotesk medium or regular weight for body text.
Feel free to use **bold** to highlight certain words

[Space Grotesk is an open source font and can be downloaded here >](#)

Graphic Devices

- Namada uses a simple vector style for our iconography and graphics. The symbols and letter forms should be dotted around communications and grouped when we talk about the 'Shield Pool'
- Basic literal world elements can be drawn to help communicate certain features
- The dot matrix is used as a graphic tie into the Anoma ecosystem. Use it prominently in Namada to help add structure and focus to the bright environment.

[A bank of shapes to use can be found here >](#)



namada.net

