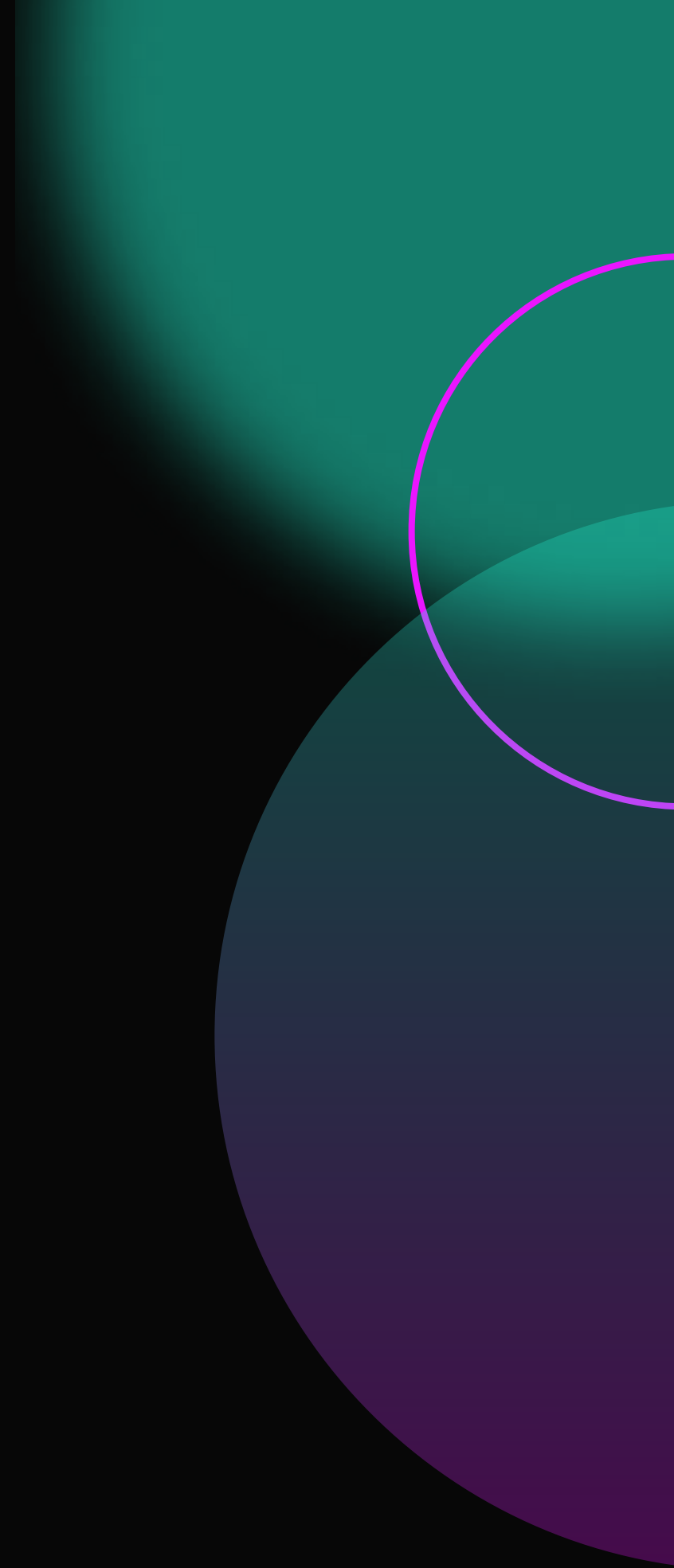TheBadge

# **Brand**
# Guidelines

# Logo design
# Overview

The Badge is an innovative project, it's more than just a curation protocol, it's like the magic wand of certifications. Picture it as that decentralized mechanism capable of certifying virtually anything, whether it's off-chain or on-chain information.
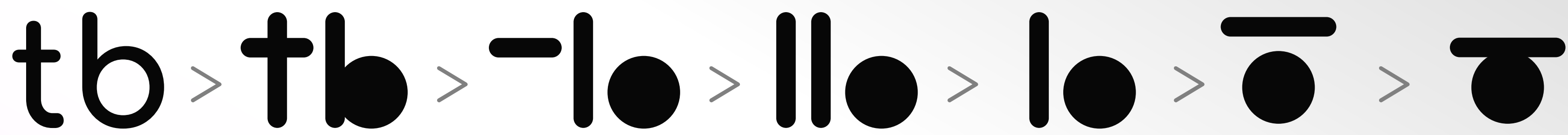
The Badge is on its way to connect the world of web2 and web3 in an astonishing manner. This is a gateway to a new era in how we perceive and issue certificates.

As for its features and values, The Badge stands out for its innovation, reliability, security, transparency, and user-friendliness.

The Badge, the future of certifications.
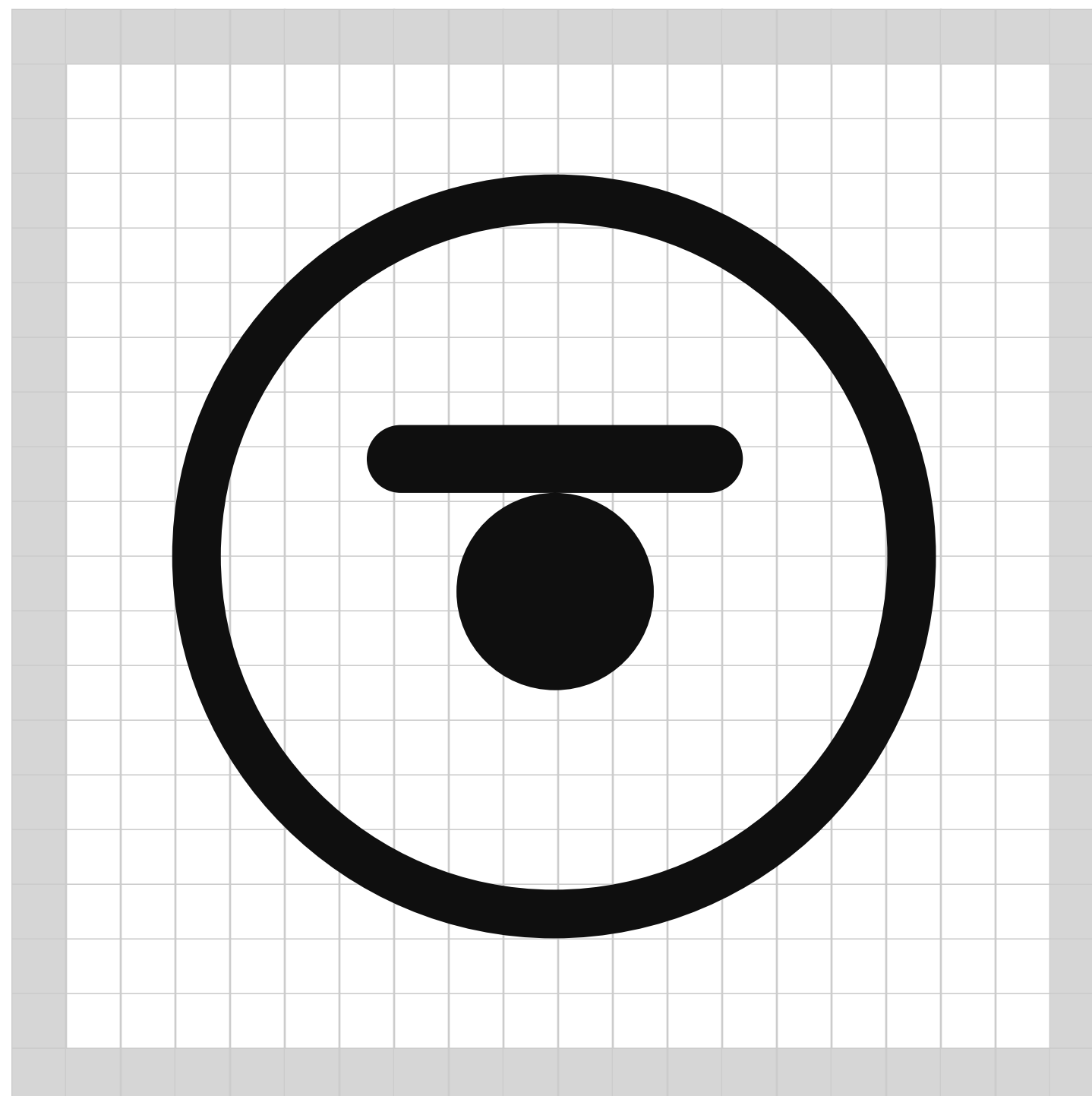
# Logo Construction

# Isotipo

Starting from the basic shapes of the initial letters of 'TheBadge,' we aim to simplify and take the brand to an abstract point. Through this process, we seek to reflect the values and characteristics mentioned earlier

# Security Area

It is the space established around the logo to prevent it from being contaminated by other elements in the graphic piece where it is used.

## Logotipo

A Rounded style font was chosen for the brand logo, easy to read and usable in different measurement scales. Reflecting the values of the project.

# TheBadge

# Security Area

It is the space established around the logo to prevent it from being contaminated by other elements in the graphic piece where it is used.
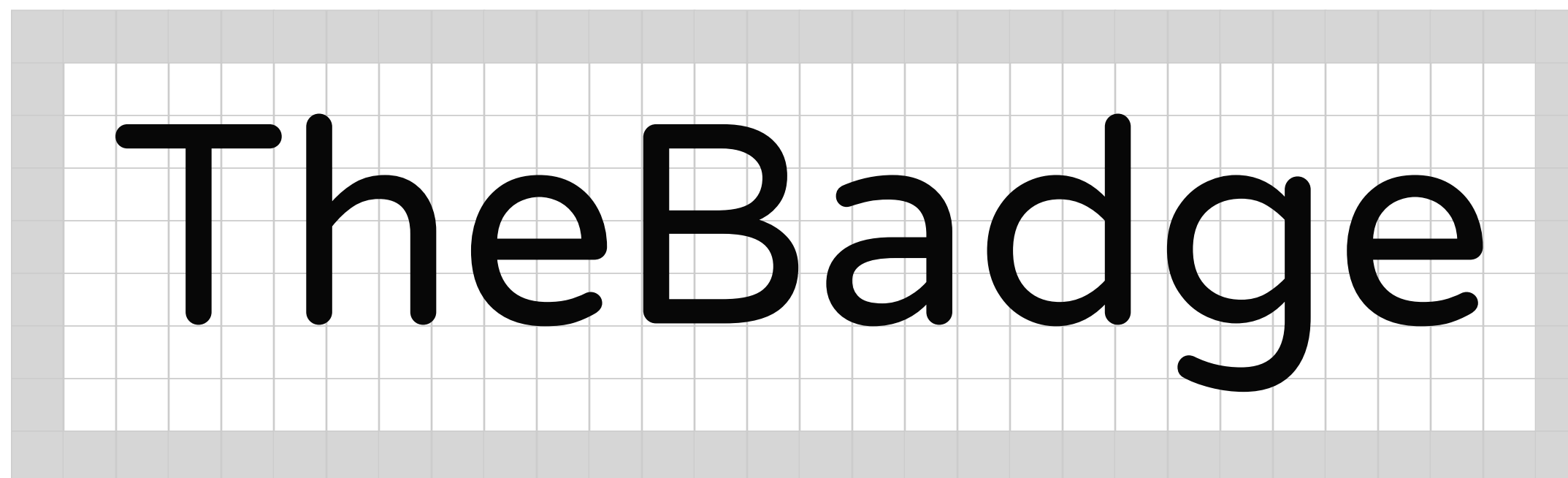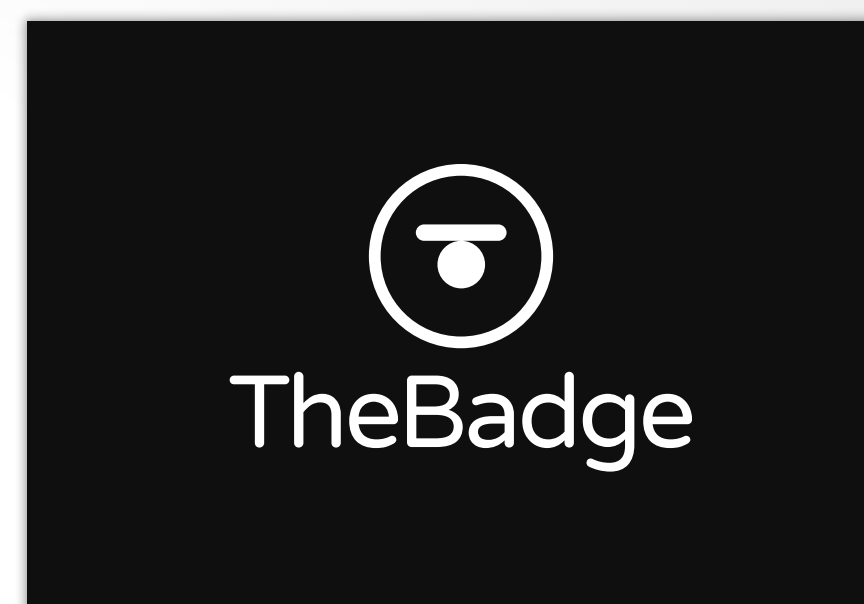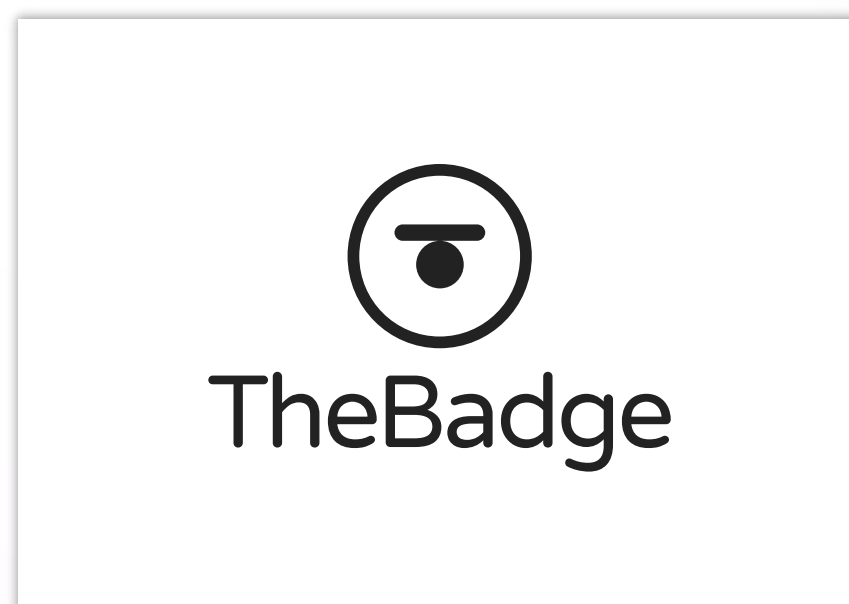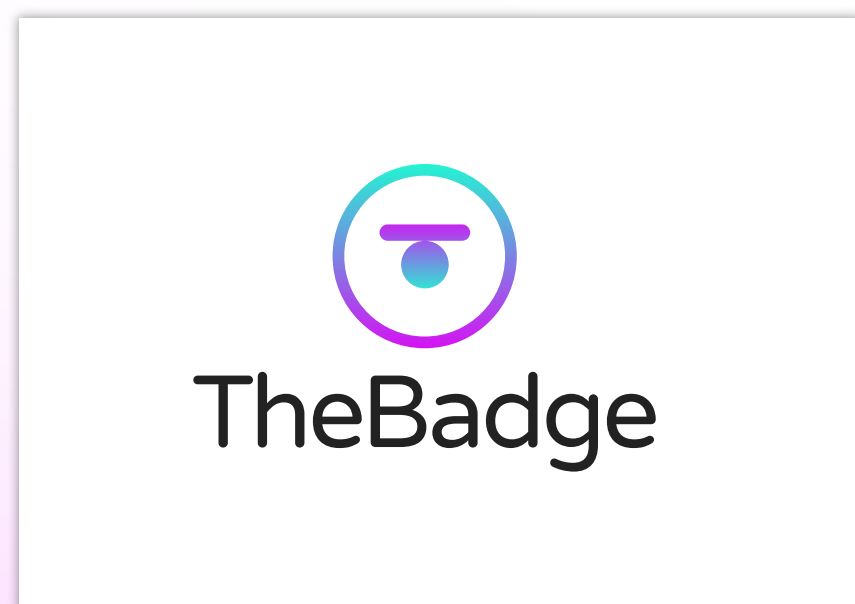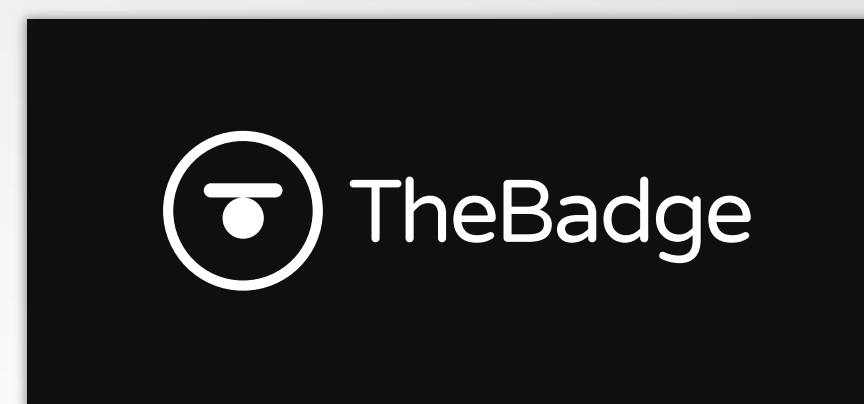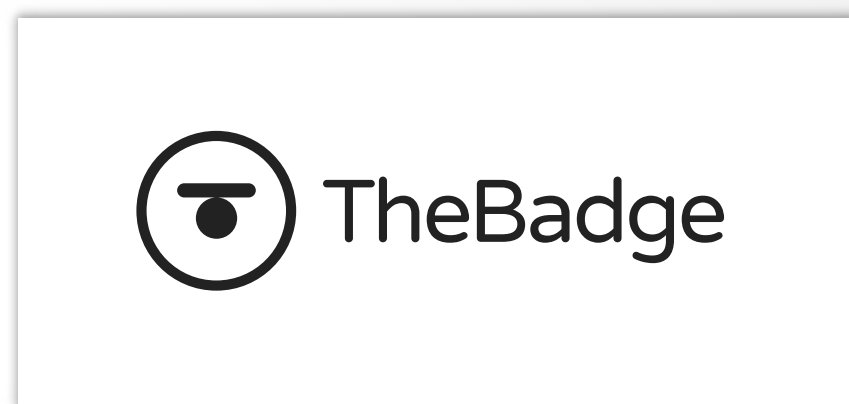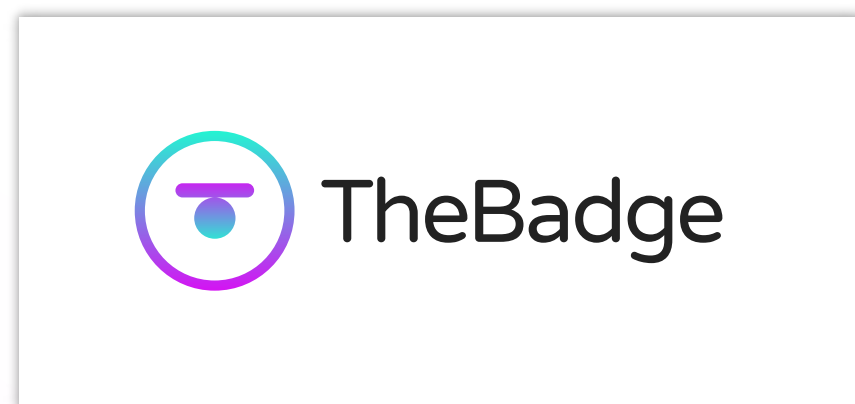
# Logo

# Final Versión

Starting from the basic shapes of the initial letters of 'TheBadge,' we aim to simplify and take the brand to an abstract point. Through this process, we seek to reflect the values and characteristics mentioned earlier



TheBadge

# Variables

# Typography

# Logo Typography

Varela Round is based on the well known font Varela. Its rounded corners make it perfect for a soft feel and work great at any size. It is suitable for headlines and printed collateral, and maintains its distinct properties amongst other objects. Varela Round is a great font for any website.

## Aa

Varela Round

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# Second Typography

Mulish is a minimalist Sans Serif typeface, designed for both display and text typography.

## Aa
Mulish

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

# Colors

# Color Scheme

These colors are defined from the meaning of colors and the psychology of color. These colors additionally help us differentiate the brand from the competition.

#EA15FF

#24F3D2

#0D5EEE

#0F0F0F

#757575

#EDEDED

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# Extra colors

These colors are defined from the meaning of colors and the psychology of color. These colors additionally help us differentiate the brand from the competition.

#FF4559

#59FF81

#6F00E7

# Textures
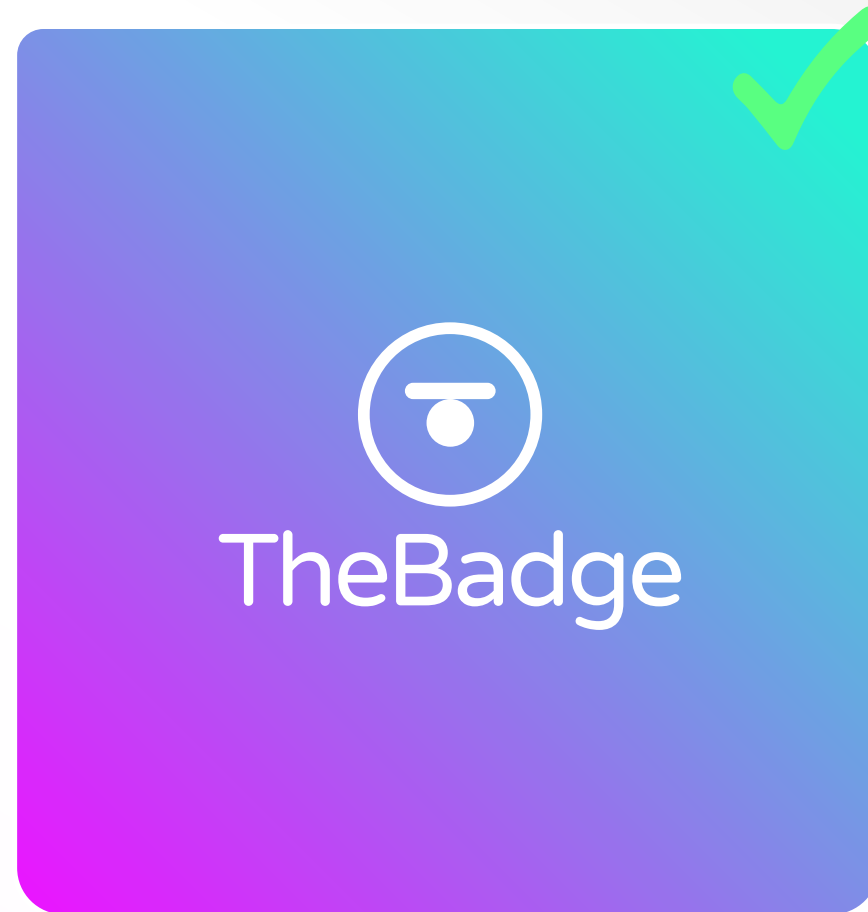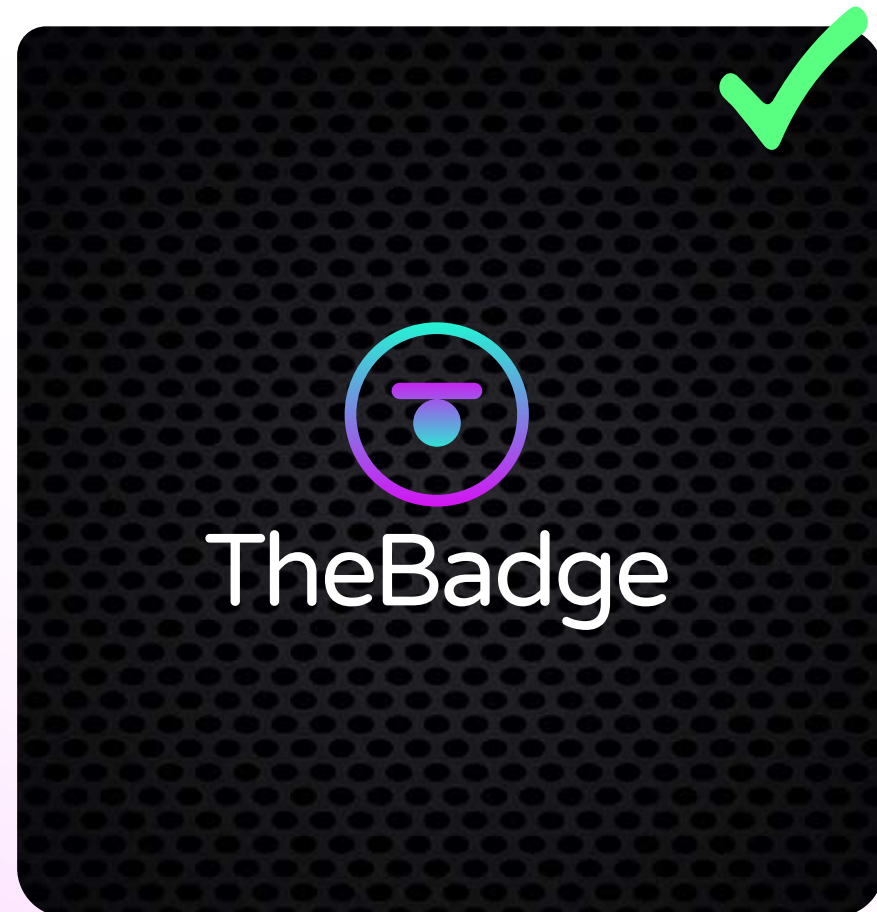
# Uses

# Correct uses

# Incorrect uses

TheBadge

TheBadge

TheBadge

TheBadge

TheBadge

TheBadge

# Applications

# Logo applications

Here are some alternatives for applying the brand on various supports and elements. The images are for illustrative reference. When applying or printing, it is necessary to prepare the files properly.

# Logo applications

Here are some alternatives for applying the brand on various supports and elements. The images are for illustrative reference. When applying or printing, it is necessary to prepare the files properly.
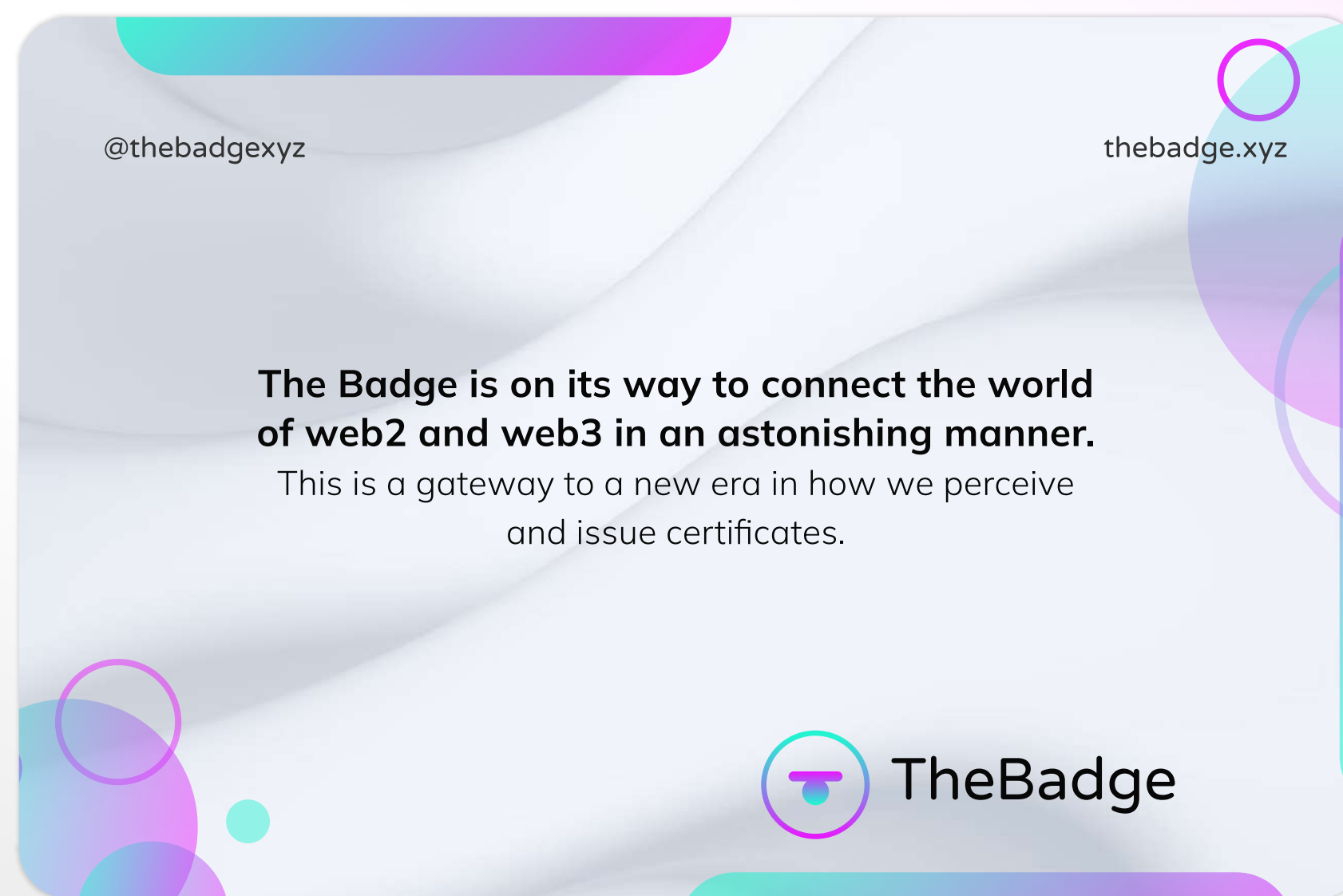
# Logo applications

Here are some alternatives for applying the brand on various supports and elements. The images are for illustrative reference. When applying or printing, it is necessary to prepare the files properly.

# Banners / SM

Here are some alternatives for social media posts or promotional banners. The images are for illustrative reference.



TheBadge

We wish you all a
**great start**
of the week

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**The Badge is on its way to connect the world of web2 and web3 in an astonishing manner.**
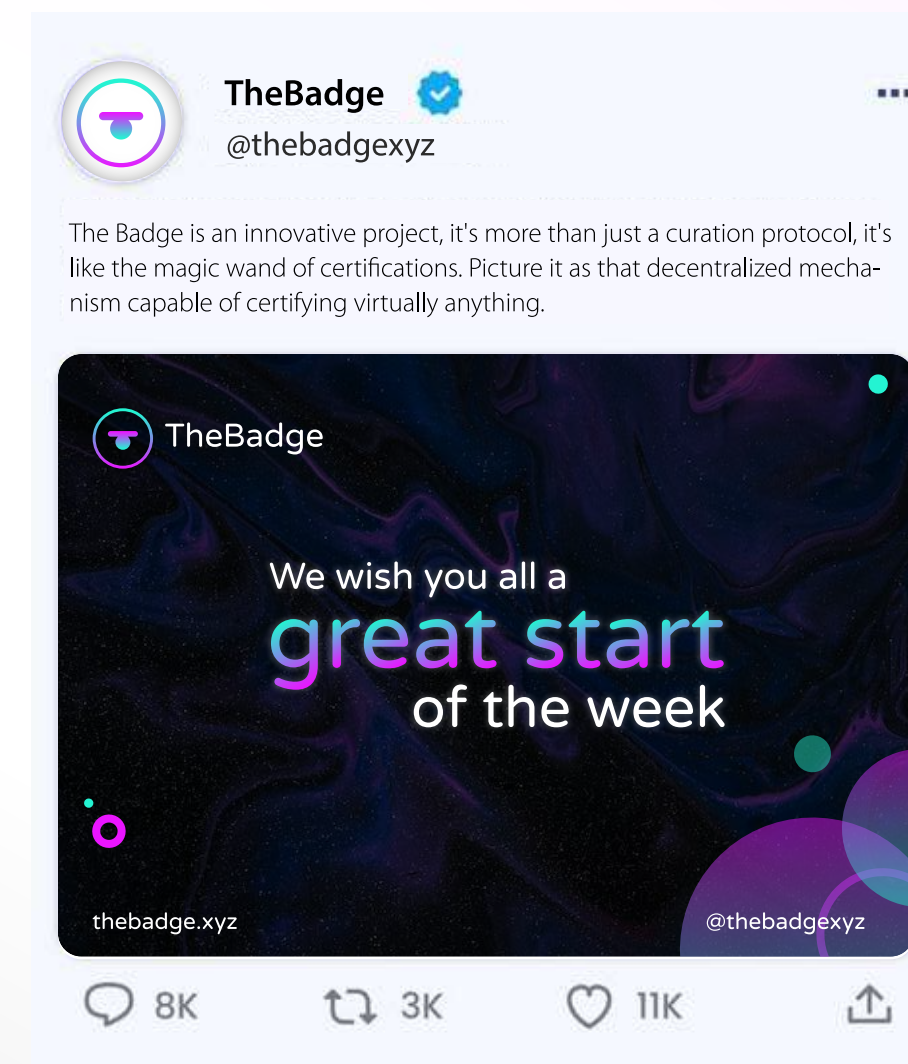This is a gateway to a new era in how we perceive and issue certificates.

TheBadge

# Banners / SM

Here are some alternatives for social media posts or promotional banners. The images are for illustrative reference.



TheBadge

**13** November
15 hs

Do you want to be part of our
**Beta testing CLOSED**?

**Send DM!**

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of the week

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💬 8K   🔁 3K   ♡ 11K

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You can find our
Brand Kit here.