

**SKALE**

# Logotype

minimal safe area



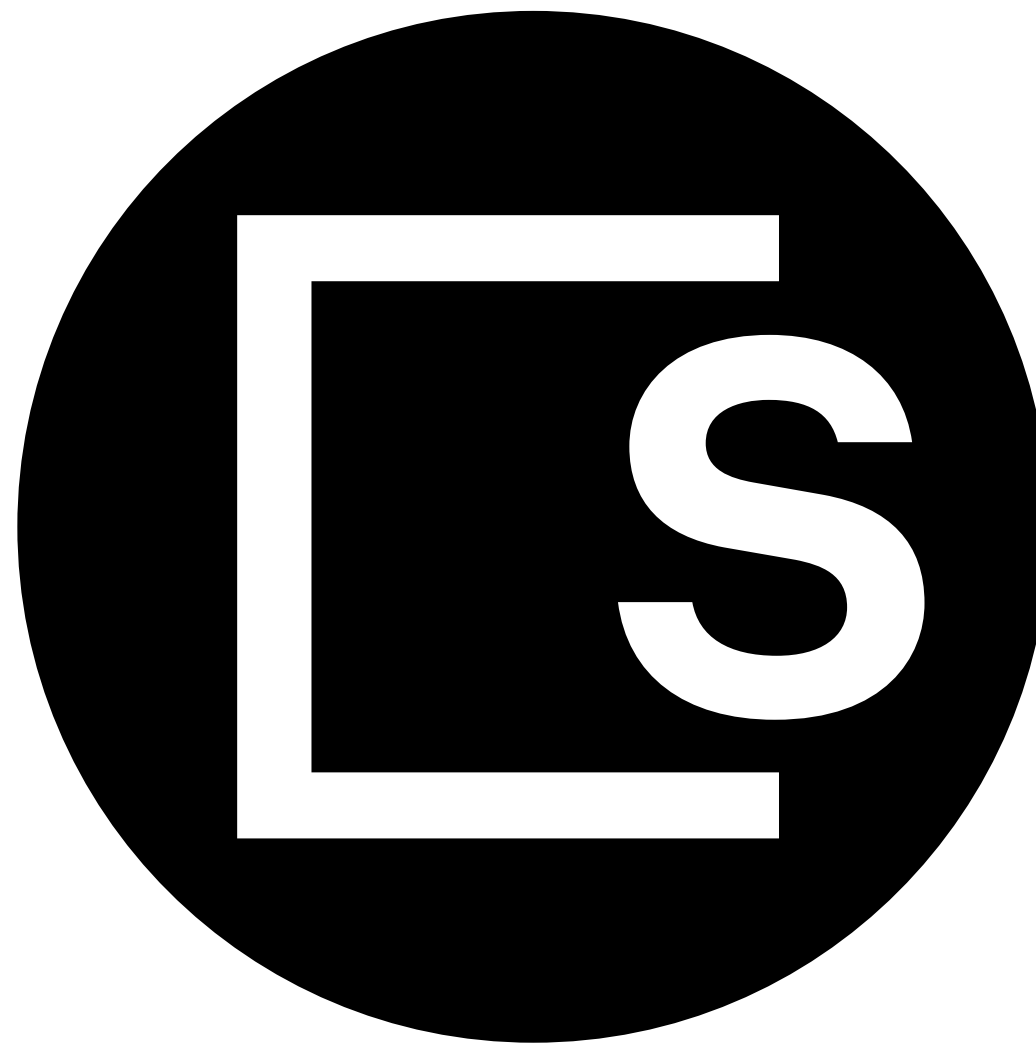
The SKALE logotype can only be used in black or white and should never be deformed, distorted or changed from its original shape and form in any way.

The importance of whitespace around brand elements and throughout all layouts adds clarity and impact to the visual messaging.

The more whitespace, the better it looks.

# Icon / Token

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# Typography

## Headlines / Optical Kerning

Gellix Regular 28pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()

Gellix Bold 28pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()

Play Regular 28pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()

Play Bold 28pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()

## Body Text

Roboto Light 14pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()

Roboto Regular 14pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()

Roboto Bold 14pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()

Roboto Light 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()

Roboto Regular 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()

Roboto Bold 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&\*()

Inspired, by Futura, Gellix employs a combination of rounded and square shaped lettering with verticality and horizontal presence giving legibility.

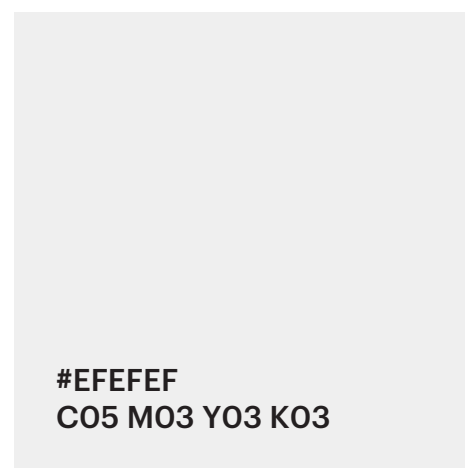
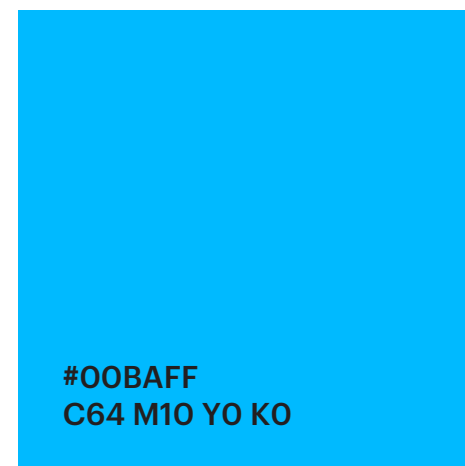
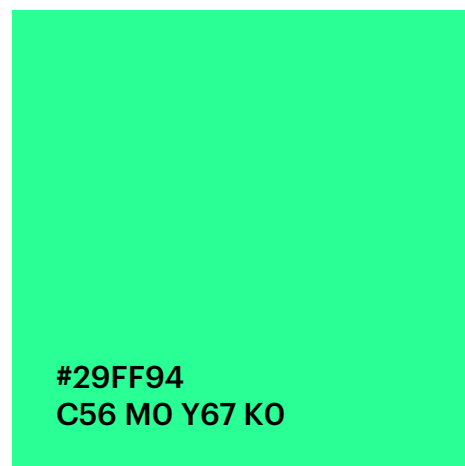
Rounded and squared letters provide Play with a friendly, organic character while looking into the future with its more technical geometric features.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves allowing letters to be settled into their natural width for a more natural reading rhythm.

# Color Palette

## Primary Colors

A mixture of subtle, yet striking cool primary colors combined with a warm and playful set of secondary colors offers flexibility for practically any medium including print and web.

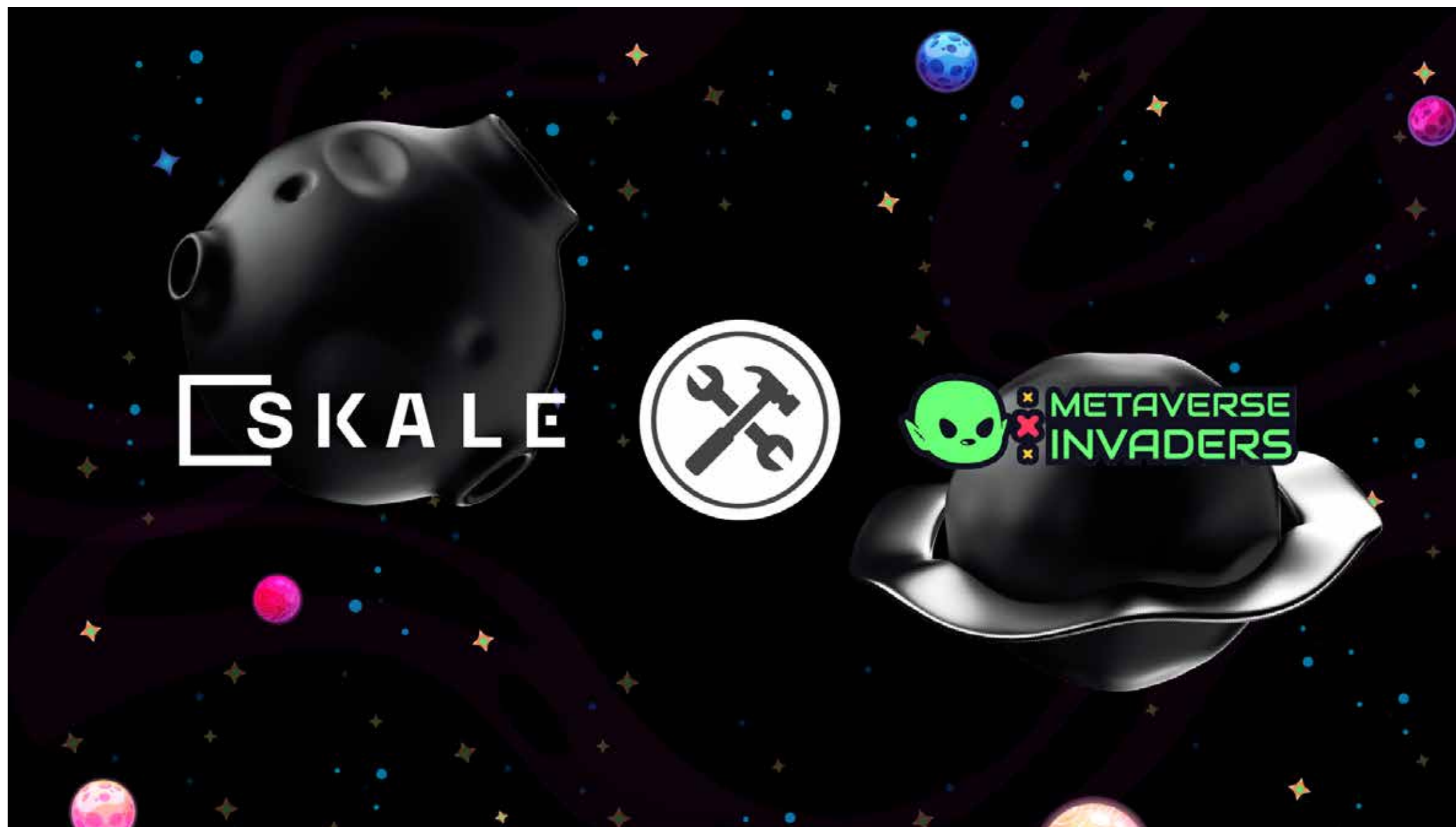


## Secondary Colors



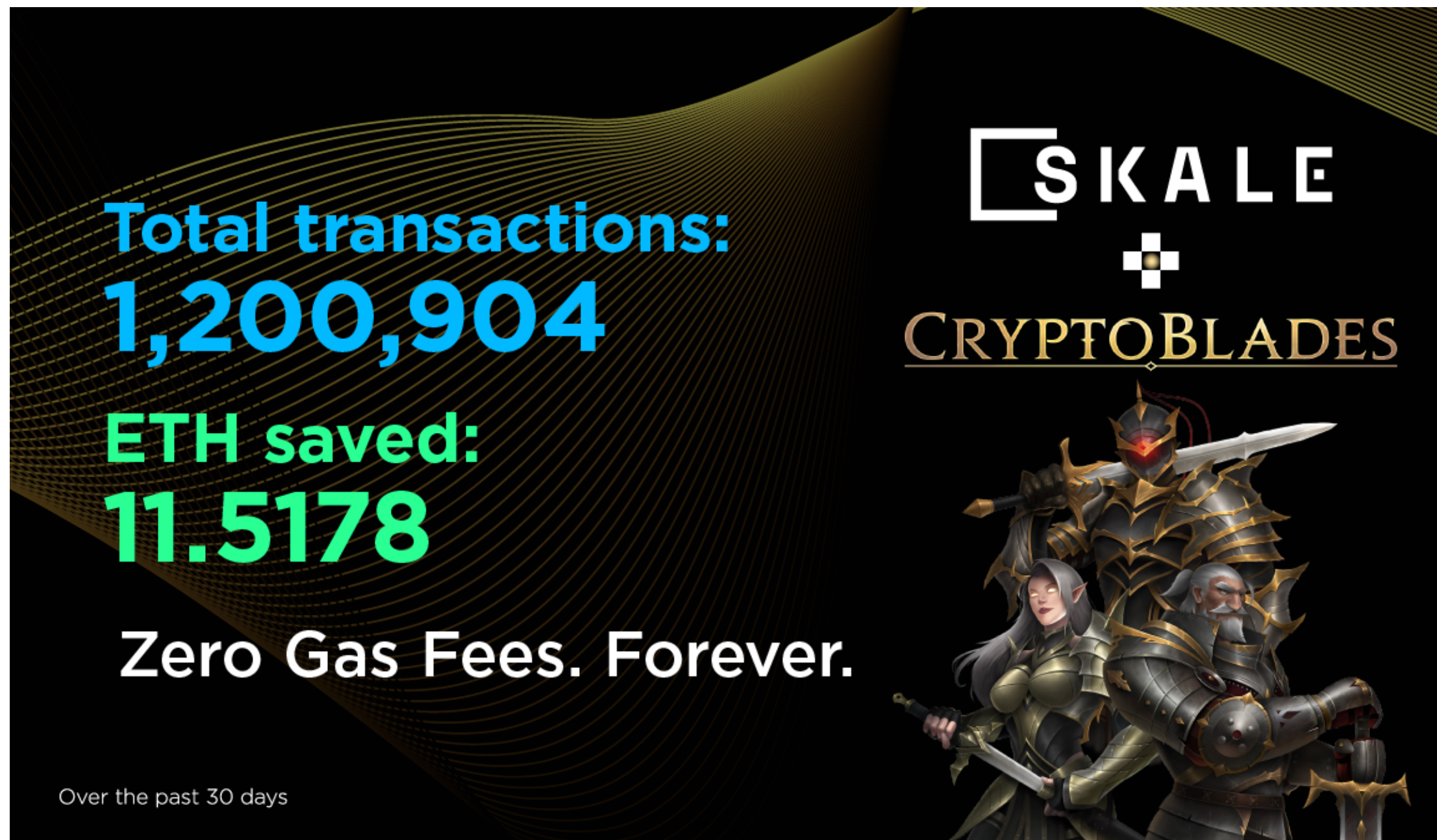
# Examples

Co-Branding - Building on Skale Network



# Examples

Co-Branding Announcements



The graphic features a dark background with a golden, wavy, grid-like pattern on the left side. On the right, there is an illustration of three armored characters: a large, imposing figure in the center, a female character on the left, and a smaller, older male character on the right. The SKALE logo is at the top right, followed by a small cross icon and the word CRYPTOBLADES in a stylized font. The main text on the left is in large, bold, blue and green fonts, and the phrase 'Zero Gas Fees. Forever.' is in white. At the bottom left, it says 'Over the past 30 days'.

Total transactions:  
**1,200,904**

ETH saved:  
**11.5178**

Zero Gas Fees. Forever.

Over the past 30 days

SKALE  
CRYPTOBLADES

# Examples

Twitter Banner



# Examples

Promotional Announcements



# Examples

Blog Post - Into the SKALEVerse



# Examples

Blog Post - Monthly Community AMA



**July Community AMA**  
Friday, July 22nd 12pm PT

**Jack O'Holleran**  
Co-Founder & CEO  
SKALE

**Chadwick Strange**  
VP Product  
SKALE

**Christine Perry**  
VP Solutions Engineering  
SKALE

12pm PT  
3pm ET  
8pm BST  
10pm UTC +3  
3am UTC +8

**SKALE**

The banner features a dark background with a pattern of white dots and a stylized satellite in the top left. Three circular portraits of the speakers are arranged horizontally. A rocket is depicted on the right side, and the SKALE logo is at the bottom right. A decorative trail of blue squares leads from the middle speaker's name towards the bottom center.

# Examples

SKL Coin Trading Announcements

