Etherlink

Brand Guidelines

2024

The fast, fair and (nearly) free L2

Powered by Tezos Smart Rollups Technology

Brand Positioning

Overview

Etherlink is a non-custodial, EVM-compatible Layer 2 blockchain powered by Tezos Smart Rollups. It is fast, fair, and (nearly) free. It features MEV protection by design and low transaction costs ($0.001). Etherlink is permissionless, inherits the security of Tezos' Layer 1, and features a decentralized governance model, fraud proofs, and censorship resistance.

Unlike Ethereum's smart contract-based rollups, Etherlink integrates with Tezos Layer 1 as an "enshrined" rollup. This unique integration fortifies its security by eliminating common smart contract risks and grants Etherlink the status of a first-class citizen on the Tezos mainnet, offering enhanced underlying infrastructure.

Being supported directly by the Tezos protocol ensures high decentralization. There's no need for administrative keys or centralized bridges, thus mitigating potential censorship risks. Moreover, Etherlink's upgradability is facilitated through Tezos' established on-chain governance system, enabling community-driven development and progression.
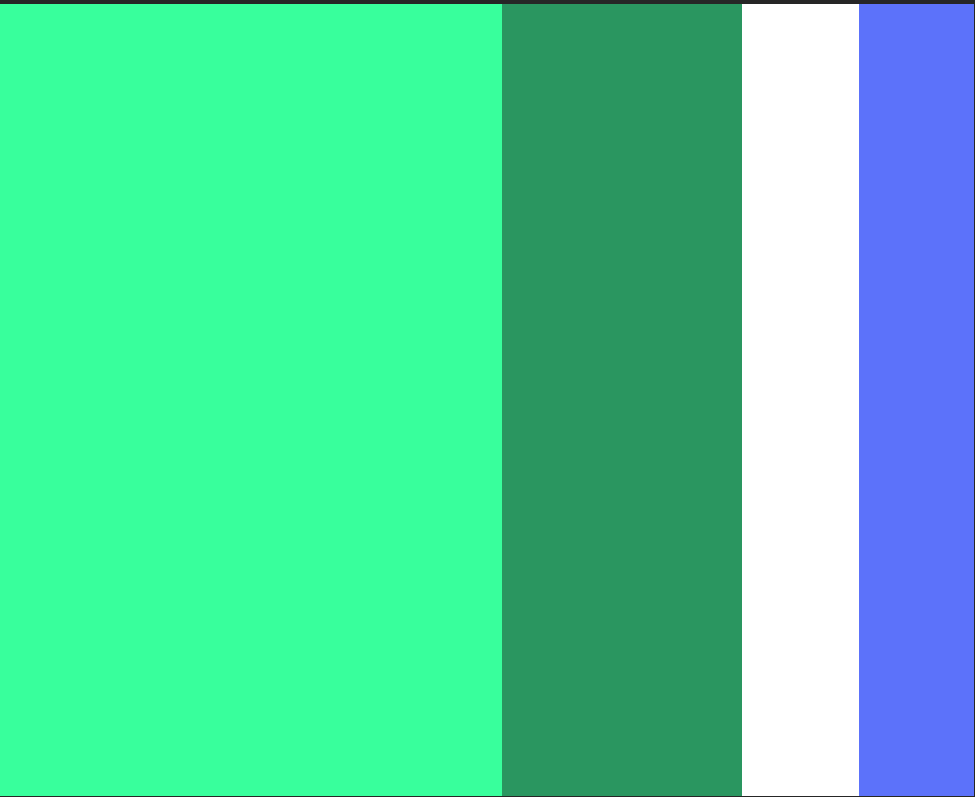
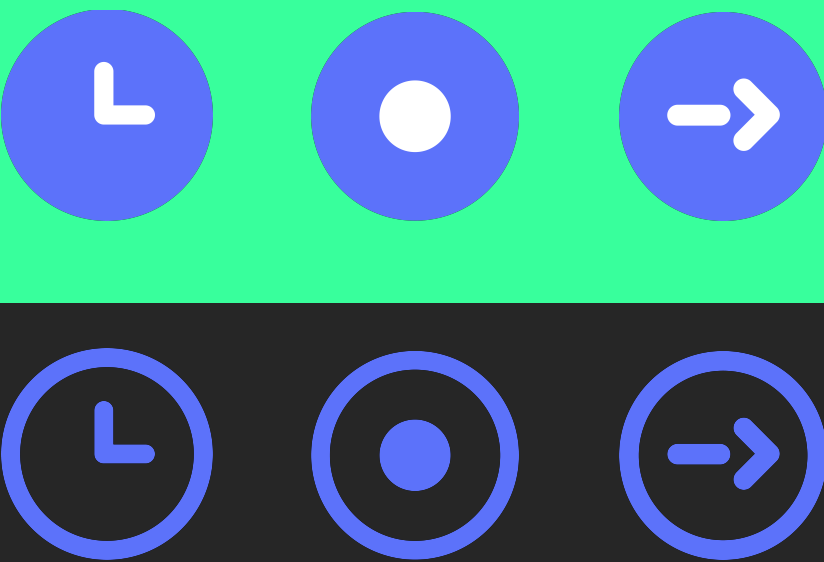# Visual Identity

Overview

Logo

Typography

Colour palette

Primary icons

Secondary icons

Brand pattern

Logo

01

Logo

Our updated logo gives us a modern and fresh appearance, allowing us to stand out amongst our competitors. The logo provides us with great brand recognition and awareness in all applications.

The full wordmark should be used in all applications with the exception of social avatars which should only use the brand icon.

Full wordmark

Social avatar

Download logos

Logo — Positioning

There is a minimum clear space required when positioning the Etherlink logo to ensure it is always visible across communications.

The logo clear space is defined by the size of the brand mark, as shown on the right.

Social avatars ignore this rule and should be framed with a clear space around the logo that is equal to 1.5x the inner circle gap.

Ensuring the logo is always placed consistently will ensure our brand assets are more recognisable. The logo should be positioned in the top left in all brand assets.

Logo minimum clear space

Social avatar clear space

1.5x

1x

1.5x Inner circle space

1.5x

Etherlink

Download logos
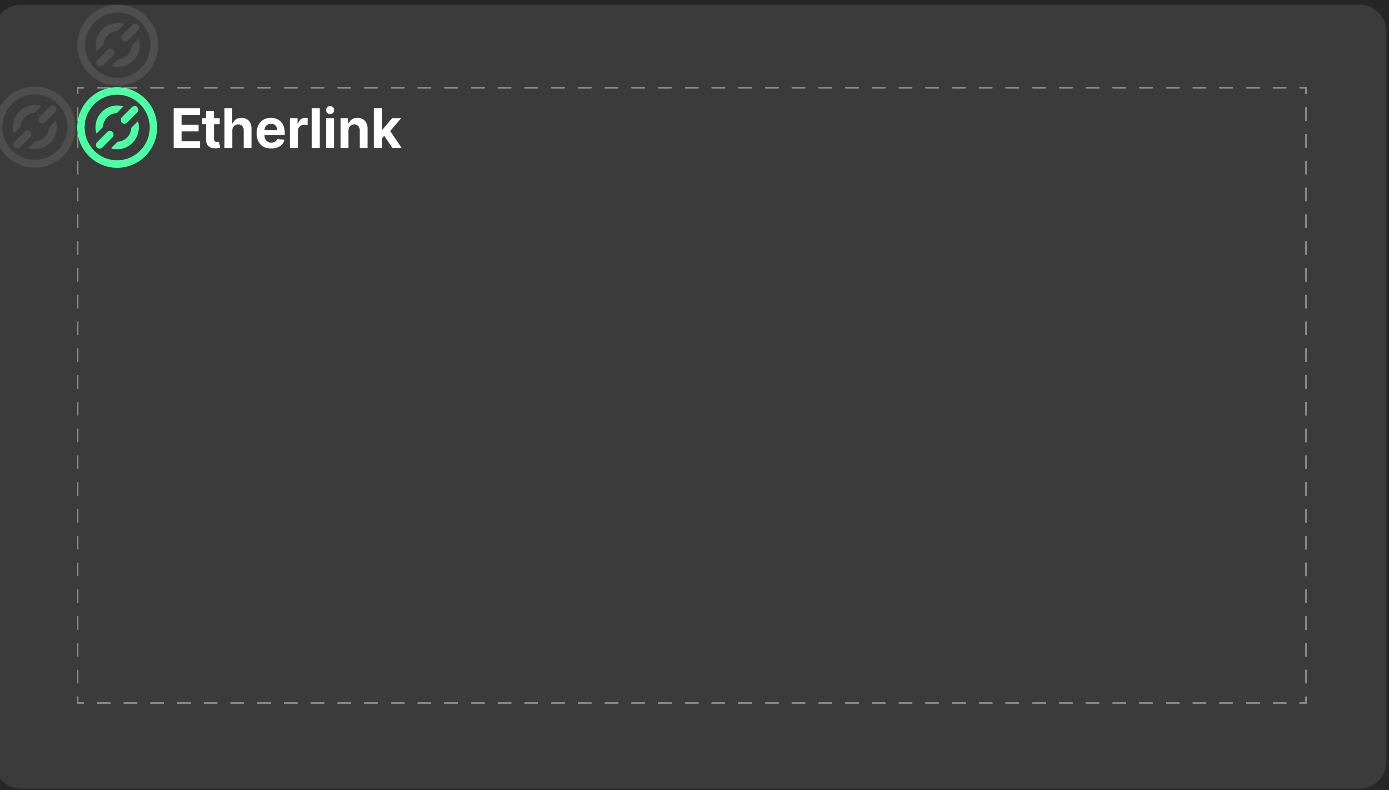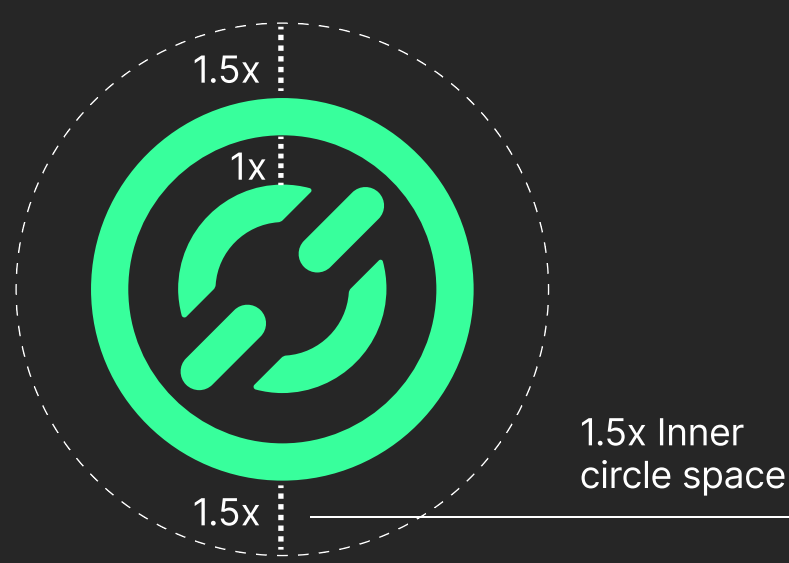
Logo — Colourways

There are two colourways of the Etherlink logo. The full colour white and Etherlink Neon Green version should be used in all applications where possible. The exception to this is when the background is Etherlink Neon Green in which case the full Etherlink Grey version should be used.

Download logos

Logos — Do's and dont's

Here are some examples of how the Etherlink logo should not be used or manipulated. Always use the logo artwork as provided.

Do not use separate the brand name from the logo or change the logo structure.

Do not crop or cut the logo.

Do not change the colours of the logo.

Do not rotate or distort the logo in any way.

Download logos

Typography

02

Typography

Our brand typeface is Inter which is used for headings and body copy.

Inter is available from Google Fonts here and is free to use.

Inter Bold

AaBbCcDdEeFf

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!"#£%&/()=@

Inter Regular

AaBbCcDdEeFf

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!"#£%&/()=@

Download Inter

Typography — Typesetting

Headings should be in Inter Bold whereas body copy should be in Inter Regular.

To ensure typography is consistent across brand communications, follow the example type hierarchy shown here.

The leading in the headings should be equal to the type size. In the subheadings and body copy this should be the type size +7.

Tracking on all text should be -1%.

Download Inter

Example type hierarchy

Inter Bold for headings

Inter Bold
Size 120pt
Leading 120pt
Tracking -1%

Inter Regular
Size 40pt
Leading 50pt
Tracking -1%

Inter Regular for subheadings

Inter Regular
Size 30pt
Leading 40pt
Tracking -1%

Inter Regular for body copy.

Colour Palette

03

Colour Palette

We have a carefully selected colour palette that allows Etherlink to stand out amongst competitors in digital spaces. When creating brand assets, the specific colour values shown here should be used.

Etherlink Neon Green	**RGB** R56 │ G255 │ B156	**HEX** #38FF9C
Etherlink Dark Green (Only to be used within brand patterns)	**RGB** R42 │ G150 │ B96	**HEX** #2A9660
Etherlink Grey	**RGB** R38 │ G38 │ B38	**HEX** #262626
White	**RGB** R255 │ G255 │ B255	**HEX** #FFFFFF
Tezos Purple	**RGB** R92 │ G114 │ B250	**HEX** #5C72FA

Colour Palette — Proportions

Etherlink Grey and Etherlink Neon Green should feature heavily in all communications and brand assets. White should be reserved for text and logos and should never be used as a background colour.

Tezos Purple is used as a secondary accent colour when highlighting important information or call to action buttons in digital assets.

Etherlink Neon Green   Primary colour

Tezos Purple   Secondary colour

White   Secondary colour

Etherlink Grey   Primary colour

Icons

04

Icons — Primary

There are 3 key icons in the Etherlink branding that help to quickly communicate the main perks of the platform to our user base. These can be used at your discretion in any new assets but should be present in key user touch points such as the website landing page.

Decentralised Governance

MEV Protection

Low transaction fees

Download icons

Icons — Design

The design of the icons are inspired by the dynamic shapes included in our brand mark, symbolising the communcal and collaborative nature of the blockchain system.
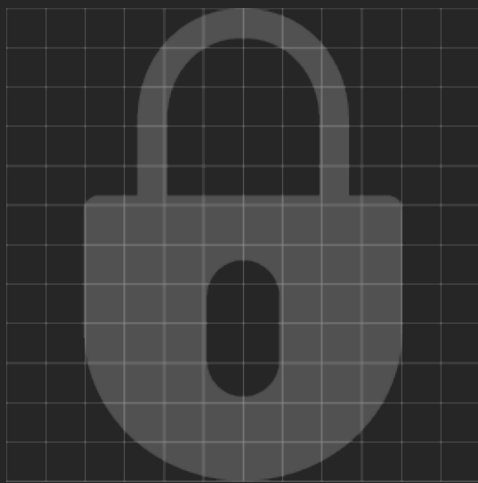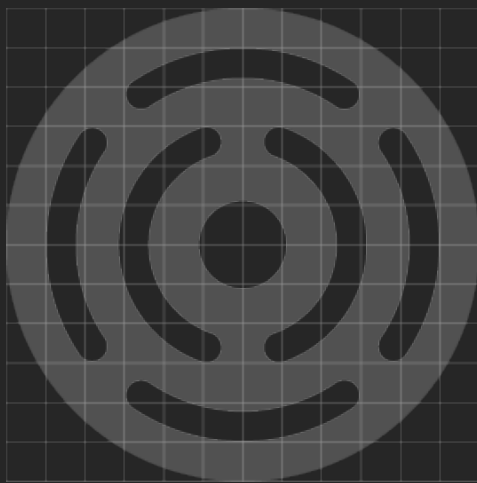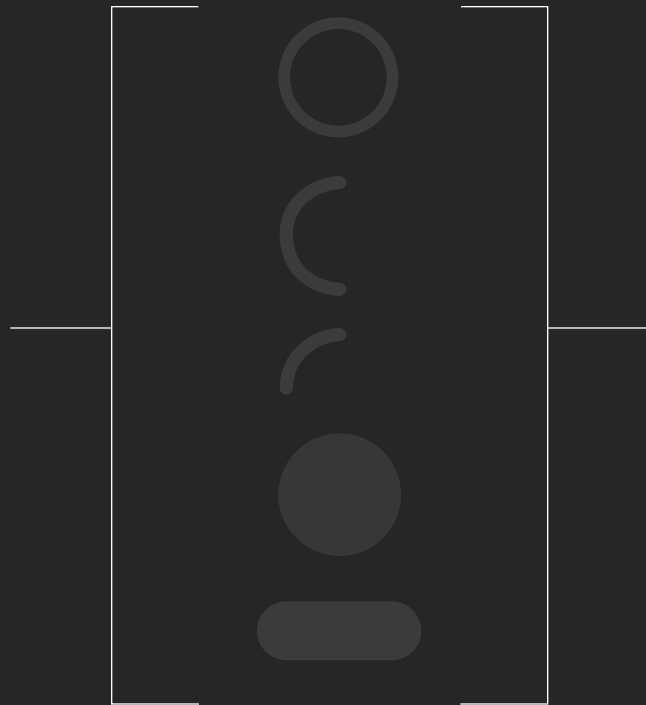
Download icons

Icons — Colourways

The primary icon set comes in two colourways depending on which background colour they are used on. Always choose the correct icon colour for the design.

Download icons

Icons — Secondary

In addition to the primary brand icons, we have a suite of secondary icons that can be used to help communicate certain messages. These are available in two colour ways to choose from depending on the background.

Time / Date

Location / Space

Progress / Direction

Download

Announcement

Time / Date

Location / Space

Progress / Direction

Download

Announcement

Download icons

20

Brand Pattern

05

Brand Pattern

We have a set of brand patterns that make our communications instantly recognisable and ensure we have a consistent image across all of our platforms.

The pattern features extreme close crops of the Etherlink brand mark and utilises the Etherlink gradient to make all communications recognisable as the Etherlink brand.

Download pattern

Brand Pattern — Colour ways

There are three colour variations and four crops of the brand pattern to choose from depending on the content of the graphic.

Announcements

Etherlink Neon Green variation

Blog Posts

Etherlink Grey and Green variation

Community Events

Any colour variation

The Etherlink Grey and black variation should be used when there is more content on the graphic or when a green variation would impact legibility. It can also be used when a subtler design is required.

Download pattern

Etherlink Grey and black

Etherlink Neon Green

Etherlink Grey and Green

23
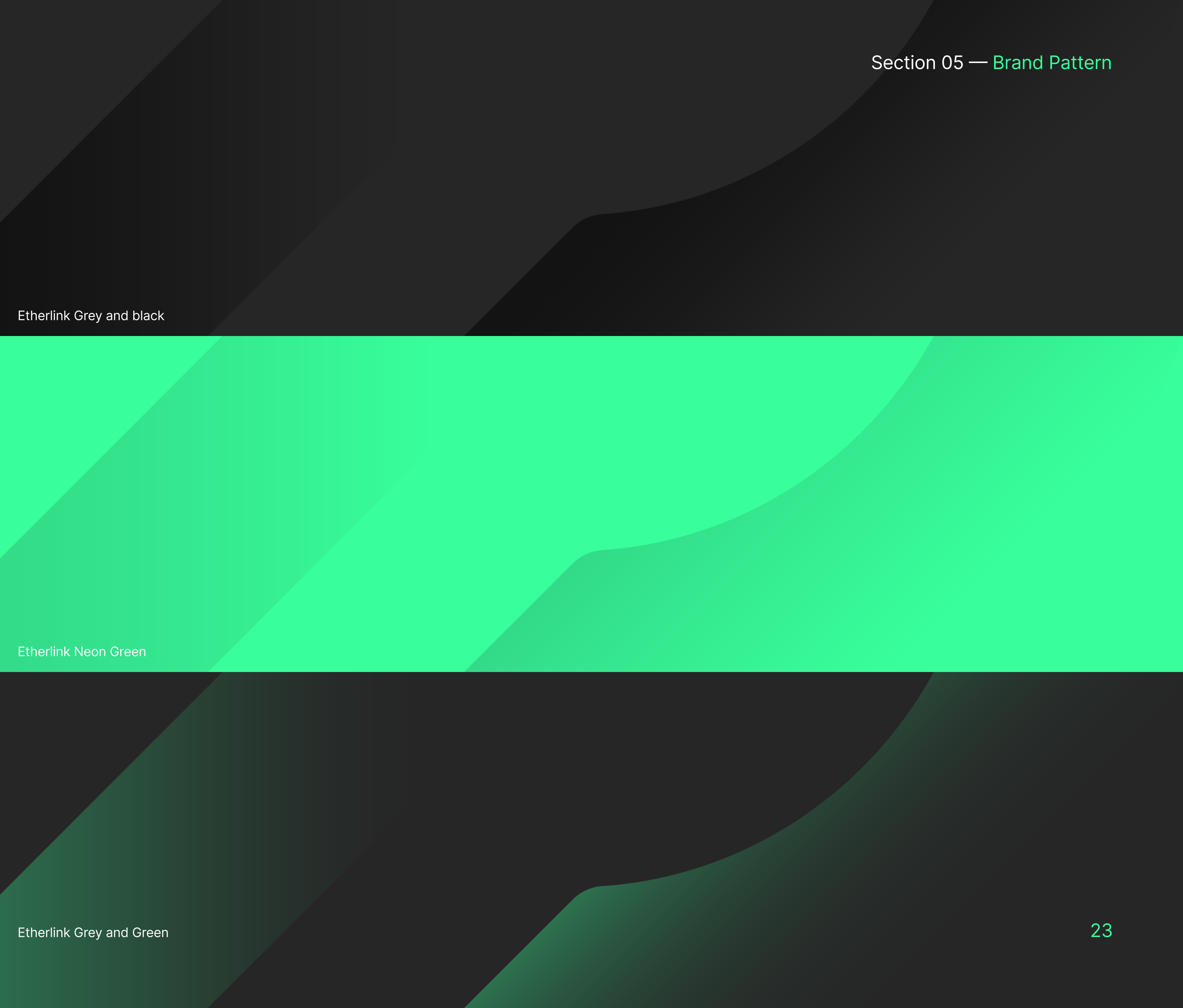
Brand Pattern — Crops

There are four crop variations of the brand pattern that can be used as supplied. However, these can be zoomed in as required to best fit around the content of the graphic if the original crop would impact legibility of text.

Download pattern
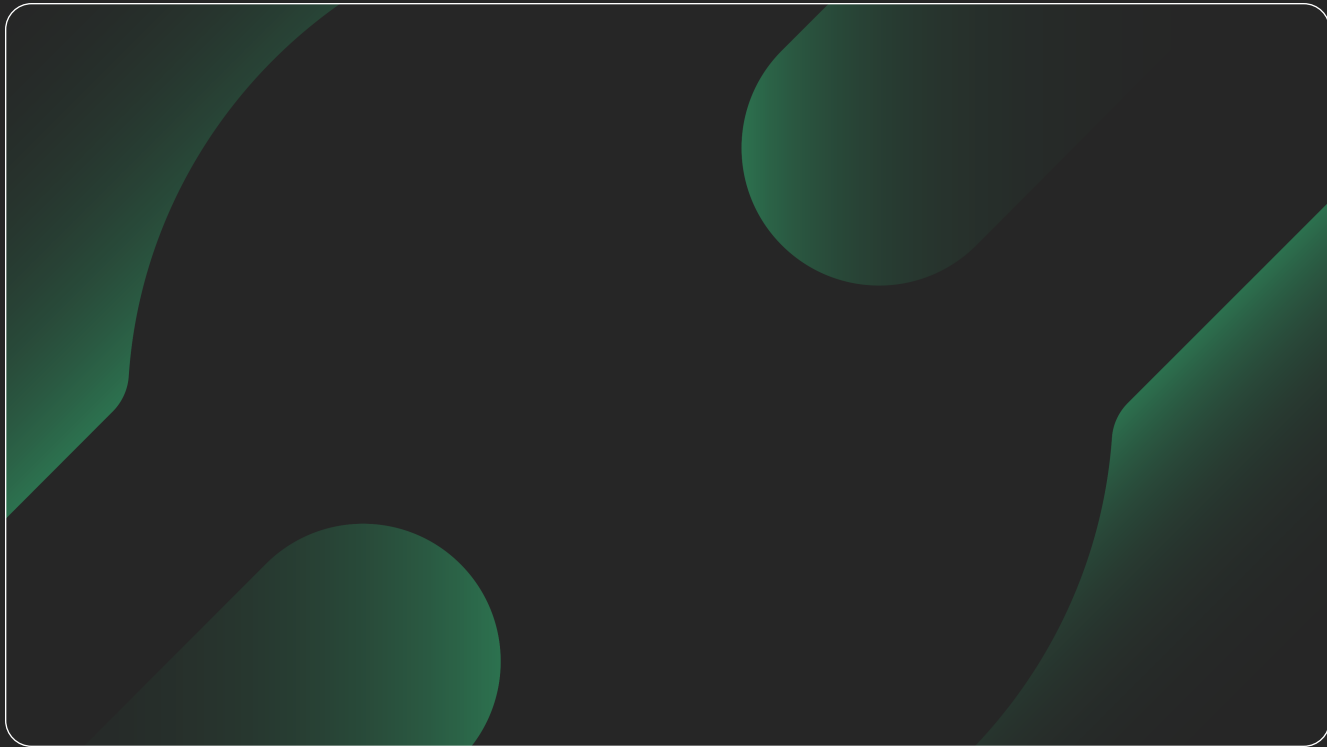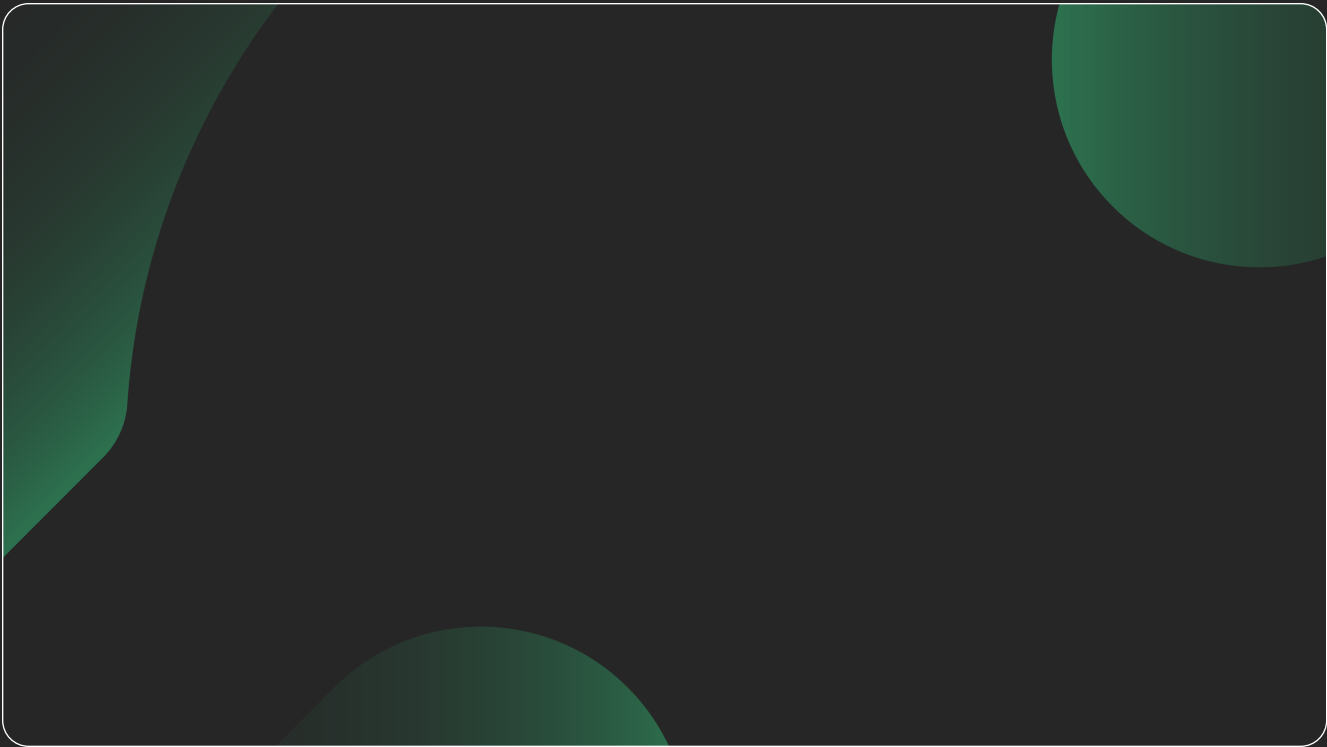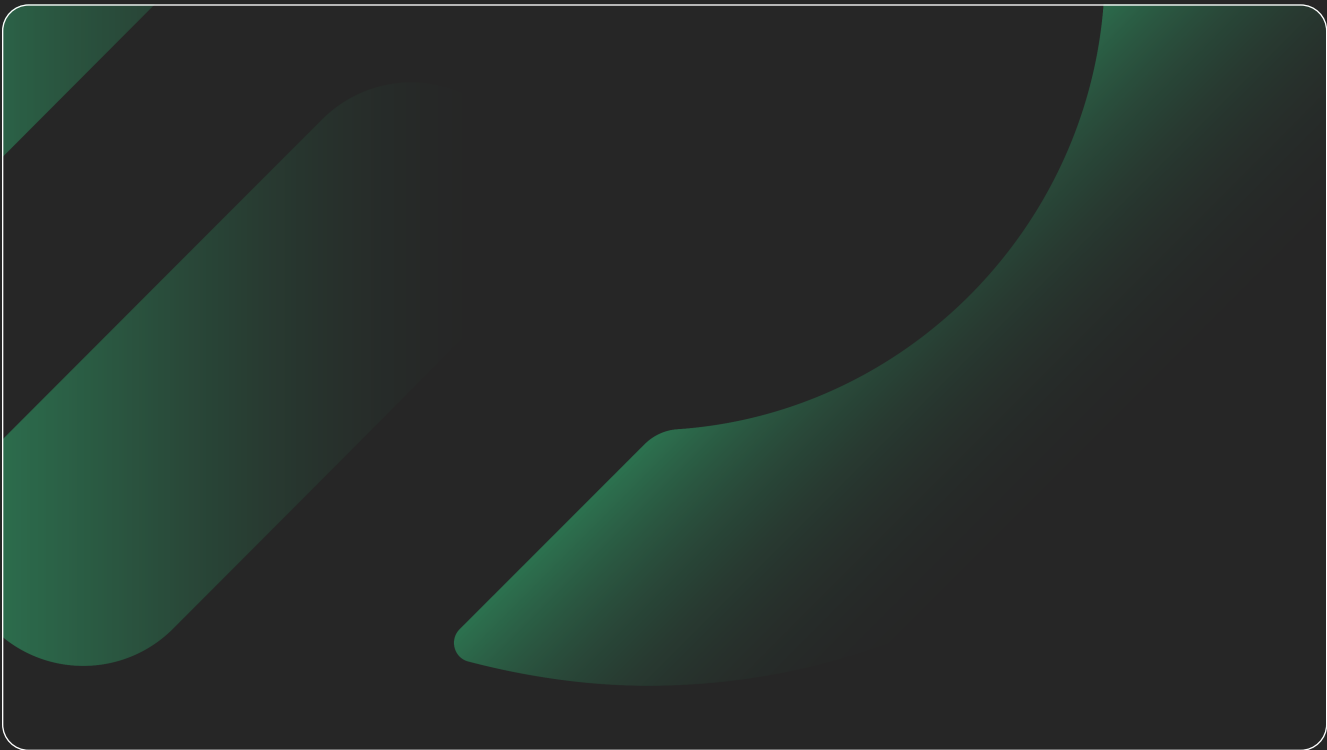
Brand Pattern — Gradient

Our colour palette also includes a gradient that is only used when creating our brand patterns. This allows us to subtly reference the brand mark in all communications.

Etherlink Dark Green

RGB
R42 │ G150 │ B96

HEX
#2A9660

Etherlink Gradient

Etherlink Grey

RGB
R38 │ G38 │ B38

HEX
#262626

25
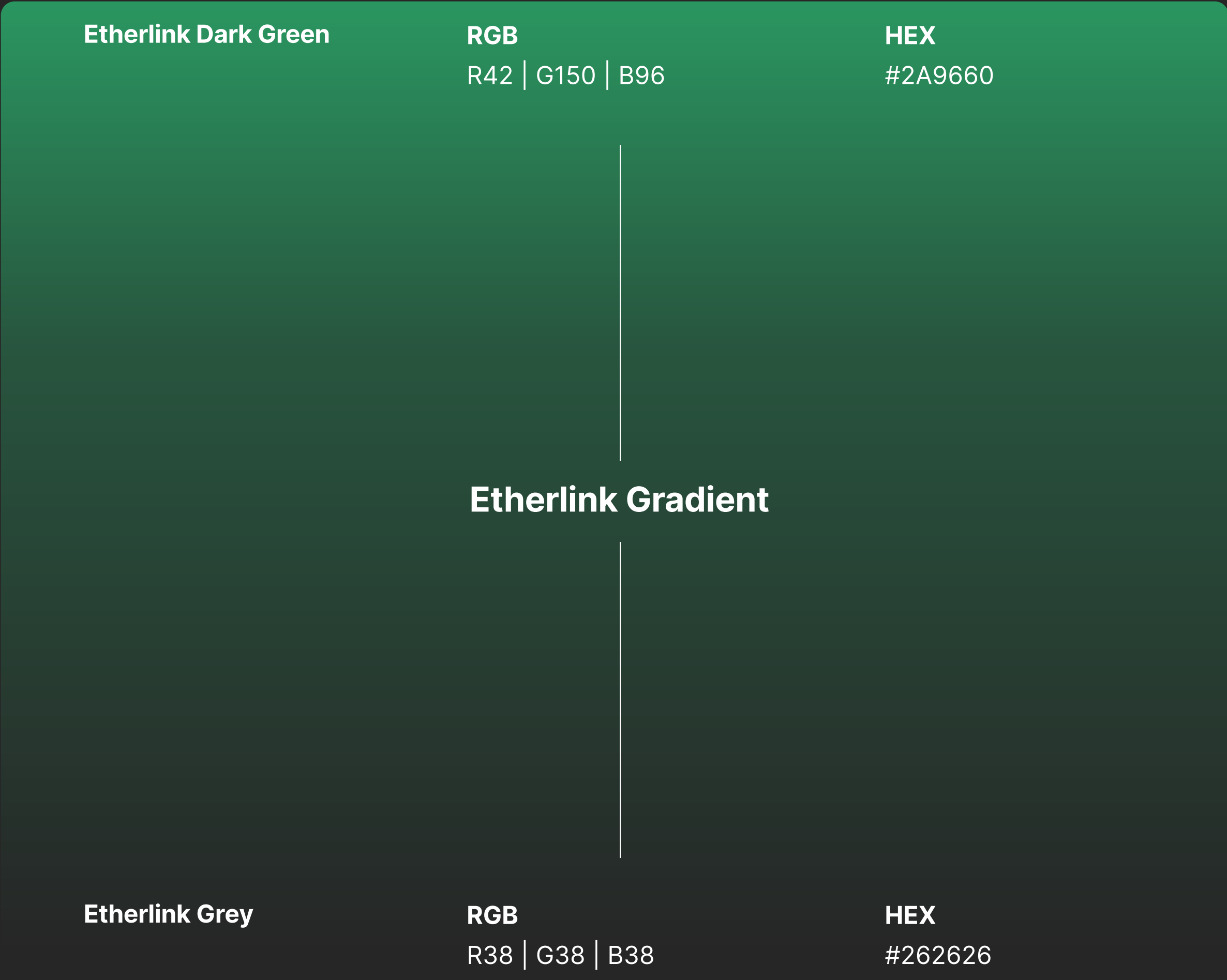
Brand Pattern — Partnerships

There is an alternative brand pattern shown here that should only be used in partnership announcement posts.

Download pattern

Application

06

Application — Announcements

These examples of announcement posts that can be used to inform future designs. Be sure to adhere to the typography and logo guidance supplied in this document.

28
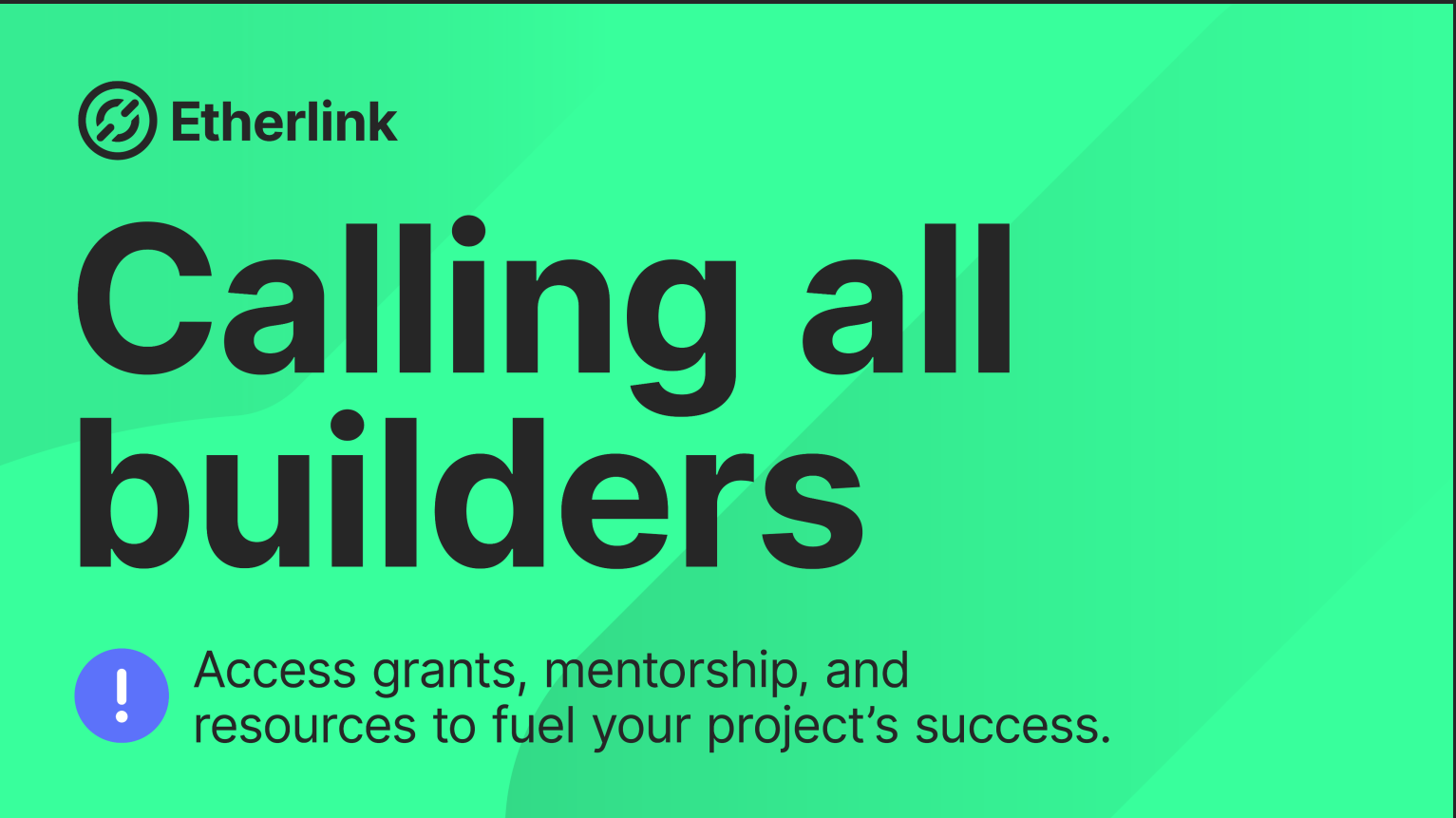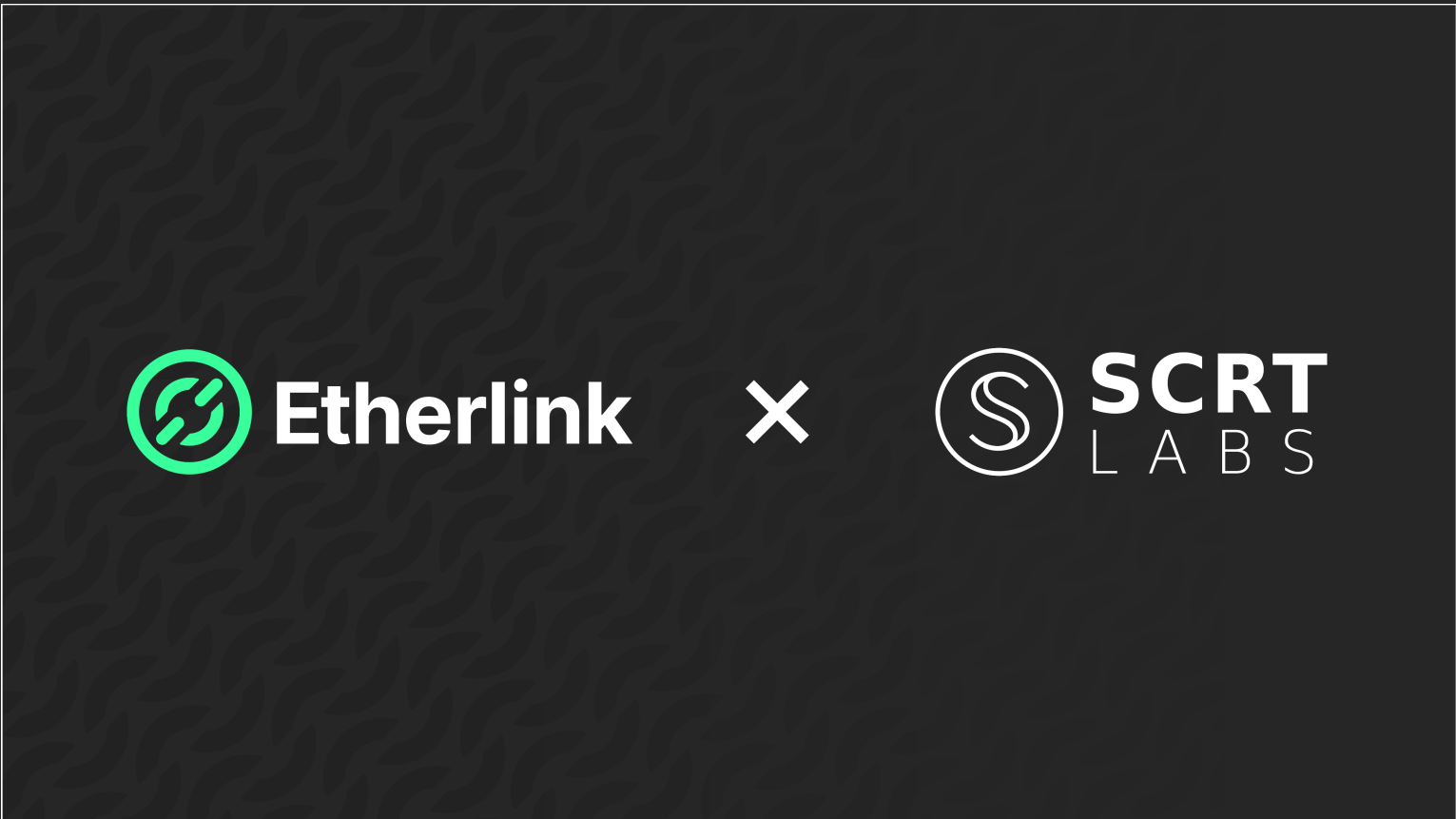
Application — Blog Posts

Theseexamples of blog posts that can be used
to inform future designs. Be sure to adhere
to the typography and logo guidance supplied in
this document.

⊘ Etherlink

Etherlink Roadmap

→ From Testnet to Mainnet Beta and Beyond

⊘ Etherlink

EVM Compatibility

The road to Tezos X   Learn more

⊘ Etherlink

The first regular upgrade for Etherlink:

One step closer to launch

Discover

Application — Community Events

These examples of community event posts that can be used to inform future designs. Be sure to adhere to the typography and logo guidance supplied in this document.

For more information and help on our visual identity, please contact:

Ilaria Antolini

ilaria.antolini@trili.tech