

# Algorand Foundation

Visual brand guide v3.0



# Hello.

**Welcome to the  
future of the  
Algorand Foundation.**

In this brand guide you'll find a complete overview of the Algorand Foundation visual approach.

From brand colours to typography to graphic treatments, these guidelines will provide you with the tools you need to bring this brand to life through the lens of Algorand.



# Content

## LOGO

Logotype  
Logomark  
Things to avoid

04

## TYPOGRAPHY

08

## COLOURS

Primary colour  
Secondary Colour  
Extending the Palette

12

## GRAPHIC APPROACH

Visual Thread  
Visual Tool

16

## APPLICATION

22

Examples by colour palette

Elements

- *Content layout*
- *Imagery based layout*

Structure

- *Border rules*
- *1:1*
- *9:16*
- *16:9*

Iconography

In-situ examples

# LOGO



## OUR LOGO

### LOGOTYPE

Our Future Window logo is at the core of our visual identity. Not only does it frame up our brand name, but it carries through into creative executions and designs, further strengthening Algorand Foundation's brand equity.

Our Wordmark is clean, transparent, and has a presence that creates space for free flowing ideas.



Logo presented in either #FFFFFF or #000000



Always maintain clear space around logo.

OUR LOGO

**LOGOMARK**



Logo presented in either #FFFFFF or #00000



Always maintain clear space around logo.

## OUR LOGO

### THINGS TO AVOID

To ensure our Algorand Foundation logo is distinct and consistent in its application, here are simple guidelines of what to avoid when in use.



X Drop shadow



X Over cropping



X Tilting



X Low opacity / contrast



X Multi-colour



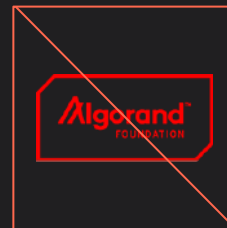
X Rotated



X Remove elements



X Adjust spacing



X Non-brand colours

# TYPOGRAPHY





# TYPOGRAPHY

Our hero font Beni carries the same spirit as the border. Compressed and bold to pull-in attention, which should produce the same feeling of focus, even when the border isn't present.

INTERSTATE COMPRESSED REGULAR

BENI LIGHT  
BENI REGULAR

INTERSTATE COMPRESSED REGULAR

BOLD<sup>®</sup>  
CHOICE



ABCDEFGHIJKLMNOPQRSTUVWXYZ

@£Ø&\*ΣΠΨЈ\$

ALTHOUGH THIS DETAIL HAS NO CONNECTION WHATEVER WITH THE REAL SUBSTANCE OF WHAT WE ARE ABOUT TO RELATE, IT WILL NOT BE SUPERFLUOUS, IF MERELY FOR THE SAKE OF EXACTNESS IN ALL POINTS, TO MENTION HERE THE VARIOUS RUMORS AND REMARKS WHICH HAD BEEN IN CIRCULATION ABOUT HIM FROM THE VERY MOMENT WHEN HE ARRIVED IN THE DIOCESE. TRUE OR FALSE, THAT WHICH IS SAID OF MEN OFTEN OCCUPIES AS IMPORTANT A PLACE IN THEIR LIVES, AND ABOVE ALL IN THEIR DESTINIES, AS THAT WHICH THEY DO. M. MYRIEL.

HEADLINE FONT  
BENI REGULAR

SUBHEAD FONT  
BENI REGULAR

NUMBERS & SYMBOLS  
BENI BOLD

EYEBROW  
INTERSTATE COMPRESSED REGULAR

Body Copy  
Open Sans Regular

PRIMARY TYPEFACE (Headlines, Subheads, Numbers and Symbols)

---

BENI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*() +

BENI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*() +

SECONDARY TYPEFACE (Web and longform body copy)

---

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*() +

TERTIARY TYPEFACE (Eyebrows and accenting type)

---

INTERSTATE  
COMPRESSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*() +

#### EYEBROW

**Font:** Interstate Compressed

**Weight:** Regular

**Tracking:** 125

**Kerning:** Optical

**Case:** All Caps

#### HEADLINE

**Font:** Beni

**Weight:** Regular

**Tracking:** 20

**Kerning:** Optical

**Case:** All Caps

#### SUBHEAD

*(PT size half of headline)*

**Font:** Beni

**Weight:** Regular

**Tracking:** 20

**Kerning:** Optical

**Case:** All Caps

#### BODY COPY

**Font:** Open Sans

**Weight:** Regular

**Tracking:** 0

**Kerning:** Optical

**Case:** Sentence

#### EYEBROW FOR CONTEXT

# STLYE STARTS WITH THE HEADLINE

#### FOLLOWED BY THE SUBHEAD

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# COLOURS



# PRIMARY COLOUR PALETTE

Teal is our hero colour representing the foundation of Algorand. This colour is our anchor and is supported by three complementary accent colours.

The primary colours should be used when presenting our core brand.

## Hero Colour

### Algorand Teal

HEX #006883  
RGB 0, 104, 131  
CMYK 99, 47, 35, 9

## Accent Colours

### Arctic Lime

HEX #DCFE54  
RGB 220, 254, 84  
CMYK 30, 0, 100, 0

### Med Aquamarine

HEX #01DC94  
RGB 1, 220, 148  
CMYK 75, 0, 70, 0

### Sky Teal

HEX #31D8EE  
RGB 49, 216, 238  
CMYK 75, 0, 10, 0

# SECONDARY COLOUR PALETTE

Our secondary palette is used when creating related content to allow for visual variety when highlighting stories. The secondary palette is complementary to our primary brand colours.

## Hero Colour

### Algorand Coal

HEX #201F21  
RGB 32, 31, 33  
CMYK 10, 10, 0, 95

## Accent Colours

### Arctic Lime

HEX #DCFE54  
RGB 220, 254, 84  
CMYK 30, 0, 100, 0

### Orange Coral

HEX #FF684E  
RGB 255, 104, 78  
CMYK 0, 80, 70, 7

### Plum

HEX #F7AEF8  
RGB 247, 174, 248  
CMYK 7, 55, 0, 0

# EXTENDING THE PALETTE

We will extend our palette by blending our primary and secondary accent colours into gradients, creating variation to make the brand feel expansive in execution, yet harmonious.

The use of the gradients will also allow us to highlight and draw focus to the key elements of our creative.

## Background Colors

### Algorand Teal

HEX #006883  
RGB 0, 104, 131  
CMYK 99, 47, 35, 9

### Algorand Coal

HEX #201F21  
RGB 32, 31, 33  
CMYK 10, 10, 0, 95

## Gradients

#DCFE54

#01DC94

#31D8EE

#01DC94

#DCFE54

#FF684E

#F7AEF8

#FF684E

□ ————— □ Light to Dark ————— □

# GRAPHIC APPROACH

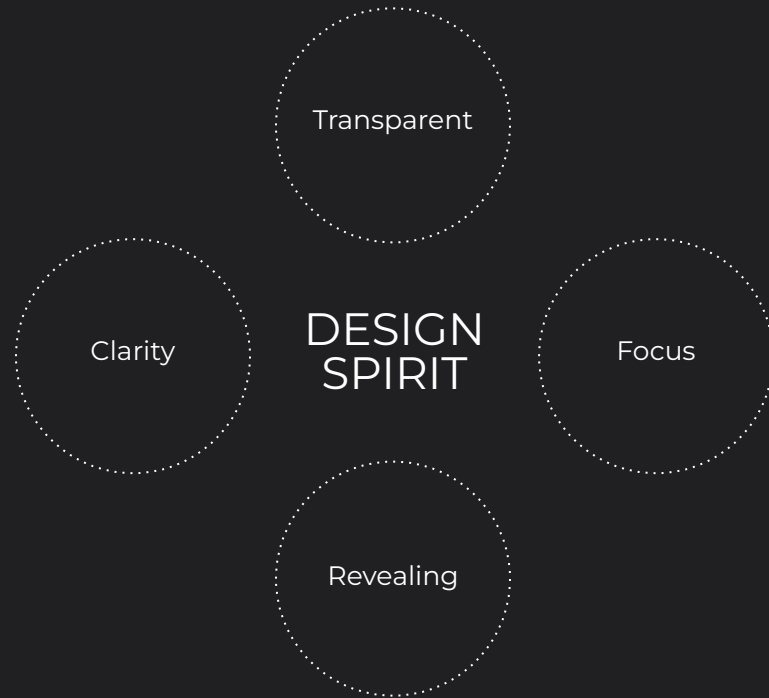




# OUR VISUAL THREAD

**With focus comes clarity as seen through a lens that flexes to our future.**

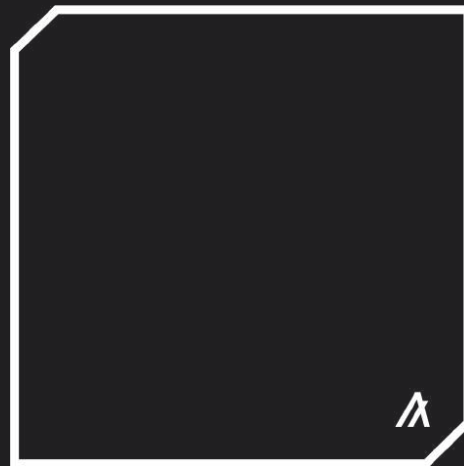
Simple, pure design frames Algorand's progressive vision and values. Clean, linear frames filter out distraction and focus attention to reveal what's truly important - the future of blockchain for you and your clients.



FUTURE PROOF WINDOW

# OUR VISUAL TOOL

The Future Proof window is the evolution of what we started. Acting as an inclusive and transparent lens, our new window brings Algorand Foundation's vision into clearer view.



TOOL EXECUTION #1

## **A DYNAMIC LENS TO HIGHLIGHT OUR STORIES**

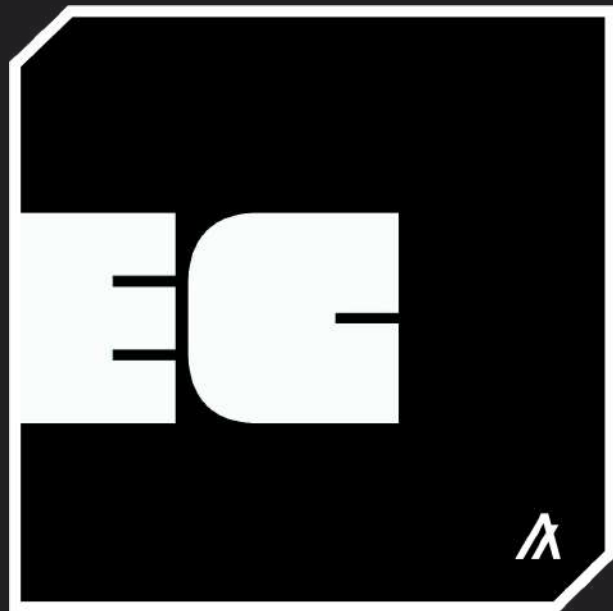
Unlike the static and locked positioning of the previous system, the Future Proof Window is flexible and made to draw attention towards its centre, where key ideas can be expressed with clarity.



TOOL EXECUTION #2

## **A FRAME TO UNPACK OUR BEST IDEAS**

This window frames our most dynamic content pieces, making them universally accessible. Translating complexity into something digestible helps us drive our overarching narrative of “clarity” forward.



TOOL EXECUTION #3

## **A WINDOW OF FOCUS FOR BRAND CLARITY**

This window will clearly define Algorand's vision of the space. It's made to reveal imagery, type, shape, icons, language etc. Anything outside of its border is out of focus, lacking clarity. Anything within its frame will be emphasized and understood.



# APPLICATION





5M

AVAILABLE IN CASH REWARDS

ALGORAND 2  
ITS CARBON  
NEUTRALITY  
APPROACH

PROJECTS OF ALL STRIPES

WOMEN'S  
WORLD  
BANKING

IS POWERING LOCAL ECONOMIES  
BY INVESTING IN GIRLS' EDUCATION

ALGORAND FOUNDATION

DRIVING  
CHANGE



20000.00  
PER MONTH



SHAPE THE FUTURE

ALGORAND FOUNDATION



250 MILLION GRANTS  
PROGRAM UPTO

A YEAR IN REVIEW

10

A YEAR IN REVIEW

5



A YEAR IN REVIEW

1000+

AMBASSADORS & CHAMPIONS  
ACROSS 80 COUNTRIES



SHAPE THE FUTURE

A YEAR IN REVIEW

70.5M

AVAILABLE IN SALGO REWARDS



PROJECTS OF ALL STRIPES

WOMEN'S  
WORLD  
BANKING

IS POWERING LOCAL ECONOMIES  
BY INVESTING IN GIRLS' EDUCATION



A YEAR IN REVIEW

55k

LARGEST EVER ON-CHAIN  
COMMUNITY VOTE / VOTERS



ALGORAND FOUNDATION



250 MILLION GRANTS  
PROGRAM UPDATE (THREAD)



ENVIRONMENTALLY  
FOCUSED

NULLAM UT MOLLIS ORCI. CURABITUR  
LACINIA ORNARE LACUS EU POSUERE.  
PRAESENT UT EX VITAE LEO ALIQUET.



PROJECTS OF ALL STRIPES



ALGO GRANT PROGRAM  
REOPENS FOR APPLICATIONS



ALGORAND FOUNDATION

DRIVING  
CHANGE

LOREM IPSUM DOLOR SIT  
AMET DOW CONSECTETUR  
ADIPISICING ELITAS DE  
SED DO EUSMODO TEMPOR  
INCIDIDUNT UT LABORE ET  
DOLORE MAGNA ALIQUA.



ALGORAND &  
ITS CARBON  
NEGATIVE  
APPROACH



A YEAR IN REVIEW

1000+

AMBASSADORS & CHAMPIONS  
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ENVIRONMENTALLY  
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PROJECTS OF ALL STRIPES

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WORLD  
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ALGORAND &  
ITS CARBON  
NEGATIVE  
APPROACH

A YEAR IN REVIEW

**70.5M**

AVAILABLE IN SALGO REWARDS



ALGORAND FOUNDATION

**DRIVING  
CHANGE**

LOREM IPSUM DOLOR SIT  
AMET DOW CONSECTETUR  
ADIPISICING ELITAS OE  
SED DO EIUSSMOO TEMPOR  
INCIDIDUNT UT LABORE ET  
DOLORE MAGNA ALIQUA.



ALGORAND FOUNDATION



**250 MILLION GRANTS  
PROGRAM UPDATE (THREAD)**



PROJECTS OF ALL STRIPES



**ALGO GRANT PROGRAM  
REOPENS FOR APPLICATIONS**



# ELEMENTS



## TYPE & ICON BASED

# CONTENT LAYOUT GUIDE

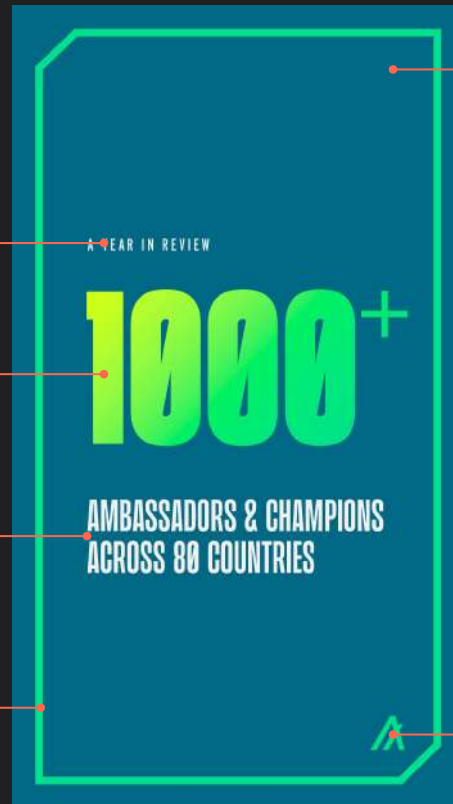
Our visually dynamic and story forward approach to presenting content is simple yet ownable. Giving numbers a bold treatment creates a strong eye catching presence that draws us into the story.

*Eyebrow; light weight,  
all caps Interstate  
Compressed font*

*Headline; bold weight, all caps  
Beni. Gradient applied to  
numbers and/or headlines*

*Body copy; regular weight,  
all caps, and white for high  
contrast and readability*

*When Gradient is present on  
numbers or headlines the border  
color can be either of the colours  
from the gradient*



*Flat background  
color*

*Logo matches  
border colour*

## LAYOUT

### THINGS TO AVOID

Guidelines of



✗ Border Stretching  
(Corners should always be 45°)



✗ Background Colour



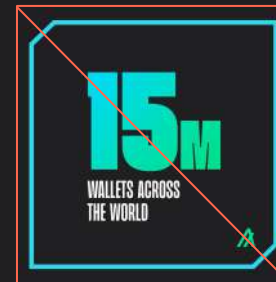
✗ Border colour



✗ Double gradients



✗ Logo Placement



✗ Logo colour/border  
mismatch

TYPE & ICON BASED EXAMPLES

A YEAR IN REVIEW

**1000<sup>+</sup>**

AMBASSADORS & CHAMPIONS  
ACROSS 80 COUNTRIES



A YEAR IN REVIEW

**70.5M**

AVAILABLE IN SALGO REWARDS



A YEAR IN REVIEW

**55k**

LARGEST EVER ON-CHAIN  
COMMUNITY VOTE / VOTERS



A YEAR IN REVIEW

**34k**

PROJECTS FUNDED ACROSS APPLICATION  
DEVELOPMENT, TOOLS & INFRASTRUCTURE,  
RESEARCH, AND EDUCATION & COMMUNITY.



## IMAGE BASED CONTENT LAYOUT GUIDE

Our image based content has three treatment variations (see next slide). The scale of the focus window revealing the image is determined by the headline and body copy.

For messaging clarity, a single colour headline sits over the blurred part of the image under the focus window. Body copy sits beneath the headline in white. For visual clarity, the Algo icon always lives outside of the window.

*Border size is determined based off the amount of space copy takes up*

*Focused image within the window  
(Style ie; Monotone)*

*Headline; Beni Regular,  
Single colour for clear focus and hierarchy*

*Body Copy; Beni Regular,  
white*



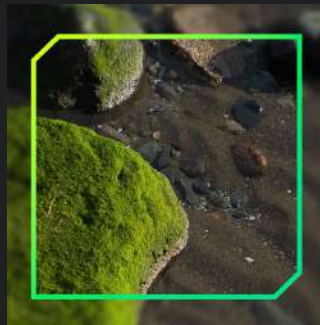
*Logo isolated from image border for visual clarity*

## IMAGERY LAYOUT

# IMAGED BASED IMAGE STYLING GUIDE

To create visual variation within the brand, imagery can be displayed through the lens of these three distinct styles.

Style 1



### Breakdown:

- Colour Image
- Blurred image outside of framing window
- Gradient Border  
(Any gradient from the colour guide)

Style 2



### Breakdown:

- Grayscale Image
- Blurred image outside of framing window
- Gradient Border  
(Any gradient from the colour guide)

Style 3




### Breakdown:

- Monotone Image
- Blurred image outside of framing window
- White Border




## IMAGERY BASED LAYOUT EXAMPLES



**LOREM IPSUM  
DOLOR SIT**

NULLAM UT MOLLIS ORCI. CURABITUR  
LACINIA ORNARE LACUS EU POSUERE,  
PRAESENT UT EX VITAE LEO ALIQUET.



ALGORAND FOUNDATION

**DRIVING  
CHANGE**



LOREM IPSUM DOLOR SIT  
AMET DOW CONSECTETUR  
ADIPISCING ELITAS OE  
SED DO EUUSMOD TEMPOR  
INCIDIDUNT UT LABORE ET  
DOLORE MAGNA ALIQUA.



**ENVIRONMENTALLY  
FOCUSED**

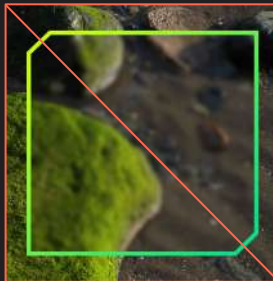
NULLAM UT MOLLIS ORCI. CURABITUR  
LACINIA ORNARE LACUS EU POSUERE,  
PRAESENT UT EX VITAE LEO ALIQUET.



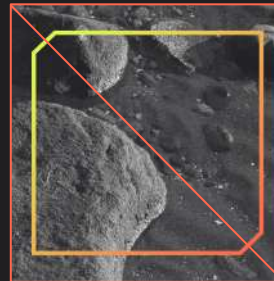
## IMAGE

### THINGS TO AVOID

To ensure our Algorand Foundation image treatment is distinct and consistent in its application, here are simple guidelines of what to avoid when in use.



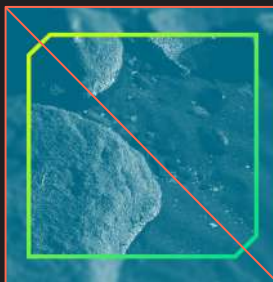
✗ Blurring inside window



✗ No Blurring outside



✗ Monotone colour misuse



✗ Gradient on monotone image



✗ White border on colour image



✗ White border on grayscale image

# STRUCTURE



## BREAKDOWN ELEMENTS BASED ON BORDER SIZE

### BORDER STROKE

**Digital:** 1/60th of the shortest edge.

Examples:

1080x1080=18px stroke

1920x1080=18px stroke

300x600= 5px stroke

**OOH/large print:** 1/60th of the shortest edge.

*Extreme asset sizes for digital or print can have custom stroke sizes.*

Safe/copy area aligns to bends in border

Stroke  
18px

Padding  
3x stroke

Logo safe area  
3x stroke

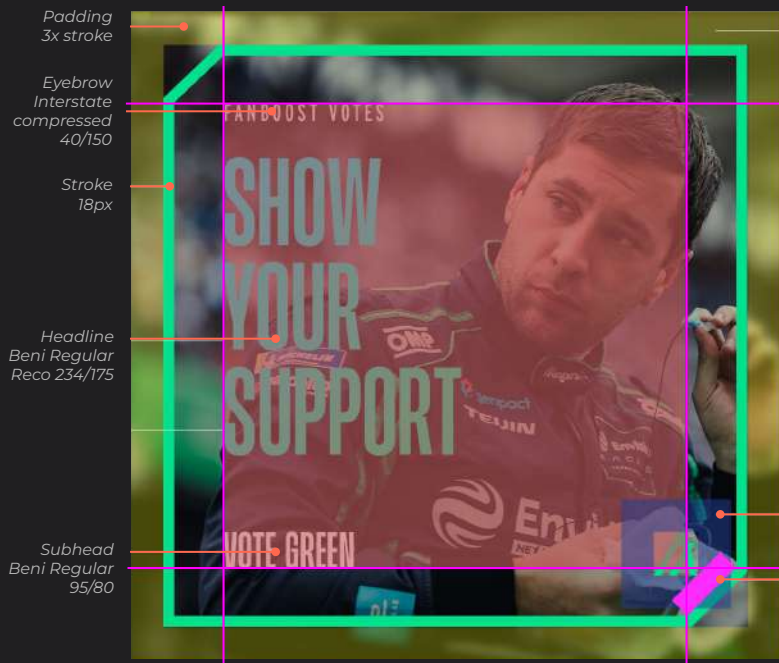
Logo height  
4x stroke

Logo placement  
2x stroke width



HERO version - 1080x1080

Safe/copy area aligns to bends in border



HERO version - 1080x1080

5.5x stroke padding

5x stroke padding

18px stroke

Logo safe area  
3x stroke

Logo height  
4x stroke

Logo placement  
2x stroke width

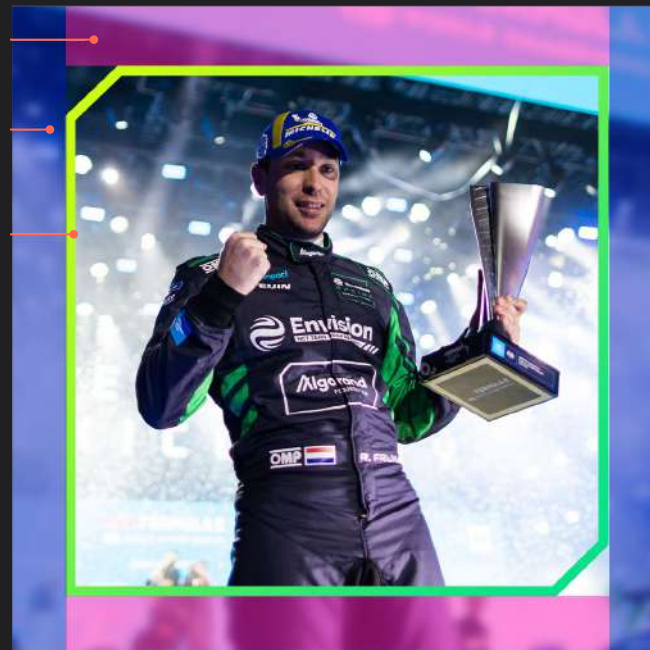
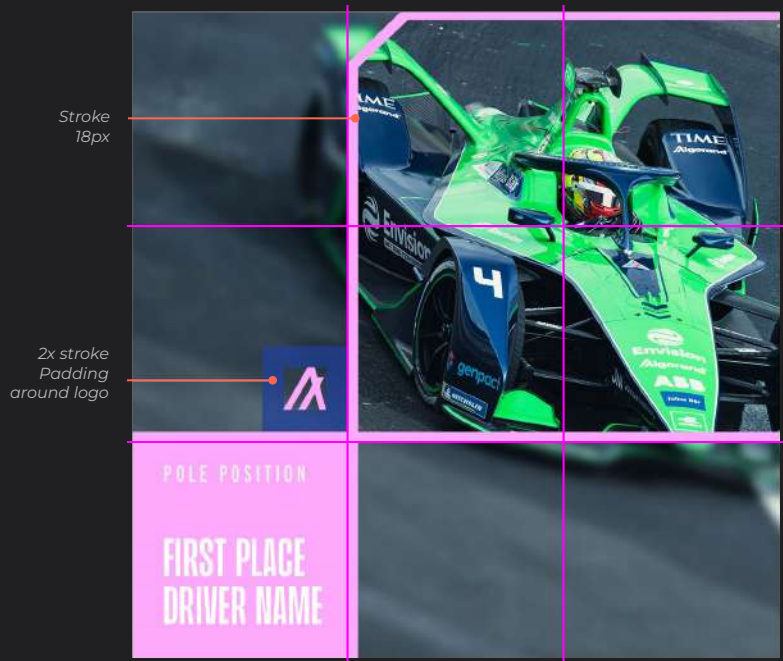
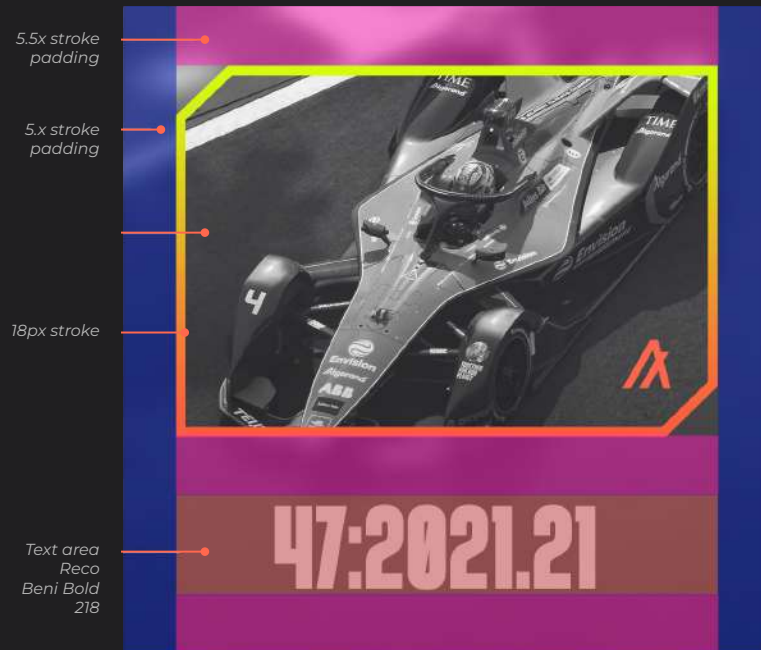


IMAGE ONLY version - 1080x1080



1/3 version - 1080x1080

Image focused asset, copy 1/3 of asset.  
Graphic focused asset, copy 2/3 of asset.



FOCUS version - 1080x1080



## 1:1 VERSIONS



HERO  
1:1 version

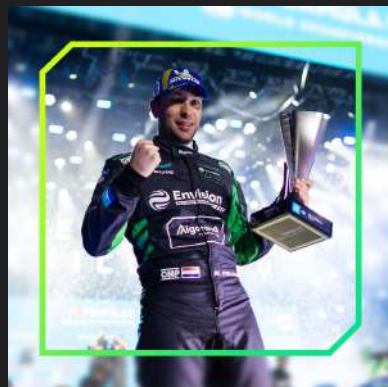


IMAGE ONLY  
1:1 version



$\frac{1}{3}$   
1:1 version



FOCUS  
1:1 version

## 1:1 VERSIONS



GRAPHIC HERO  
1:1 version



COPY ONLY  
1:1 version



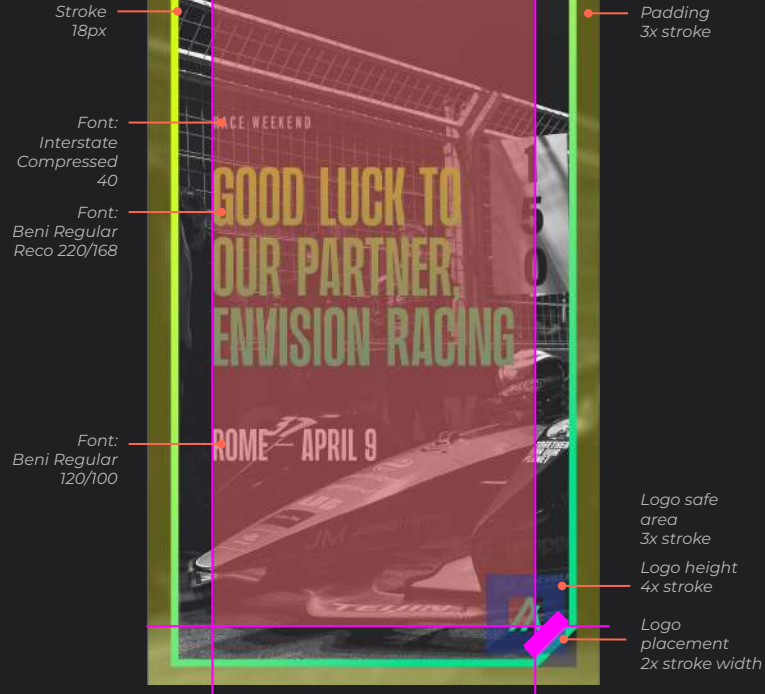
TEXTURE  
1:1 version



IMAGE CAPTION  
1:1 version



Safe/copy area aligns to bends in border



HERO version - 1080x1920

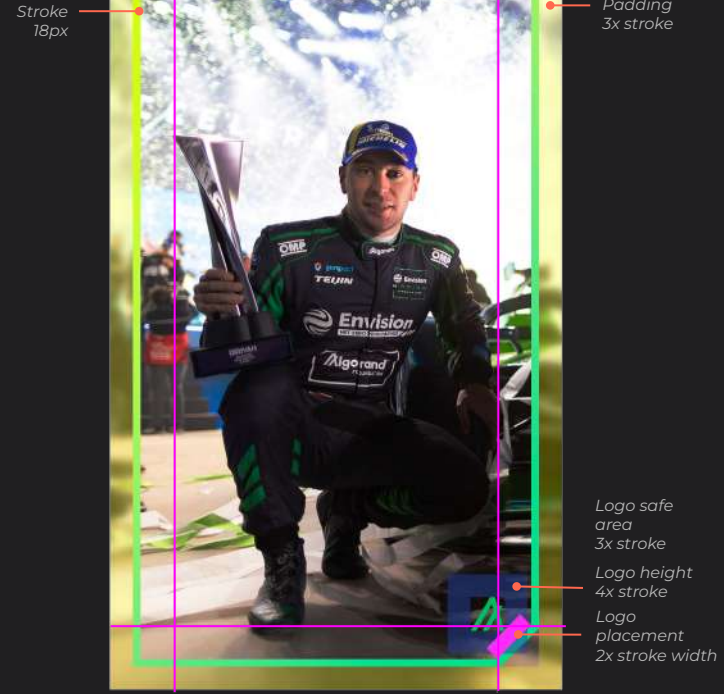


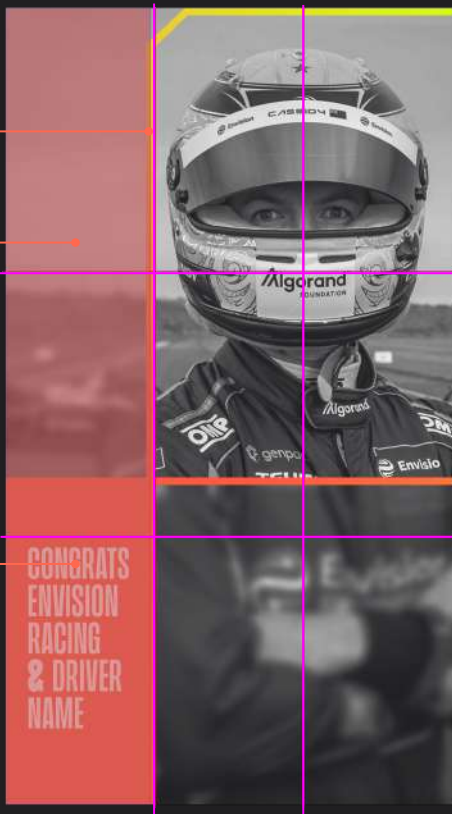
Image only version - 1080x1920

Stroke  
18px

1/3 safe area  
for image  
focused  
content

2/3 safe area  
for copy  
based  
content

Font:  
Beni Regular  
120/100



1/3 version - 1080x1920

Stroke  
18px

Text aligned  
with stroke

Padding  
3x stroke

Logo safe area  
3x stroke

Logo height  
4x stroke

Logo aligned with  
stroke



FOCUS version - 1080x1920

## 9:16 VERSIONS



HERO  
9:16 version



GRAPHIC  
9:16 version



IMAGE ONLY  
9:16 version



CONGRATS  
ENVISION  
RACING  
& DRIVER  
NAME

1/3  
9:16 version

Padding  
3x stroke

Eyebrow  
Interstate compressed  
40/150

Eyebrow padding  
3x stroke

Stroke  
18px

Headline  
Beni Regular  
Reco 234/175

Padding  
to text  
6x stroke



alignment

Logo safe area  
3x stroke

Logo height  
4x stroke

Logo aligned with  
stroke

HERO version - 1920x1080

Padding  
3x stroke

eyebrow  
Interstate  
compressed  
40/150

Stroke  
18px

Logo safe area  
3x stroke

Logo height  
4x stroke

Logo aligned with  
stroke



GOOD LUCK  
ENVISION RACING

OUR PARTNER AT ENVISION RACING  
IS COMPETING TODAY IN [CITY]

Headline  
Beni Regular  
220/170

Subhead  
Beni Regular  
100/85

FOCUS version - 1920x1080





PANBOOST VOTES

**55k**

LARGEST EVER ON-CHAIN  
COMMUNITY VOTE / VOTERS



**SHOW YOUR  
SUPPORT**

NULLAM UT MOLLIS ORCI. CURABITUR  
LACINIA ORNARE LACUS EU POSUERE,  
PRAESENT UT EX VITAE LEO ALIQUET.



**GOOD LUCK  
ENVISION RACING**

OUR PARTNER AT ENVISION RACING  
IS COMPETING TODAY IN [CITY]



A YEAR IN REVIEW

**70.5M**

AVAILABLE IN SALGO REWARDS



# ICONOGRAPHY



## Iconography

### **BOLD / CUT EDGE**

Taking inspiration from our Algorand “window”, cut off edges are paired with bold thick lines to give a strong graphical approach.

Colour can be applied based on the colour of the environment that the icon lives in.





## Iconography



Algo Coin



Light bulb



Leaf



Public open



Voting



Community



Tree



Home



Research



Security



Globe



Forward-thinking

## Iconography



Blockchain



Inquiry



Development  
Infrastructure



Use Cases



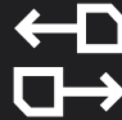
Email



Post



Community Acceptance



Transactions - Transfers



Racing Flag



Steering wheel  
(Formula E)



Trophy



Cityscape

## Iconography



Helmet  
(Formula E)

# IN-SITU





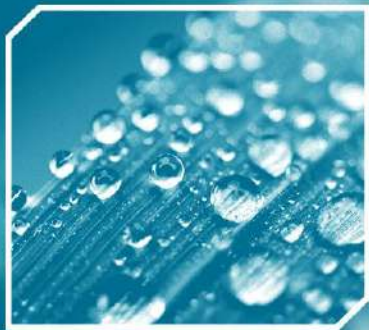
THE **GREENEST** BLOCKCHAIN MEETS  
THE **GREENEST** RACING TEAM ON  
THE **GREENEST** GRID.



A YEAR IN REVIEW

1000+

AMBASSADORS & CHAMPIONS  
ACROSS 80 COUNTRIES



ENVIRONMENTALLY  
FOCUSED

NULLAM UT MOLLIS ORCI. CURABITUR LACINIA  
ORNARE LACUS EU POSUERE.  
PRAESENT UT EX VITAE LEO ALIQUET.



PROJECTS OF ALL STRIPES

WOMEN'S  
WORLD  
BANKING

IS POWERING LOCAL ECONOMIES  
BY INVESTING IN GIRLS' EDUCATION





A YEAR IN REVIEW

**70.5M**

AVAILABLE IN SALGO REWARDS



ALGORAND FOUNDATION

**DRIVING  
CHANGE**

LOREM IPSUM DOLOR SIT  
AMET DOW CONSECTETUR  
ADIPISCING ELITAS OE  
SED DO EUSMOD TEMPOR  
INCIDIDUNT UT LABORE ET  
DOLORE MAGNA ALIQUA.



PROJECTS OF ALL STRIPES



THE FUTURE OF THE ALGORAND  
ECOSYSTEM IS BRIGHT



