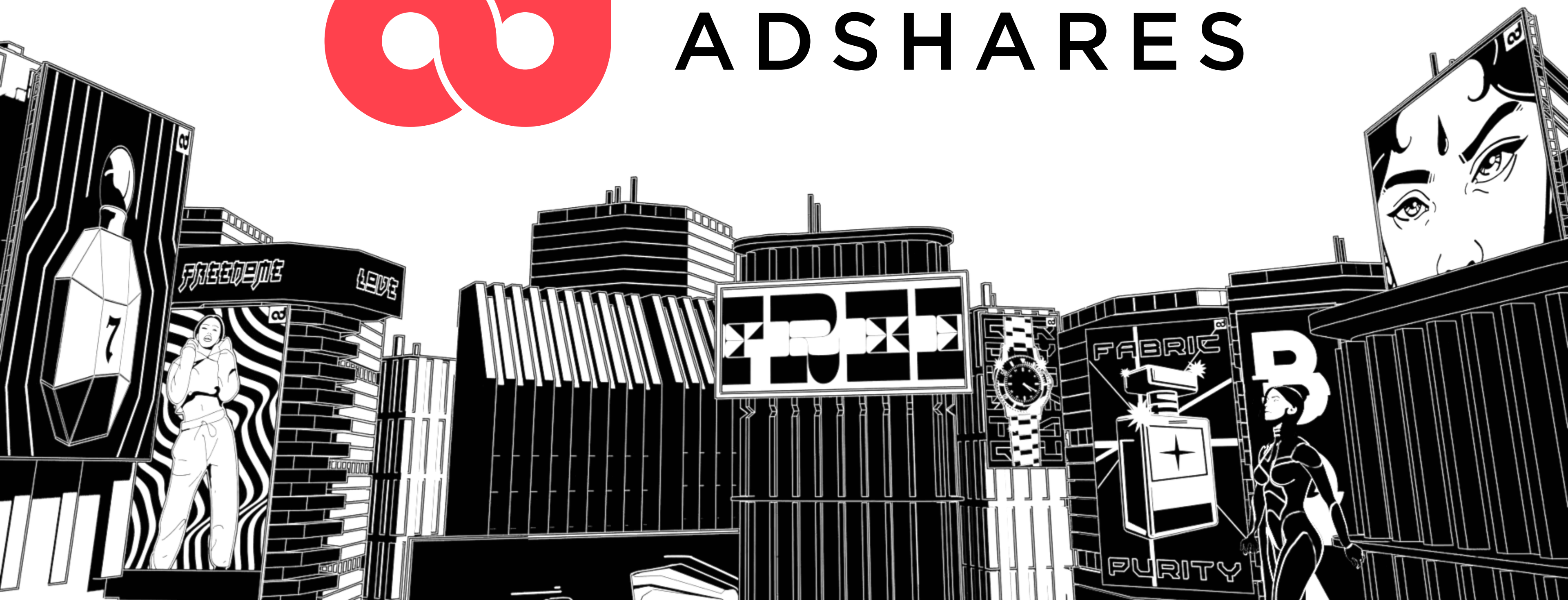


— **BRANDBOOK** —

— **2022** —



ADSHARES



03 **ARCHETYPE**

04 **VISION**

LOGO

06 mark - main

07 mark - achromatic positive

08 mark - modular grid

09 mark - construction

10 mark - protective field

11 mark - achromatic negative

12 logo - main

13 logo - achromatic positive

14 logo - modular grid

15 logo - construction

16 logo - protective field

logo - achromatic negative

17 **LOGO horizontal**

18 logo - main

19 logo - achromatic positive

20 logo - modular grid

21 logo - construction

22 logo - protective field

23 logo - achromatic negative

24 scalling

25 bad usage of logo

26 bad usage of logo on backgrounds

IDENTIFICATION

27 colour scheme

28 logo with backgrounds

29 typography

30 typography - modular grid

31 typography - grades and types of script

32 icons - construction

33 icons - examples

34 decorations

35 images

the explorer



We work against the status quo.

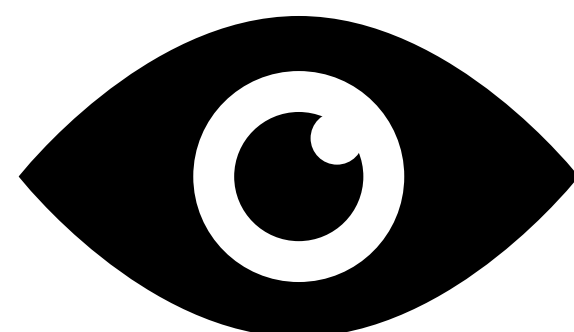
But we are not a bunch of anarchists, haters or „misfits“. We are not fighting with the status quo, because we know advertising is the economy’s driving force.

Yet advertising went from something people like and look forward to – to something they hate and actively avoid.

Instead of trying to destroy existing systems – we decided to discover, create and share a new and better reality – where advertisers get more value, publishers get rewarded and the whole community benefits.

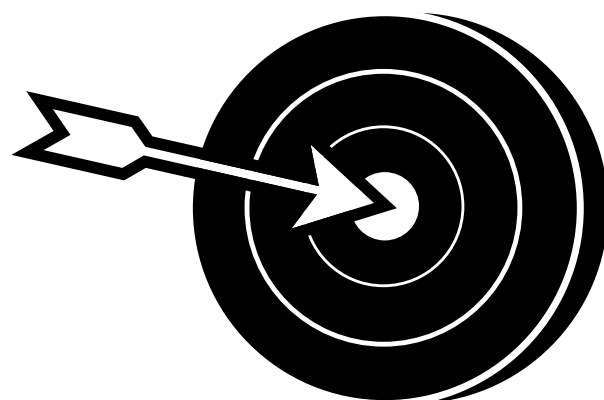
Our purpose is to share our vision and solution for the world to use.

vision & mission



OUR VISION

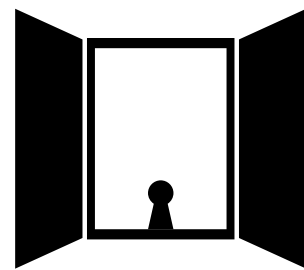
Become the first blockchain-based alternative to existing programmatic systems – be the „fifth force of global advertising“.



OUR MISSION

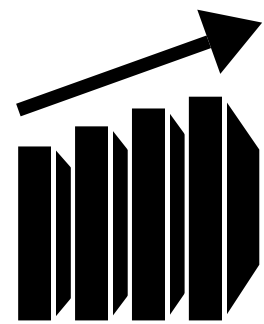
Help companies adopt blockchain technology with minimum effort – by sharing our blockchain, protocol and expertise.

values



OPENNESS

Community is what makes future brands thrive – we are propelled by our people, partners, friends, holders and supporters. Our language is informal, open and direct.



PROGRESS

We challenge ourselves and our products to be better – we actively seek improvement – and we apply. We constantly challenge and improve ourselves and our products. We seek feedback, support – and apply them in our work.



INTEGRITY

We say what we do and we do as we say. Simple and fair.

MARK

2022

main



SUNSET

RGB: 255, 65, 77

HEX: #FF414D

06

achromatic positive

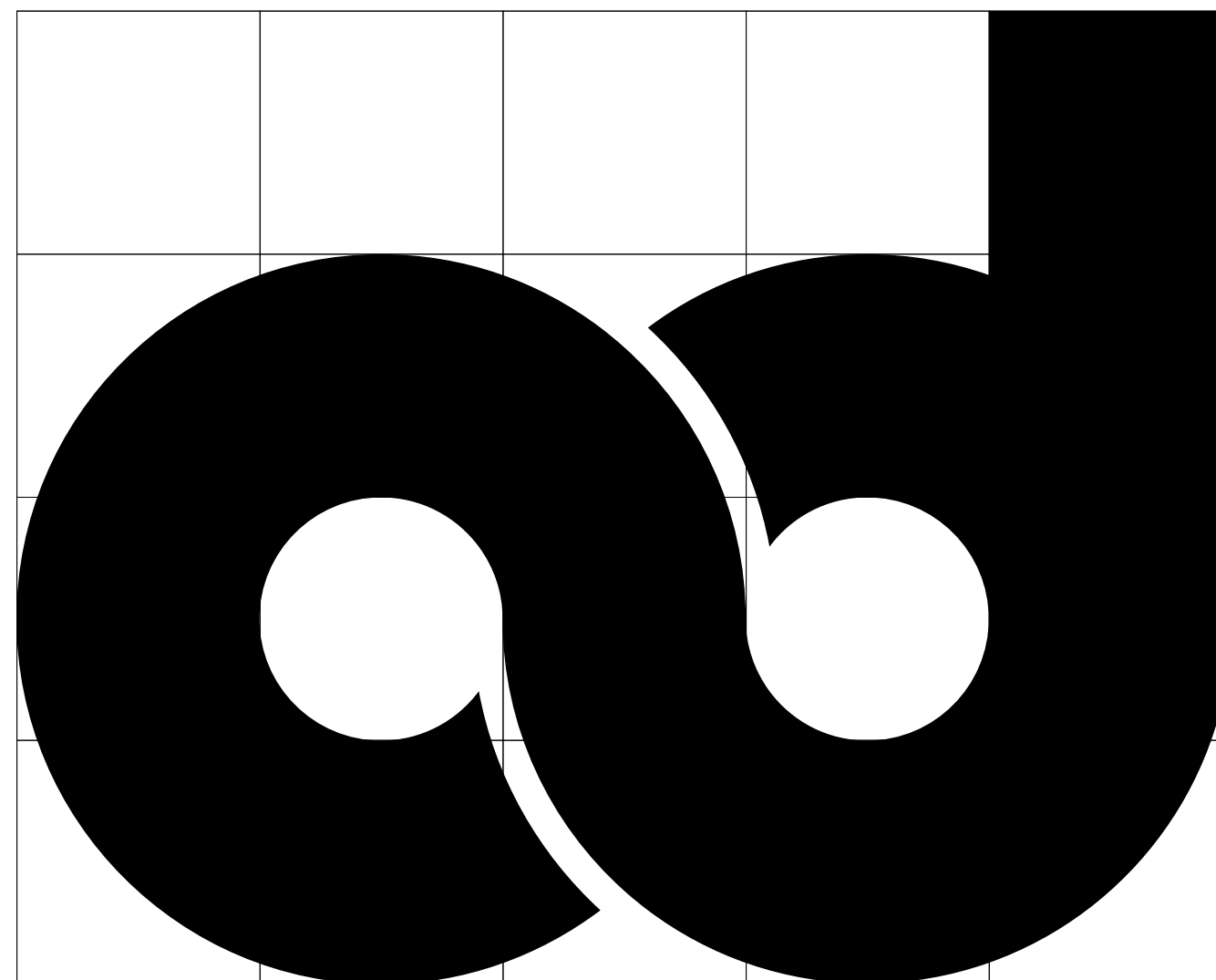


BLACK

RGB: 0, 0, 0

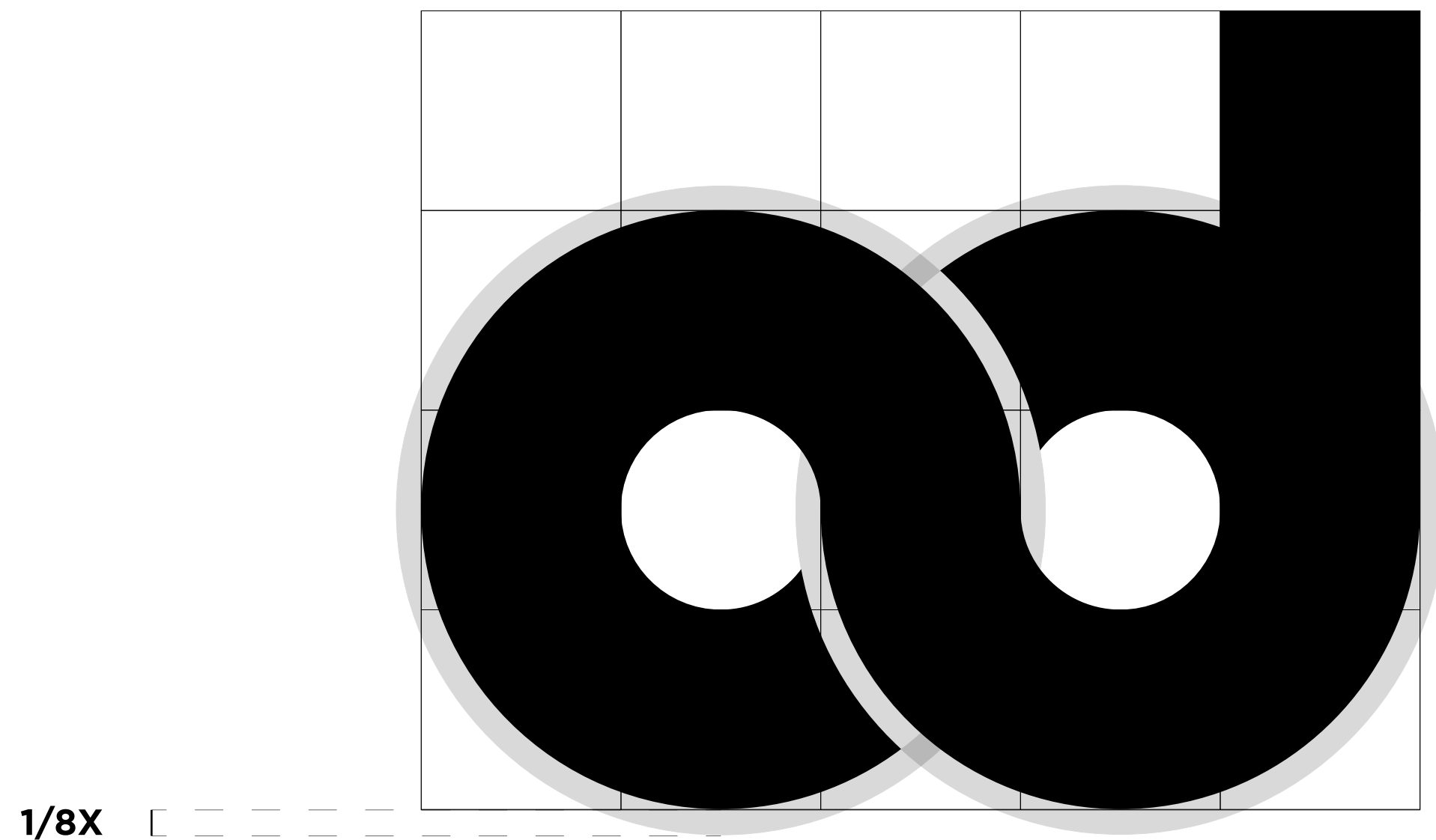
HEX: #000000

modular grid



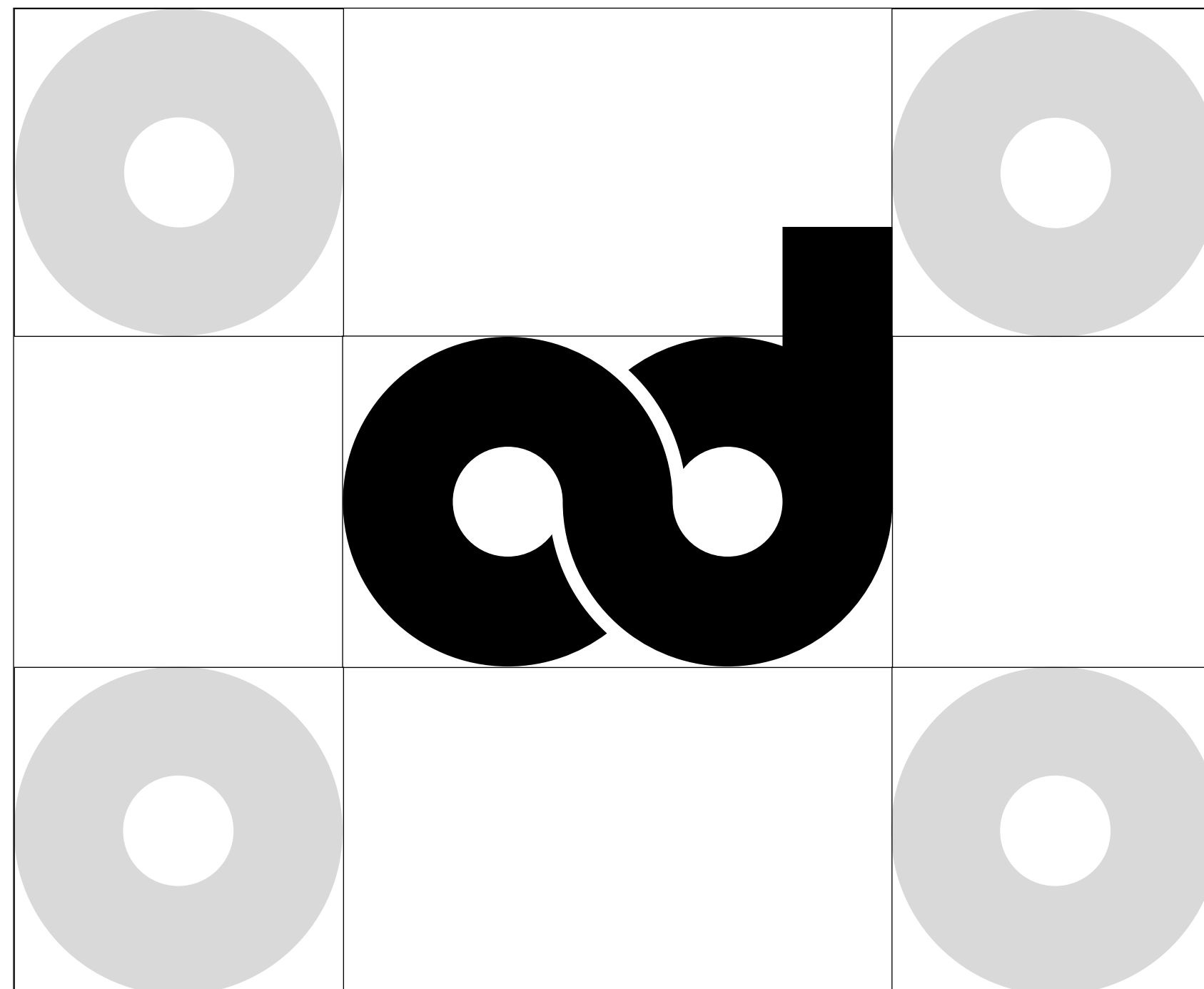
To maintain the proportions of the Adshares brand signet,
the sign is described on a modular grid.
Its overall dimensions are 5X x 4X.

construction



The mark consists of the letters **a** and **d** joined together. The signet letters are **1X** thick and the outline of the letters is **1/8X**.

protective field



The protective field is the space around the sign that serves to maintain sovereignty. It should not include texts or other graphic objects. It also determines the minimum distance between the Logo and the edge of the document by designating its margin. In the case of the Adshares signet, the protective field is determined by the size of the belly of the letters **a** and **d**

achromatic negative



WHITE

RGB: 255, 255, 255

HEX: #FFFFFF

main



Mark

ADSHARES

Logotype

SUNSET

RGB: 255, 65, 77

HEX: #FF414D

BLACK

RGB: 0, 0, 0

HEX: #000000

You can also use the
whole SUNSET colour

LOGO

2022

achromatic positive



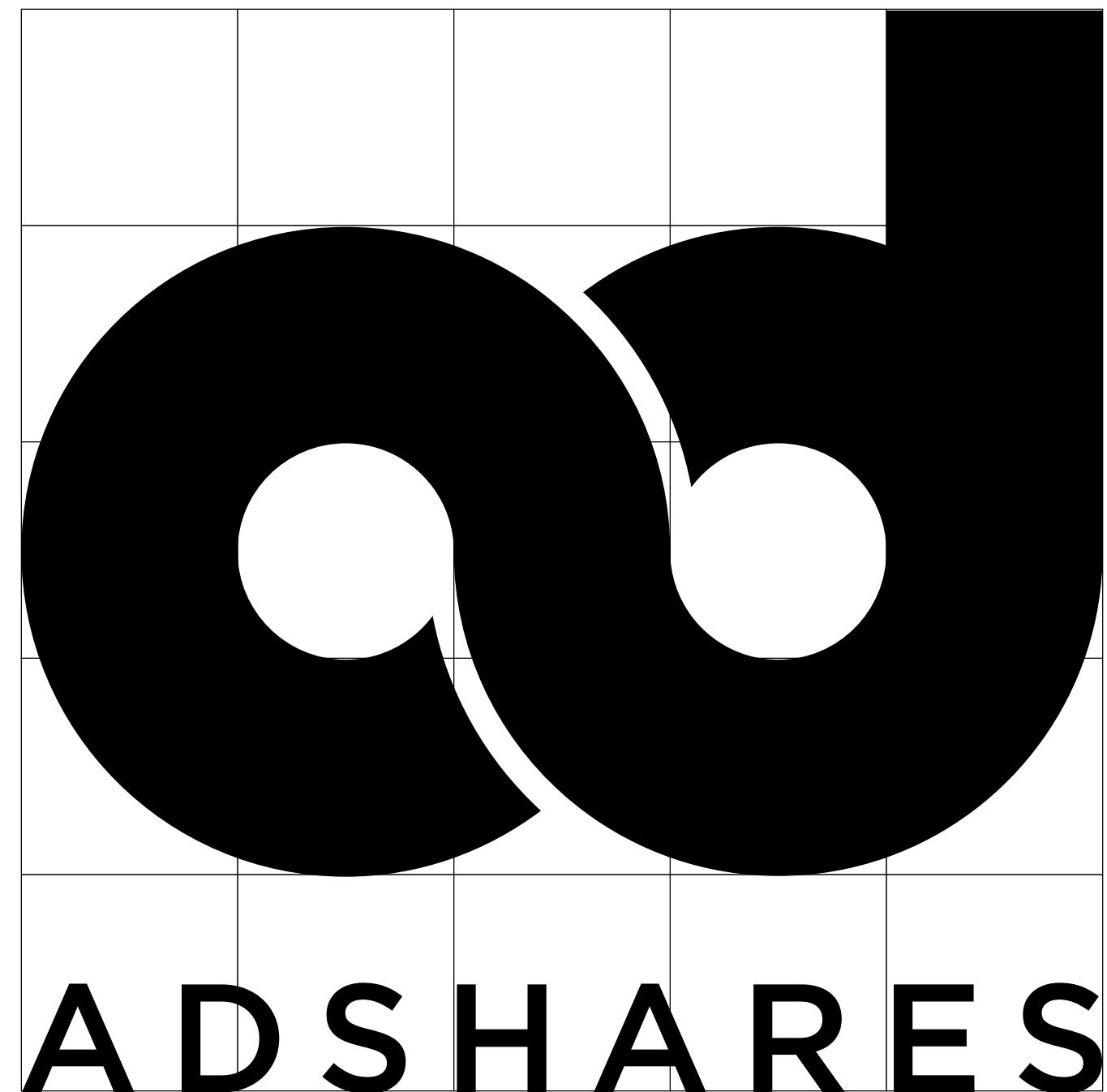
A D S H A R E S

BLACK

RGB: 0, 0, 0

HEX: #000000

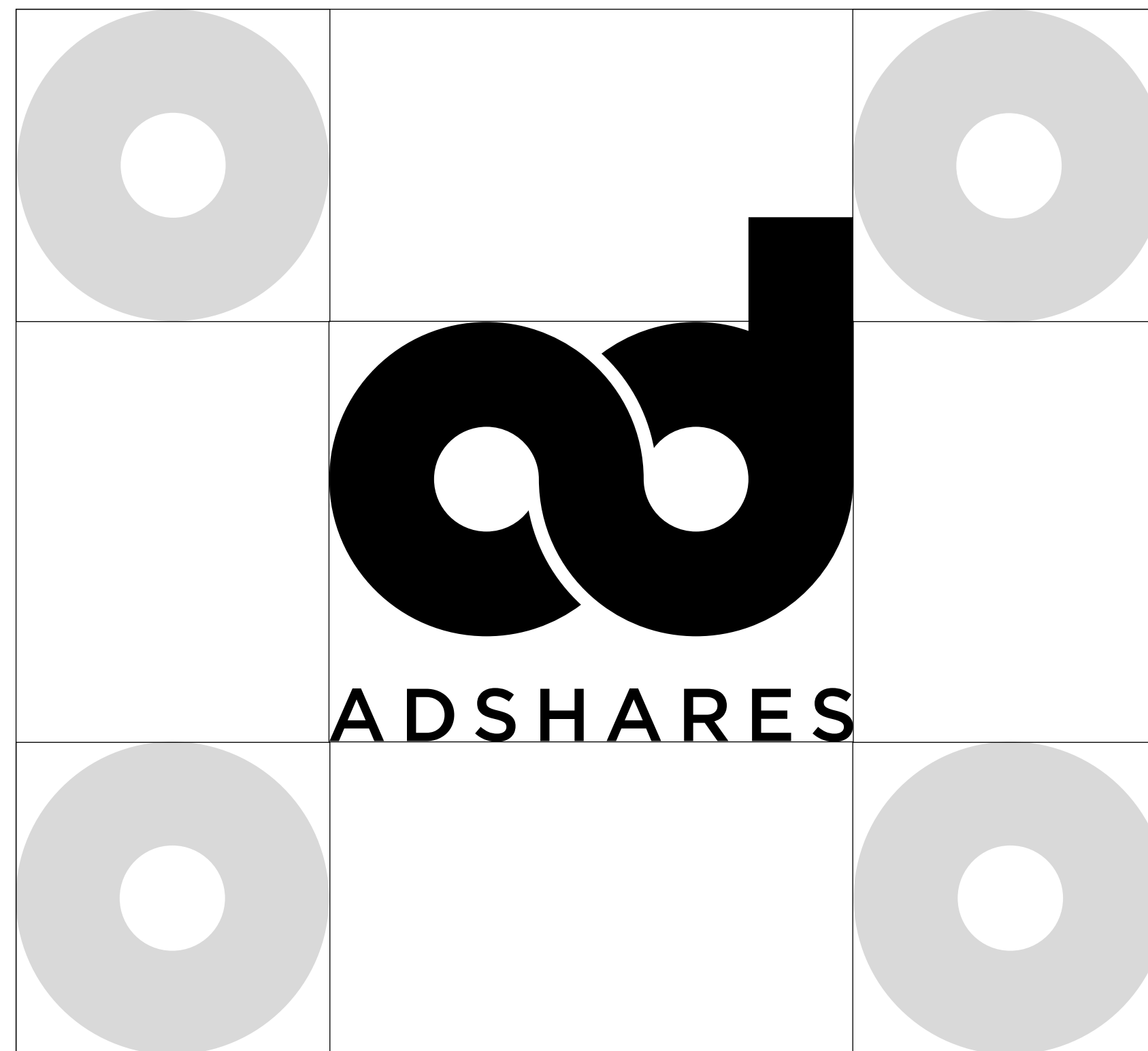
modular grid



To maintain the proportions of the Adshares brand signet,
the sign is described on a modular grid.
Its overall dimensions are 5X x 5X.

The logotype was based on the "Gotham" typeface. The height of the logo is **1/2X**, its distance from the signet is also **1/2X**.

protective field



The protective field is the space around the sign that serves to maintain sovereignty. It should not use texts or other graphic objects. It also determines the minimum distance between the Logo and the edge of the document by designating its margin. In the case of Adshares, a protective field is determined by the size of the belly of the letters **a** and **d**

LOGO

2022

achromatic negative



ADSHARES

WHITE

RGB: 255, 255, 255

HEX: #FFFFFF

LOGO

2022

horizontal main



Mark

ADSHARES

Logotype

SUNSET

RGB: 255, 65, 77

HEX: #FF414D

BLACK

RGB: 0, 0, 0

HEX: #000000

You can also use the
whole SUNSET colour

LOGO

2022

horizontal achromatic positive

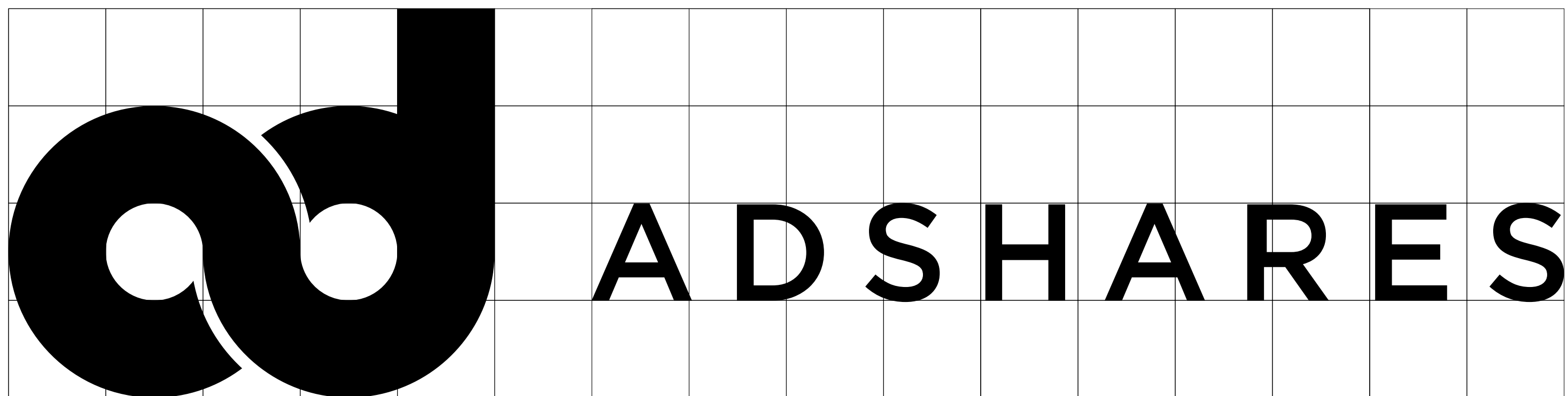


BLACK

RGB: 0, 0, 0

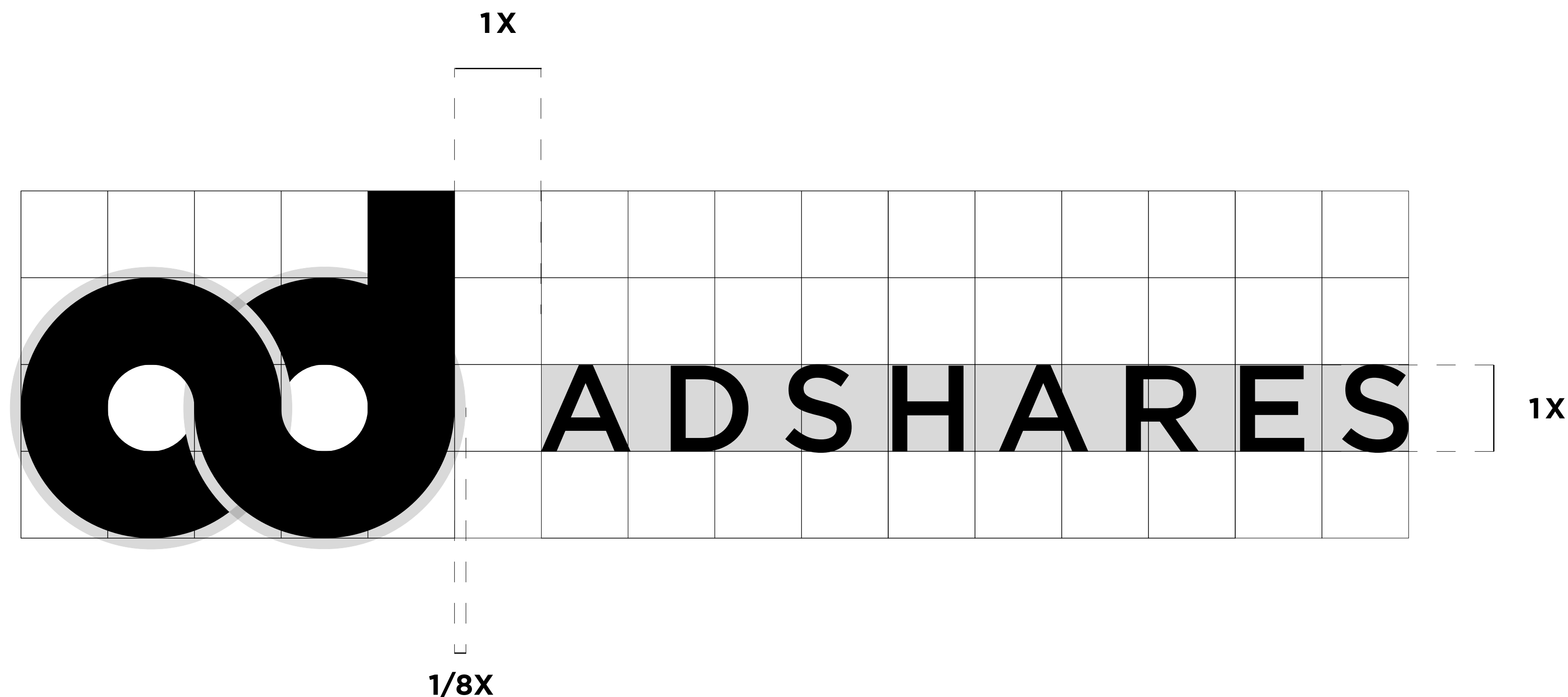
HEX: #000000

modular grid



To maintain the proportions of the Adshares brand signet,
the sign is described on a modular grid.
Its overall dimensions are **16X** x **4X**.

construction



The mark consists of the letters **a** and **d** joined together. The signet letters are **1X** thick and the outline of the letters is **1/8X**.

The logotype was based on the "Gotham" typeface. The height of the logo is **1X**, its distance from the signet is also **1X**.

protective field



The protective field is the space around the sign that serves to maintain sovereignty. It should not use texts or other graphic objects. It also determines the minimum distance between the Logo and the edge of the document by designating its margin. In the case of Adshares, a protective field is determined by the size of the belly of the letters **a** and **d**

LOGO

2022

horizontal achromatic negative



WHITE

RGB: 255, 255, 255

HEX: #FFFFFF

23

scaling - printing & digital

20mm



40mm



10mm



64px



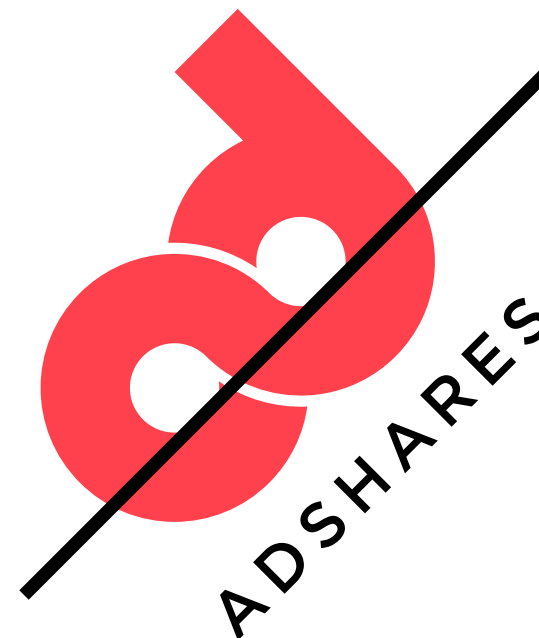
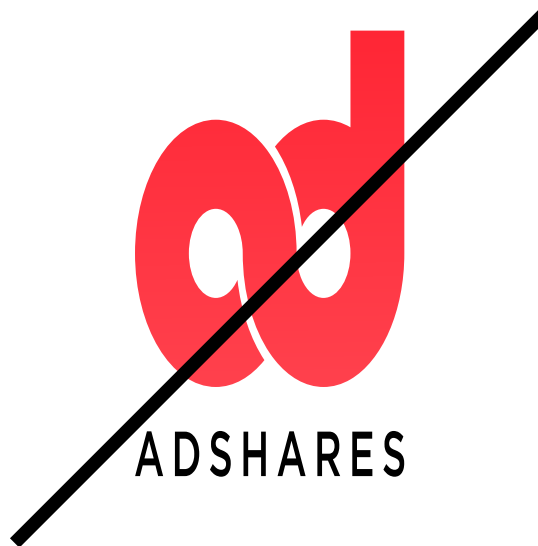
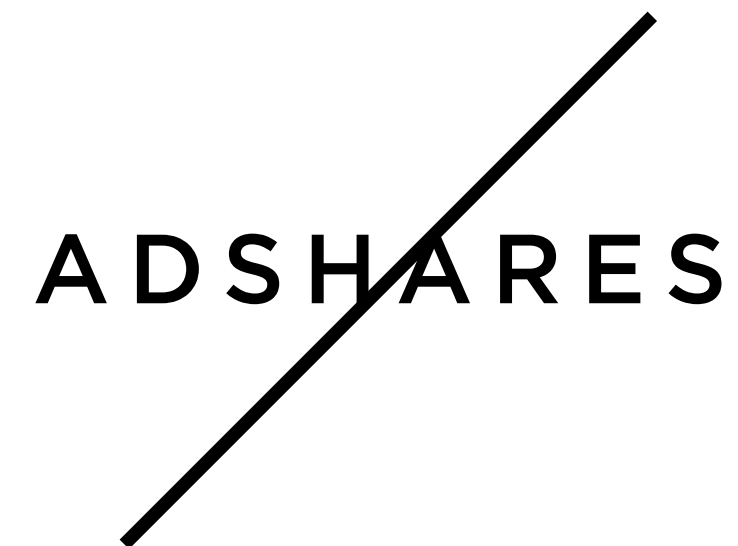
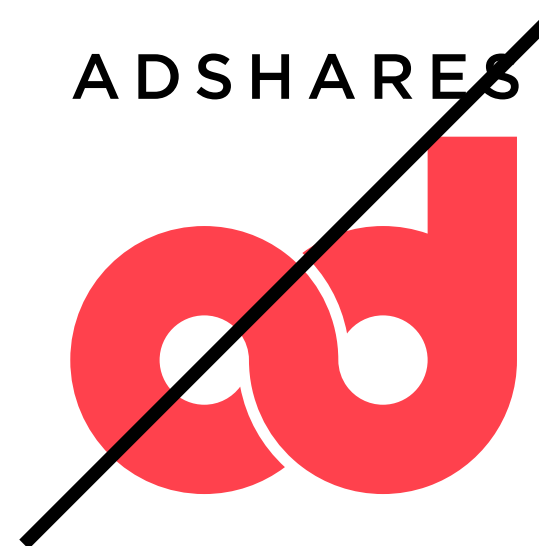
128px



32px

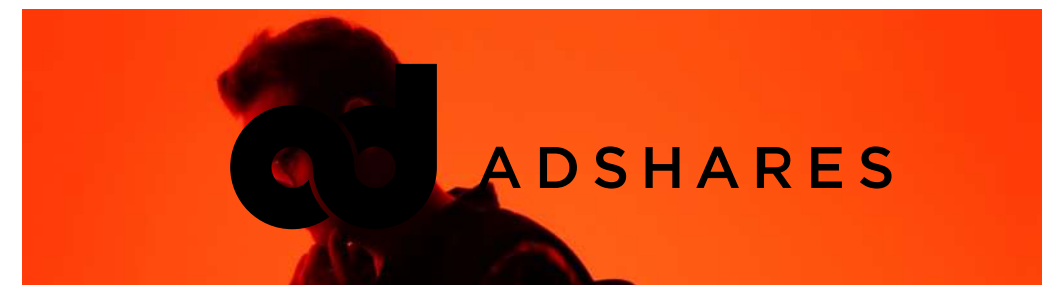
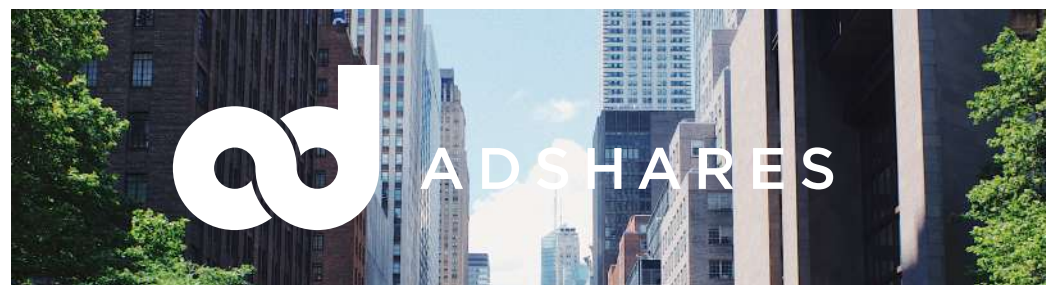
Specifying the minimum size of the logo is necessary for correct exposure and maintain legibility. Each version of the logo has a separately defined width, which at correct scaling will be fine was presenting a sign.

bad usage of logo



Do not distort the logo in any way.
Do not rearrange the logo elements or rotate it in any way.
It is not allowed to use the logotype alone and change the proportions of the logo elements

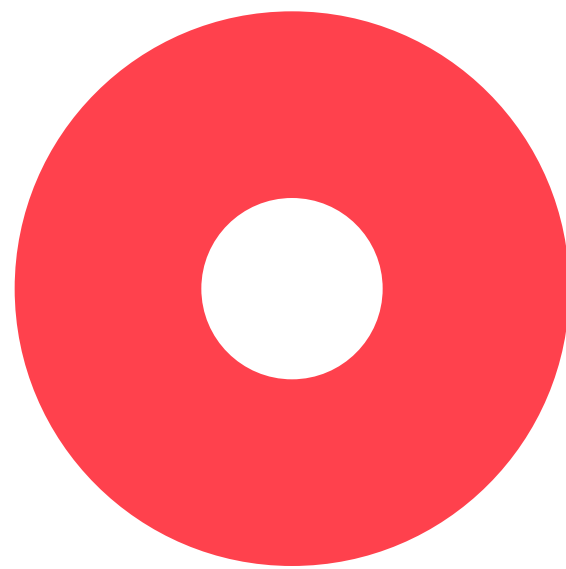
bad usage of logo on backgrounds



It is forbidden to use the logo on a background that is too contrasting or patterned.
It is forbidden to place the logo on a background that is not sufficiently contrasting.

It is forbidden to place the logo on a background that has contrasting elements that impair legibility.
It is forbidden to place the logo too close to other signs, objects and elements. It is forbidden to put other elements on logo surface.

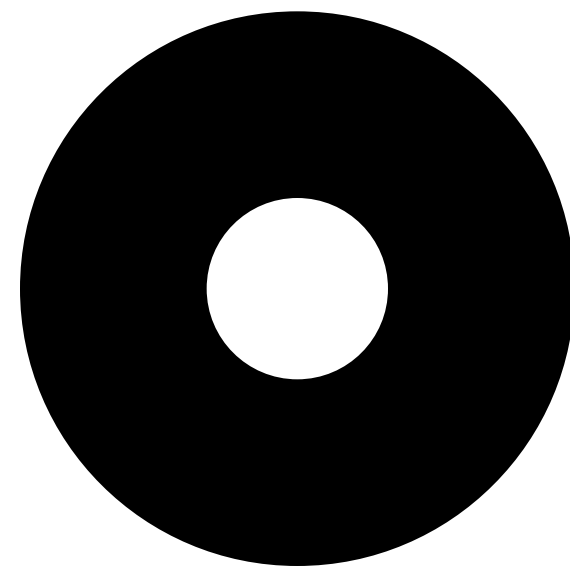
colour scheme



SUNSET

RGB: 255, 65, 77

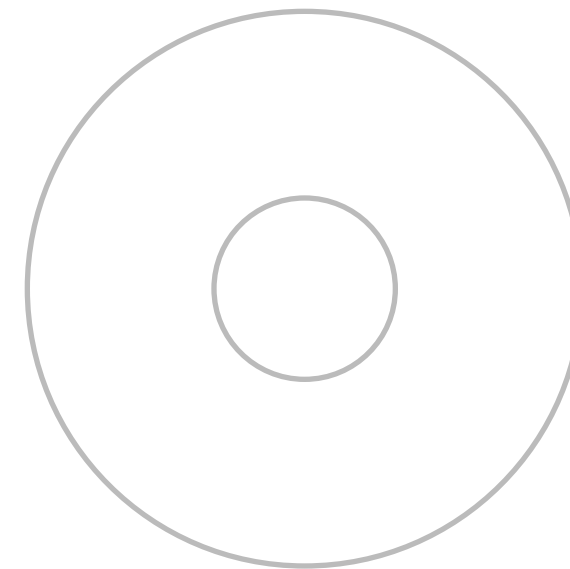
HEX: #FF414D



BLACK

RGB: 0, 0, 0

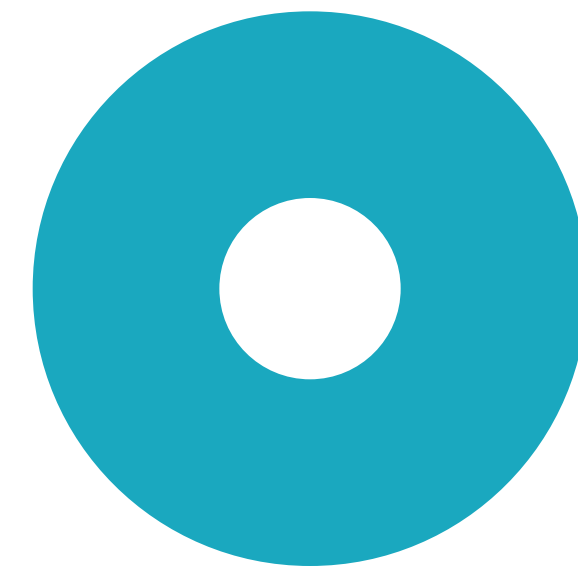
HEX: #000000



WHITE

RGB: 255, 255, 255

HEX: #FFFFFF



AQUA

RGB: 26, 168, 191

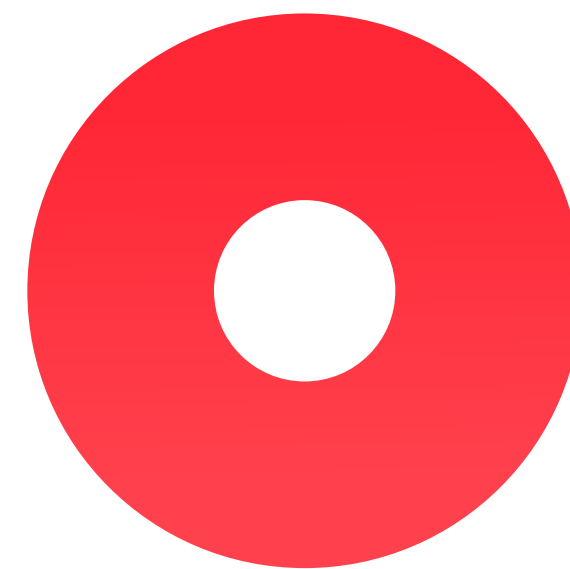
HEX: #1AA8BF



DARKNESS

HEX1: #1A1C1C

HEX2: #000000



SICILIAN

HEX1: #FF2635

HEX2: #FF414D

logo on backgrounds



typography

GOTHAM BOOK

A Ą B C Ć D E Ę F G
H I J K L Ł M N Ń O
Ó P Q R S Ś T U V
W X Y Z Ż Ǻ

a ą b c ć d e ę f g h i
j k l ł m n ń o ó p q r
s ś t u v w x y z ż

1 2 3 4 5 6 7 8 9

!@#\$%&*() _=-+ }]>?

GOTHAM BLACK

**A Ą B C Ć D E Ę F G
H I J K L Ł M N Ń O
Ó P Q R S Ś T U V
W X Y Z Ż Ǻ**

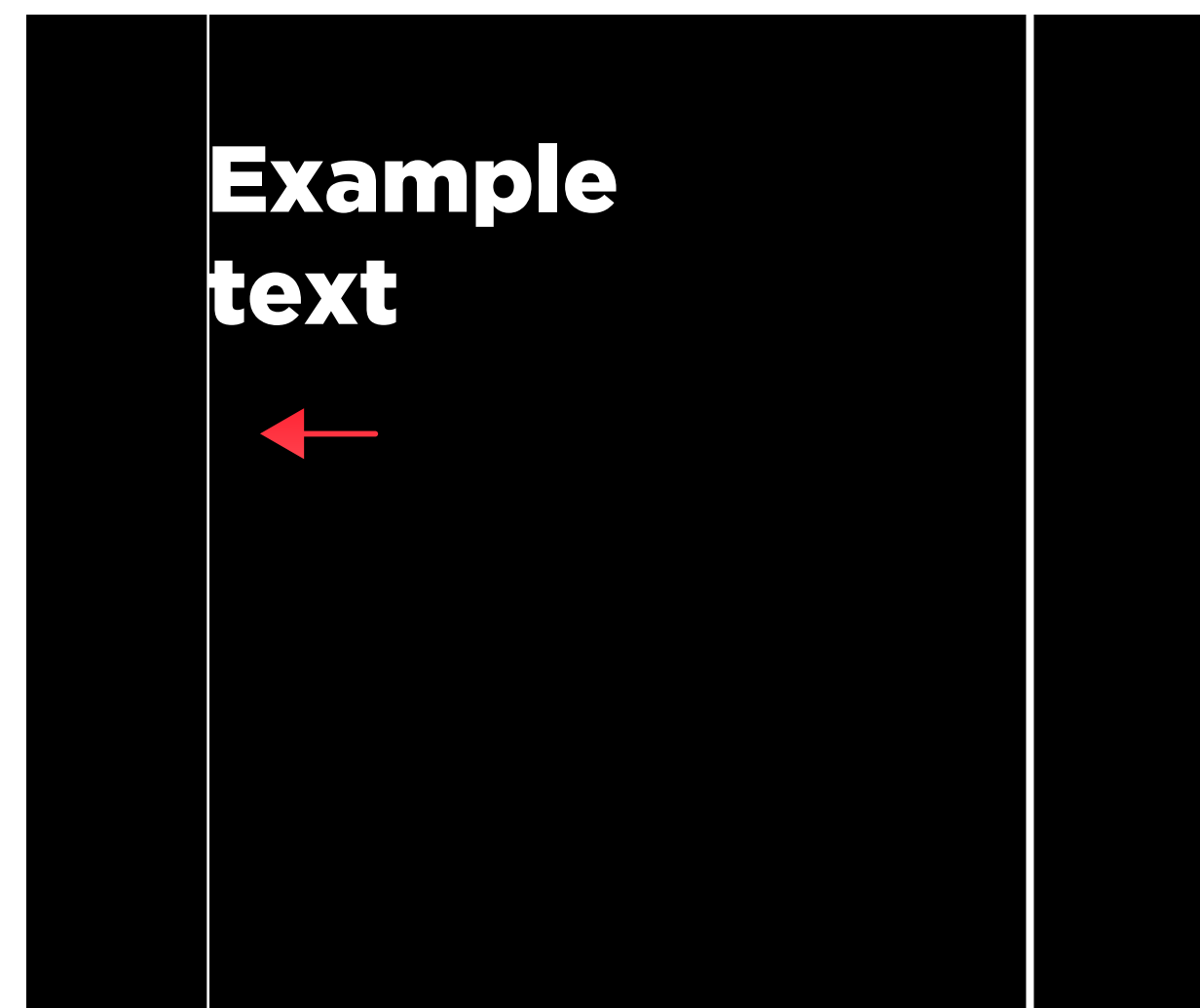
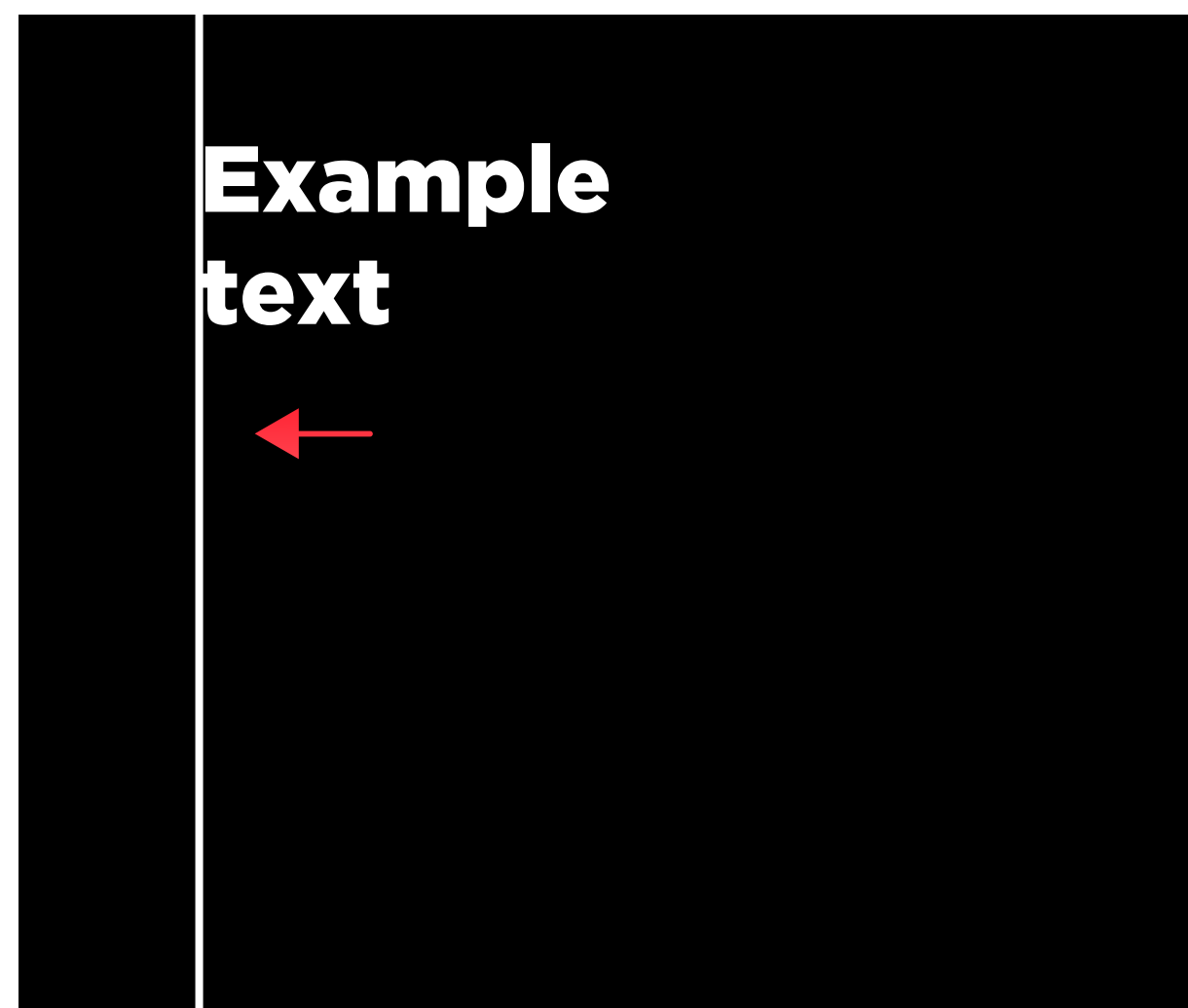
**a ą b c ć d e ę f g h i
j k l ł m n ń o ó p q r
s ś t u v w x y z ż**

1 2 3 4 5 6 7 8 9

!@#\$%&*() _=-+ }]>?

For consistency throughout the system, the typeface used in identification is **Gotham**. The main varieties are **black** and **book**, but you can also use others varieties, if the identification of a given carrier or place of operation requires it.

typography - modular grid



The whole system is based on modular grids. Typography should be applied so that Titles, Headings and Paragraphs touch the left side of the main grid elements. When justified - it's allowed to set the typography independently from the grid.

typography - degrees and varieties of type

Gotham family

thin
extra light
light
book
medium
bold
black
ultra

thin
extra light
light
book
medium
bold
black
ultra

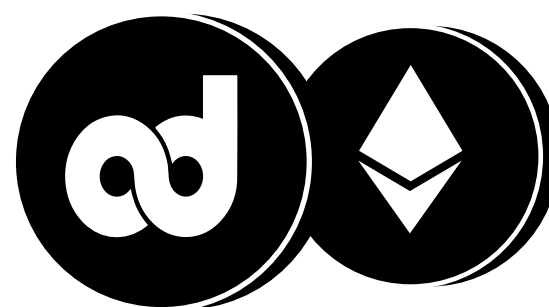
If justified, it's allowed to use different grades and varieties of Gotham typeface, in addition to Black and Book. The advantage of using extreme degrees is to obtain an interesting contrast which results in dynamic typographic compositions.

icons - style and design

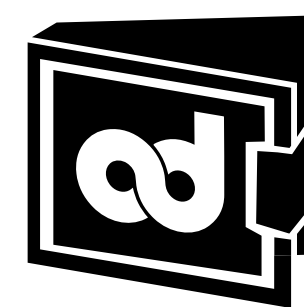
Adshares icons should be filled in, retain the basics of realism, and combine hand-drawn and geometric styles.



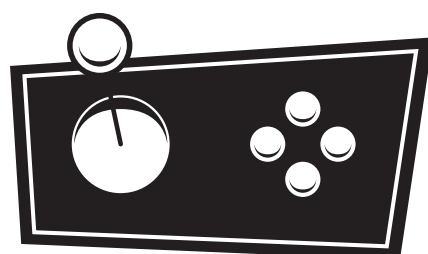
The main color of the icons is BLACK, an inverted color scheme (WHITE) can be used.



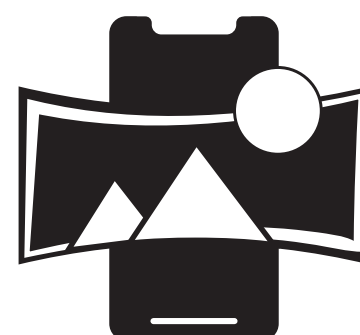
Most icons should use perspective to achieve a 3D look where possible.



The design of the icons uses mostly thick outline lines, aided by a thin line at the details.



The design of the icons is based on a combination of curves and varying degrees of angles.

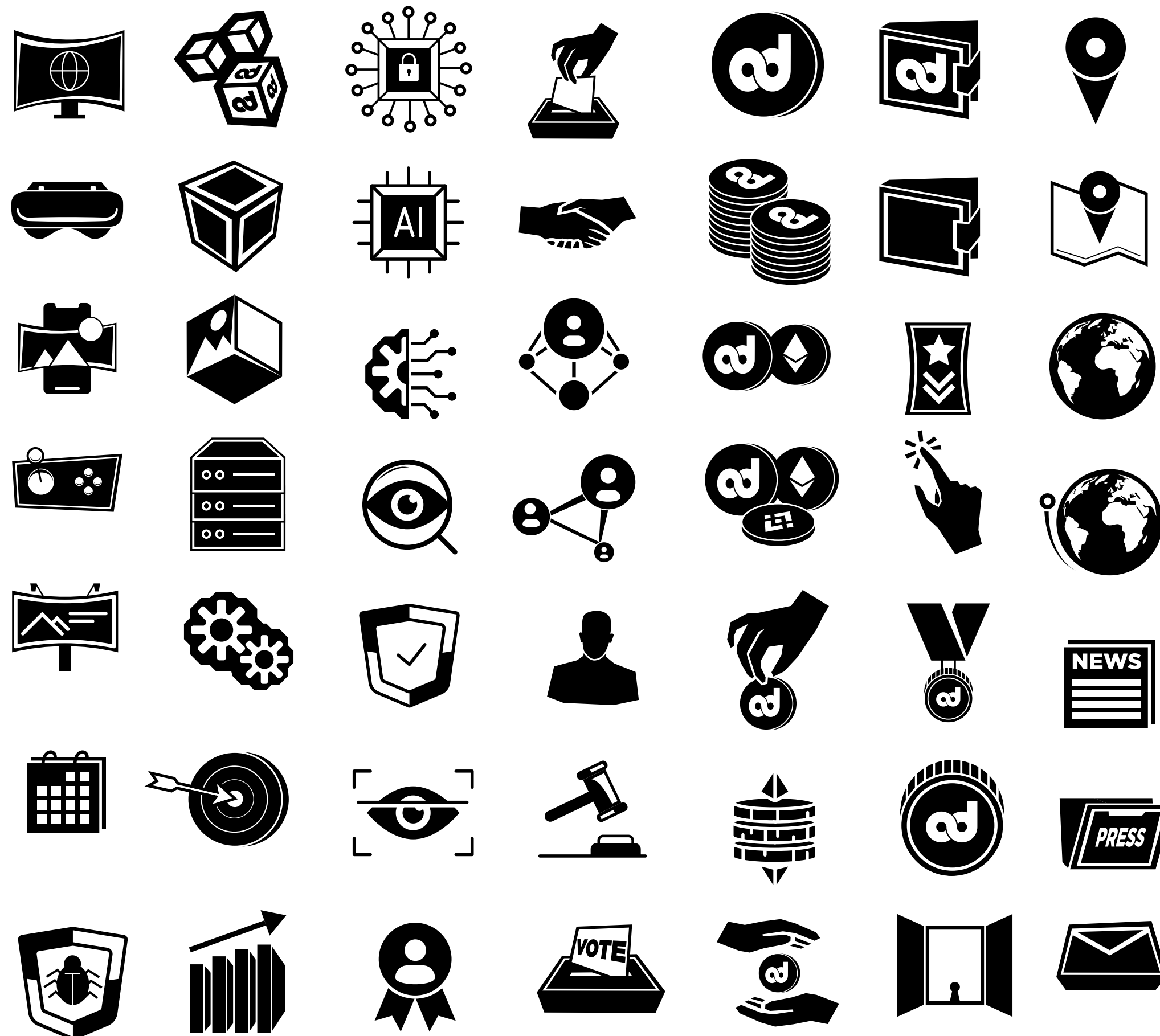


Adshares icons are characterized by high specificity and realism of detail.

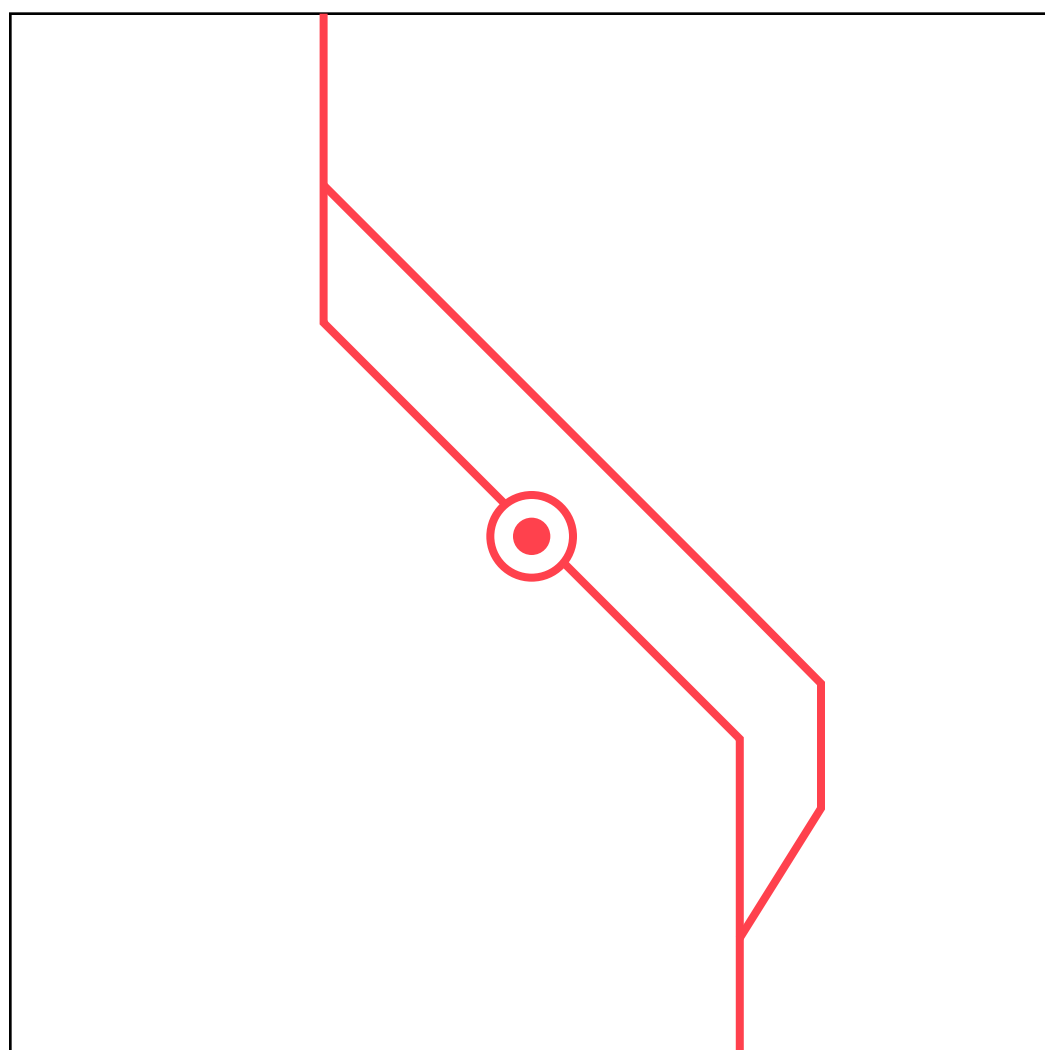


Our icons style is brutalistic and eclectic. They are not based on a modular grid. There is a lot of freedom in the process of their creation

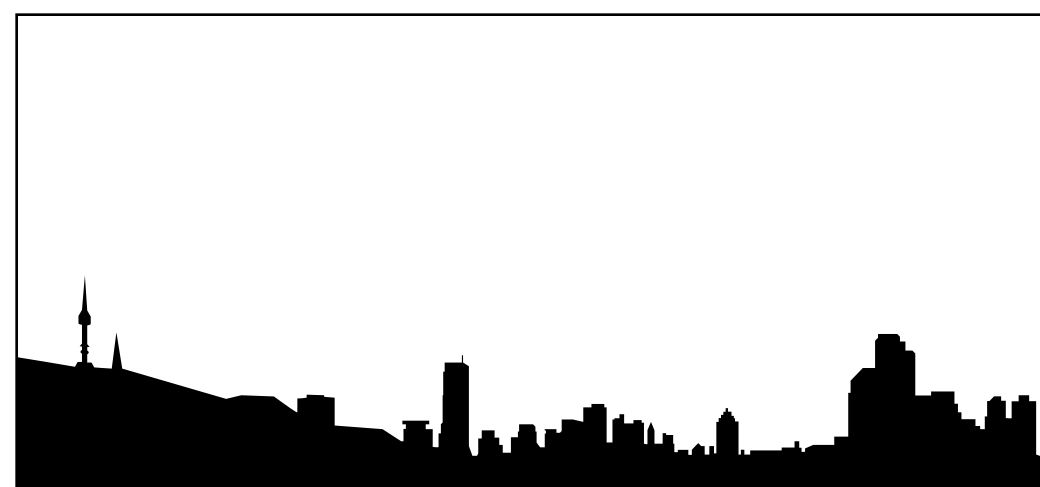
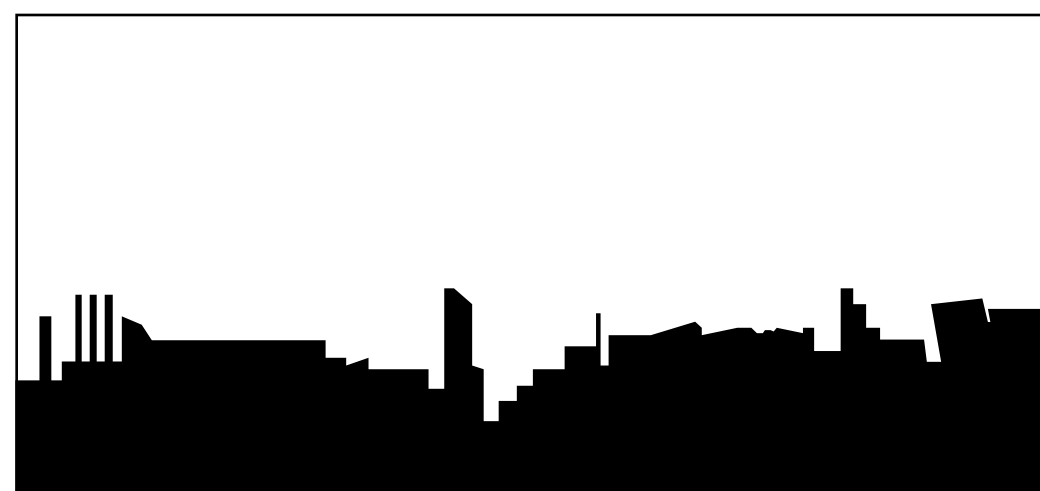
icons - examples



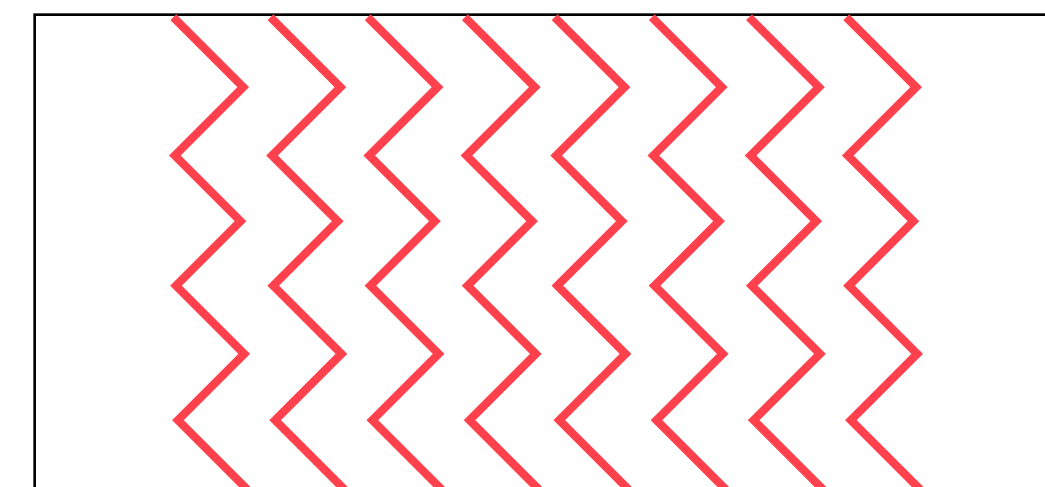
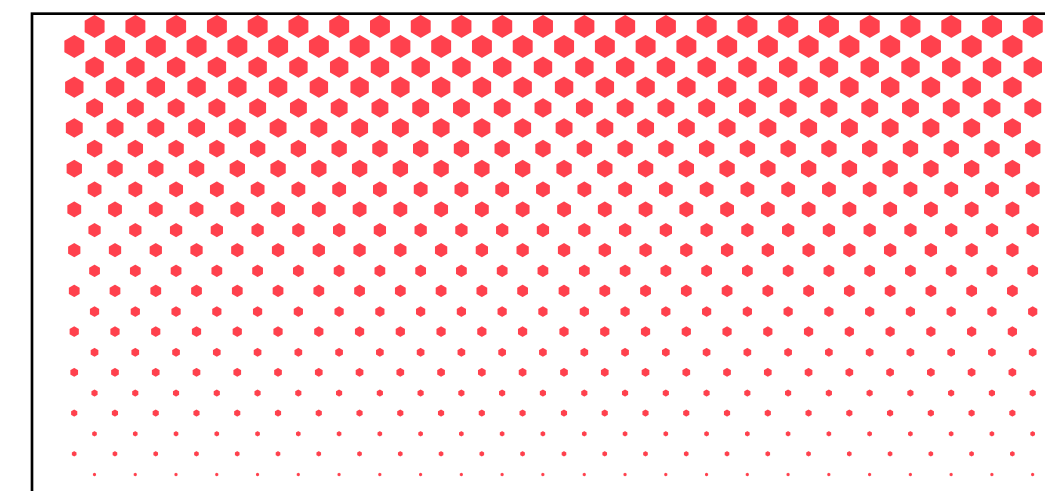
decorative elements



A Sunset-colored guide-line with a dial works like a subway map, signalling stops and key point of our communication



Urban skyline and silhouettes of buildings add dimension to our design. They appear on the website, social media and promotional materials.



In order to add freshness and dynamism, we can introduce patterns - based on cubes (block-chain), lines or other geometric shapes

images



Images used in the brand's visual communications should have a pulled-down saturation and turned up blacks and whites. The style of most photos should be based on brutalism.



In the processing of portraits or photos of people embellishments such as "marker design" are possible.



In situations when design corresponds with the website - we may use the 3D model and/or animation.