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Brand
Guidelines

An Overview

These guidelines break down the visual identity of The Index Coop and hope to communicate the necessary information for all community members, partners, and stakeholders to consistently represent the brand across different regions and platforms.

Contents

Brand Colors

This section will detail best practices for use of Index brand colors.
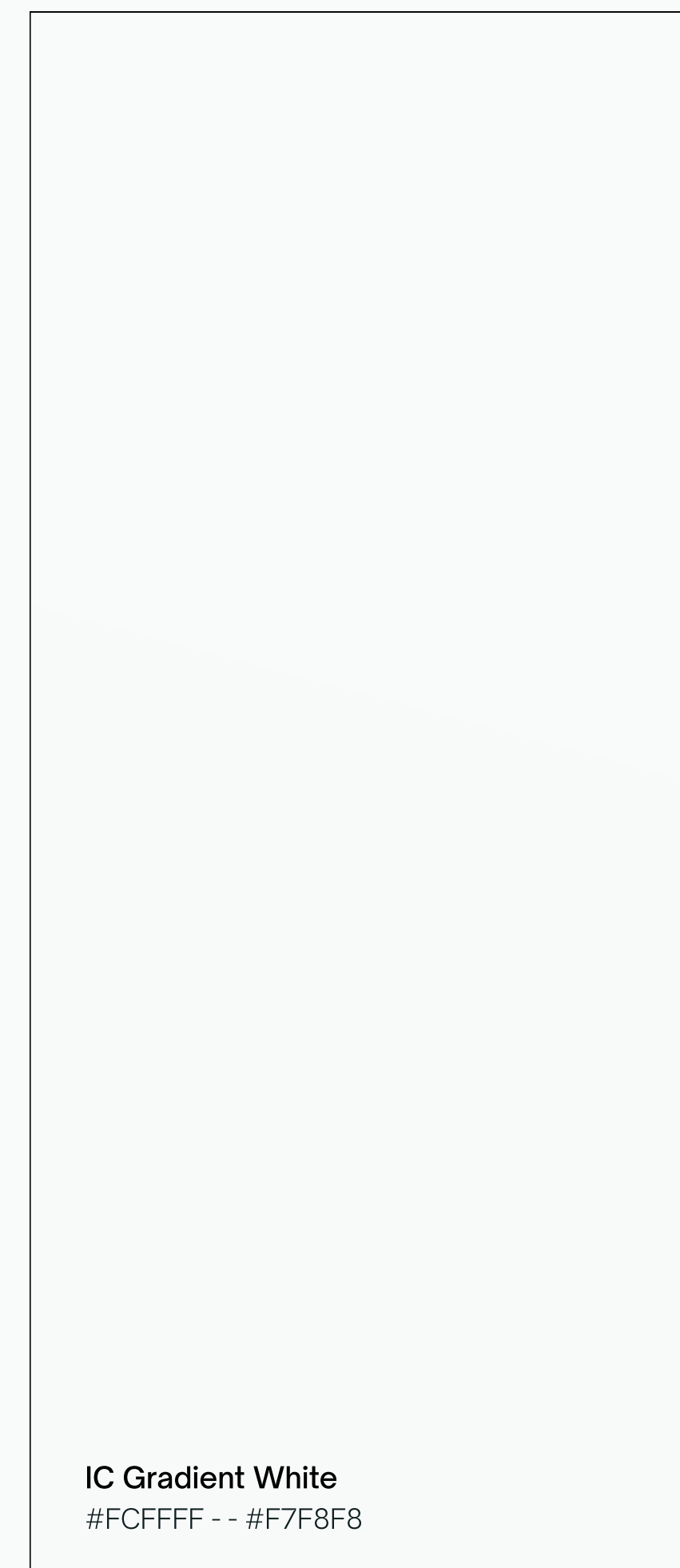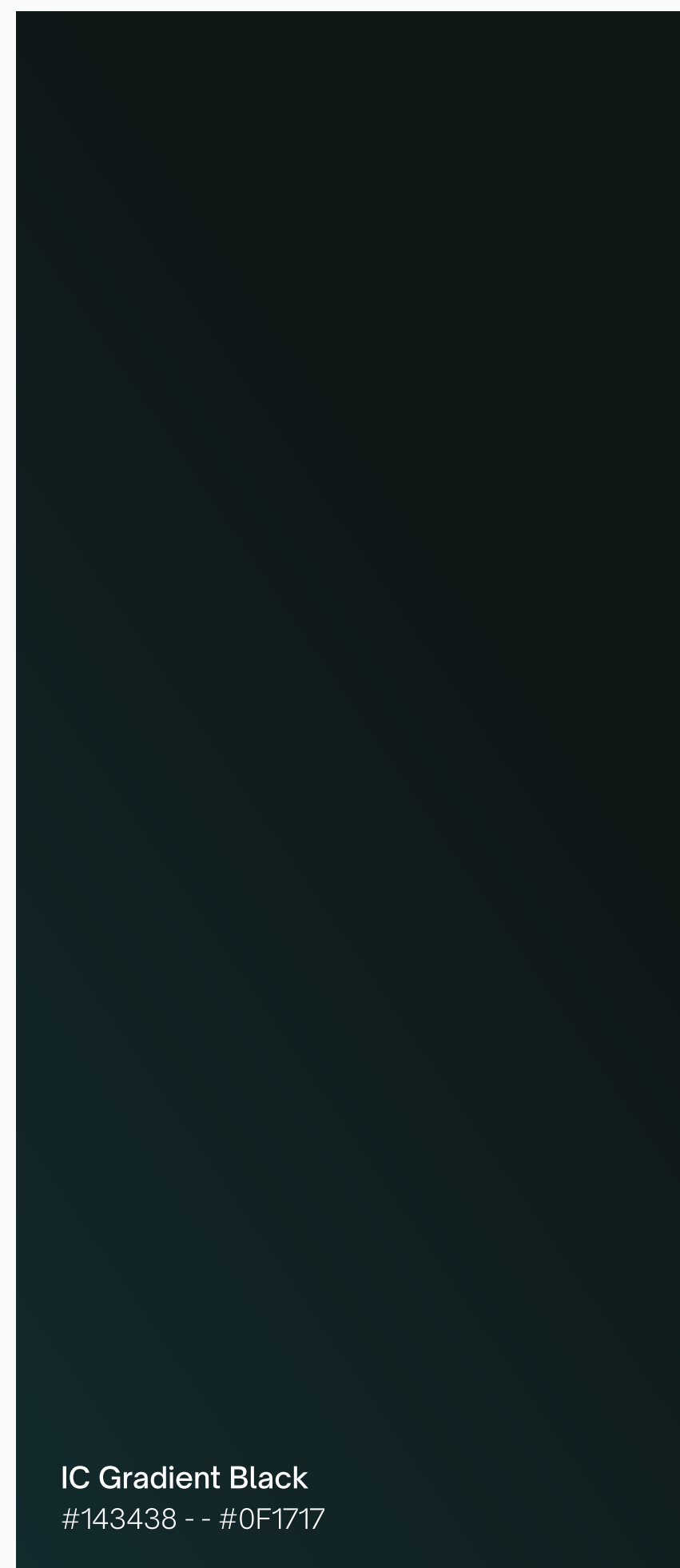
Core Colors

The saturated whites, grays, and blacks shown below make up the primary colors of The Index Coop's visual identity. These should make up the bulk of any visual collateral design with the shades of Fountain Blue used as a secondary highlight color.

Primary

White
#FCFFFF

IC Gray 1
#EBF2F2

IC Gray 2
#A6B2B2

IC Gray 3
#627171

IC Gray 4
#2C3333

Black
#0F1717

Highlight

Index Blue
#00BEC2

IC Blue 1
#05ACAF

IC Blue 2
#008F92

IC Blue 3
#006A71

IC Blue 4
#004D53

IC Blue 5
#143438

IC Blue 6
#15CDD1

IC Blue 7
#42E3E5

IC Blue 8
#78F2F4

IC Blue 9
#ADF4F6

IC Blue 10
#D1FBFD

Gradients

IC Gradient Black
#143438 - - #0F1717

IC Gradient Blue
#00BEC2 - - #42E3E5

IC Gradient Light Blue
#D1FBFD - - #78F2F4

IC Gradient White
#FCFFFF - - #F7F8F8
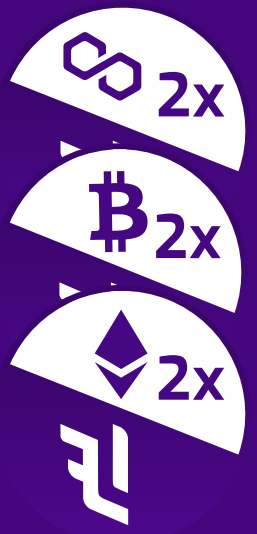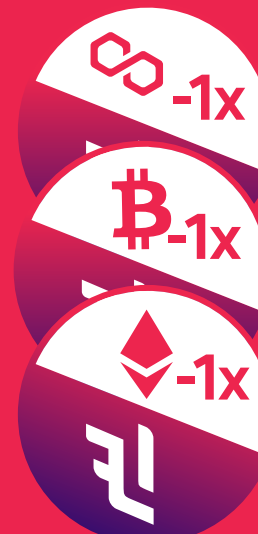
Token Colors

Index offers a variety of products with their own unique visual fingerprint.

In the case of graphics specific to one Index product, the respective token color may be used as the highlight color in place of the Index Blue.
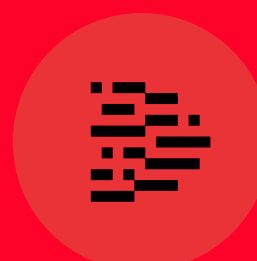
FLI Purplse
#45057C

Inverse FLI Red
#EC244E

DPI Purple
#8150E6

MNYe Blue
#00BEC2

MVI Pink
#F85DDA

MVI / JPG / icETH Blue
#00FAE5

DATA Red
#FD0329

BED Red
#F2352F

GMI Red
#FE0F01

Brand Logo

This section will detail best practices for use of Index logo.

Our Logo

The Index icon is the face of an owl.

Our Logo

The horizontal logo is the primary logo and should be used in most cases.

Please ensure an adequate buffer zone is given when placing the logo and avoid using at small sizes as it can become illegible.

The Icon

The Wordmark

Index

The Logo
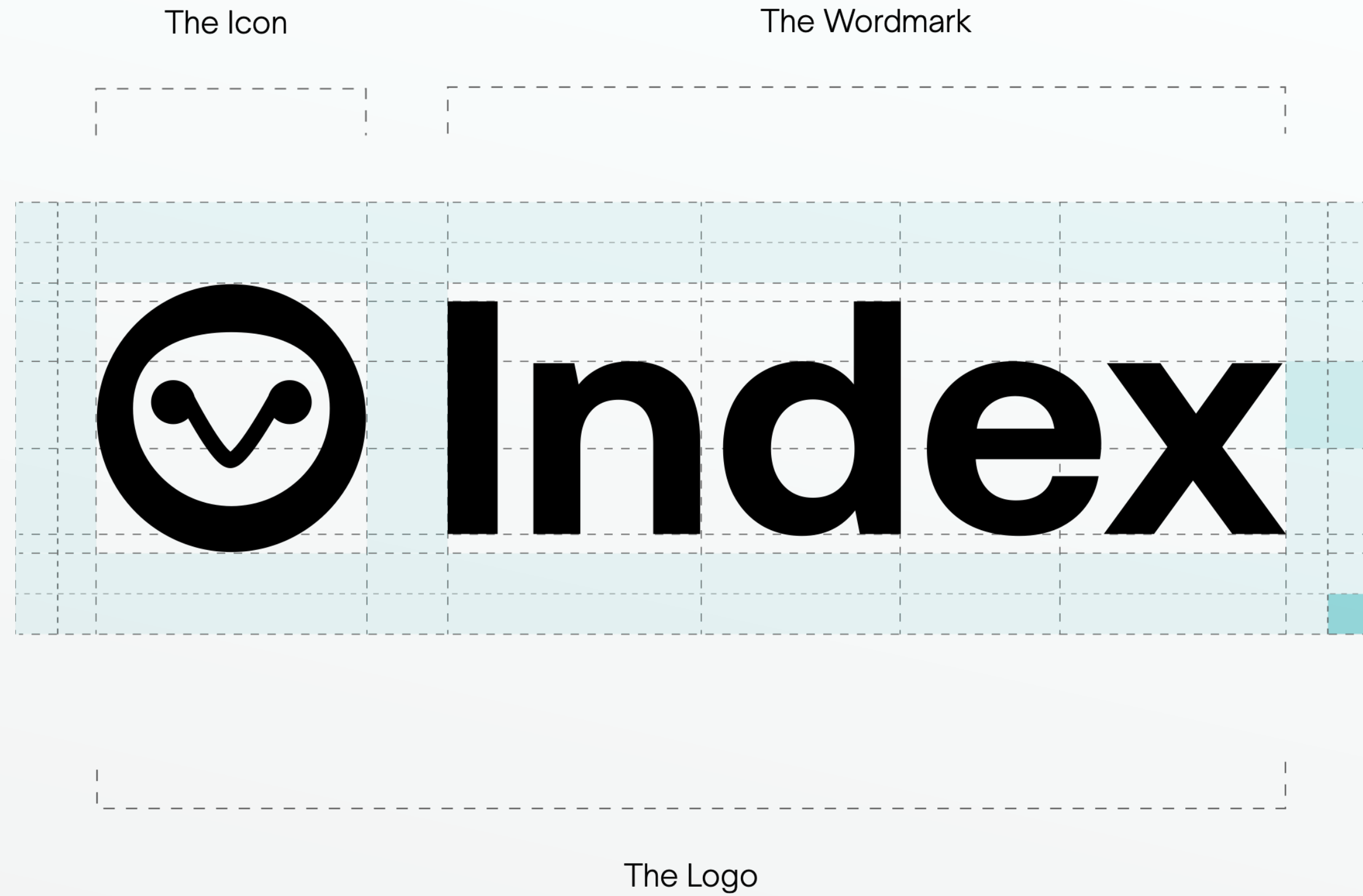
Safe Zone
Example

Buffer Zone
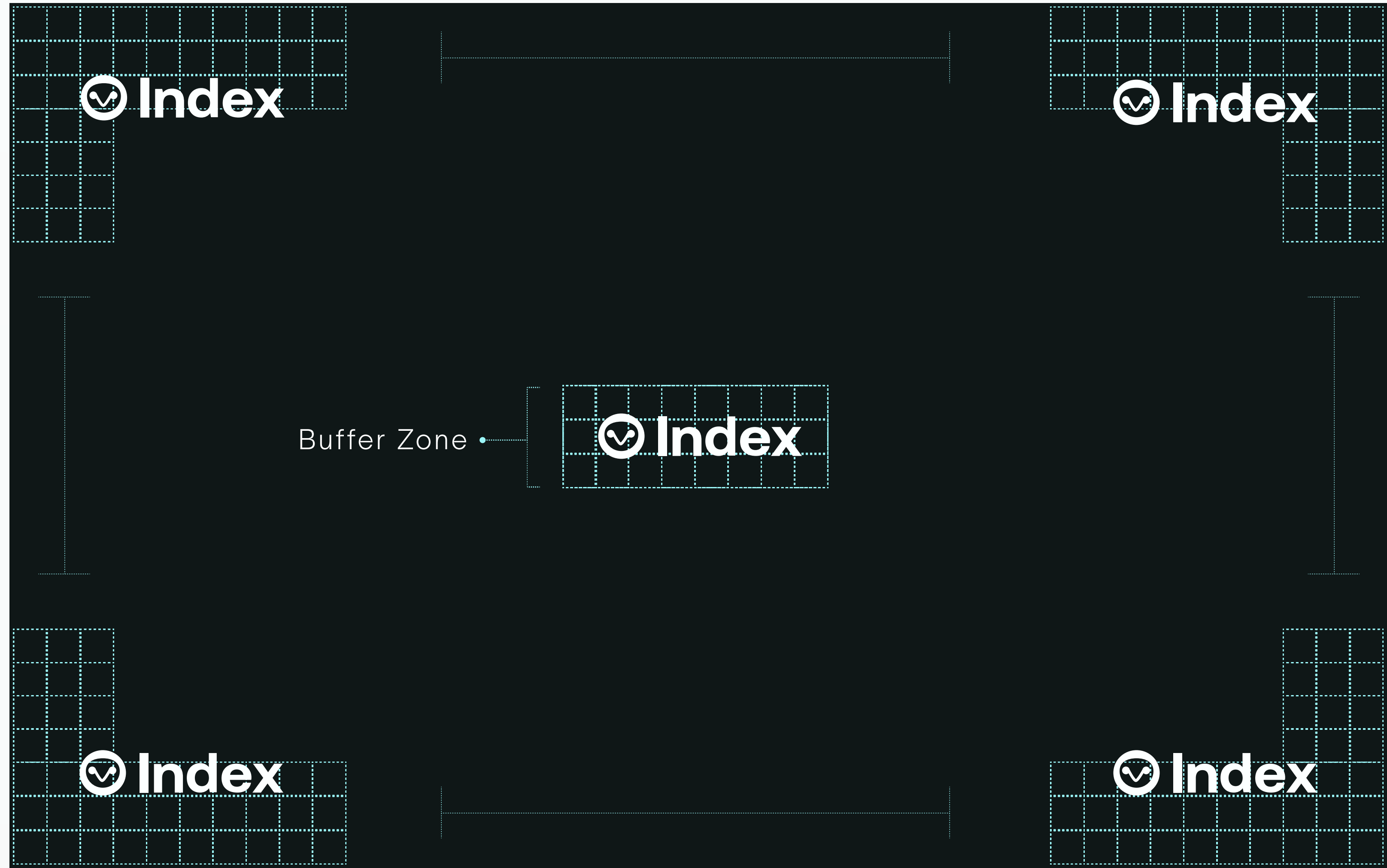
Logo **Dont's**

It is important for the brand logo to be used in its original form and shape.

Make sure to avoid these common mistakes in order to ensure correct usage of the logo.

Change colors

Add shadow or other effect

Remove icon

Stretch or alter dimensions
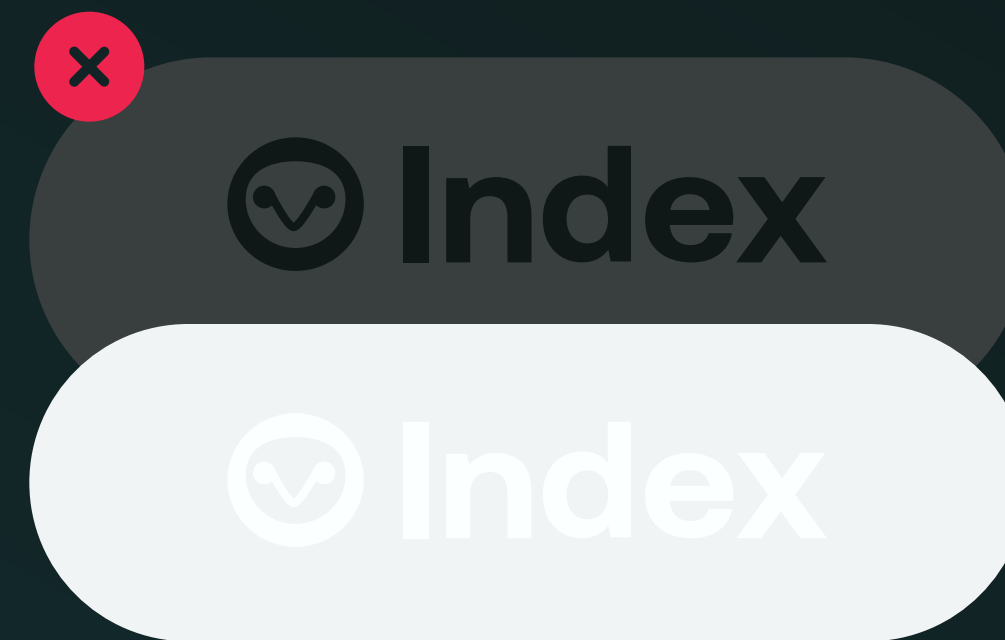
Place on similar color

Rearrange elements

Typography

This section will detail best practices for use of Index logo.

Primary Font

FOR HEADERS AND TITLES

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports and more. It is mostly presented before an audience.

Aa

OPEN SAUCE

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Secondary Font

FOR SUBTITLES AND PARAGRAPHS

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports and more. It is mostly presented before an audience.

Aa

OPEN SAUCE LIGHT

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Hero Font

FOR HERO STATEMENTS

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports and more. It is mostly presented before an audience.

Aa

LEAGUE SPARTAN

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

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END

Any brand questions? Reach out to chavis@indexcoop.com