



CIFER.AI

Corporate Identity Guidelines

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# 01 Logomark

## 1.1 Master Logo



### 1.1.1 Master Logo

- Primary use.
- Use "CI" to define clear space.

## 1.1 Master Logo



### 1.1.2 Black Logo

- Monocolor use on light background.



### 1.1.3 White Logo

- Monocolor Use on dark background.

## 1.2 Vertical Logo



### 1.2.1 Vertical Logo

- Use as a vertical logo in limited spaces.
- Use "C|" to define clear space.



### 1.2.2 Black Vertical Logo

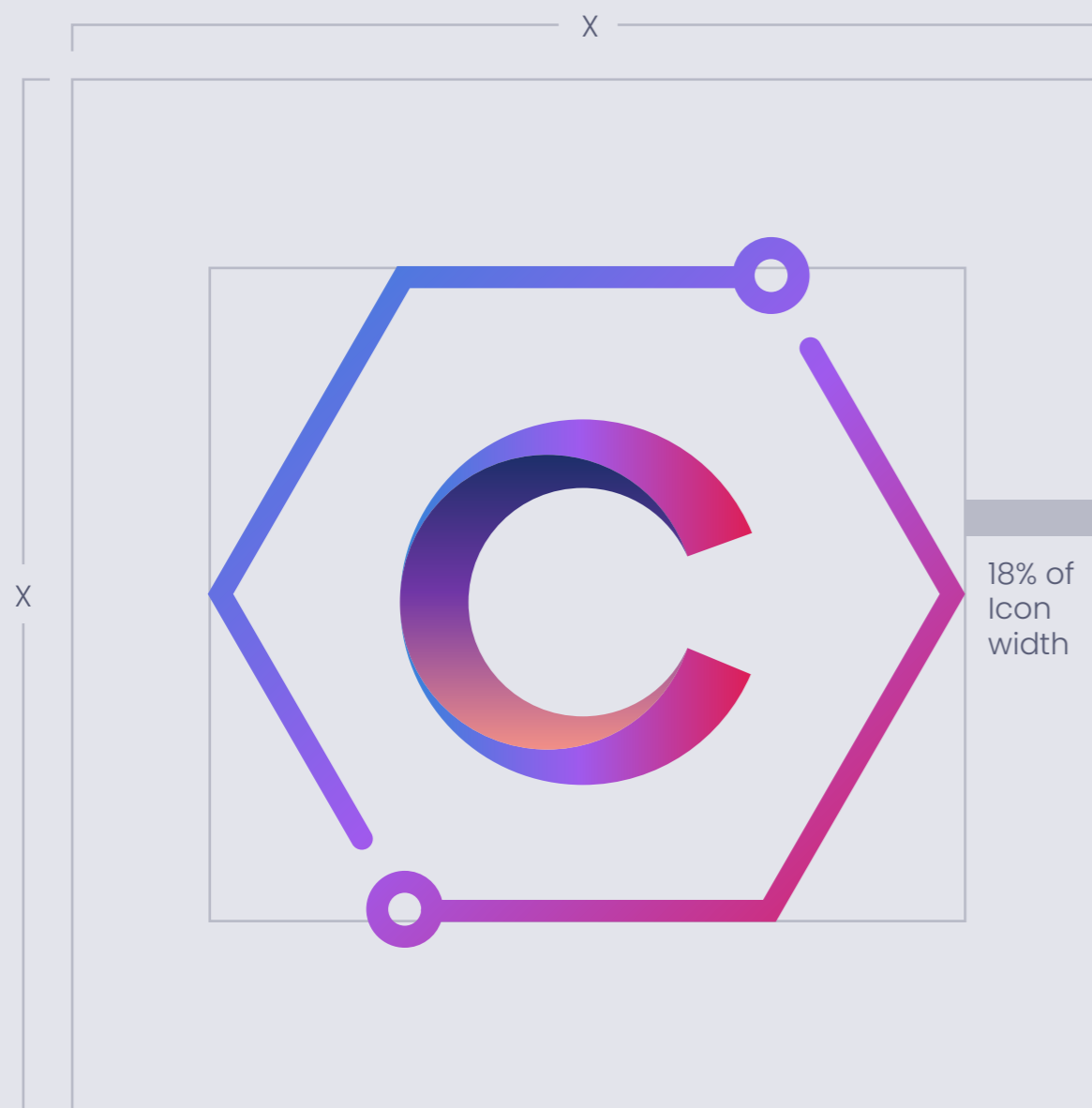
- Use as a vertical logo in limited spaces.
- Monocolor use on light background.



### 1.2.3 White Vertical Logo

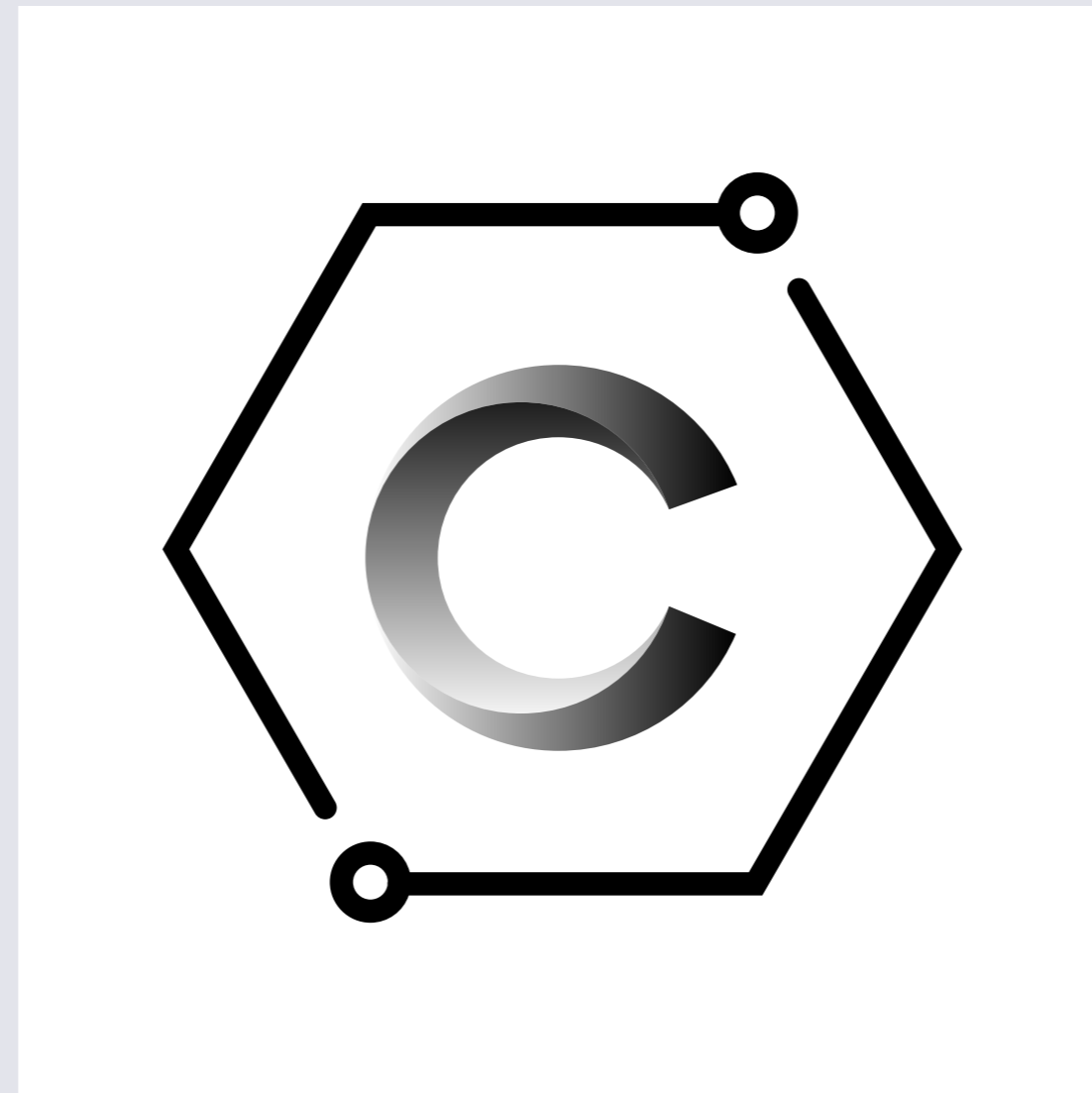
- Use as a vertical logo in limited spaces.
- Monocolor Use on dark background.

## 1.3 Icon



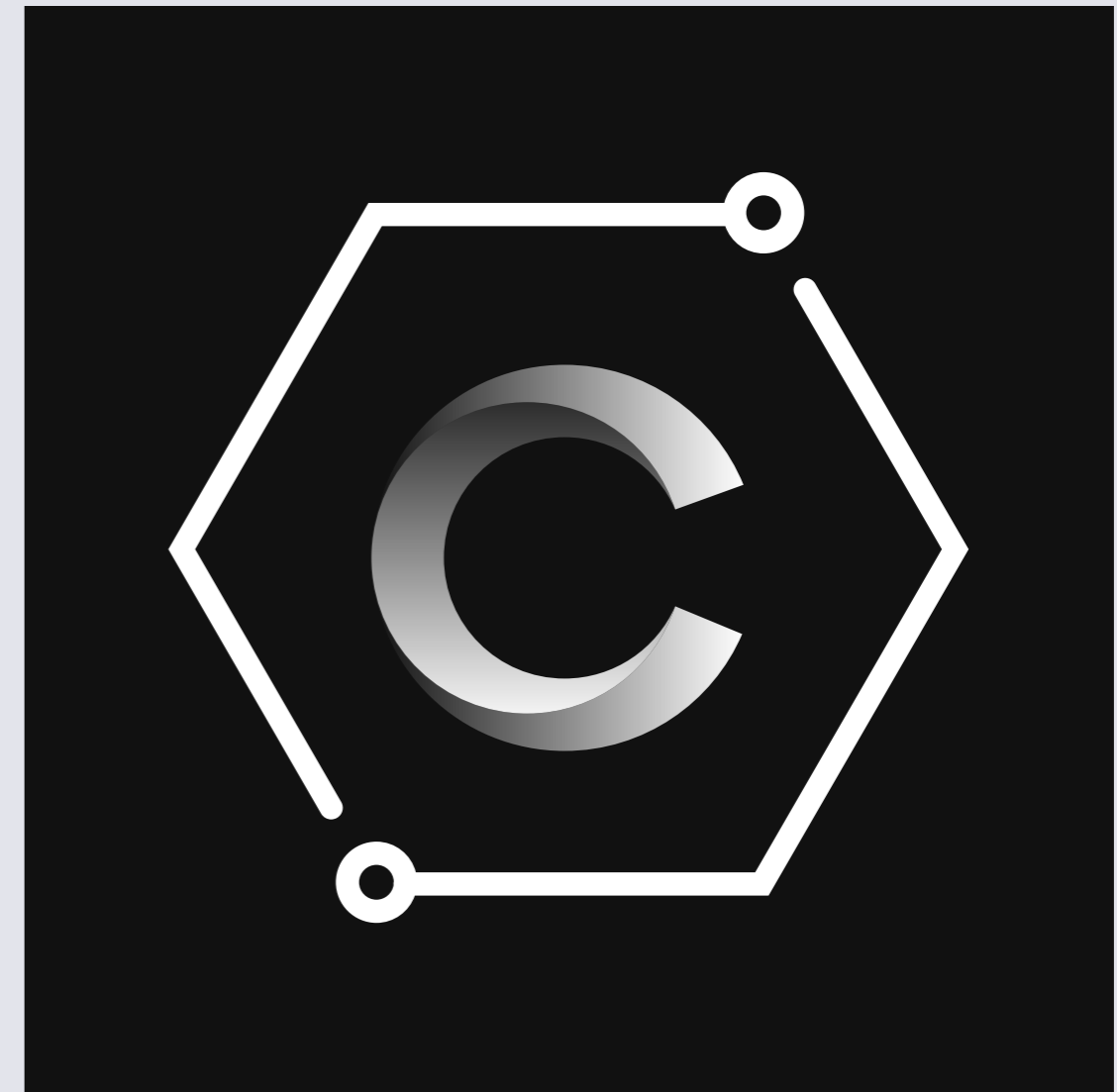
### 1.3.1 Icon

- Use as \$CIF Token Icon
- Use as Icon in limited spaces.
- Clear space has an equal margin of 18% of the Icon width.  
Height of clear space equal to width of clear space.



### 1.3.2 Black Icon

- Use as \$CIF Token Icon
- Use as Icon in limited spaces.
- Monocolor use on light background.



### 1.3.3 White Icon

- Use as \$CIF Token Icon
- Use as Icon in limited spaces.
- Monocolor Use on dark background.

## 1.4 Logotype

6% of the Logo width



### 1.4.1 Logotype

- Use as Logotype in limited spaces.
- Clear space has an equal margin of 6% of the Logotype width.



### 1.4.2 Black Logotype

- Use as Logotype in limited spaces.
- Monocolor use on light background.



### 1.4.3 White Logotype

- Use as Logotype in limited spaces.
- Monocolor Use on dark background.



## 1.5 CiferAI Company Logo

8% of the Logo width



### 1.5.1 CiferAI Company Logo

- Use as CiferAI Company Logo
- Clear space has an equal margin of 8% of the Logo width.



### 1.5.2 Black CiferAI Company Logo

- Use as CiferAI Company Logo
- Monocolor use on light background.



### 1.5.3 White CiferAI Company Logo

- Use as CiferAI Company Logo
- Monocolor Use on dark background.

## 1.6 Minimum Size



### 1.6 Logo Minimum Size

- For optimal logo clarity, please use the following minimum sizes for each logo variation. (px for screen and mm for print)

## 1.7 Incorrect Usage



### 1.7.1 Incorrect Proportion

- Do not scale the Logo into incorrect proportion.



### 1.7.2 Distorted

- Do not distort the Logo.



### 1.7.3 Crop

- Do not crop out any part of the Logo,



### 1.7.4 Recompose

- Do not rearrange or alter the elements within the logo.



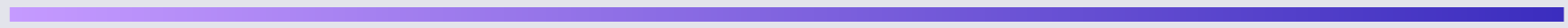
### 1.7.5 Incorrect Color

- Do not change the Logo color.



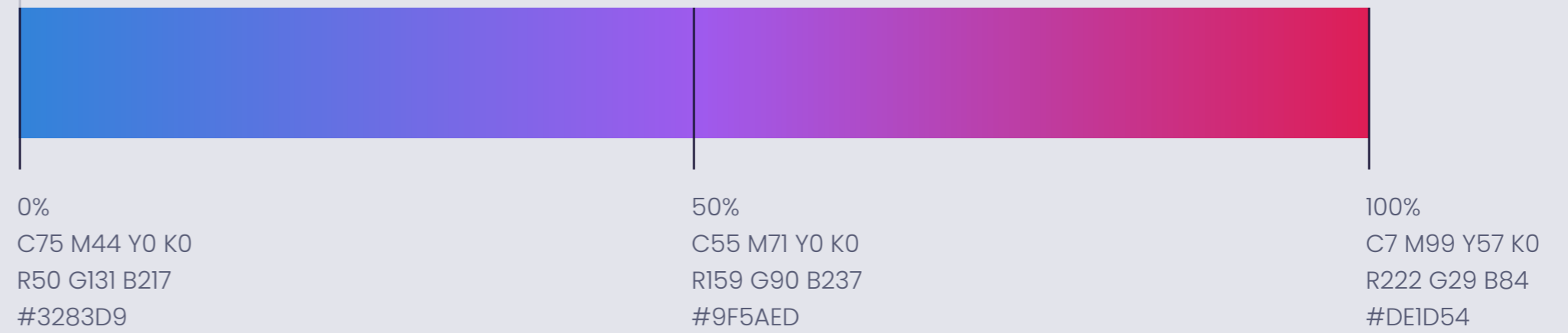
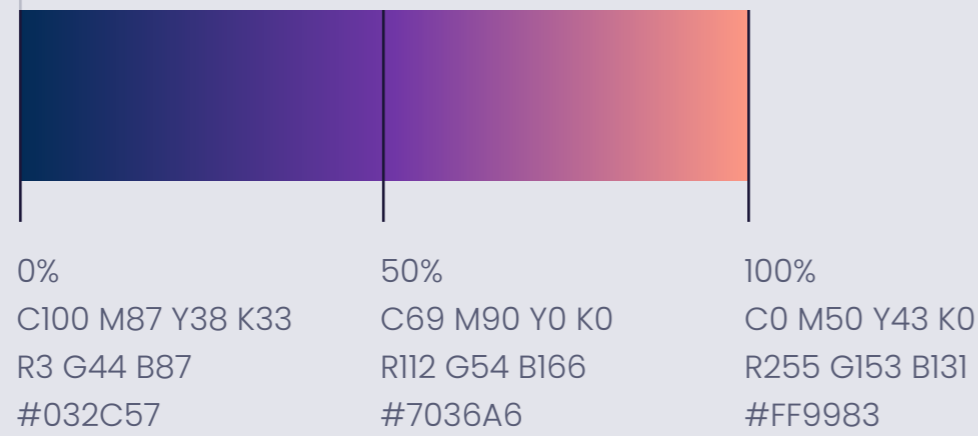
### 1.7.6 Misuse on background

- Do not place the Logo on the disturb background. Instead, use Black or White Logo.



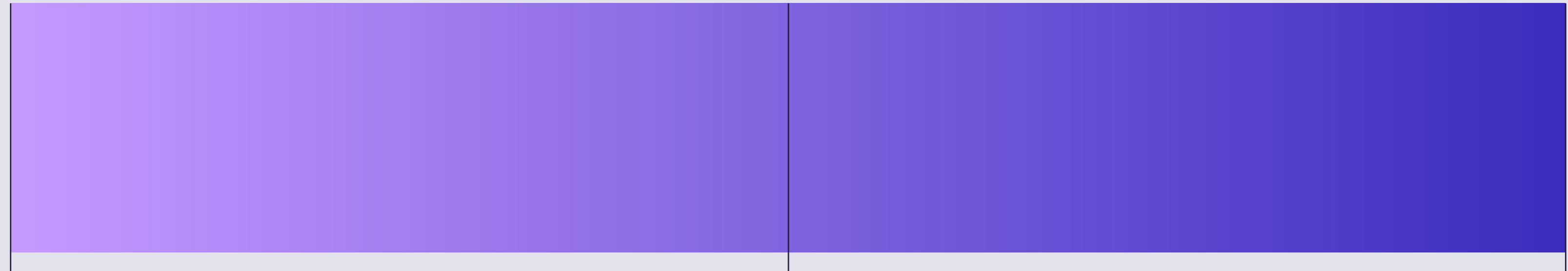
# 02 Colors

## 2.1 Master Logo Colors



## 2.2 Color Palette

### 2.2.1 Primary Gradient - Galactic Purple



0%  
C29 M40 Y0 K0  
R197 G154 B255  
#C59AFF

50%  
C51 M52 Y0 K0  
R148 G128 B247  
#9480F7

100%  
C81 M81 Y0 K0  
R76 G58 B198  
#4C3AC6

### 2.2.2 Secondary Palette



Black Hole  
C73 M67 Y66 K83  
R17 G17 B17  
#111111

Deep Space  
C93 M92 Y45 K56  
R27 G22 B56  
#1B1638

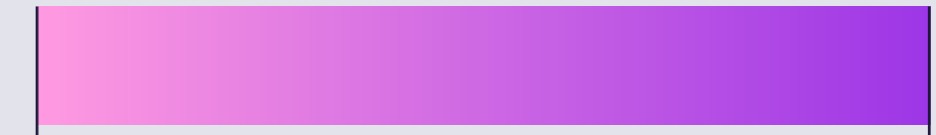
Eclipses  
C71 M63  
Y36 K15  
R87 G91 B17  
#575B75

Crescent  
C36 M32  
Y5 K0  
R163 G164 B201  
#A3A4C9

Lunar  
C17 M15  
Y0 K0  
R206 G208 B240  
#CED0F0

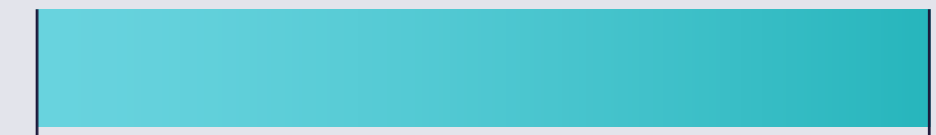
Ray  
C0 M0  
Y0 K0  
R255 G255 B255  
#FFFFFF

### 2.2.3 Tertiary Gradients - Bloom & Glacier



0%  
C4 M47 Y0 K0  
R255 G154 B225  
#FF9AE1

100%  
C57 M79 Y0 K0  
R156 G53 B230  
#9C35E6



0%  
C52 M0 Y15 K0  
R104 G211 B222  
#68D3DE

100%  
C72 M5 Y29 K0  
R38 G181 B188  
#26B5BC



# 03 Typography

## 3.1 Primary Typefaces

Build Transparent AI  
in Decentralized Frontier.

### 3.1.1 Headline

• Poppins ExtraLight

Connecting Developers & Data in  
Decentralized Intelligence Ecosystem.

### 3.1.2 Body Copy

• Poppins Light



# Build Transparent AI in Decentralized Frontier.

### 3.2.1 Headline

- Montserrat ExtraLight (200)

Connecting Developers & Data  
in Decentralized Intelligence  
Ecosystem.

### 3.2.2 Subheadline

- Montserrat Light (300)

Leverage privacy-preserving federated learning, robust infrastructure, and a collaborative community to build ethical, impactful AI solutions.

### 3.2.3 Body Copy

- Montserrat ExtraLight (200)

[info@cifer.ai](mailto:info@cifer.ai)

### 3.2.4 Hyperlink

- Montserrat Regular (400)
- Use font color #9480f7



# 04 Visual

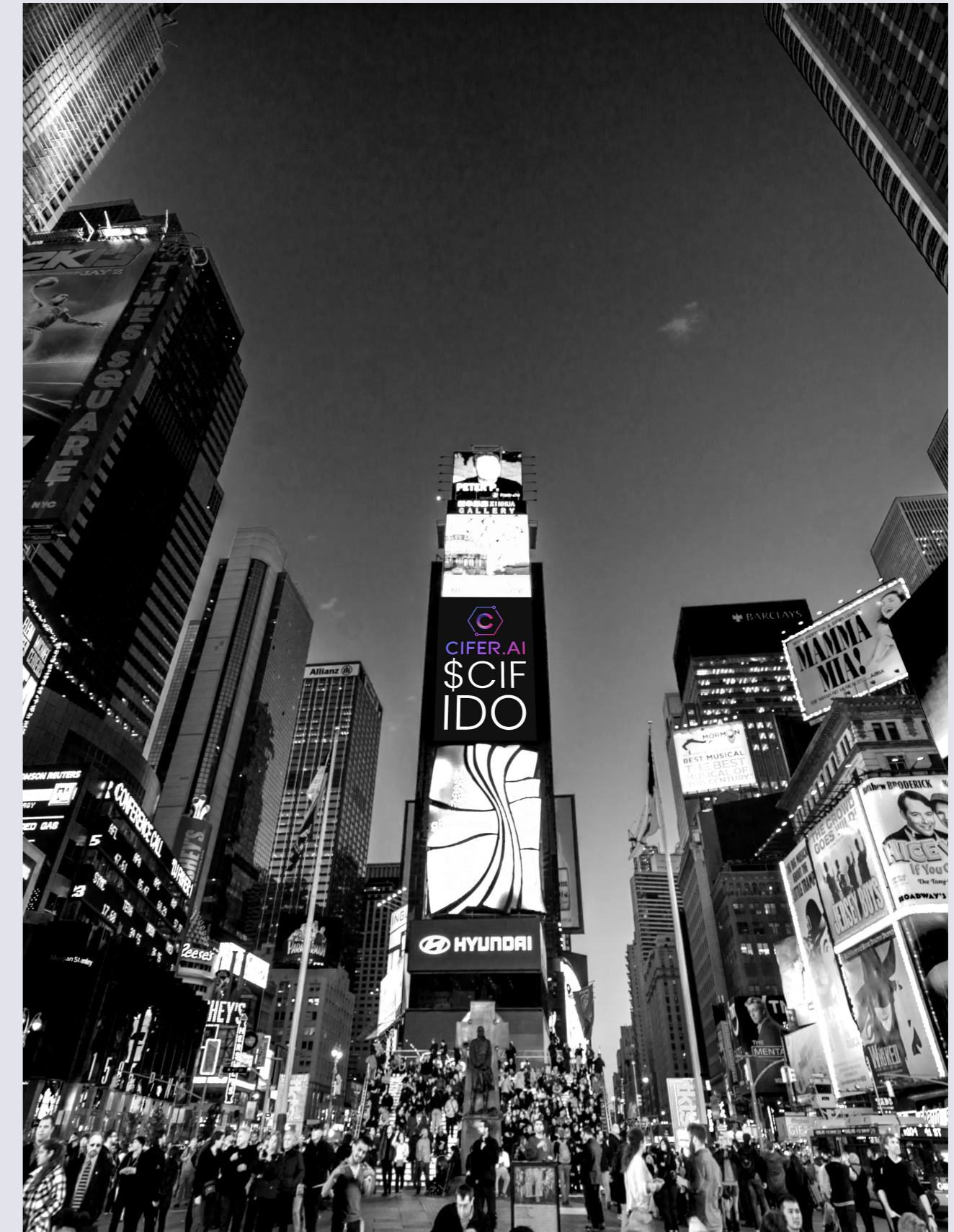
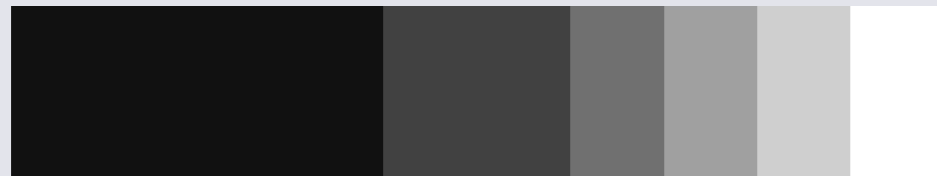
## 4.1 Photography

### 4.1.1 Portrait Photography

- Use Black & White Portrait photography.

### 4.1.2 General Photography

- Use Black & White photography with CiferAI elements in colors.



## 4.2 Illustration

### 4.2 Illustration

- Use AI generated images or vectors with tint of *Galactic Purple*. *Bloom* and *Glacier* can be used as accent colors.
- Illustration should be related with AI, Blockchain which can be symbolized as robots, blocks, abstract neuron network, or illustration that communicate specific topic such as ethical AI.



## 4.3 Icons

### 4.3 Icons

- Use vector icons with *Galactic Purple*, *Bloom* and *Glacier* palette.
- Icon style should represent edgy technology.
- Icons should represent their topics.





# 05 Templates

## 5.1 Social Media Template



### 5.1.1 Margin

- All sides have a margin equal to 5% of the image width.

### 5.1.2 Logo

- Logo width should be 1/3 of the content space.
- The logo should be placed in the top left corner.

### 5.1.3 Headline

- Use Poppins Light Typeface.

### 5.1.4 Sub Headline

- Use Poppins Light Typeface.

### 5.1.5 Website URL

- Use Poppins Light Typeface.