

Brand Guidelines



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Logotype

Logotype

The Ankr logo consists of two elements: the symbol and text. This logo is a key element of Ankr's visual style.

When possible, it is preferred to use the full logo: symbol + wordmark.

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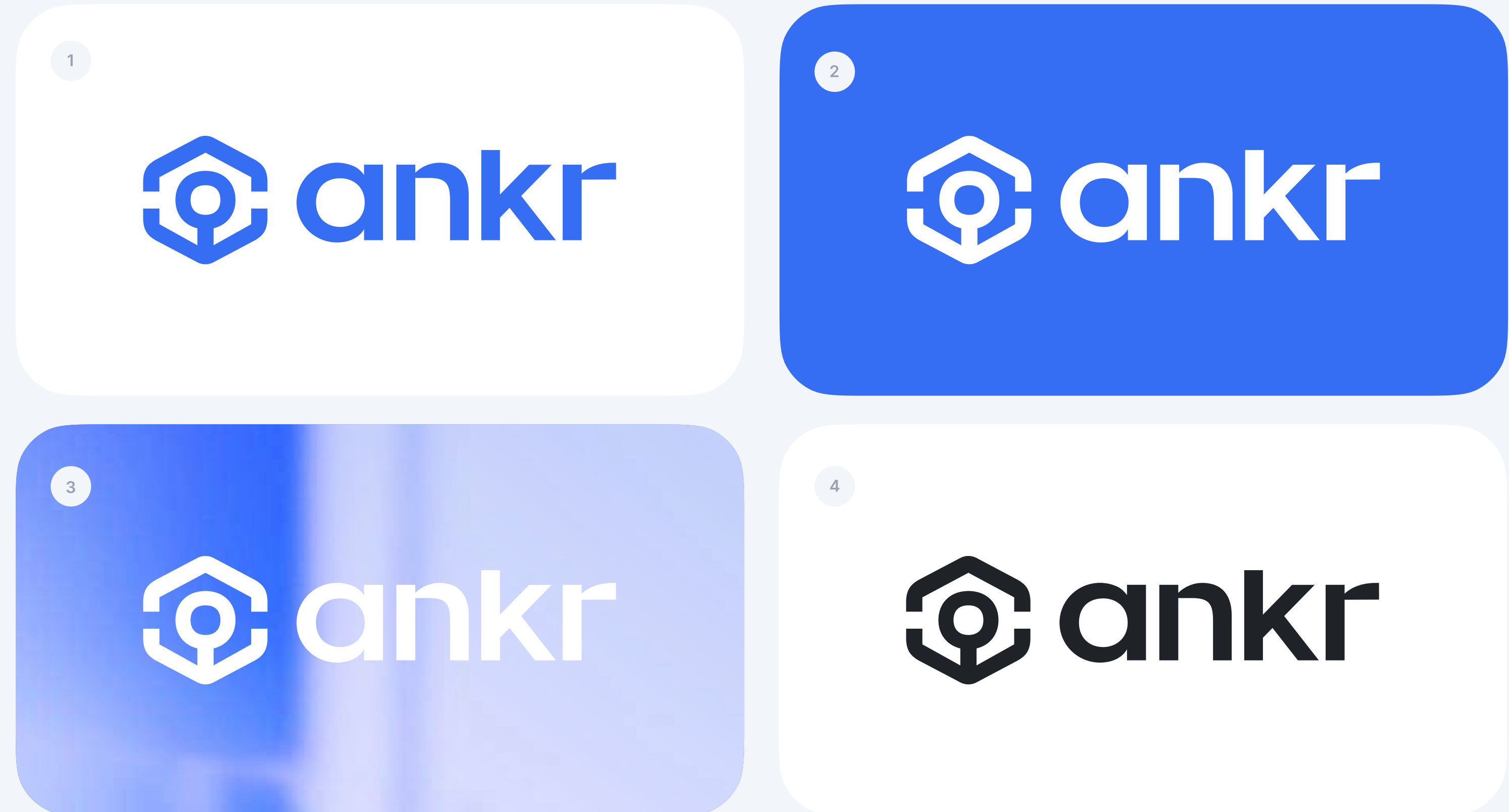


Logotype

Color variations

Usage:

- 1. Blue Logo on a white (light) background**
Preferred option.
- 2. White Logo on a blue (dark) background**
To be used when option 1 is not working out.
- 3. White Logo on a background with 3D illustration**
To be used if there is an active image on a background.
- 4. Black Logo on a white background**
Used when corporate blue is not an option.



Logotype

Safe space

The safe zone around the logo should be used in all materials. To add it, use the following steps:

Step 1

Take «a» letter from the wordmark

Step 2

Rotate it

Step 3

Place it around the perimeter of the logo



Symbol

The Ankr symbol is a self-sufficient element.
It can be used solo when the full logo will not fit.

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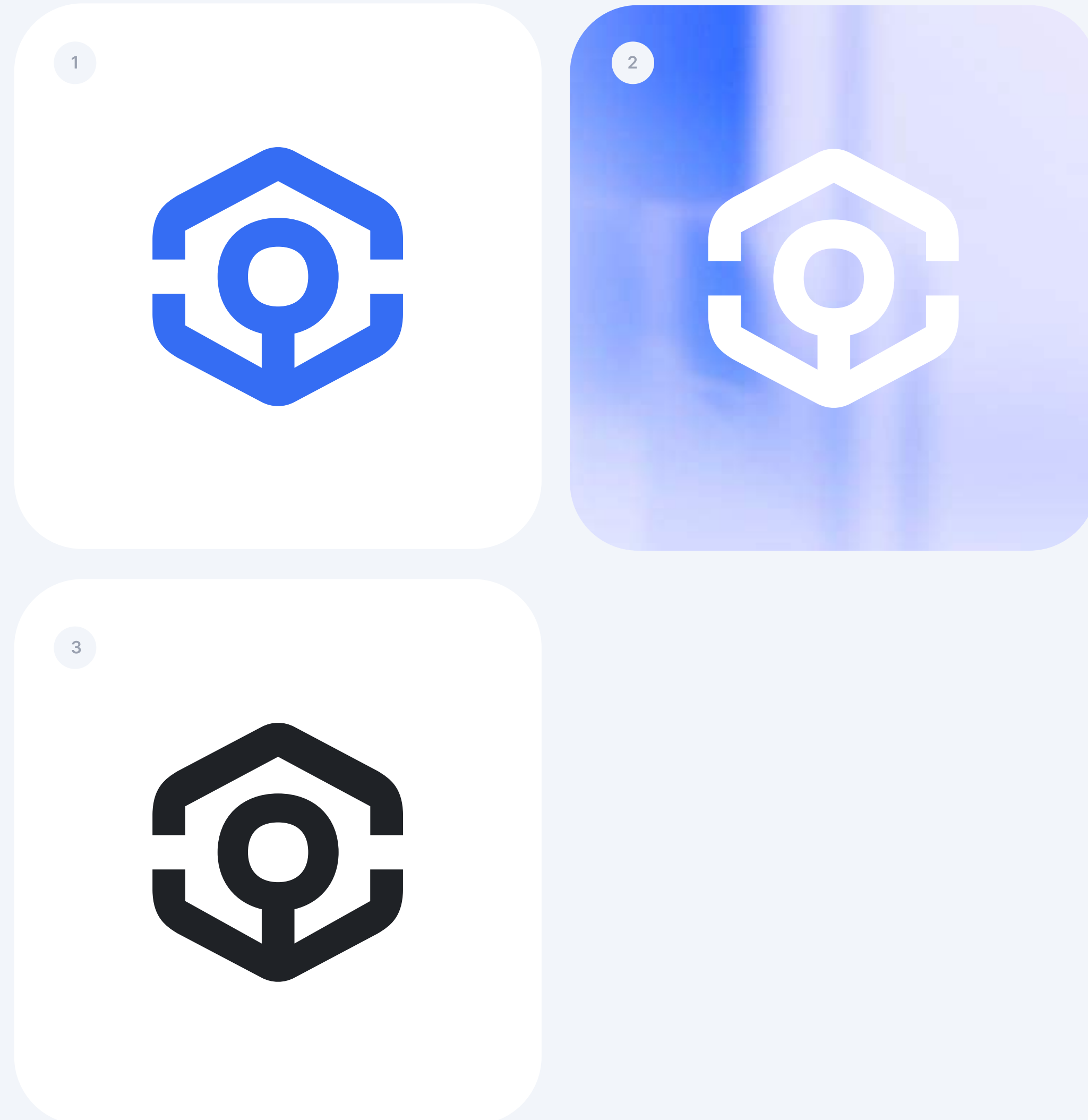
Symbol

Color variations

Usage:

- 1. Blue Symbol on a white (light) background**
Preferred option.
- 2. White Symbol on a background with 3D illustration**
To be used if there is an active image on a background.
- 3. Black Symbol on a white background**
Used when corporate blue is not an option.

Note: using a white symbol on a plain blue background is no longer acceptable.



Token

A white Ankr symbol on a blue background can only be used when representing the ANKR token.

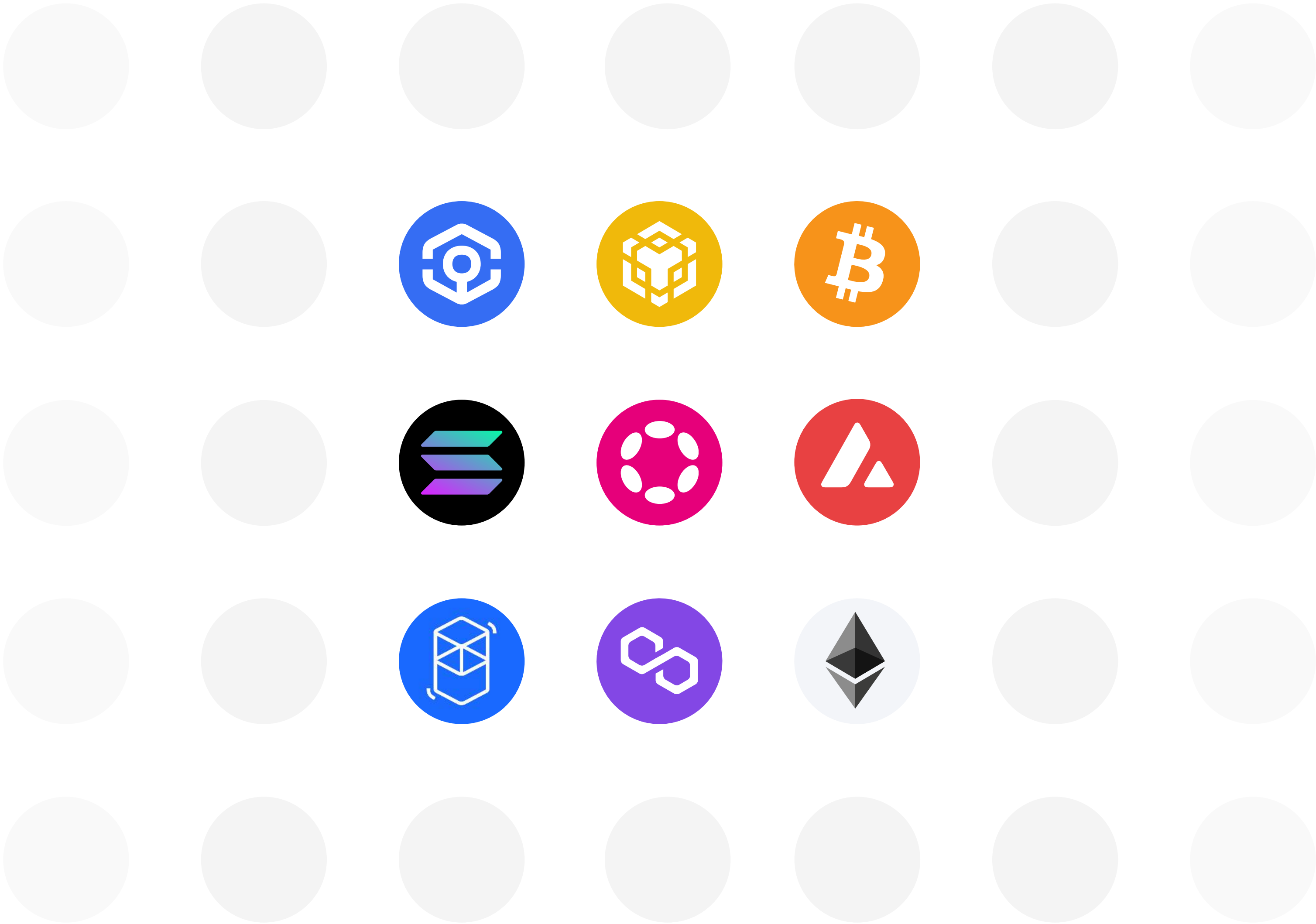
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Min. size
24×24 px



Token

The ANKR token should always be represented as a circular logo with a white symbol on a blue background with proper spacing.



Typography

Fonts

Two fonts are used for Ankr brand:

TT Firs Neue DemiBold

For headlines

Inter Regular

For texts

If it is impossible to use **TT Firs Neue** for headlines, **Inter SemiBold** can be used.

Headline: TT Firs Neue DemiBold [Download ↗](#)

**The fastest,
most reliable
Web3 infrastructure**

Body: Inter Regular [Download ↗](#)

Come see why top blockchain protocols
and dApps rely on Ankr to win Web3

Text gradient

The gradient color is used to highlight the most important parts in headlines.

The fastest,
most reliable
Web3 infrastructure

#356DF3

#7926FF

#FF820E

Colors

Main colors

The corporate Ankr color, **Ankr Blue**, is the main logo color It is also used as background color in layouts with additional **Background Blue**.

Gray colors **Gray 15**, **Gray 24**, **Gray 82**, **Gray 95** are used only for texts.

Ankr Brand Guidelines

Background Blue

#F2F5FA

Gray 15

#1F2226

Gray 24

#2E343C

Ankr Blue

#356DF3

CMYK 84 42 0 0
RGB 53 109 243

Gray 82

#BFC6D0

Gray 95

#E7EBF3

15

Gradients

Gradients are also used in addition to spot colors in layouts.

Background Gradient 1 is one of key elements of visual style.

Background Gradient 2 и **Background Gradient 3** are also used in layouts.

Note: Ankr Text Gradient can be used only for highlights in the text and for 3D Illustrations.



Icons

Icons

Icons are used mostly in digital materials.
They add visuals to information.

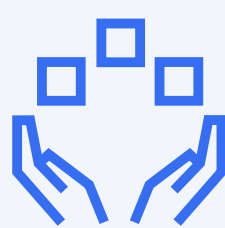
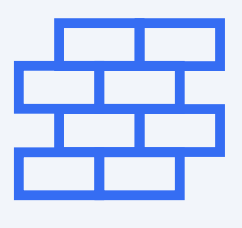
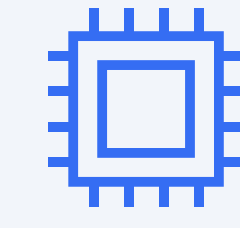
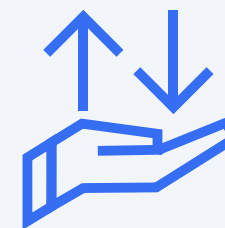
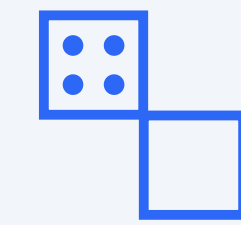
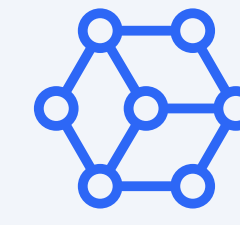
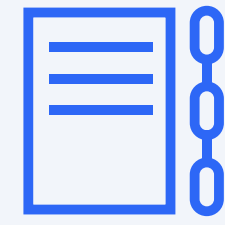
Icons are made in a minimalist outline style.
An artboard in a 1:1 format and simple
geometric forms with sharp angles can be
used to create one.



Icons

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Icons are made in minimalist outline style.
An artboard in a 1:1 format and simple
geometric forms with sharp angles can be
used to create one.

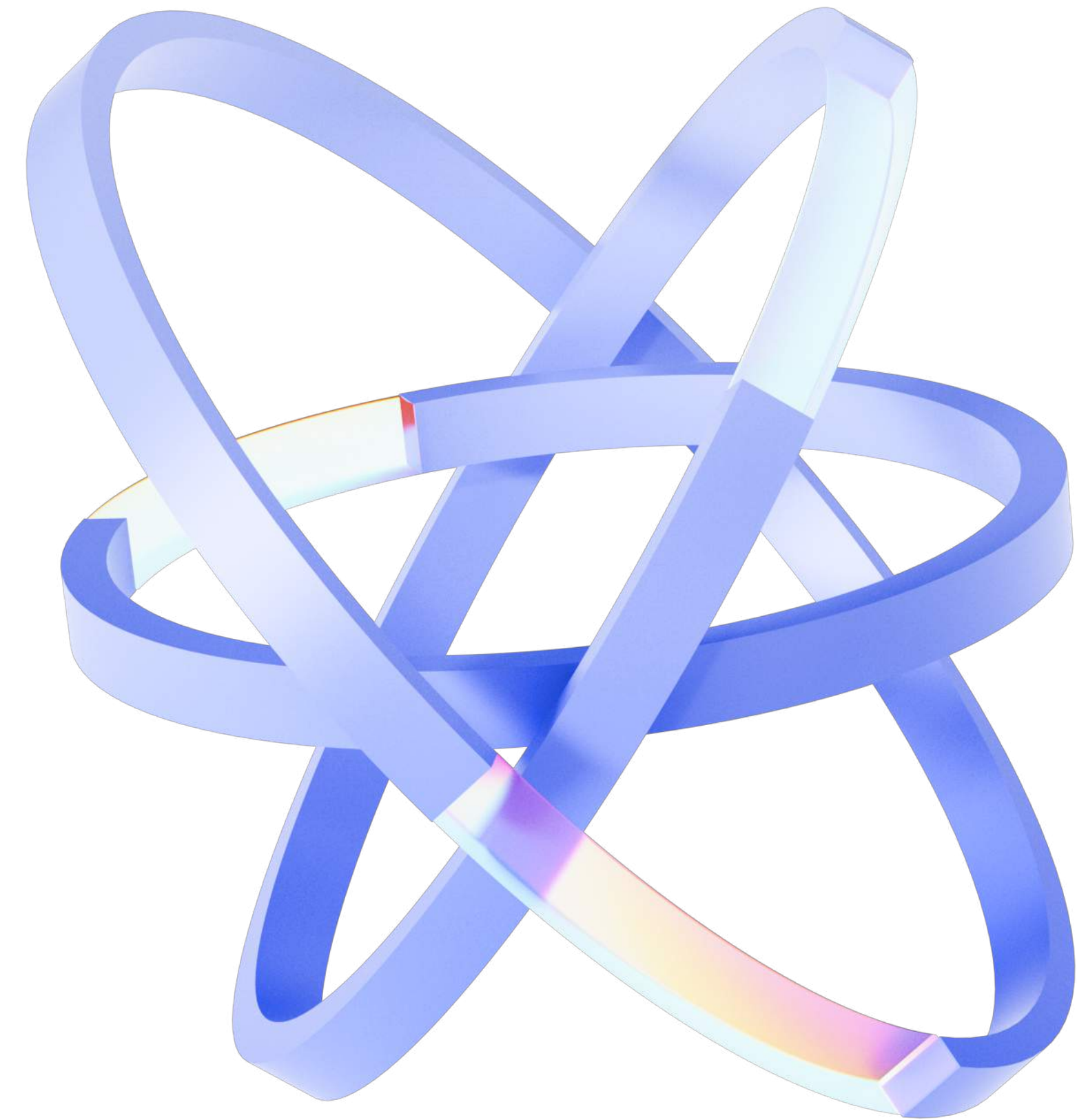


3D Illustration

3D Illustration

These 3D icons are designed to reflect the distinctive style of Ankr projects.

They are used to add visualisation to complex messages (in web and in social media).



3D Illustration

Materials (3 types):

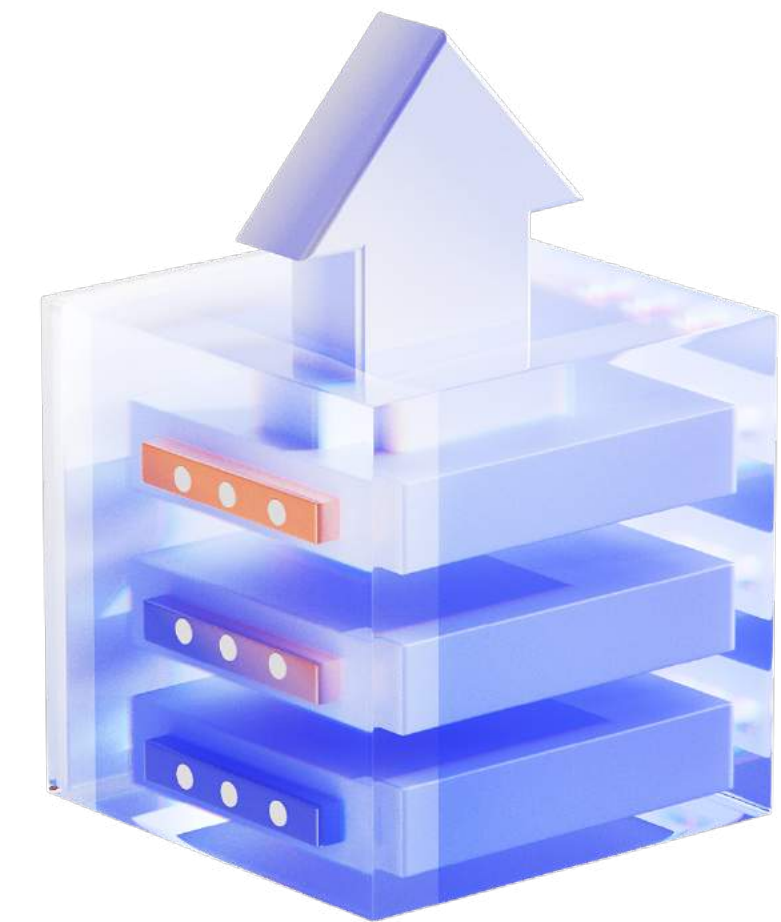
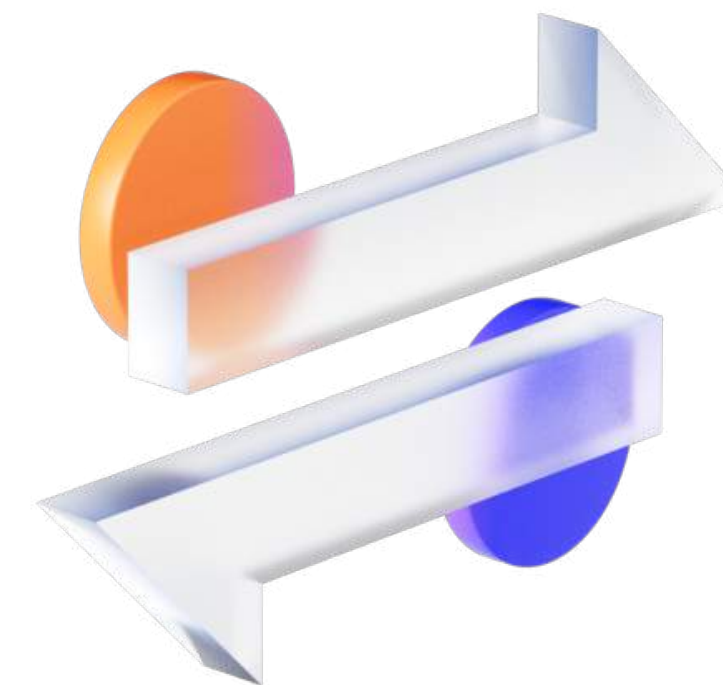
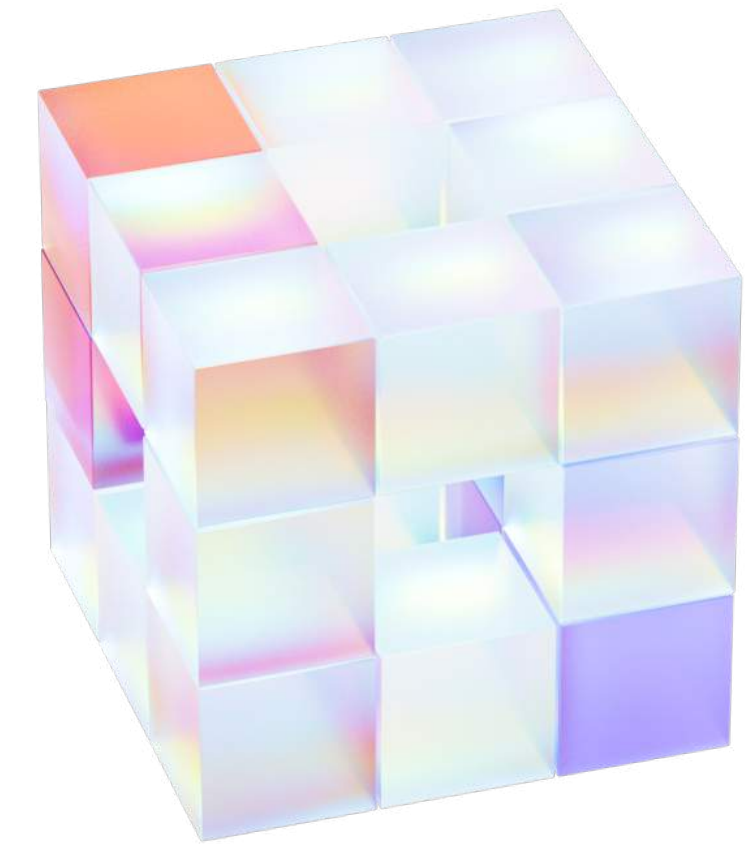
- transparent matte glass (dispersion can be used)
- matte Surface Subsurface Scater (SSS)
- luminous surfaces

Colors:

1. Main color — Ankr Blue
2. Colors from the gradient (but weighted toward blue) can be used as additional colors.
3. Only 5% of orange color can be used in highlights. It can fill the object (object color), used or be as the part of gradient but smooth.

Orientation:

All icons need to have the same orientation, especially if they are made for one block of the website.



3D Backgrounds

Use global processes to demonstrate what Ankr does in a metaphorical way to explain the underlying idea (abstract, connections, dynamics, scale, lightness, technological, futuristic).

Backgrounds can be used as a part of composition.

3D Backgrounds

Use global processes to demonstrate what Ankr does in a metaphorical way to explain the underlying idea (abstract, connections, dynamics, scale, lightness, technological, futuristic).

Backgrounds can be used as a part of composition.

3D Backgrounds

Materials (4 types):

- transparent matte glass (dispersion can be used)
- matte Surface Subsurface Scater (SSS)
- luminous surfaces
- glass

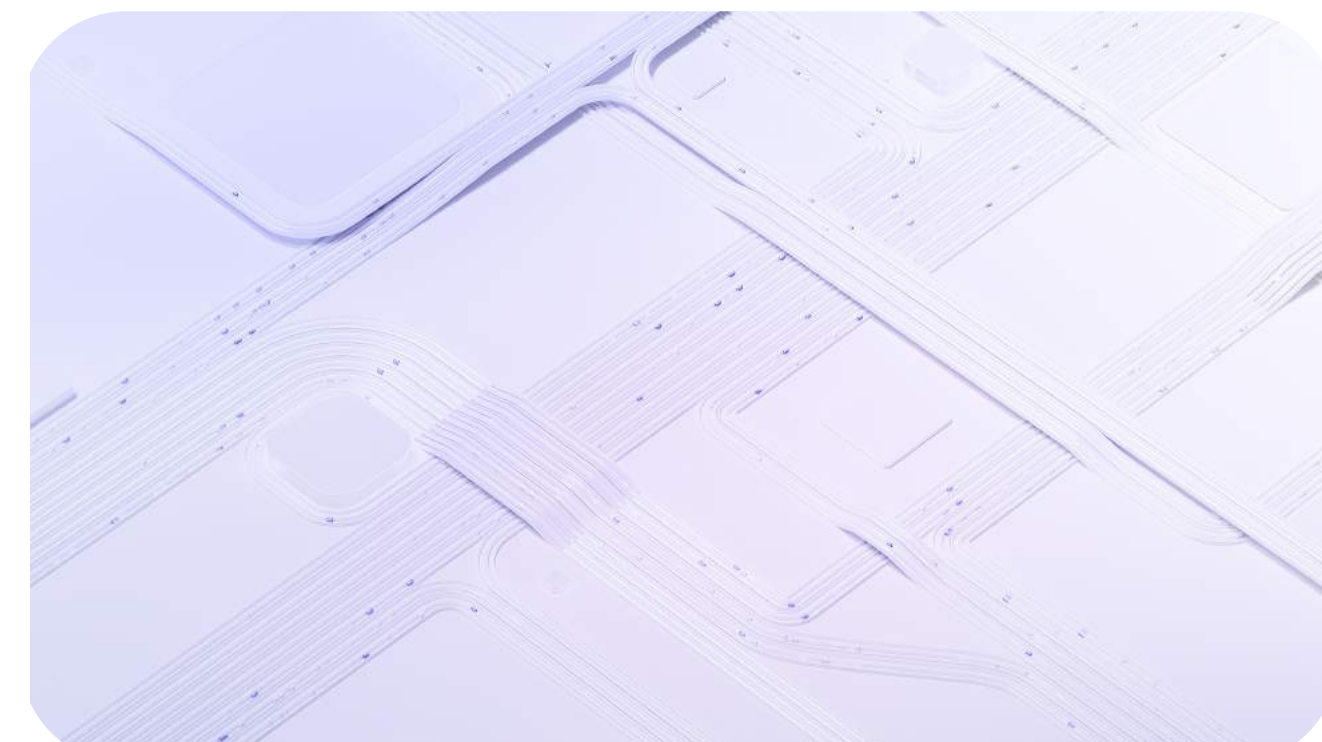
Noise can be added to the material color and in transparency of the glass with a large radius.

Light patterns, which do not distract from the main composition, can be added to the bamp of some elements.

Colors:

Shades of blue and small amounts of lilac color are in the color of fullscreen images. Dispersion can be added to the glass elements, it will help to build a connection with the headline typography with the same effect.

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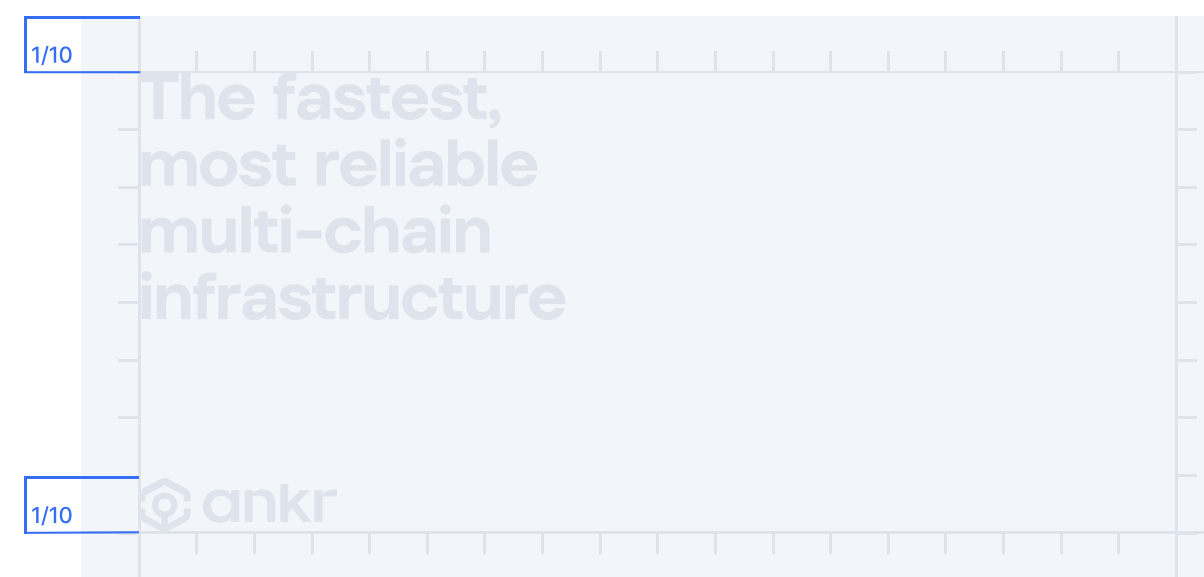
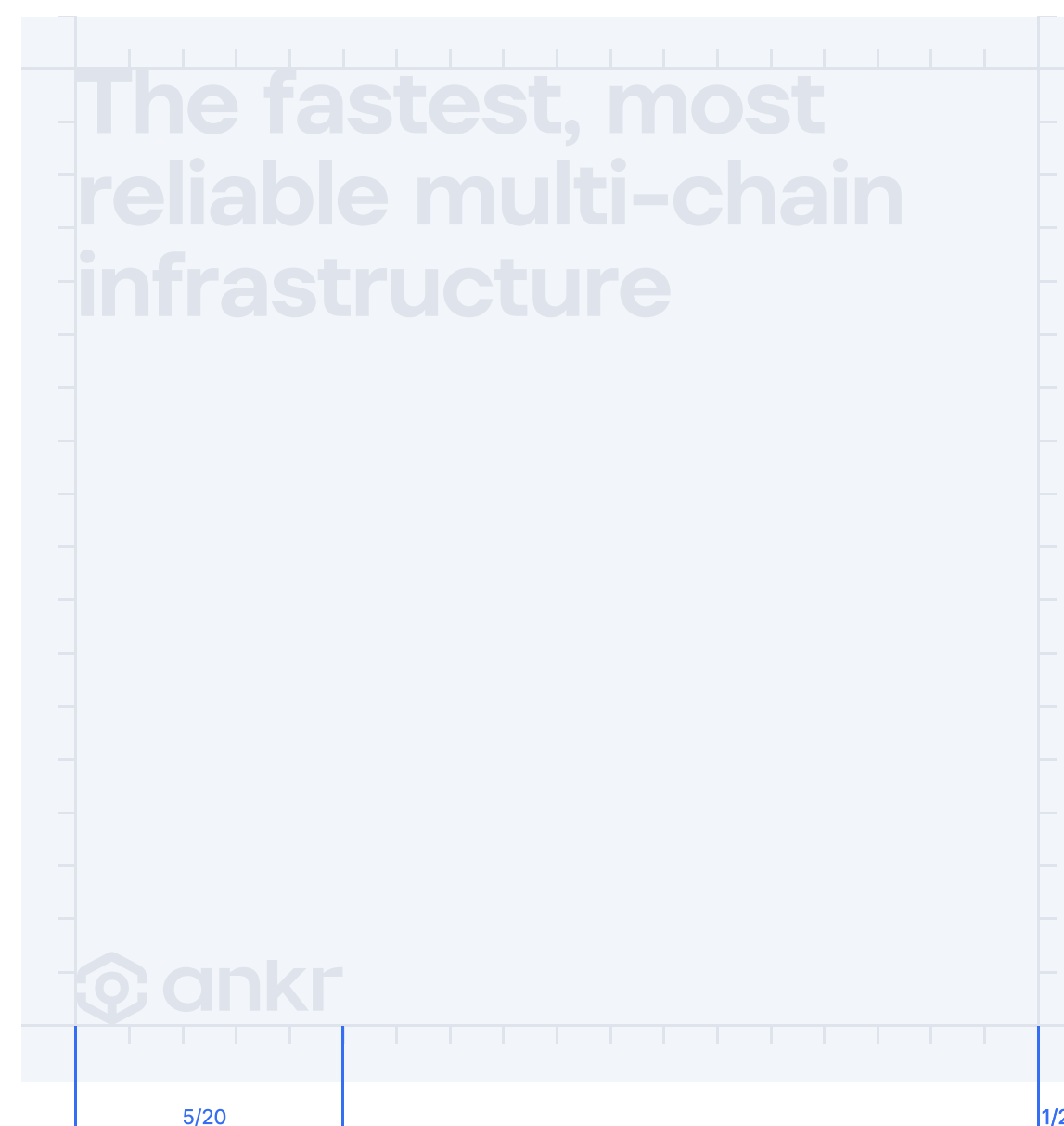
Layouts

Text + Illustration

In layouts with headlines and 3D illustrations, texts and logotypes are placed on the left, illustrations — on the right.

In **vertical** and **square layouts**, the logo should take up **5/20** of the layout width.

In **horizontal layouts**, the logo should take up **1/20** of the layout height.



Text + Illustration

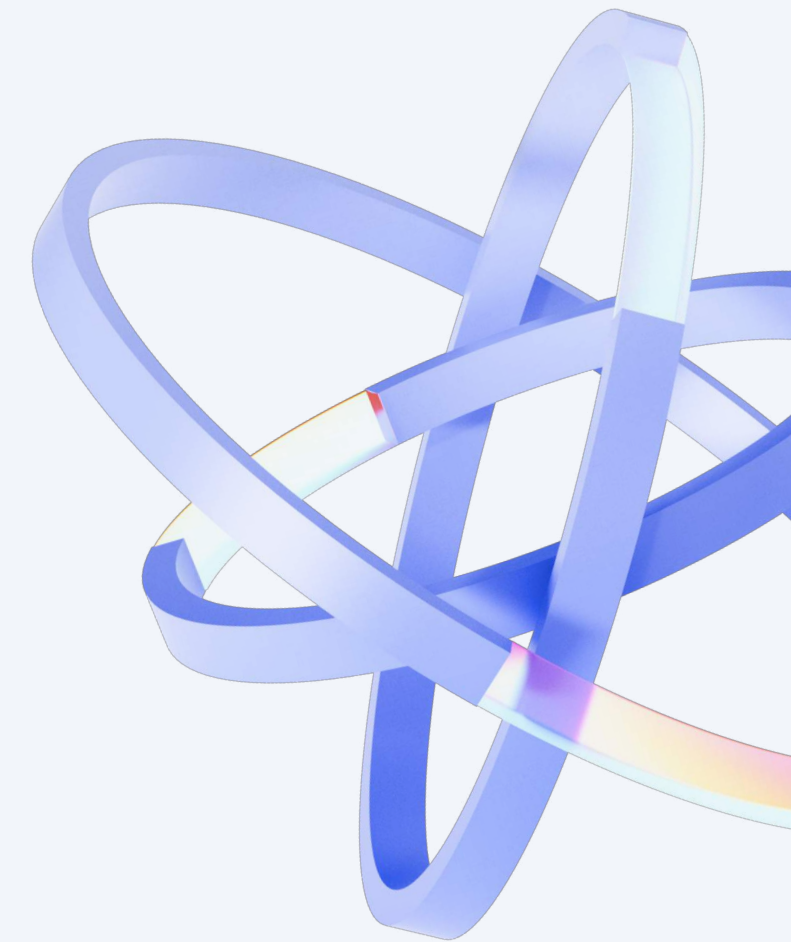
Illustrations can stretch beyond an edge when appropriate for the aesthetic.

Ankr Background Blue or Ankr Background Gradient 1 can be used in that case.

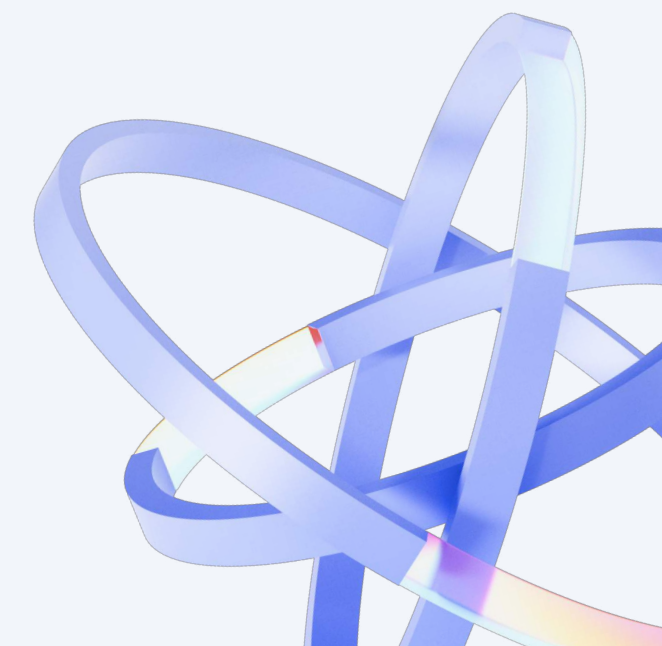
Parts of text can be highlighted with gradient.

Note: it is important to keep the layout clean and minimalistic.

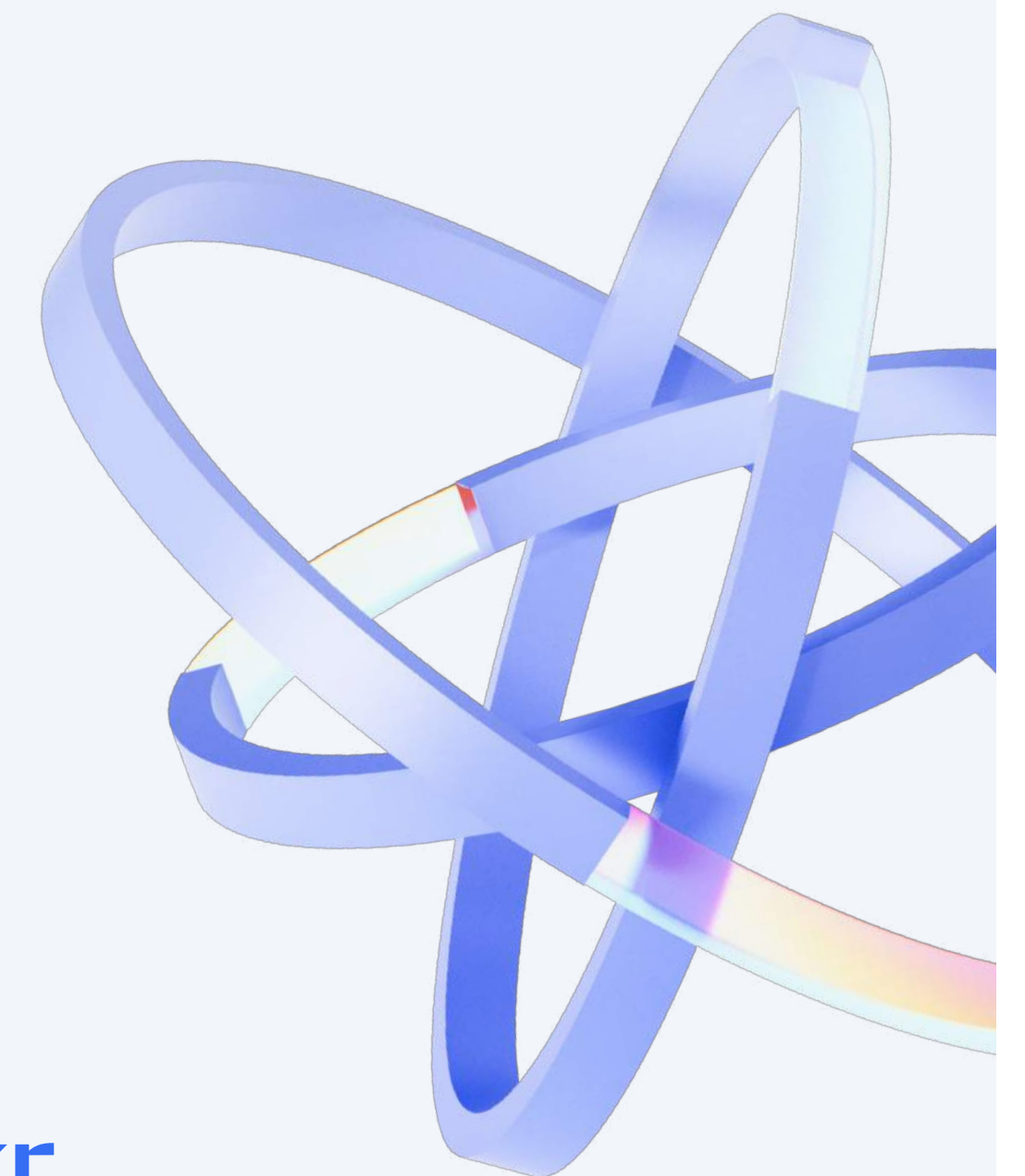
The fastest, most
reliable **multi-chain**
infrastructure



The fastest,
most reliable
multi-chain
infrastructure



The fastest,
most reliable
multi-chain
infrastructure



Text + Background

When layouts only include text, 3D Backgrounds can be used with text and logotypes centered.

In **vertical** and **square layouts**, the logo should take up 5/20 of the layout width.

In **horizontal layouts**, the logo should take up 1/20 of the layout height.

To place the text, use the following steps:

Step 1

Make a border using 1/20 indent for **square layouts**, 1/10 for **horizontal layouts**, and 1/30 for **vertical layouts**.

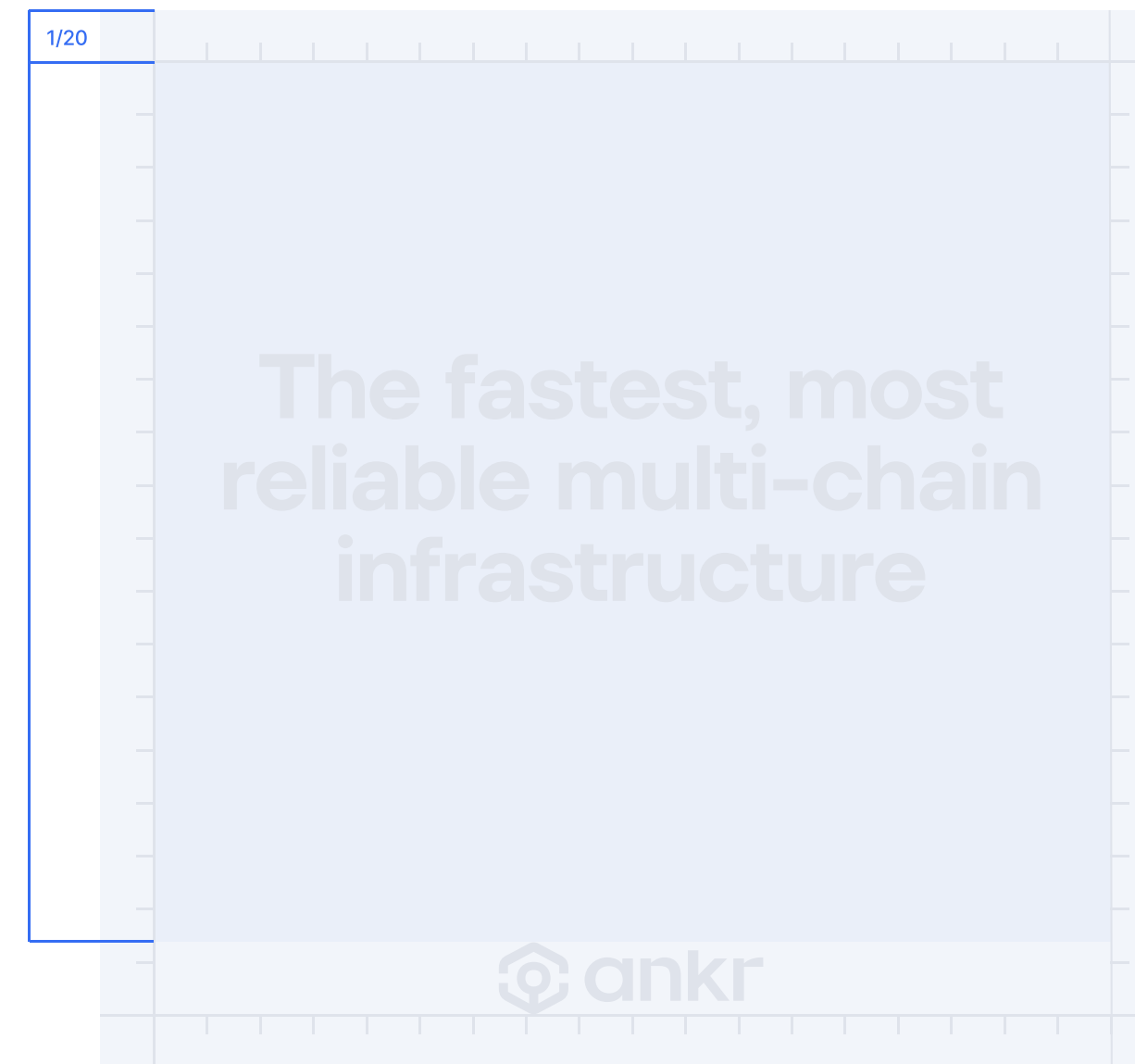
Step 2

Find space between the logo and the border.

Step 3

Align the text to the center of this zone vertically.

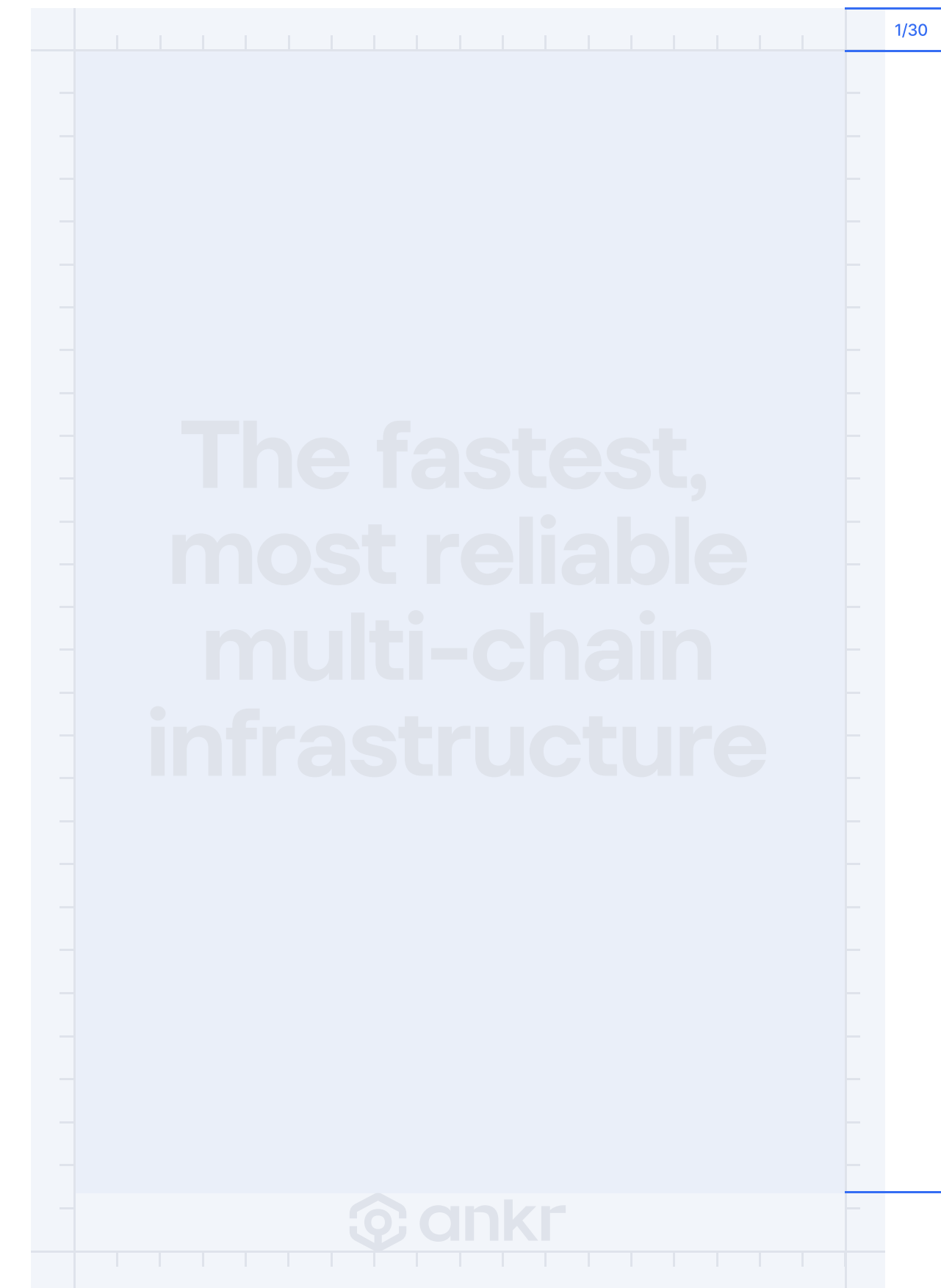
Align the text to the center of this zone vertically



Align the text to the center of this zone vertically



Align the text to the center of this zone vertically

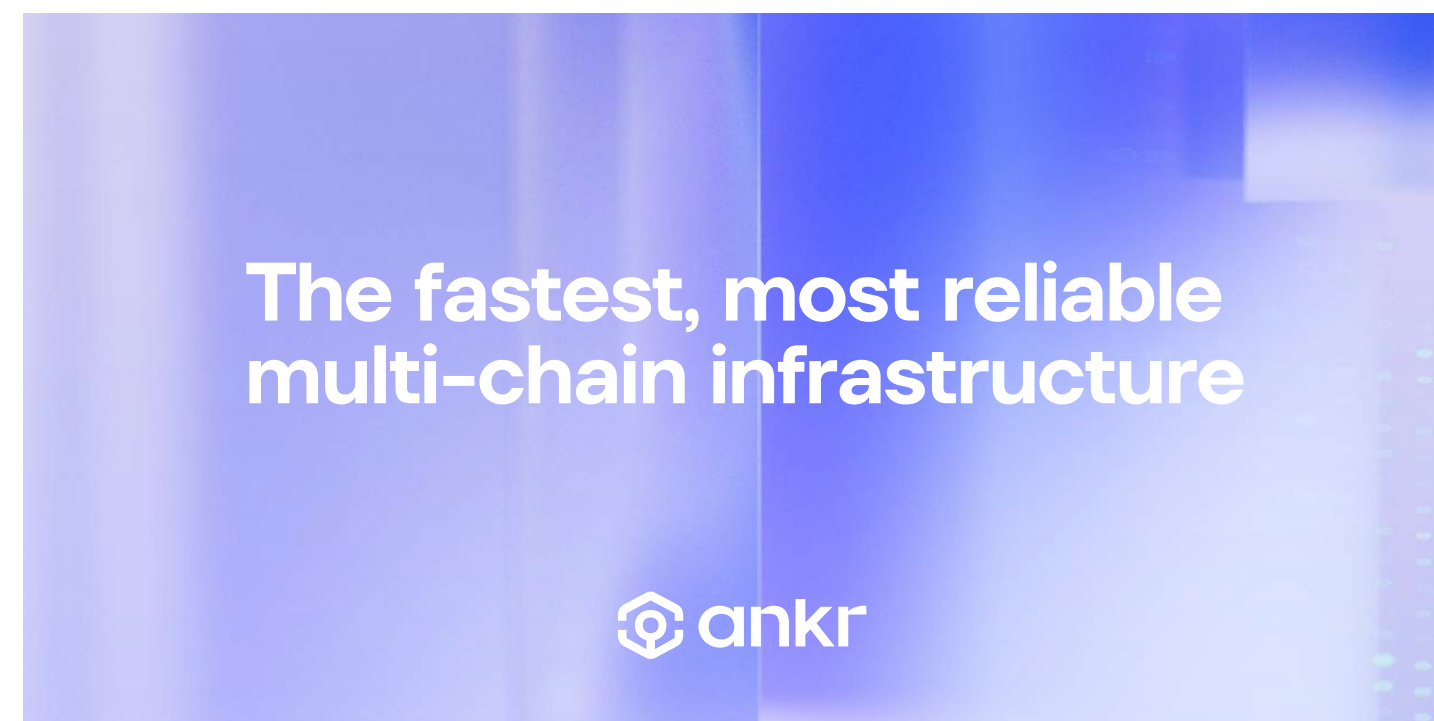
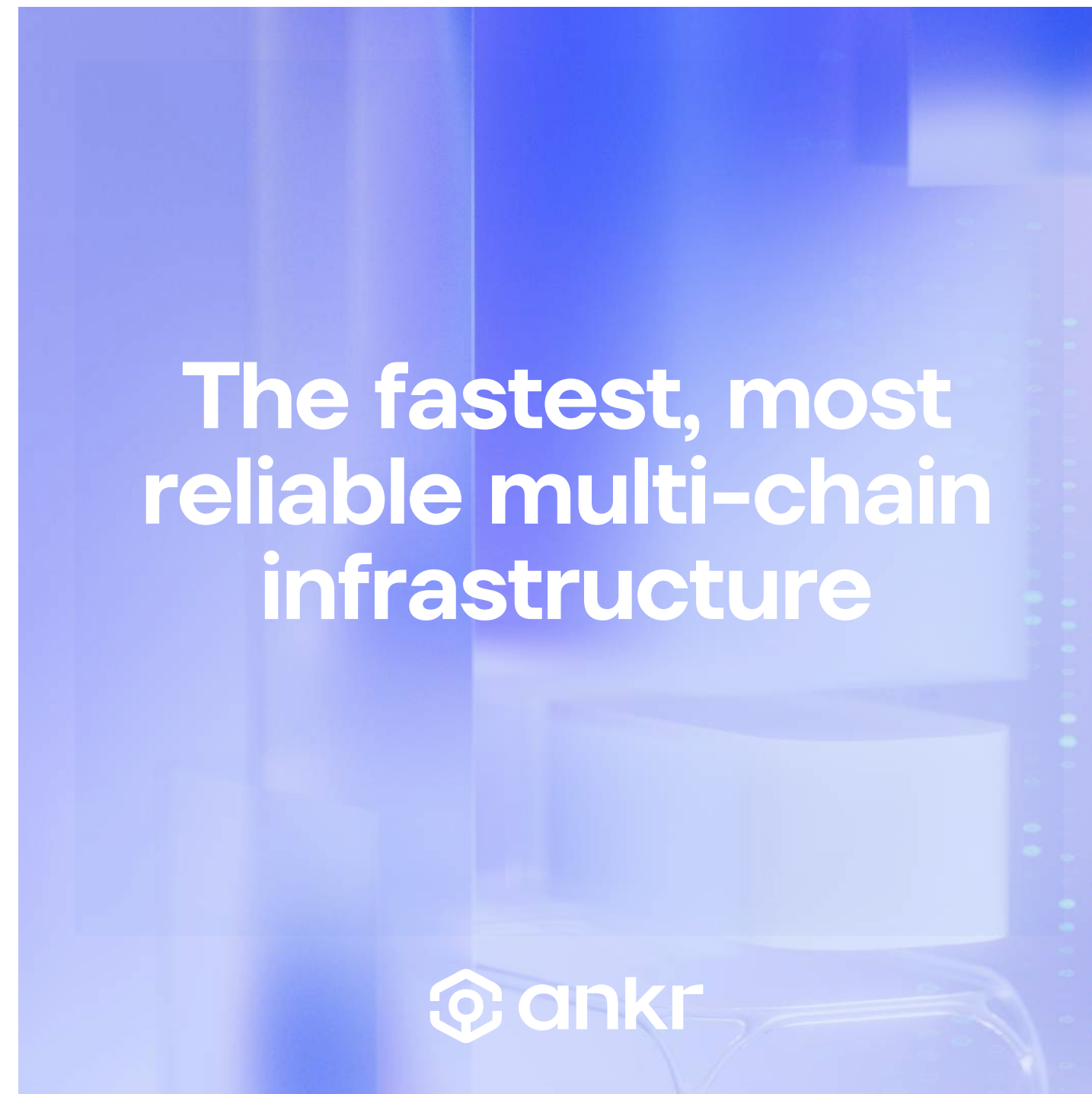


Text + Background

Text and logotypes can also be colored white to contrast with the background.

If the background color is too light, a semi-transparent gradient with the blue color above the image can be added.

Note: gradient text color can not be used in this case.



Brand In Use



9:41



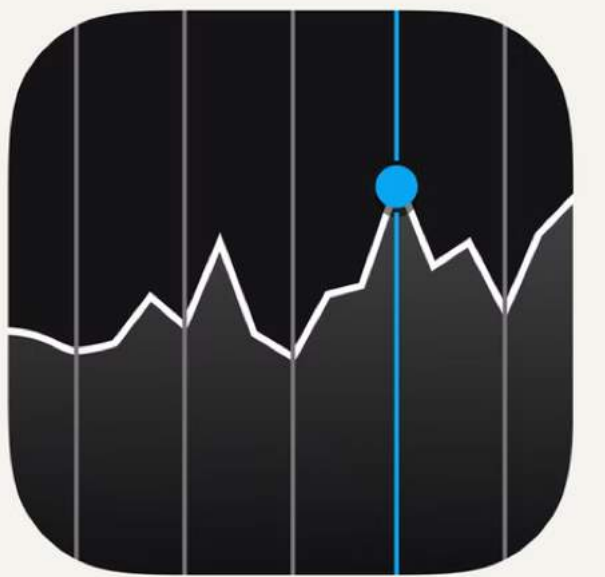
Ankr



Camera

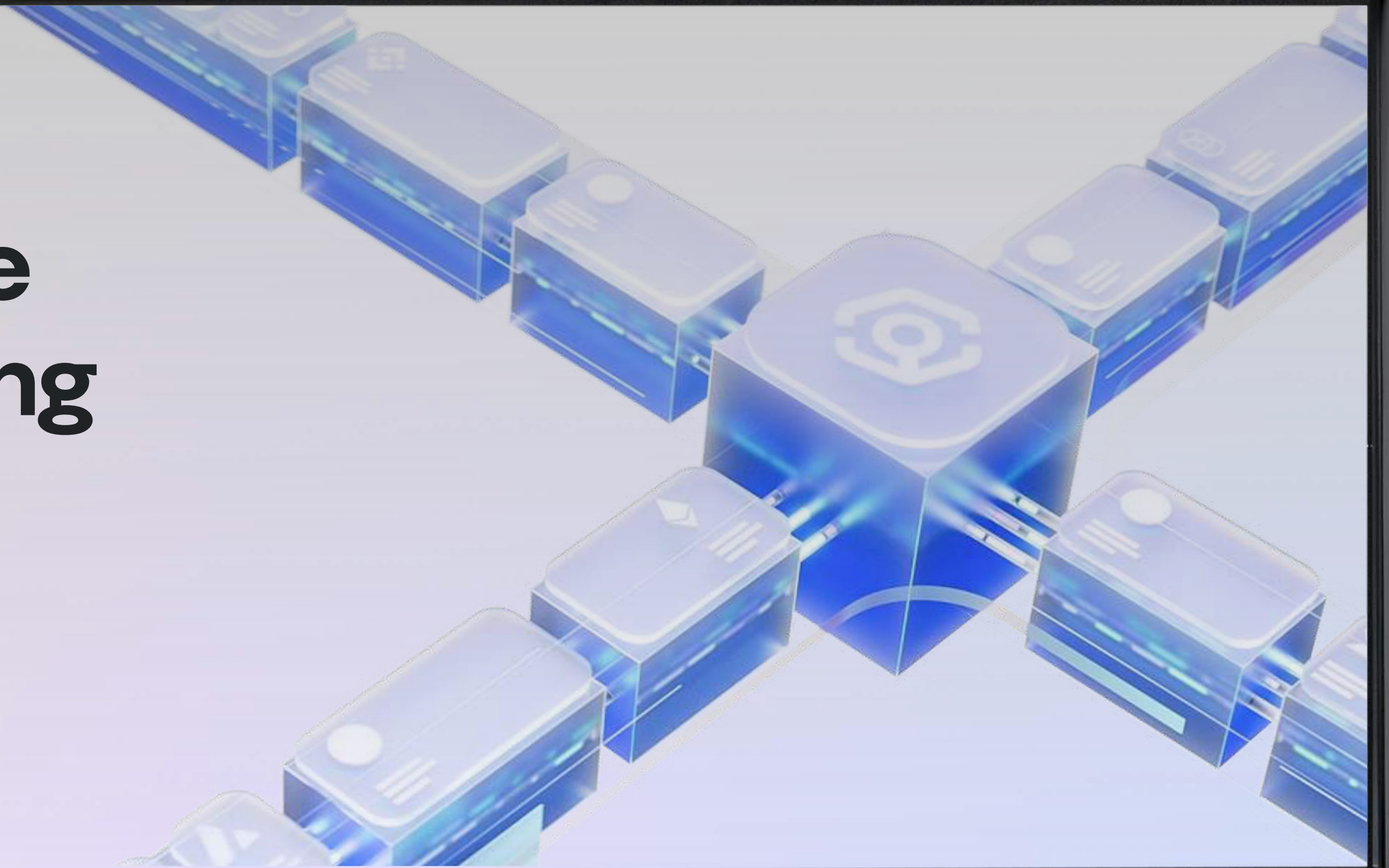


Clock



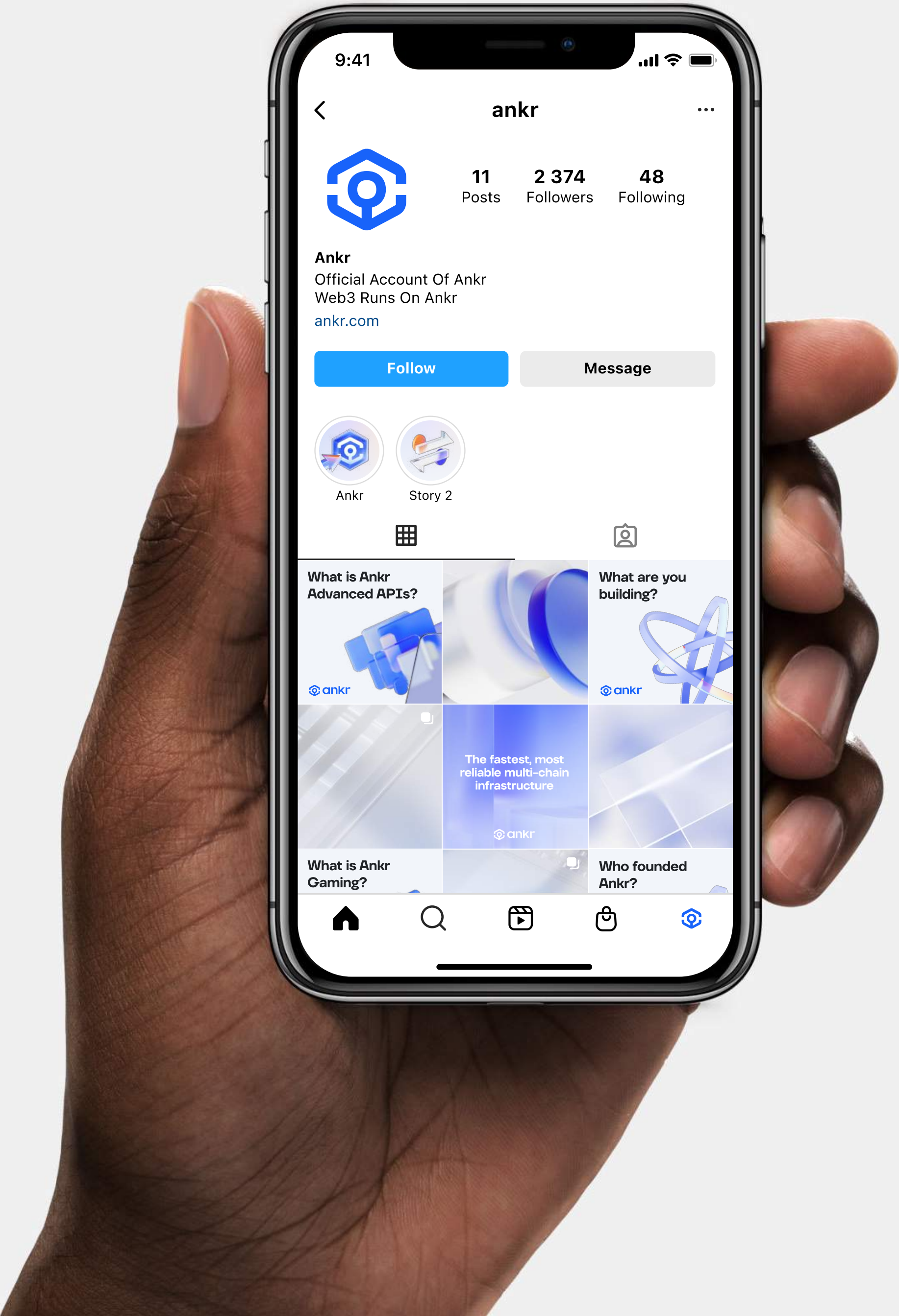
Stocks

**The fastest multi-
chain infrastructure
at unbeatable pricing**



Plug and play tools to build your own blockchain







Building the Multi-Chain Future

