

Brand Guidelines



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Brand Guidelines

01

Logotype



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Logotype

The logo is the primary identifier for the brand. It captures our name & mission. This is Incentiv's master brand Logotype, it is constructed using Clash Grotesk Typography. Typography is combined with the symbol which is crafted from abstract shapes arranged within a circle, evoking the imagery of a spark.



01

Logotype

Logotype

The logo is the primary identifier for the brand. It captures our name & mission. This is Incentiv's master brand Logotype, it is constructed using Neue Power Typography. Wordmark is combined with the symbol which is crafted from abstract shapes arranged within a circle, evoking the imagery of a spark.



Logotype

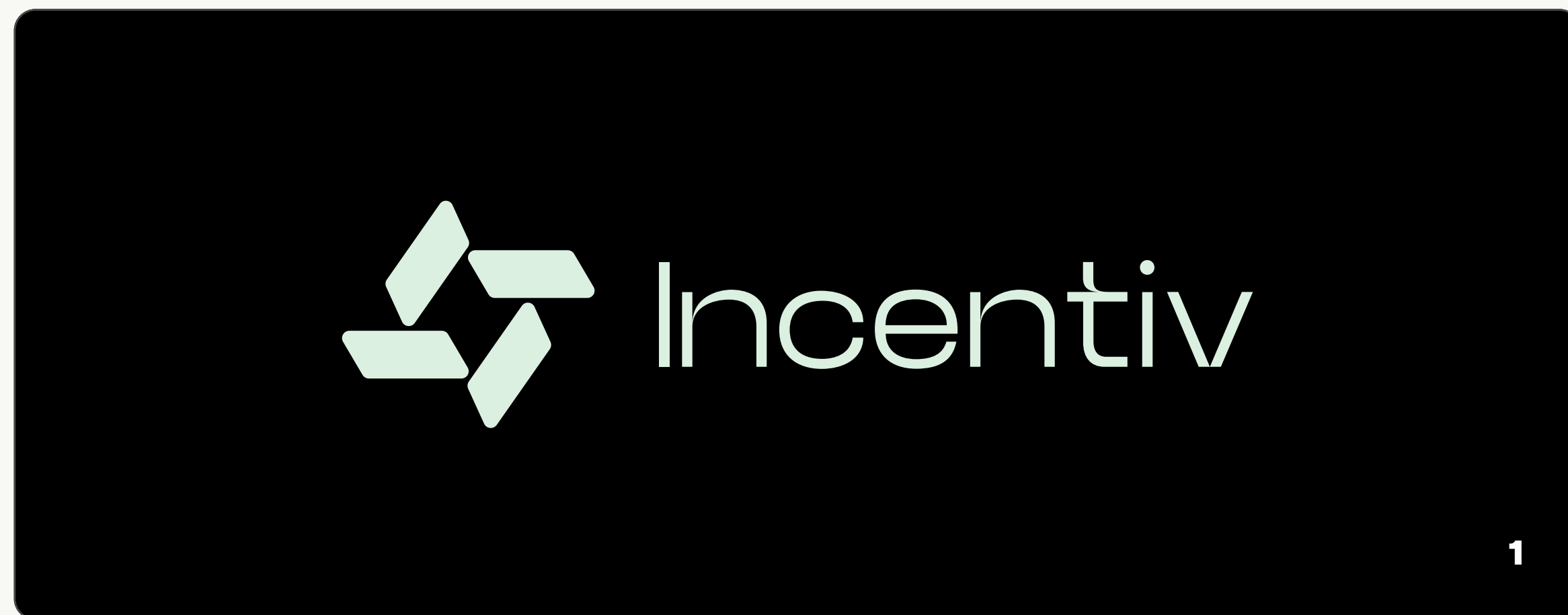
Positive & Negative

Black and white hues are incentiv's main colours, they should be used on all main brand touchpoints. for the use of the logotype following rules apply: use white logo on darker backgrounds, and black logo on lighter backgrounds.



Logotype Color

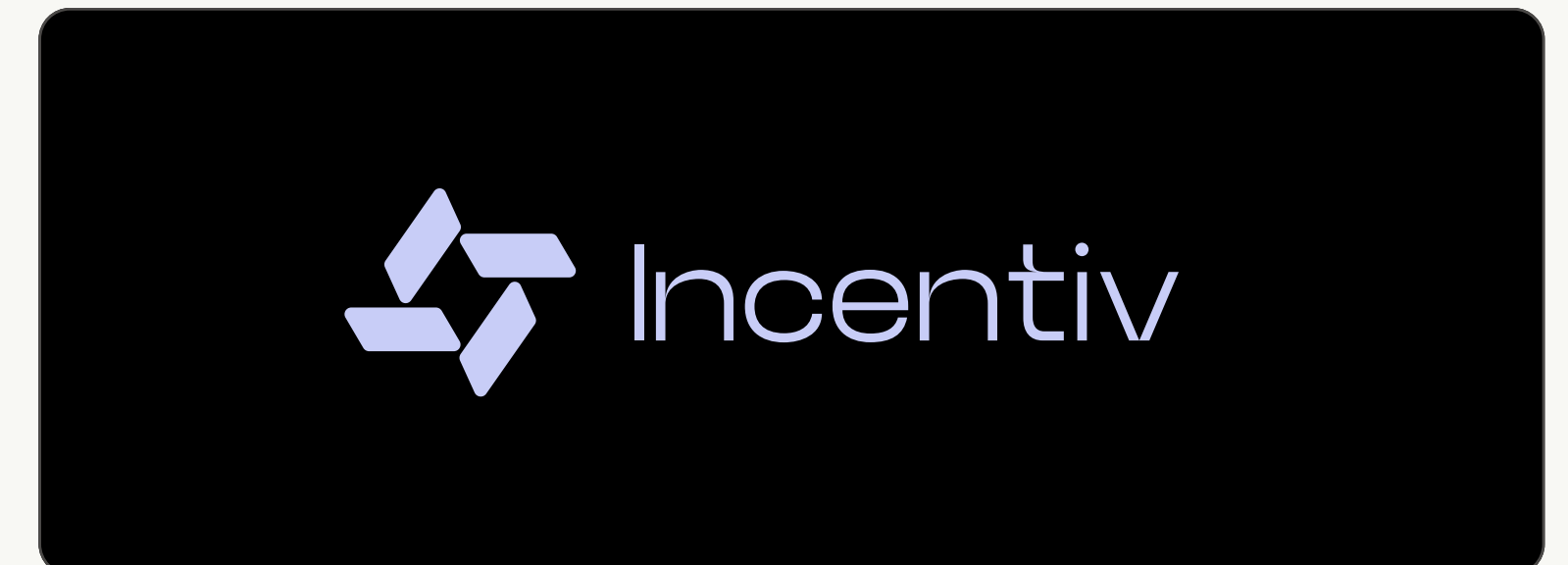
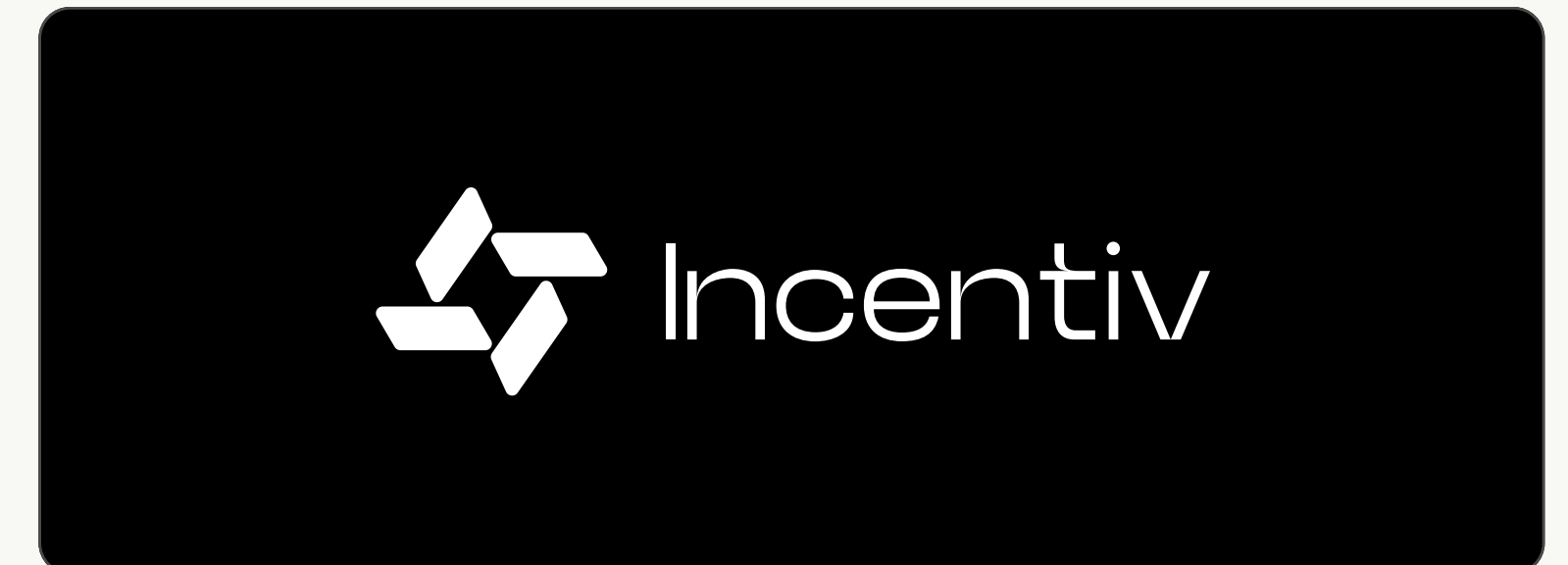
When expanded brand applications require the use of colour for brand awareness purposes, the secondary use of colour on the icon is permitted. However, this should be done sparingly and limited to supportive collateral elements. If such use is necessary, only one of the three approved options below is allowed.



1, 2 - use on dark background
3 - use on light background

Use on Background

Ensure there is adequate contrast between the logo and the background to maintain visibility and clarity. The logo must always be easily distinguishable and legible against any background colour. The same rules apply to the icon and wordmark when used separately.



Use on image Background

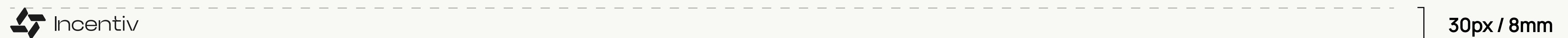
When applying the logotype to image or illustrative backgrounds, use colour appropriately to ensure clarity. Black and white should be the primary colours for all applications, ensuring sufficient contrast with the background.

Green and lilac may only be used on monochromatic grayscale or dark backgrounds. Dark green should never be used on image backgrounds. The same rules apply to the icon and wordmark when used separately.



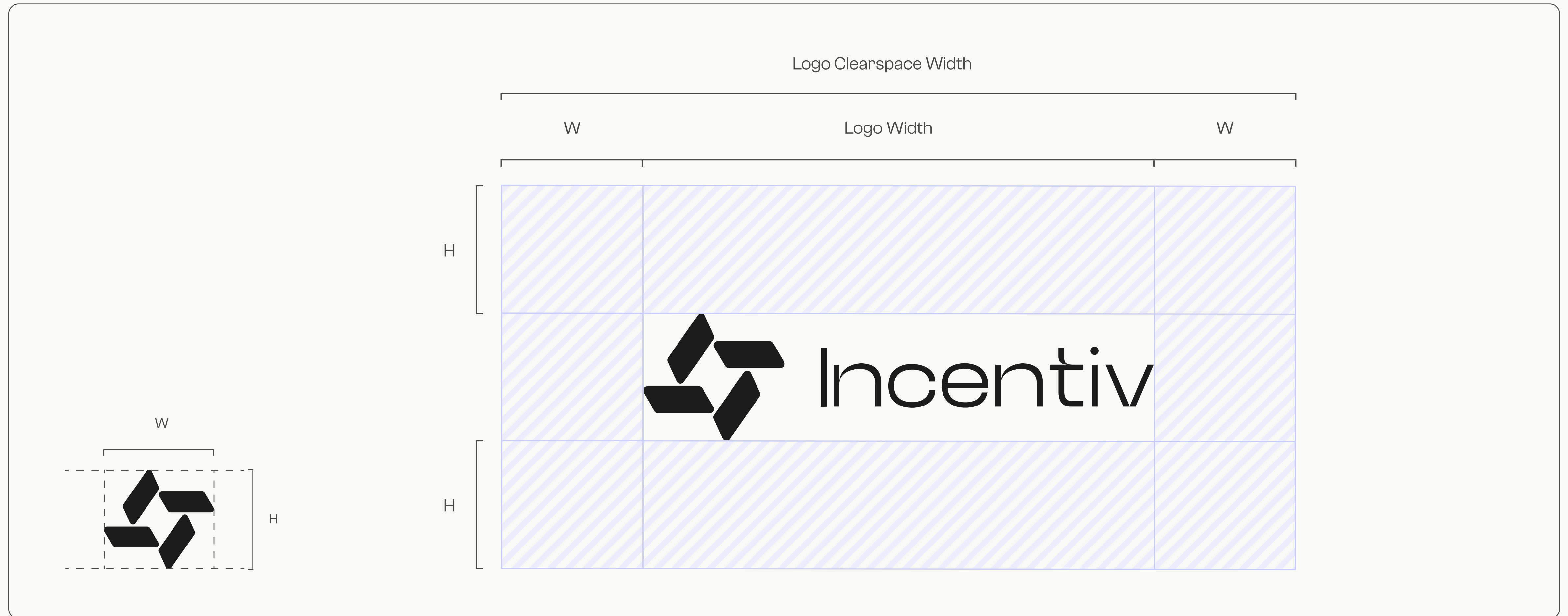
Scaling

The logo has been carefully crafted to ensure readability even at small sizes. While there are no size limitations for large-scale applications, be cautious with smaller sizes. If legibility becomes an issue, the size is too small. The recommended minimum size is 30 pixels in height for screen use and 0.3 inches (8 millimeters) for print.



Logotype Clearspace

Don't crowd the logo. When placing other elements nearby, ensure there is sufficient clear space to maintain brand consistency. The clear space around the logotype should be no smaller than the height of the logo mark.



Logotype Lockup

This is the main logotype lockup, and it should be used whenever possible across all printed and digital brand applications. The main lockup is defined by the width of the letter "t" in the logo wordmark. The use of the detached wordmark and icon is permitted as a secondary option, but such applications should be used sparingly.



Incentiv

Positive & Negative

Whenever the original logotype cannot be used due to color limitations, the following rules apply instead: use white logo on darker backgrounds, and black logo on lighter backgrounds.



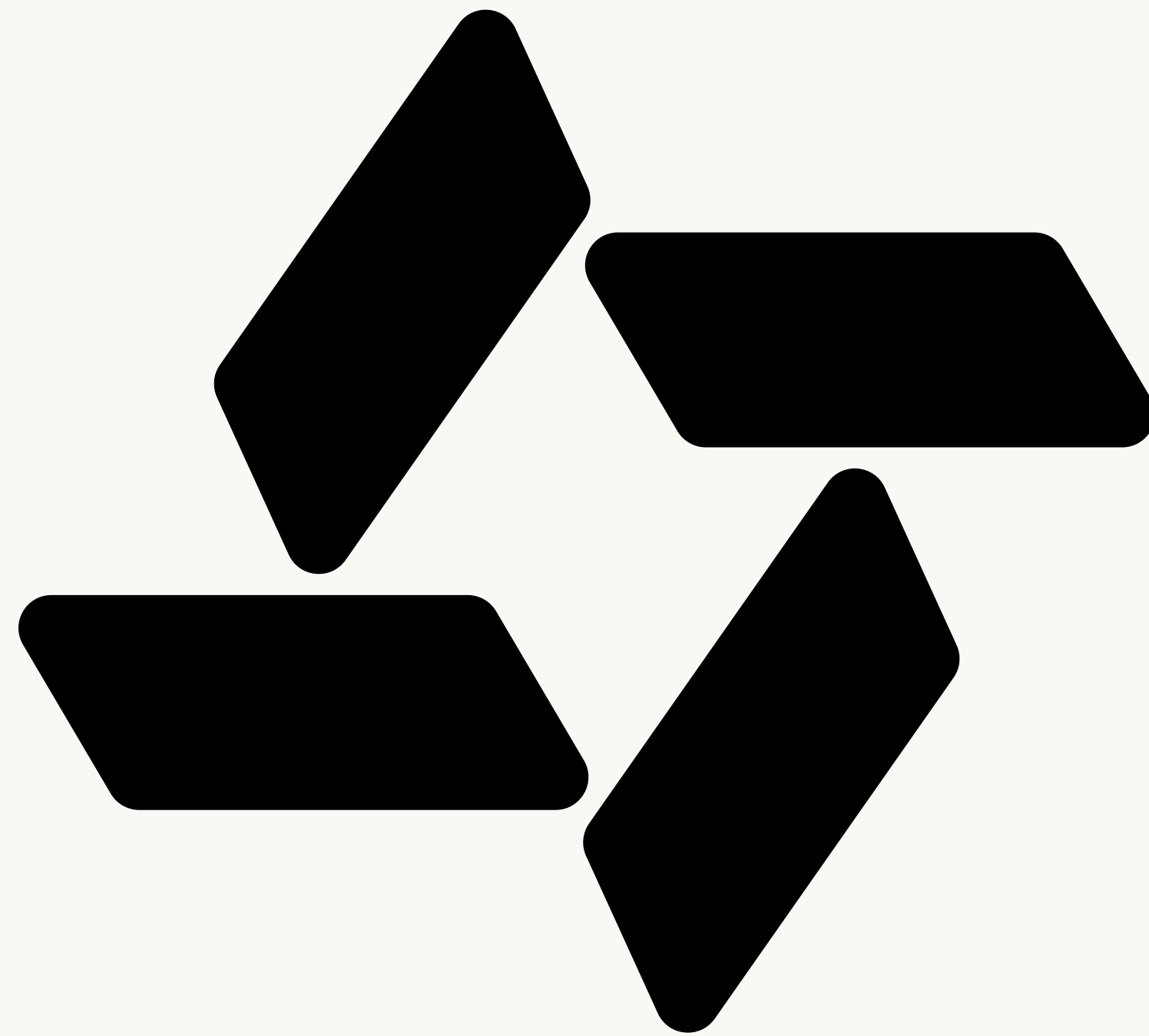
Use on Background

Ensure there is adequate contrast between the logo and the background to maintain visibility and clarity. The logo must always be easily distinguishable and legible against any background color.



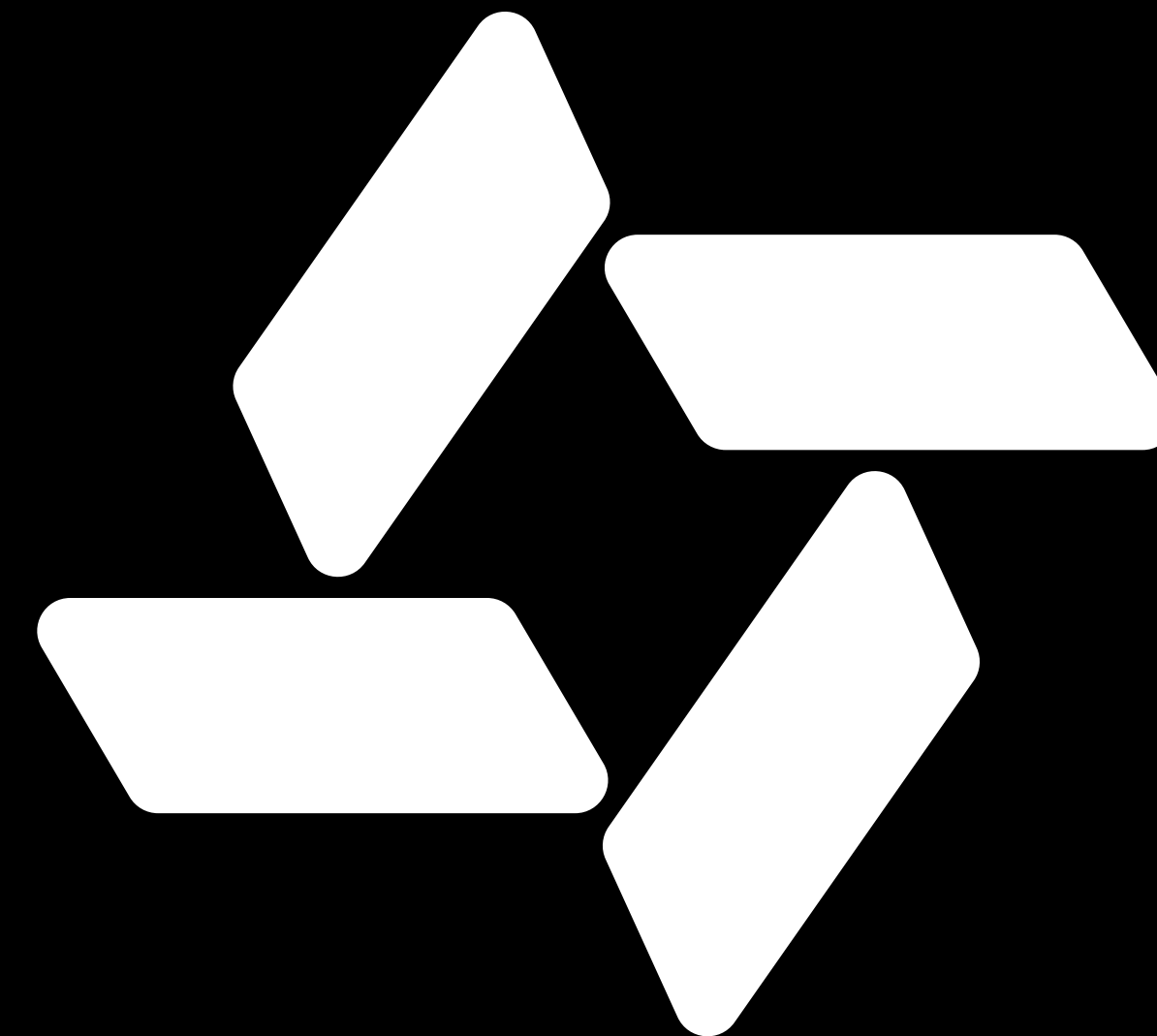
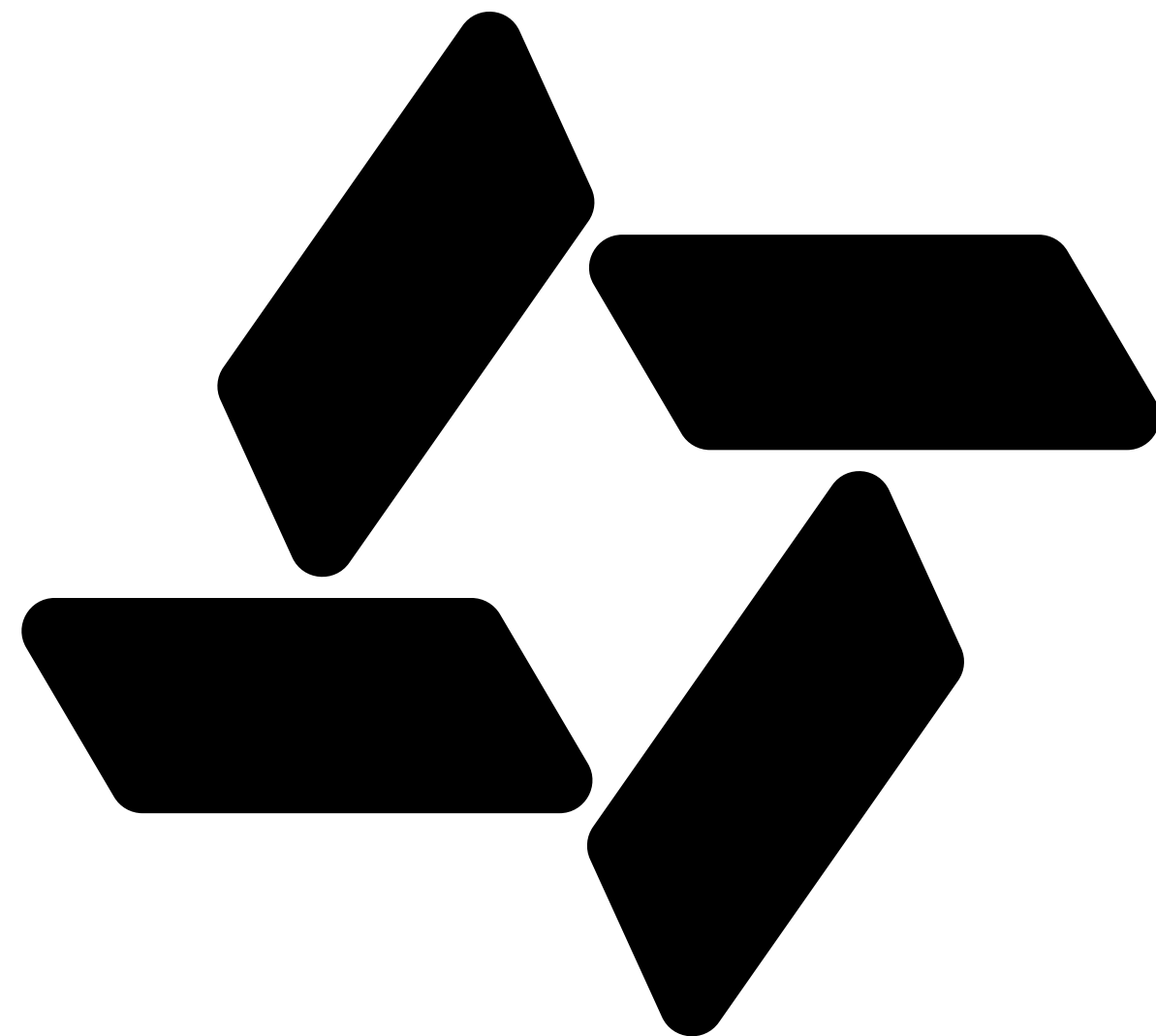
Logo Icon

The logo symbol, crafted from abstract shapes within a circle, evokes a spark. This design represents the dynamic nature of blockchain technology, symbolizing innovation and secure transactions. The circular form highlights connectivity and continuity, reflecting the core principles of our brand.



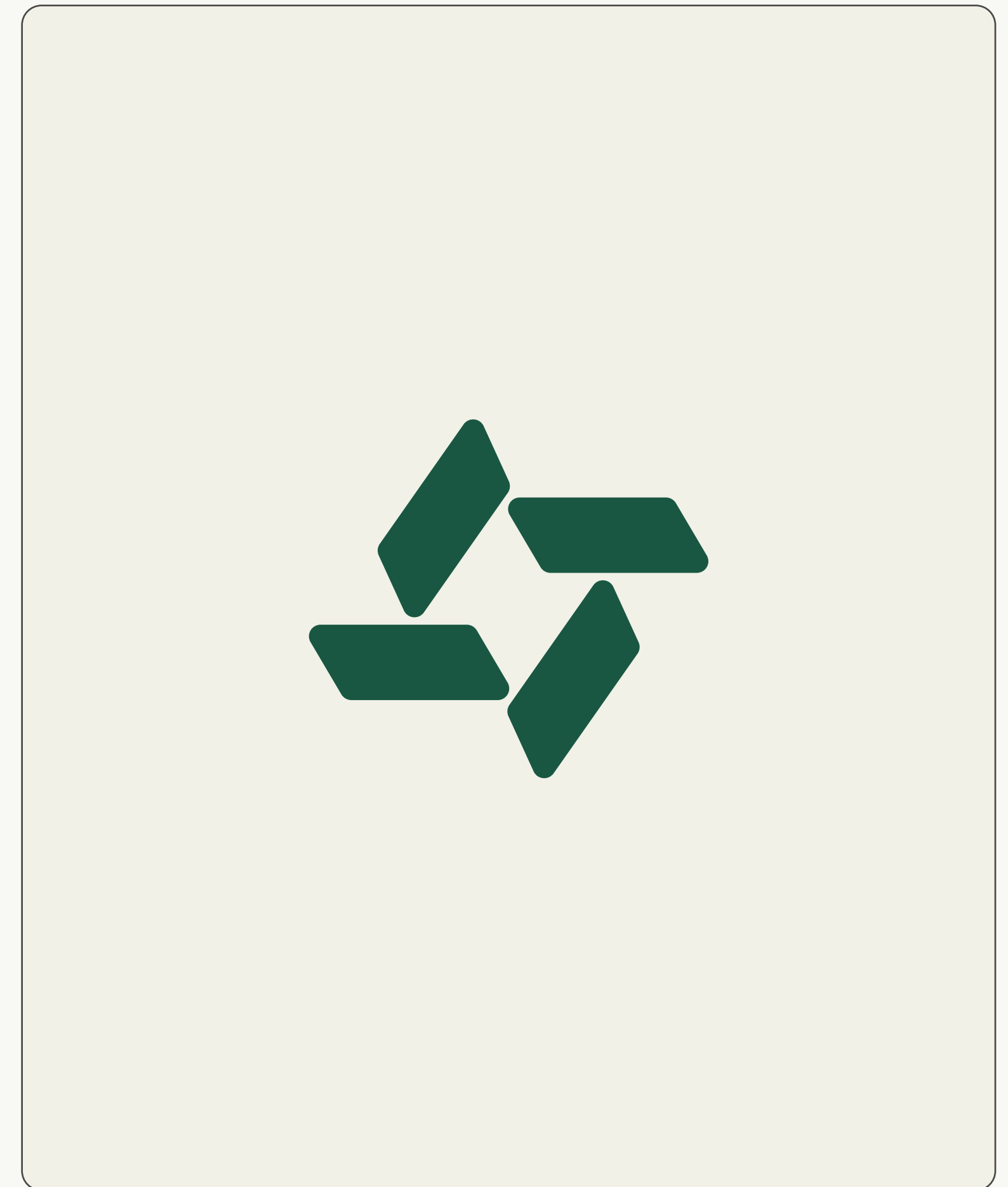
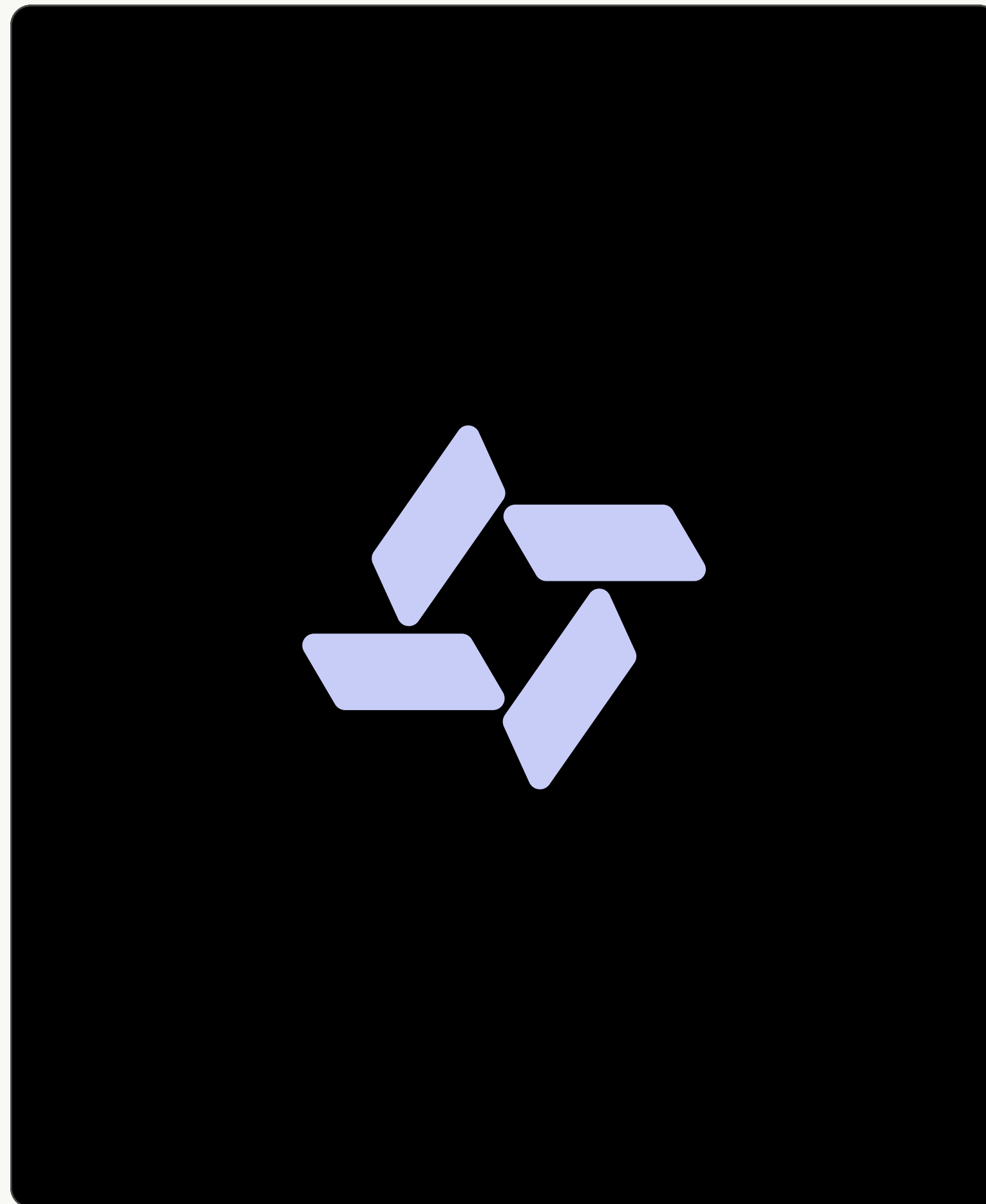
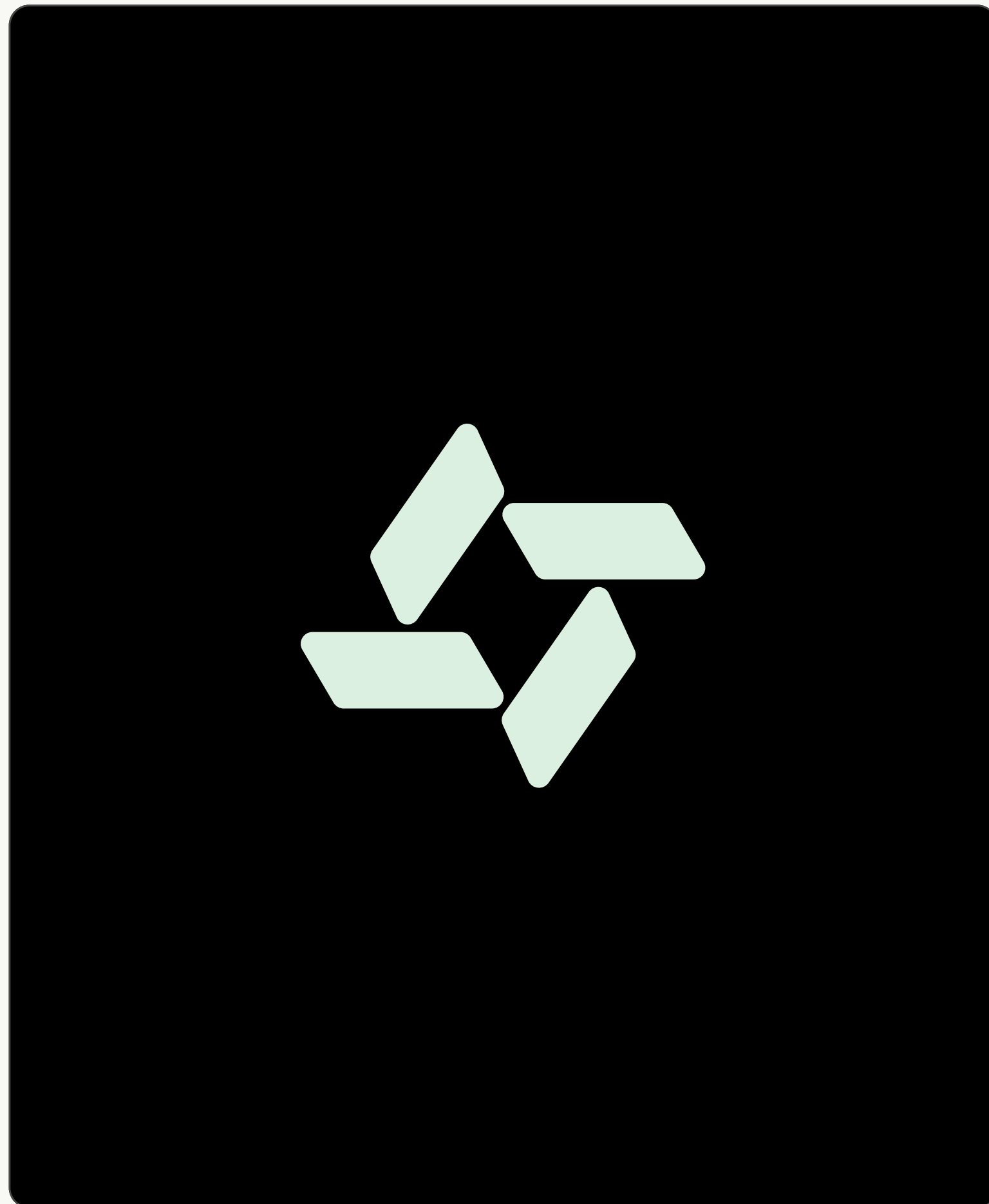
Logo Icon Positive & Negative

Black and white are Incentiv's main colours and should be used across all primary brand touchpoints. For the logotype, use the white version on darker backgrounds and the black version on lighter backgrounds.



Logo Icon Colour

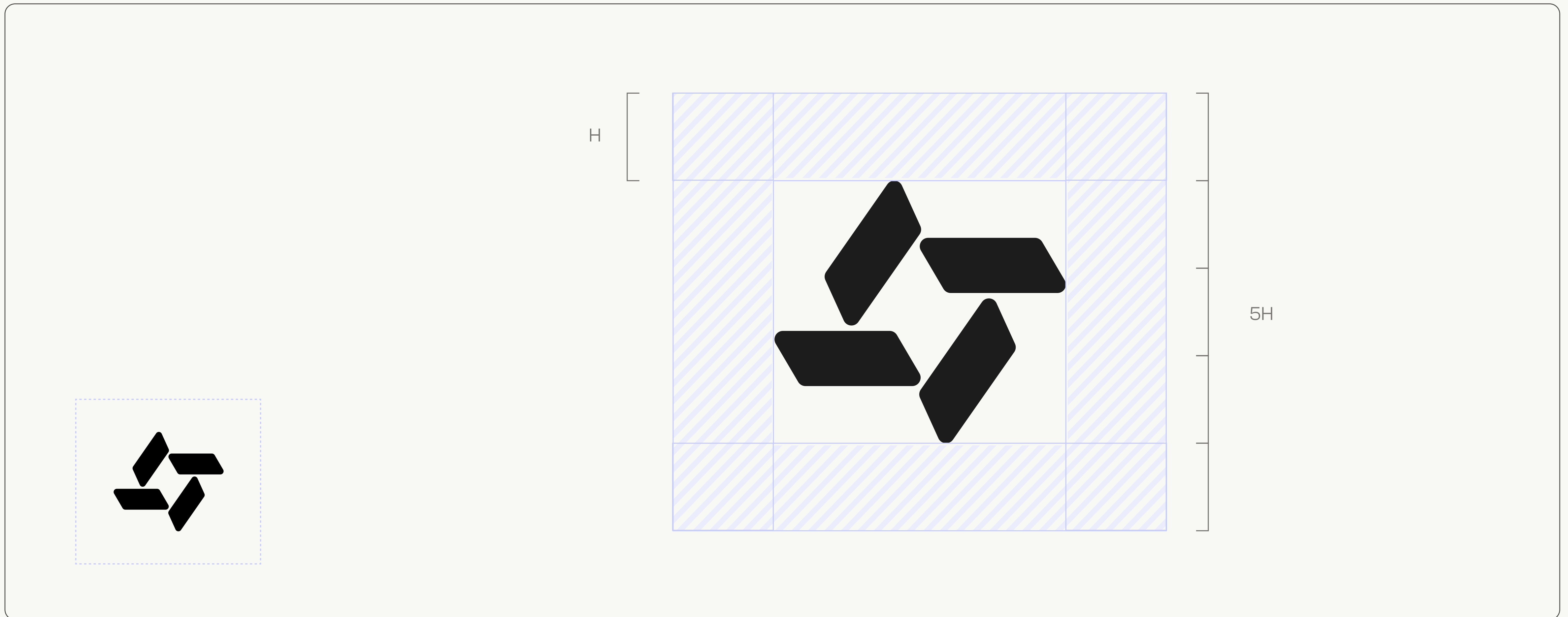
When expanded brand applications require the use of colour for brand awareness purposes, the secondary use of colour on the icon is permitted. However, this should be done sparingly and limited to supportive collateral elements. If such use is necessary, only one of the three approved options below is allowed.



Logo Icon Clearspace

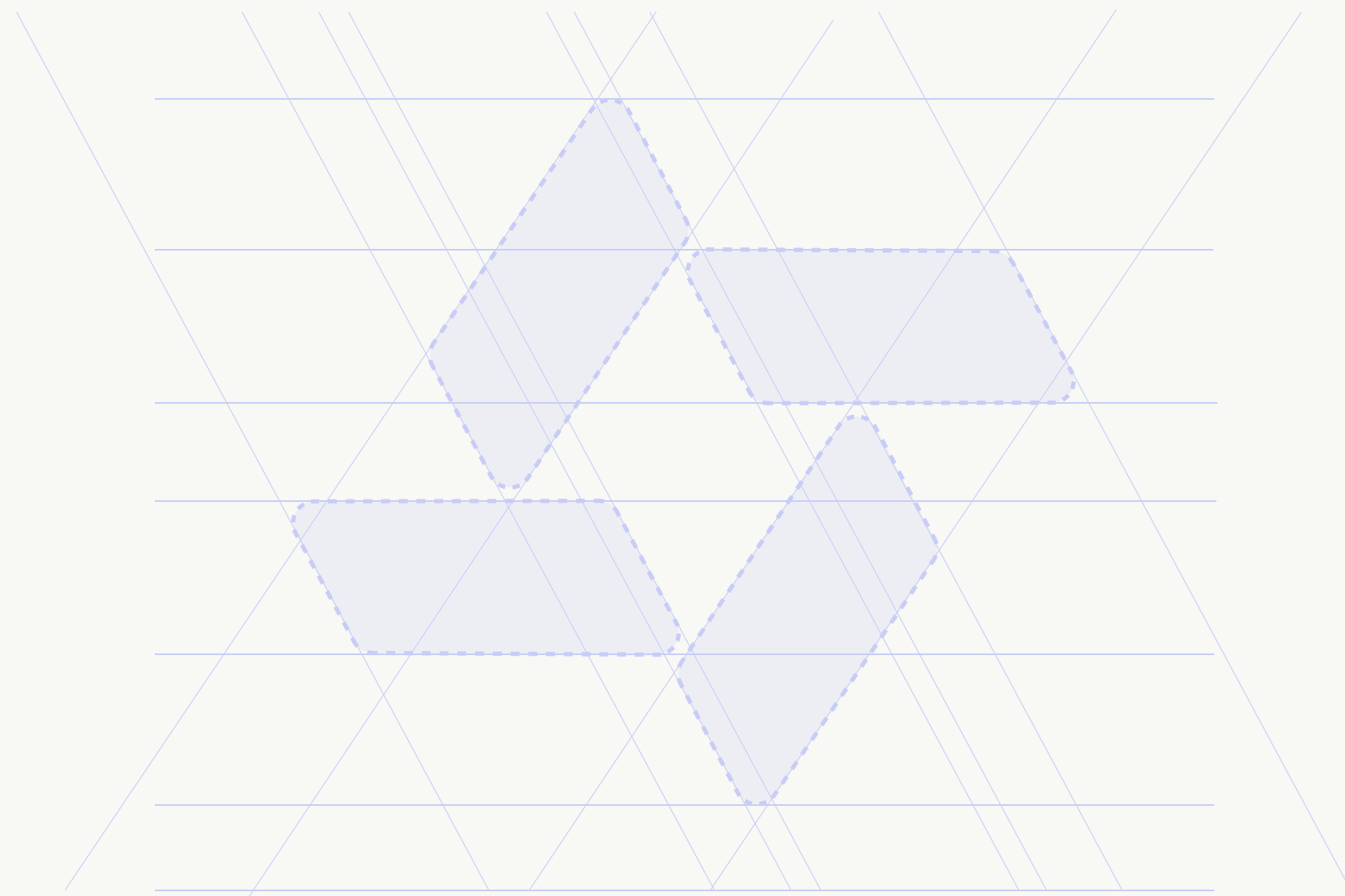
Icon symbol is vital to our identity, we should always protect it from infringing elements. The distance of 1H clear space around the icon should be kept at all times.

Value 'H' is defined by the height of the brand icon.

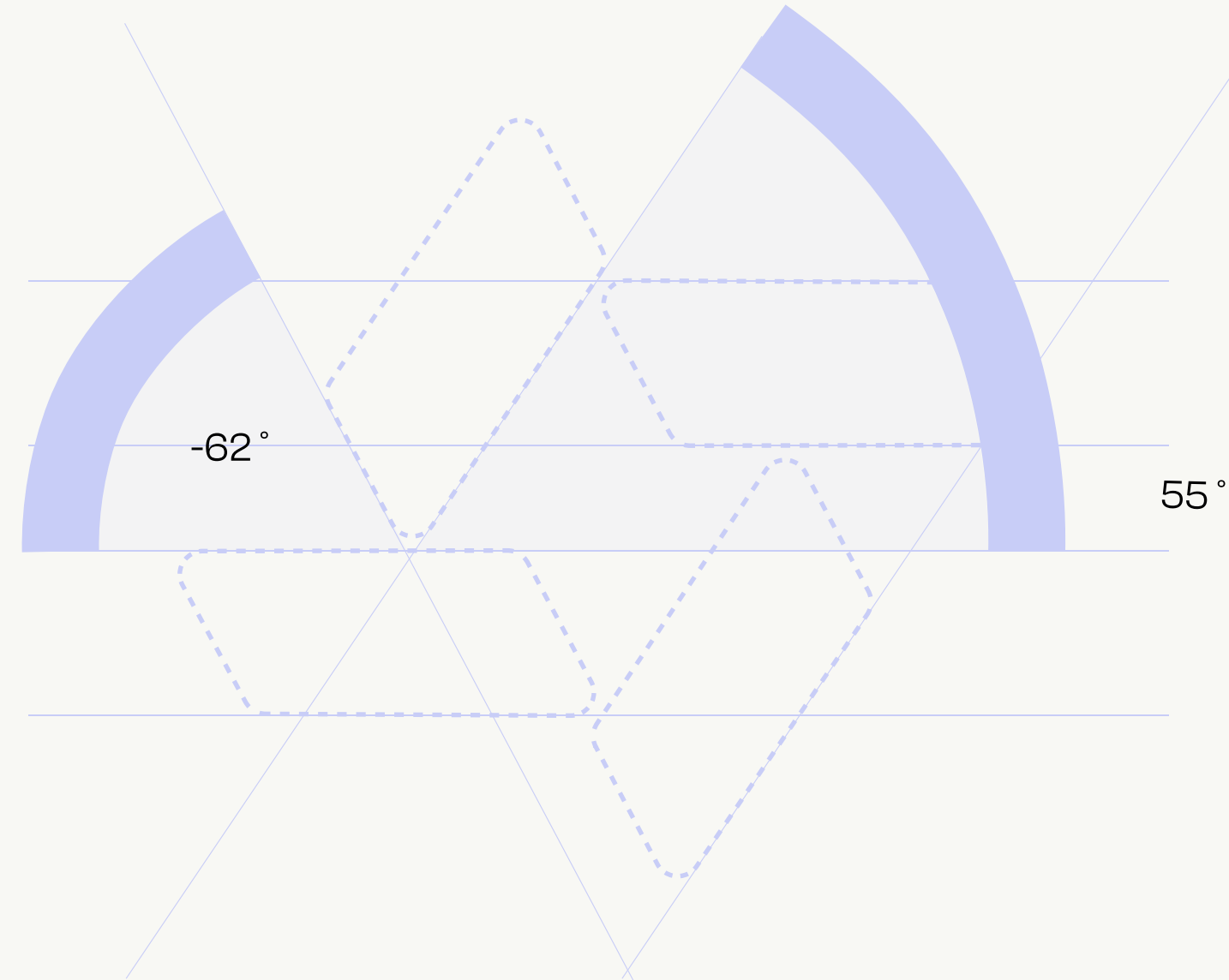


Symbol Structure

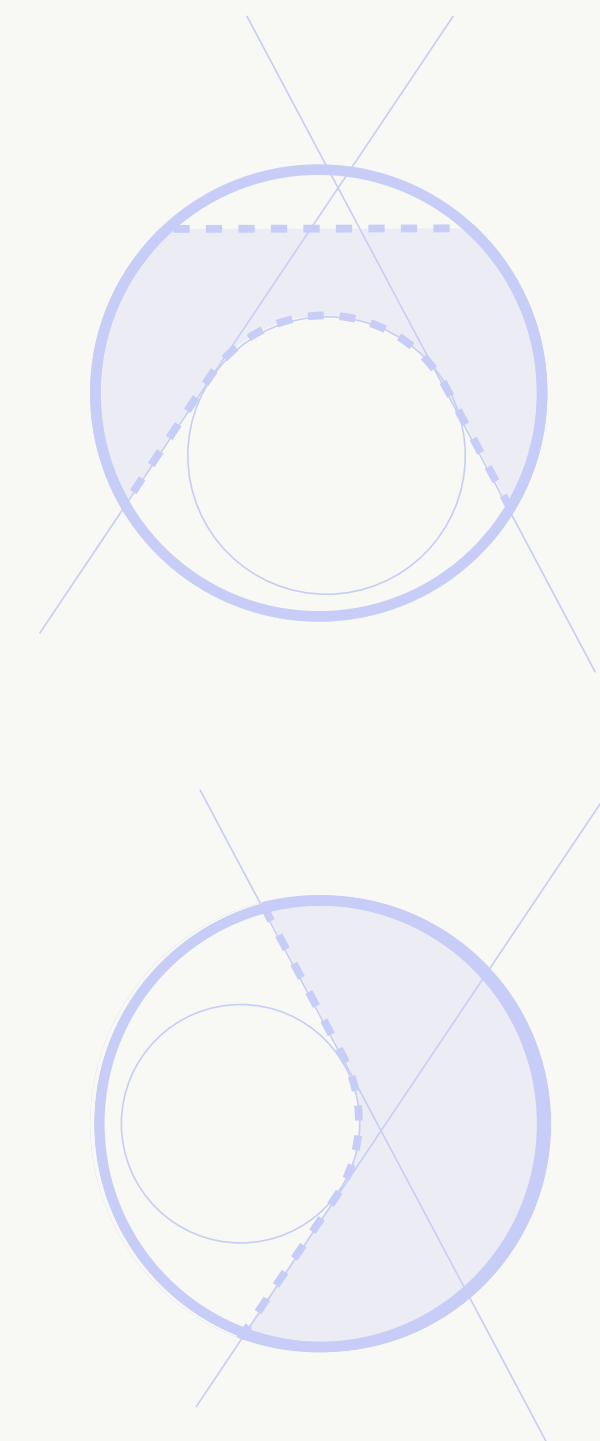
See the Examples below for clearer explanation for the icon structure.



Grid



Corner values



Rounded Corner radius

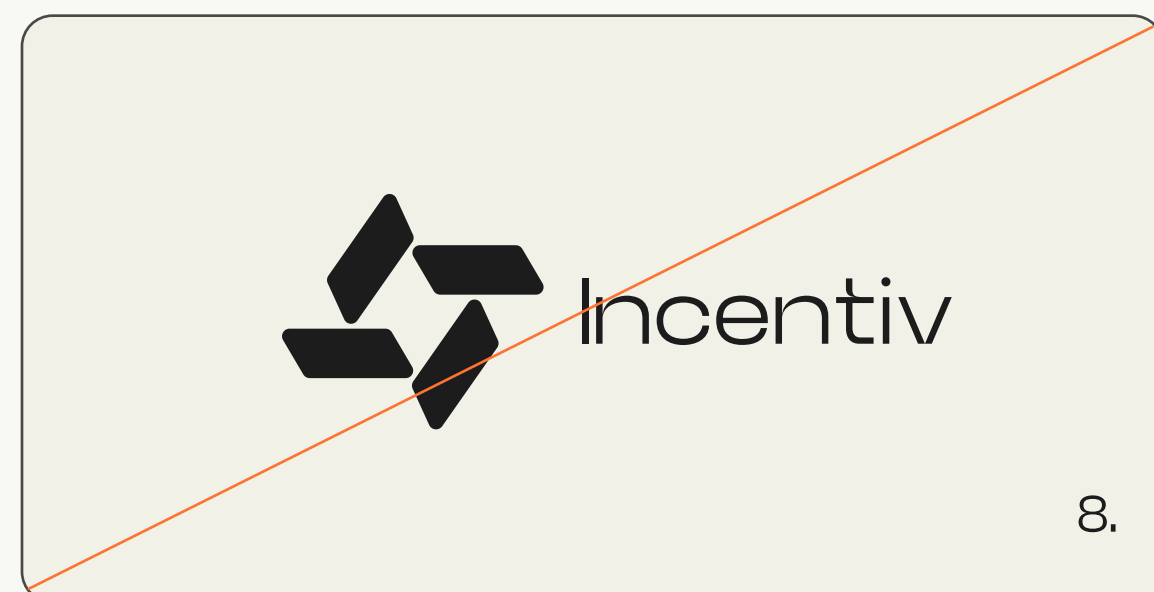
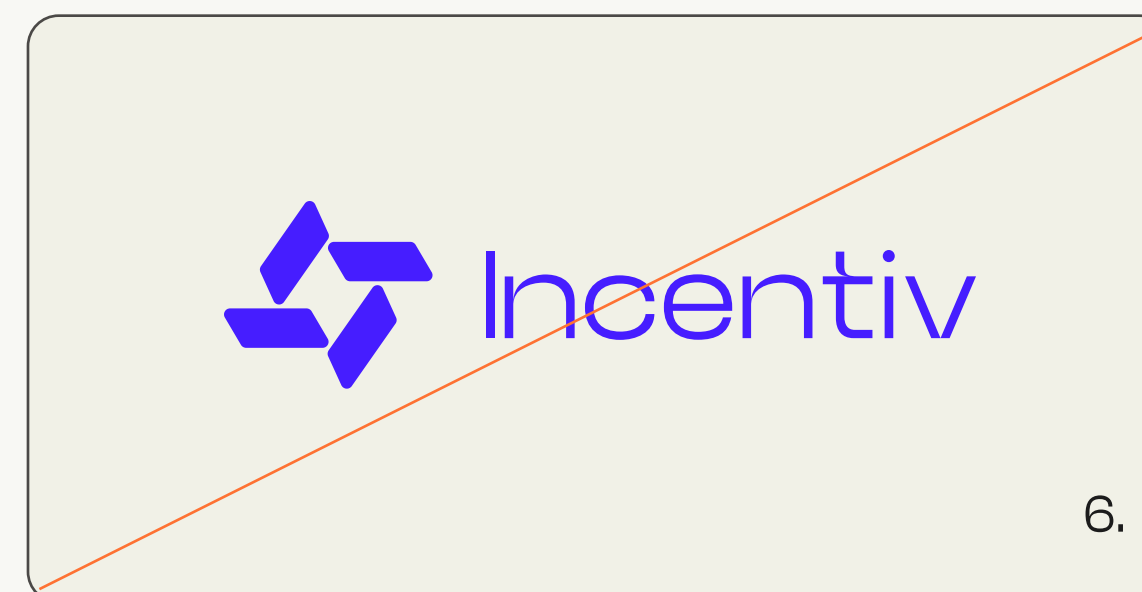
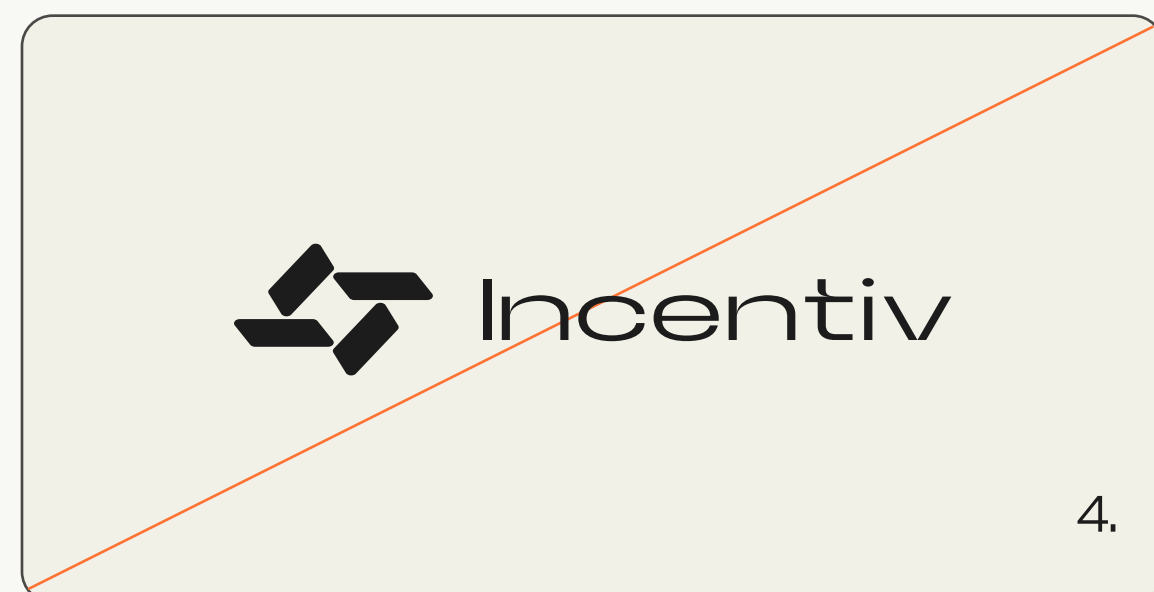
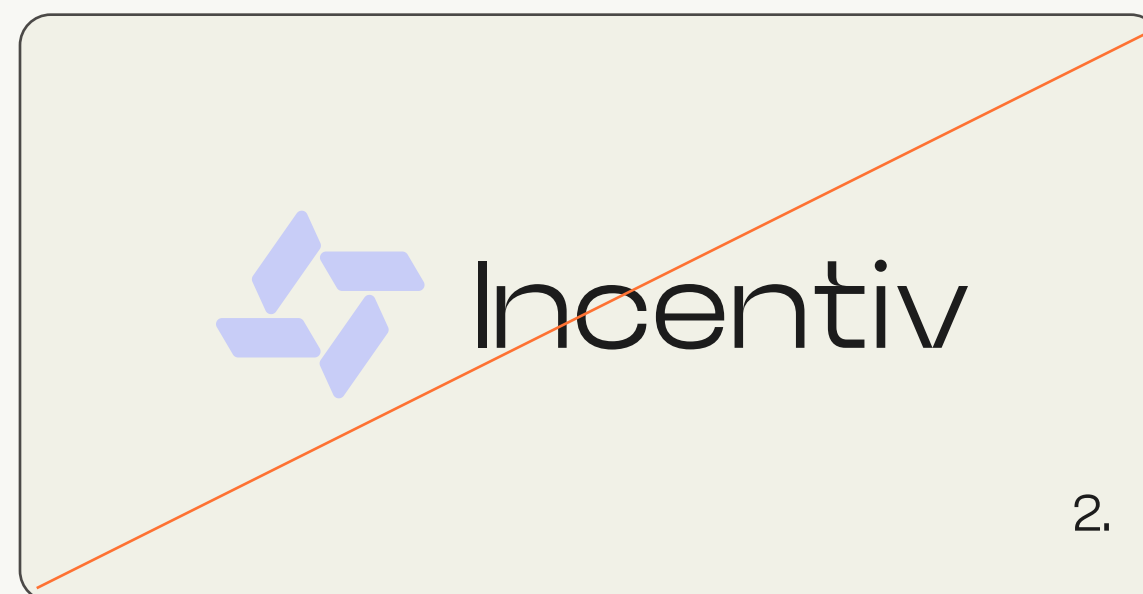
Incorrect Logo Usage

- 1. Don't use random fonts in the wordmark
- 2. Don't use colour on icon separately
- 3. Don't make drop shadow effects
- 4. Don't blur the logotype

- 5. Don't skew or stretch the logotype
- 6. Don't rotate the logotype
- 7. Don't use random colours
- 8. Don't change the rotation of the lockup

- 9. Don't change the lockup size ratio
- 10. Don't use the logotype as a mask
- 11. Don't outline the logotype
- 11. Don't outline the logotype

Same rules apply for the icon and wordmark used separately.



Incorrect Usage on Background

1. Don't use light logotype on light background
2. Don't use the logotype on the high contrast background
3. Avoid placement on a busy or blurry background

4. Don't use logotype as semi-transparent overlay
5. Don't use dark logotype on dark background
6. Don't apply any special effects to the logotype against any background

Same rules apply for the icon and wordmark used separately.



Scaling

The logo has been carefully crafted to read well, even at small sizes. There is no limit at large scale, but be careful at smaller sizes, if legibility is an issue, it's too small. Recommended minimum size is 30 pixels height for screen and 0.3 inches or 8 millimeters for print.



02

Typography

Brand Typography

Typography is vital to how we communicate as a brand. Clash Grotesk is Incentiv's official brand typeface. It should be used throughout the branding in all printed and digital business materials. Clash Grotesk is a versatile sans-serif typeface known for its geometric design and modern aesthetic. Its balanced proportions and minimalistic

forms ensure excellent readability and a contemporary look across. The typeface combines classic Grotesk elements with subtle modern touches, making it suitable for both text and display use. With its range of weights and styles, Clash Grotesk offers flexibility while maintaining a cohesive and professional appearance.

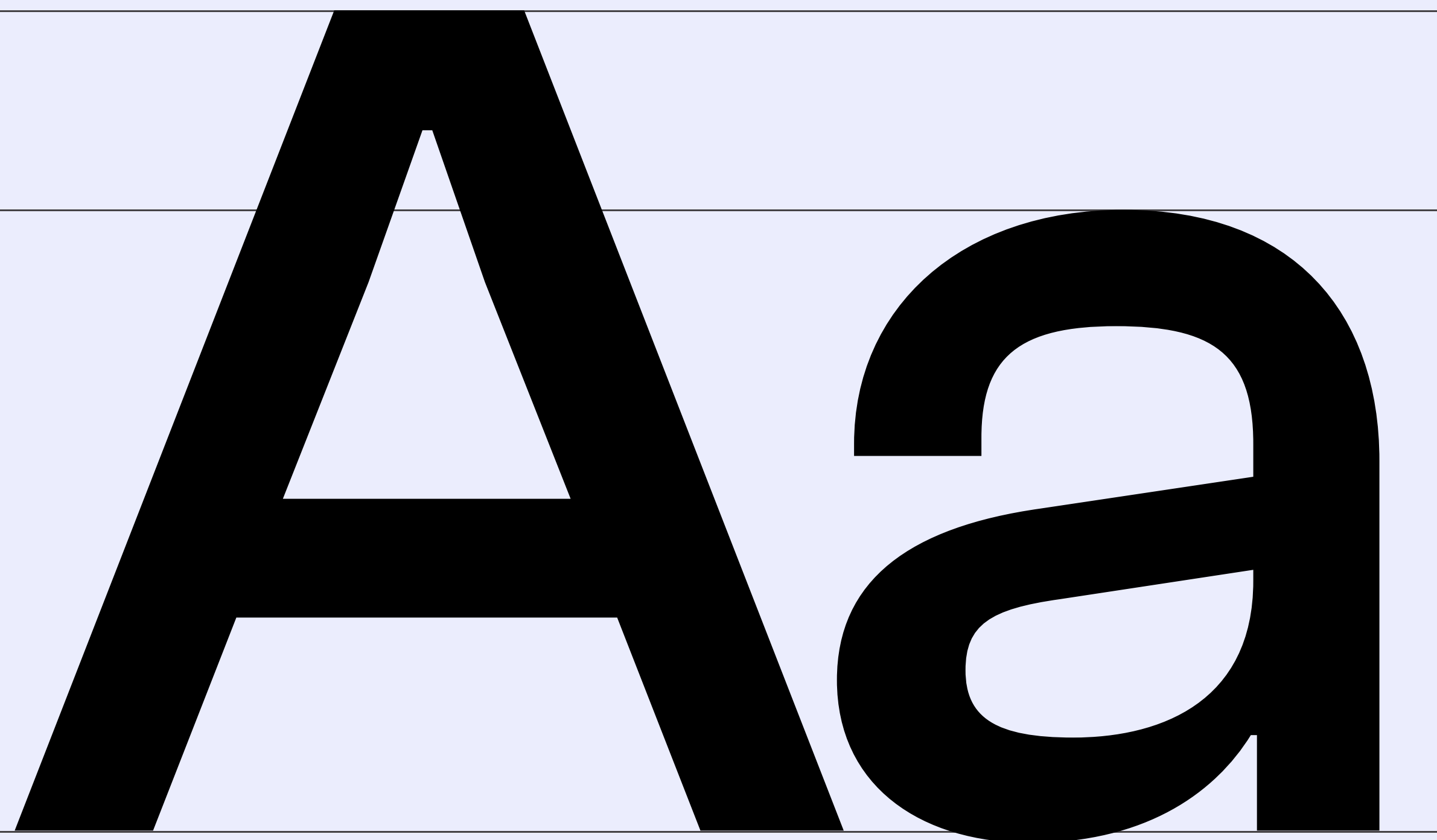
Clash Grotesk

Designed By Indian Type Foundry

CAP HEIGHT

X HEIGHT

BASELINE



Font Weights

With its range of weights and styles, Clash Grotesk offers flexibility while maintaining a cohesive and professional appearance: We single out two weights that should be used throughout the Incentiv branding: **Regular, Medium, Semibold & Bold.**

Font	Glyph Sample	Uppercase Glyphs/ Lowercase Glyphs/ Numerals
Clash Grotesk Regular	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Clash Grotesk Regular	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Clash Grotesk Regular	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Clash Grotesk Regular	Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Typography Hierarchy

Size, scale and position all play a factor in how information is read. Always ensure there is a purposeful difference between type sizes. Type sizes are for example only.

<p>Clash Grotesk / Bold 86/96%</p>	<h1>Heading 1</h1>
<p>Clash Grotesk / Bold 64/96%</p>	<h2>Heading 2</h2>
<p>Clash Grotesk / Medium 48/103%</p>	<h3>Heading 3</h3>
<p>Clash Grotesk / Regular 18/140%</p>	<p>The middle distance, though, is not empty. A subway station is full of interesting things to look at. Mosaics. Bare-bulb light sockets next to, and superseded by, far more powerful fluorescence. Lively advertising, flanked by lousy advertising. Here and there, a cockroach or a rodent. And, of course, signs. Each of them contains relatively few words, sometimes just one or two, and they are not only placed in the middle distance; they are deliberately hung where you are supposed to see them. Bored eyes, accustomed to stimulation, tend to settle on even just a few letters.</p>

Logotype Clearspace

Don't crowd the logo. When placing other elements nearby, ensure minimum clear space for brand consistency. Clearspace between the logotype and surrounding elements should not be smaller than the height of the logo mark.



03

Colour

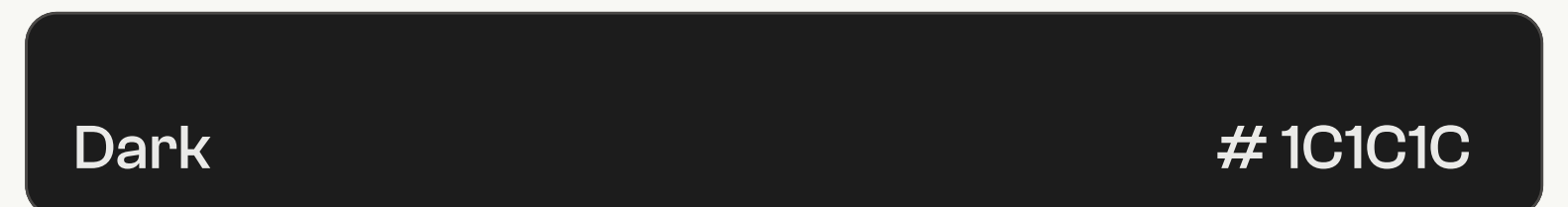
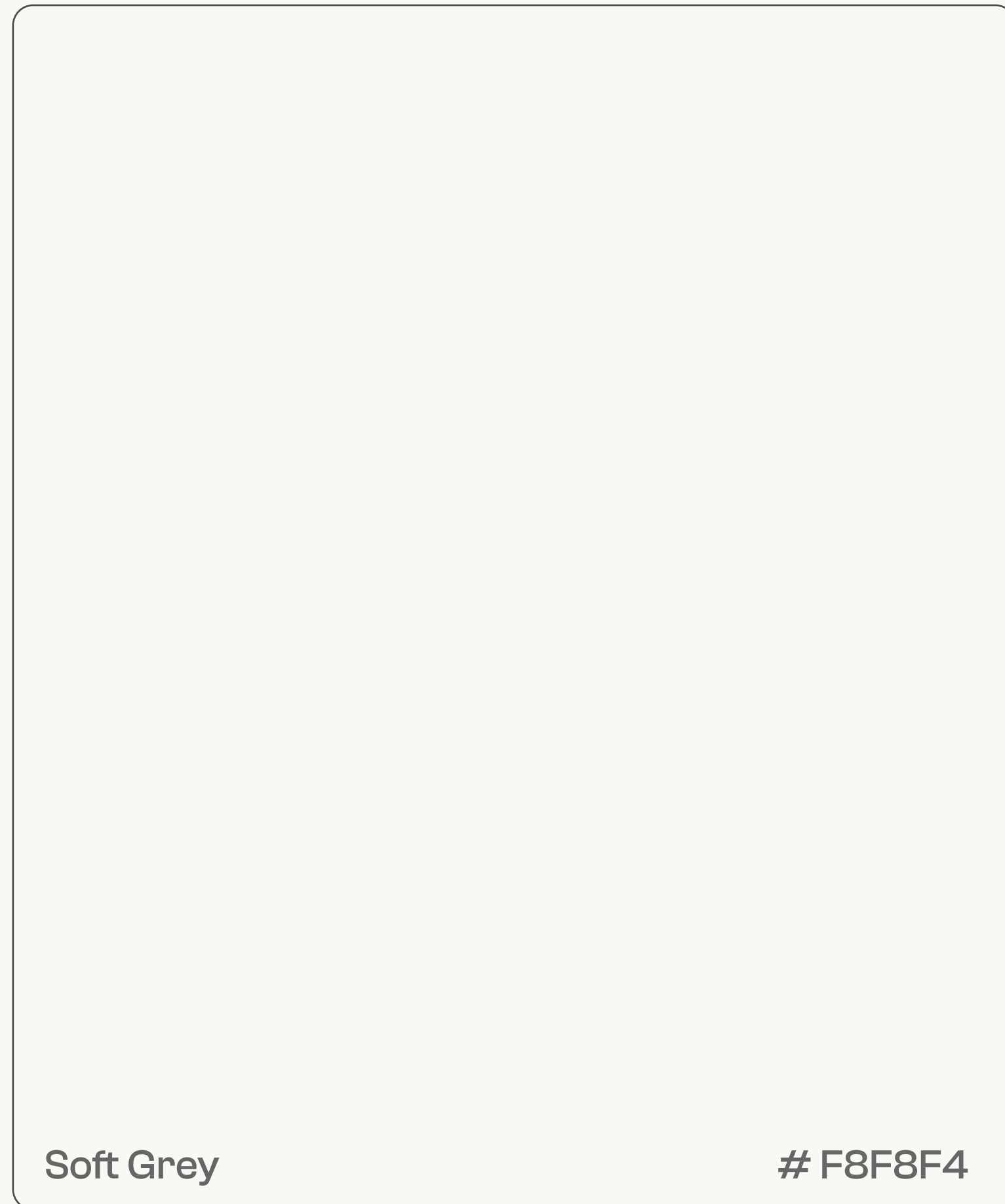
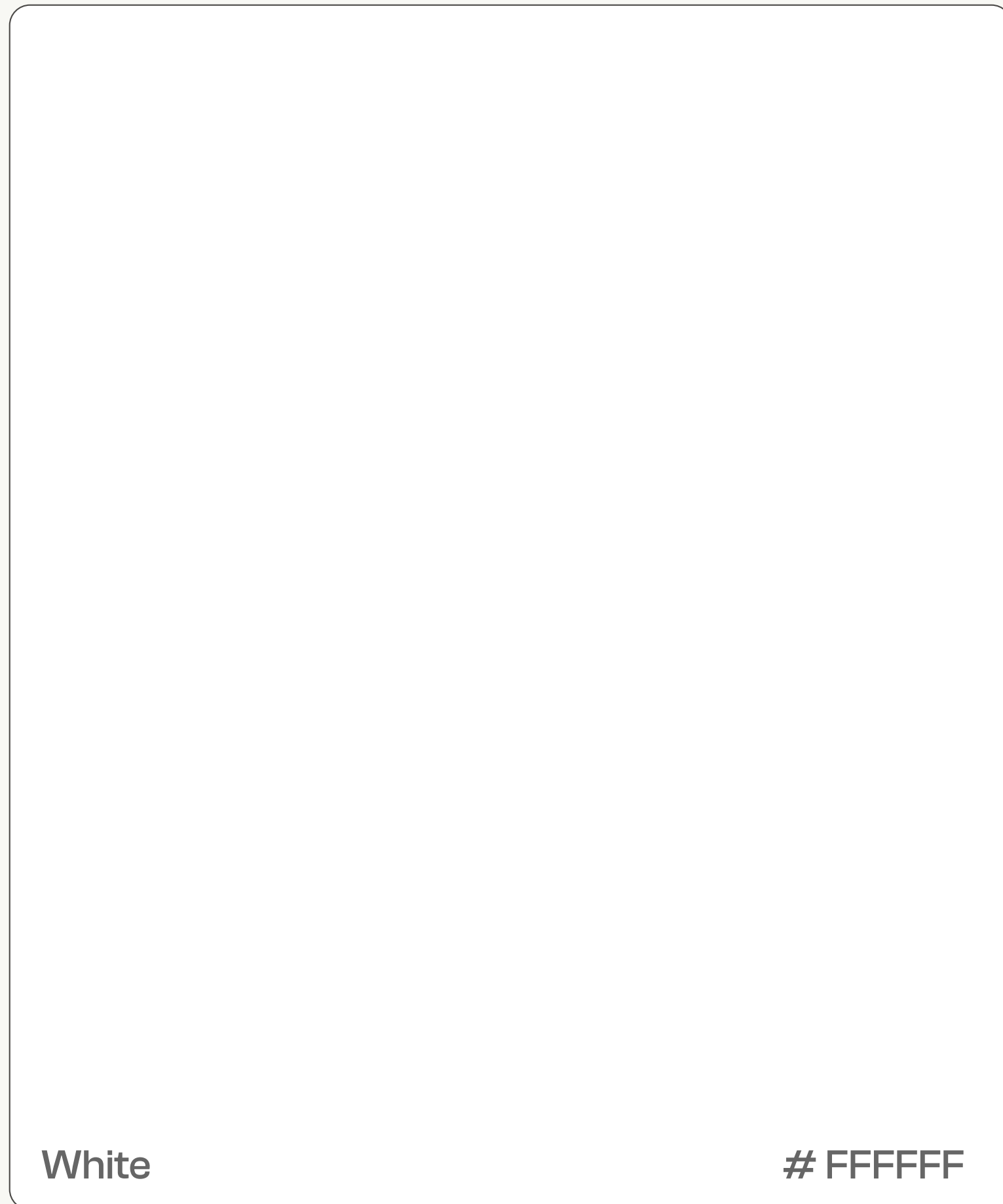
03.01

Primary Colour Palette

Neutrals

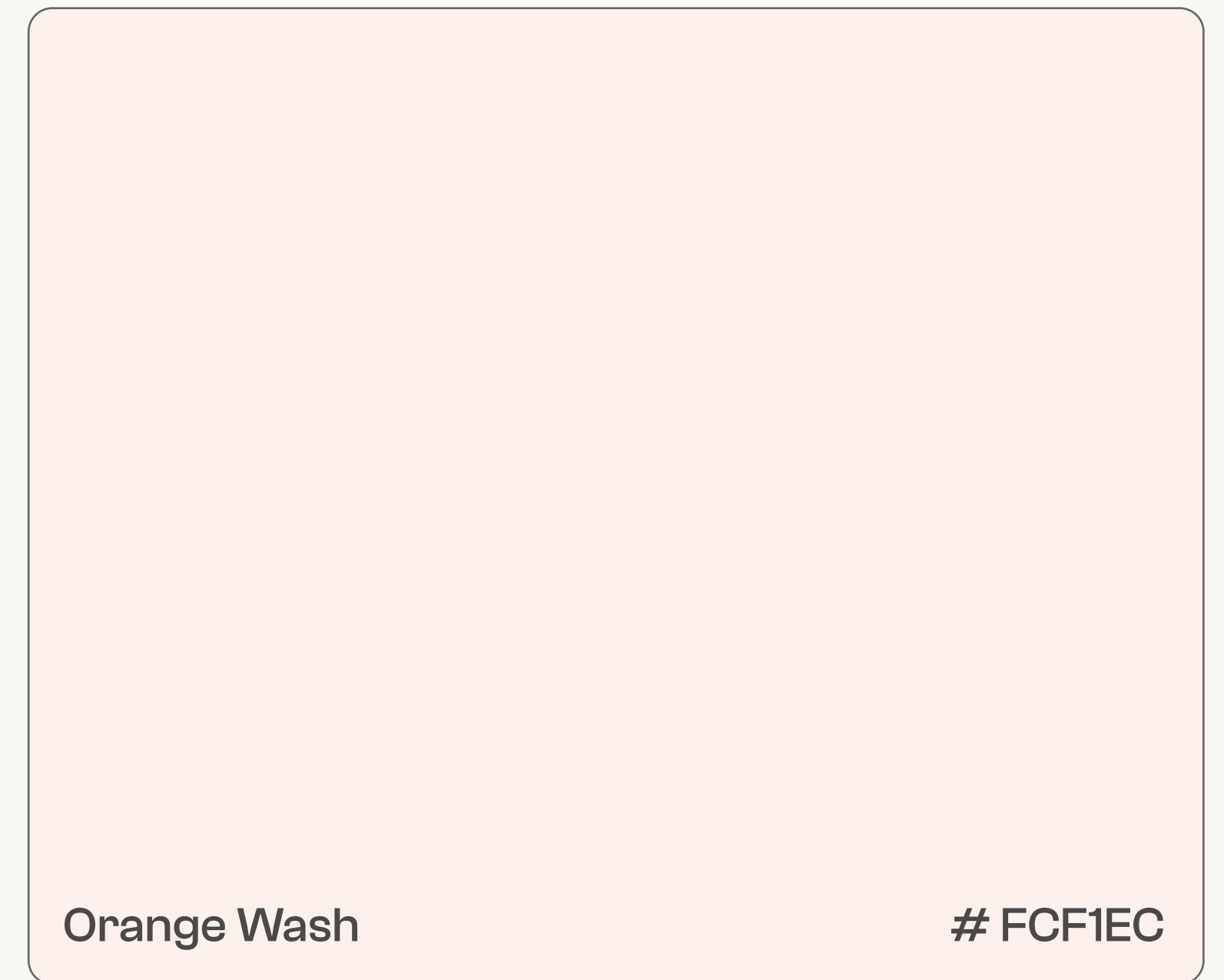
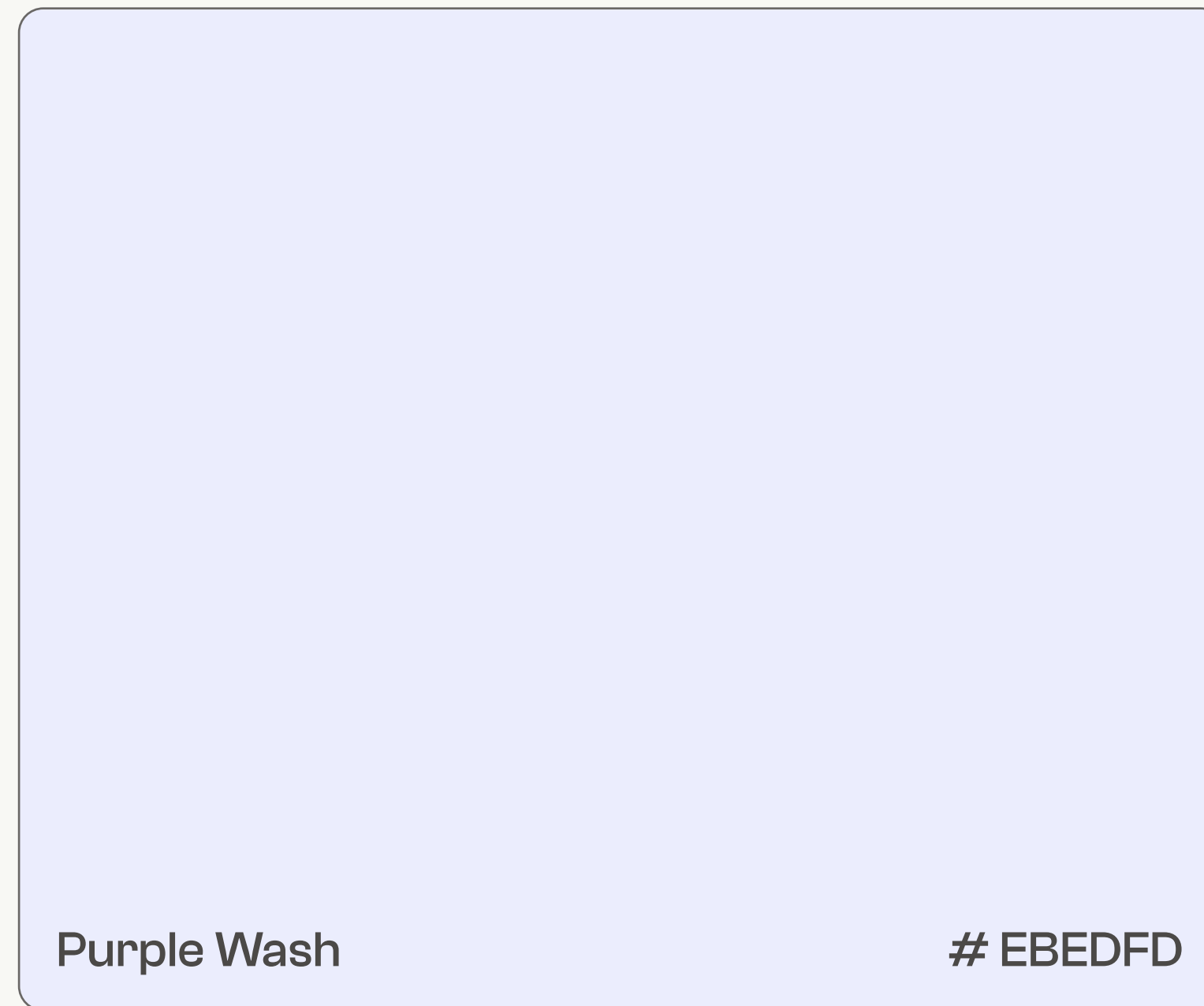
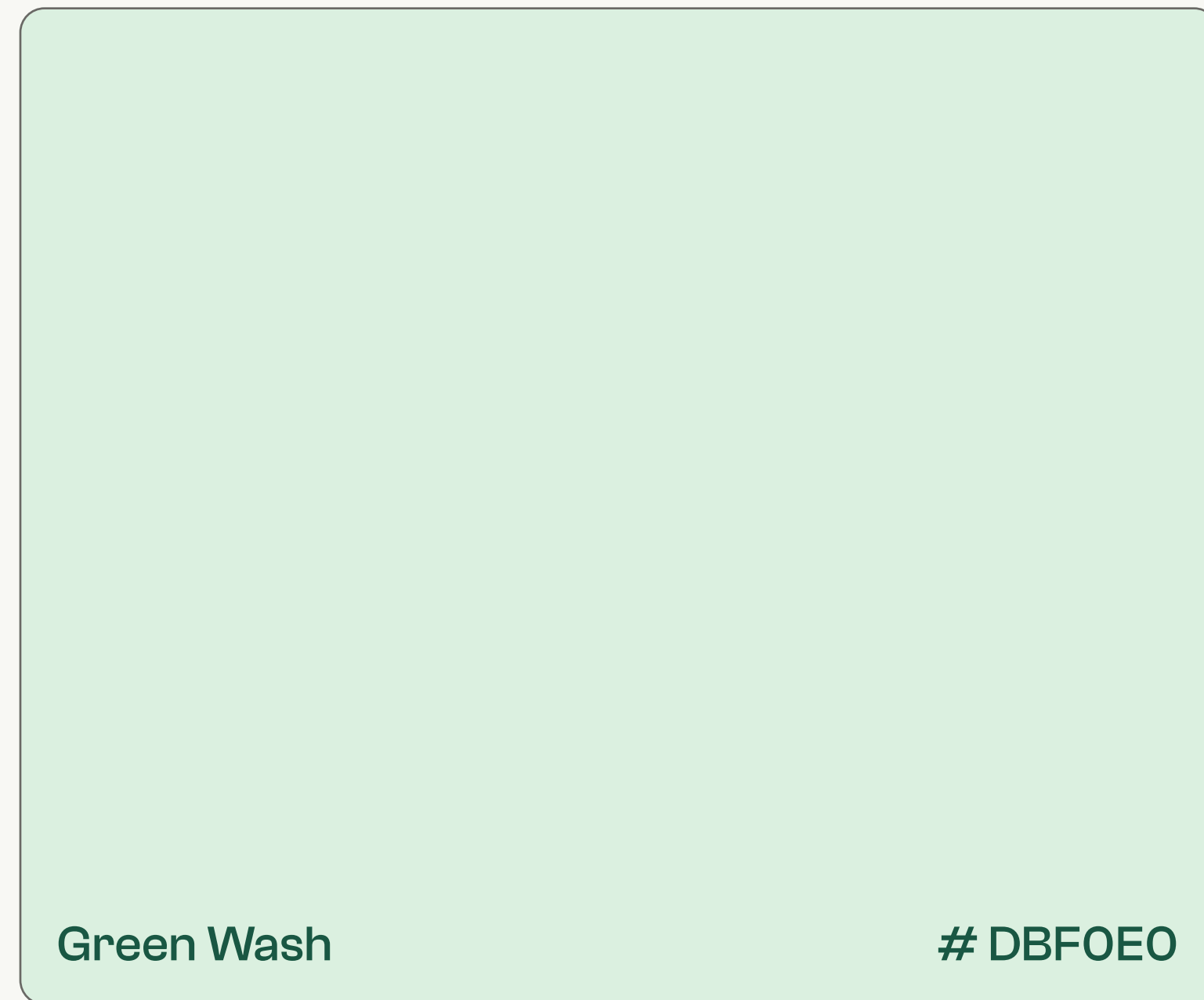
Neutrals play a crucial role in balancing and complementing our colour scheme. These hues provide a versatile backdrop that enhances readability and visual harmony in both digital and print formats. On our website and in our collateral materials, neutrals serve to ground the design, allowing other colors to stand out while maintaining a polished and approachable appearance.

Predominantly used for backgrounds, neutrals contribute to a clean, modern aesthetic that supports the overall brand message. Their understated and refined quality makes them ideal for creating a cohesive and effective visual identity.



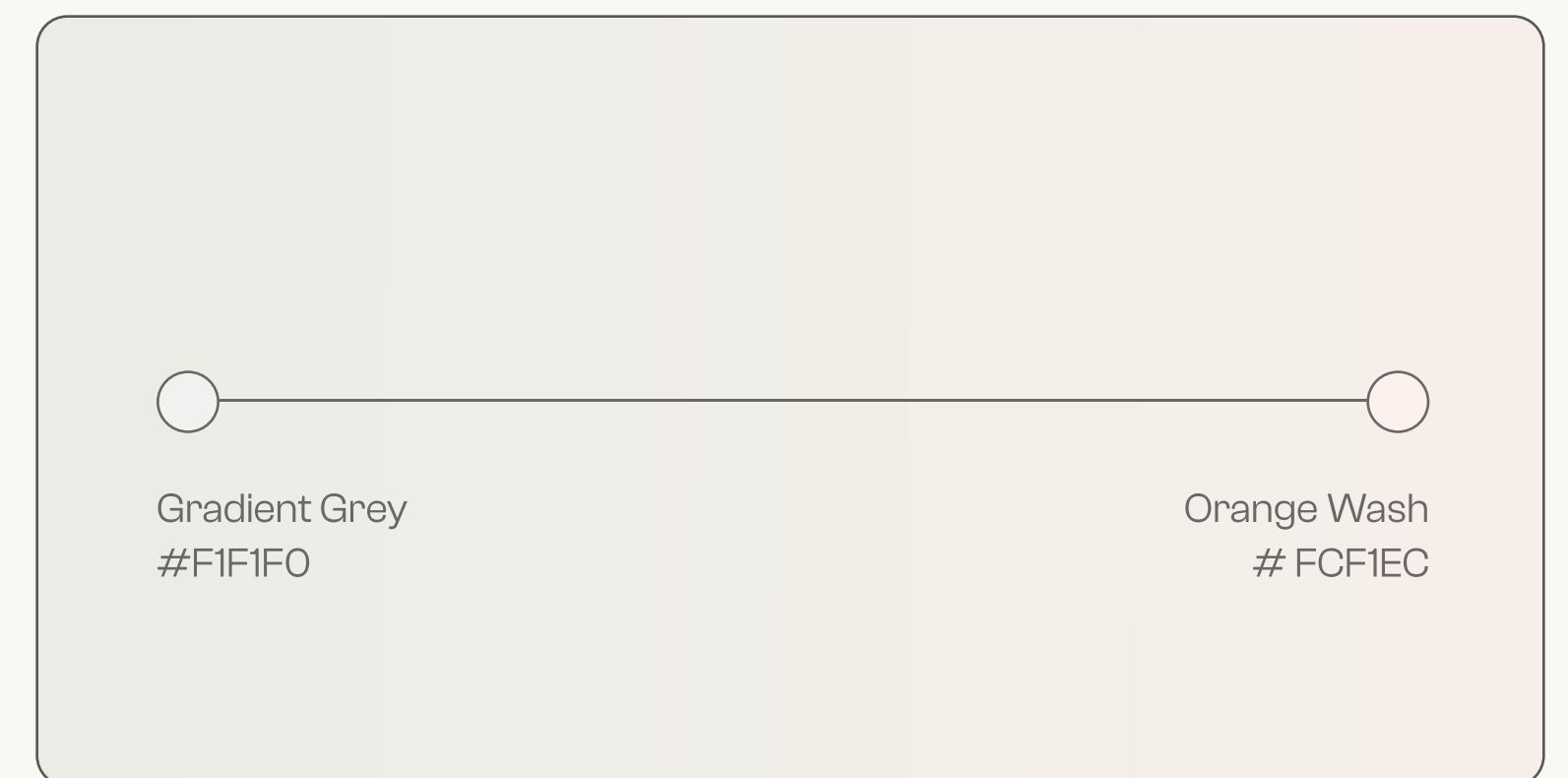
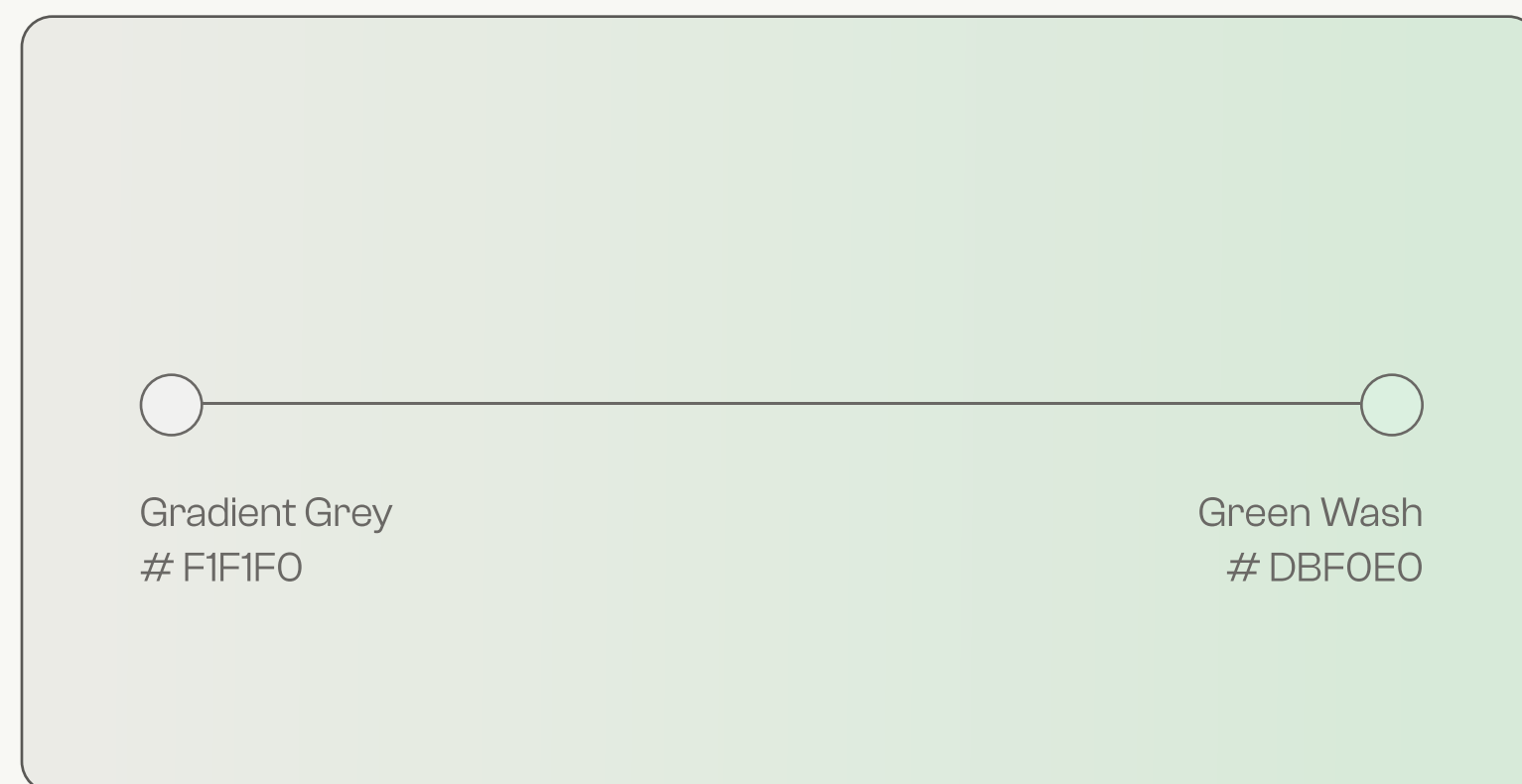
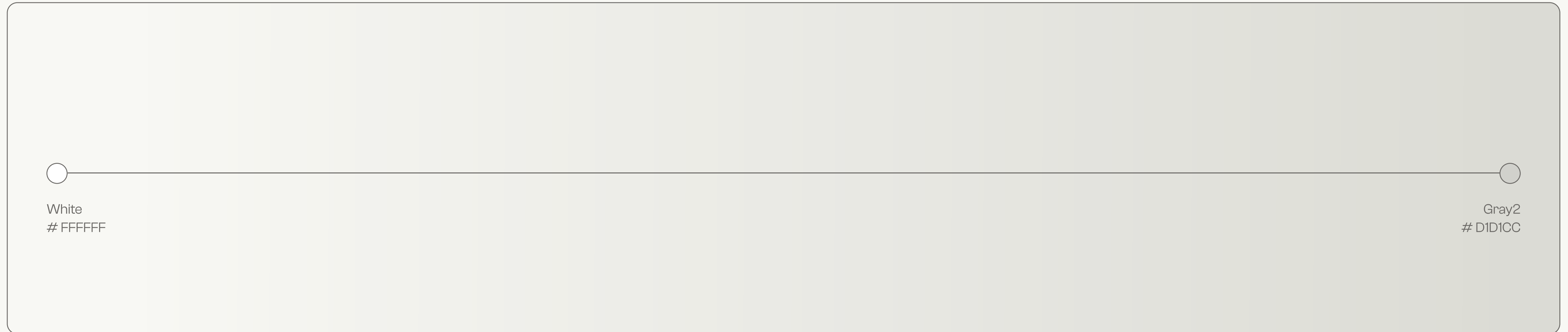
Highlights / Washes

Highlight colors add dynamic elements to our brand's visual identity by drawing attention to key features and creating emphasis. Used strategically for calls to action and important information, these colors enhance visual impact and make our messaging more engaging and memorable across digital and print materials.



Gradients

Gradients add depth and movement to our visual identity, introducing a contemporary flair. Smooth transitions between color create fluidity and dimension, making visual elements more dynamic. Used as backgrounds or accents, gradients enhance our brand's innovation and creativity, elevating the overall aesthetic of our website and materials.



Pantone Colour palette

Pantone colours ensure consistent and accurate colour reproduction across different media. They are crucial for maintaining brand integrity in print and digital applications. Use Pantone colors for precise color matching in high-quality print materials, packaging, and promotional items to reinforce brand recognition and uniformity.

White no color	Green Wash Pantone 621 C	Orange Wash Pantone 4031 C	Purple Wash Pantone 2706 C
Soft Grey Pantone Cool Gray 1C	Soft Green Pantone 556 C	Soft Orange Pantone 2022 C	Soft Purple Pantone 2716 C
Gradient Grey Pantone Cool Gray 2C	Green Highlight Pantone 561 C	Orange Highlight Pantone 1585 C	Stone Grey Pantone 7452 C
Warm Grey Pantone Warm Gray 1C			
Grey 2 Pantone Cool Gray 5C	Stone Grey Pantone 2334 C	Dark Pantone 426 C	Black Black 6C

03.02

Extended Color Palette

Extended Color Palette

Our extended color palette builds upon the primary colors, offering a range of additional shades and tones to provide greater design flexibility. These extended colors are used on our website and print collaterals only when necessary, adding nuance and variety to our visual communications. While they complement the core palette, they

are applied selectively to ensure that they enhance, rather than overwhelm, the overall design. By incorporating these colors thoughtfully, we achieve a richer and more dynamic visual experience, allowing for detailed and adaptable branding solutions while preserving a cohesive brand identity.

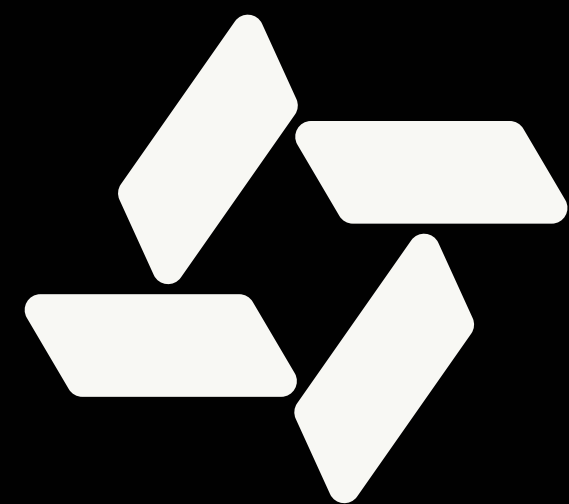
Green 100	#F0F6F1	Orange 100	#FFF7F3	Purple 100	#FAFAFE	Gray 100	#FEFEFE
Green 200	#E8F2EA	Orange 200	#FCF1EC	Purple 200	#F7F8FE	Gray 200	#F7F7F7
Green 300	#DBF0E0	Orange 300	#FEE5D9	Purple 300	#EBEDFD	Gray 300	#F8F8F4
Green 400	#95CCA2	Orange 400	#FBAA85	Purple 400	#C8CDF7	Gray 400	#F1F1E7
Green 500	#64A875	Orange 500	#FE7233	Purple 500	#B4B9DE	Gray 500	#DFDFD8
Green 600	#409467	Orange 600	#E5672E	Purple 600	#969AB9	Gray 600	#C8C8C4
Green 700	#227151	Orange 700	#BF5626	Purple 700	#787B94	Gray 700	#6B716D
Green 800	#195743	Orange 800	#98441F	Purple 800	#5A5C6F	Gray 800	#4B4947
Green 900	#134132	Orange 900	#592812	Purple 900	#464856	Gray 900	#333131

Incorrect Logo Usage

The following examples are not approved combinations.

1. Don't use random fonts in the wordmark
2. Don't use random colors
3. Don't make drop shadow effects on the logotype
4. Don't blur the logotype
5. Don't skew or stretch the logotype
9. Don't change any part of the logotype





Incentiv

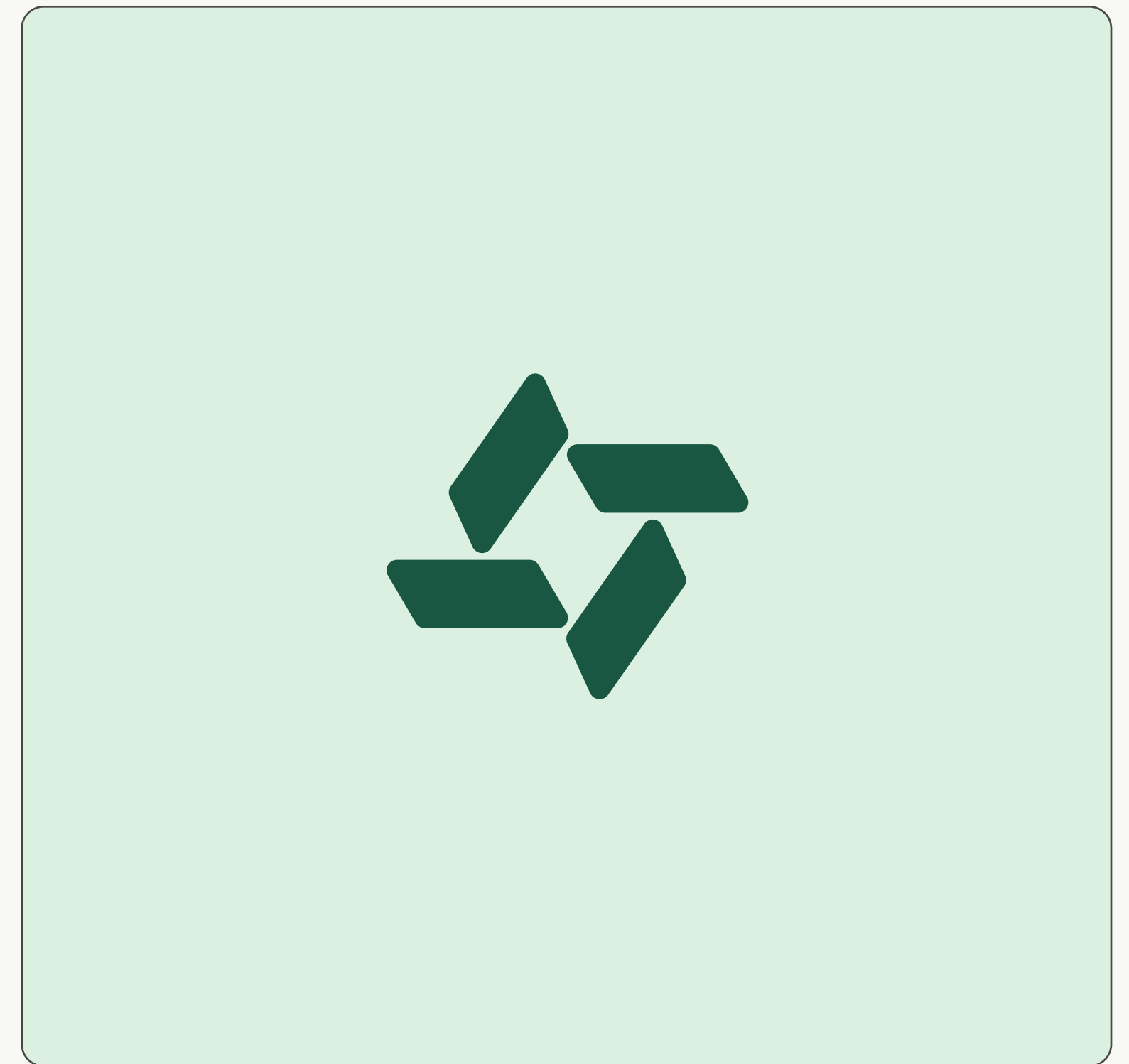
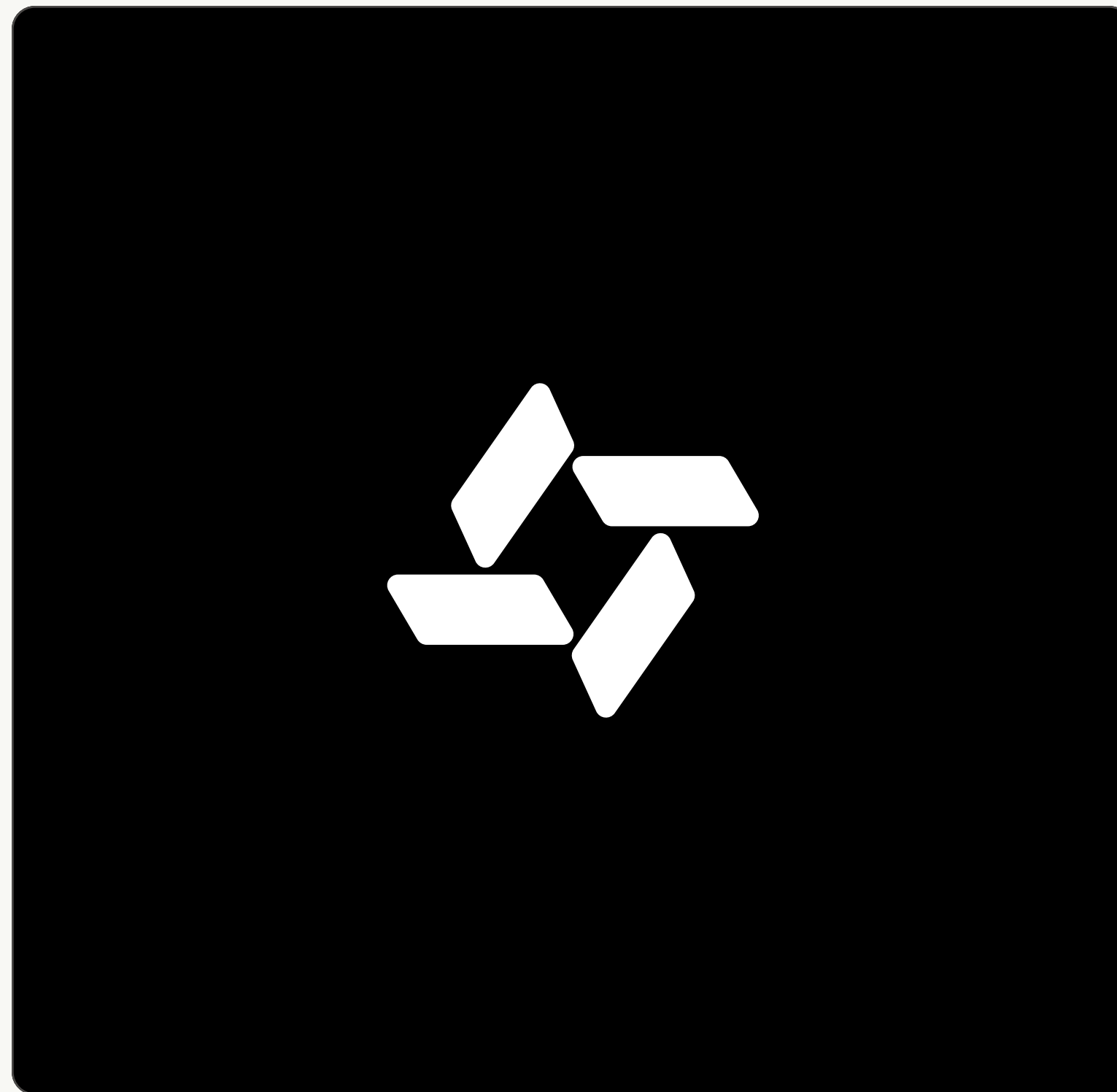
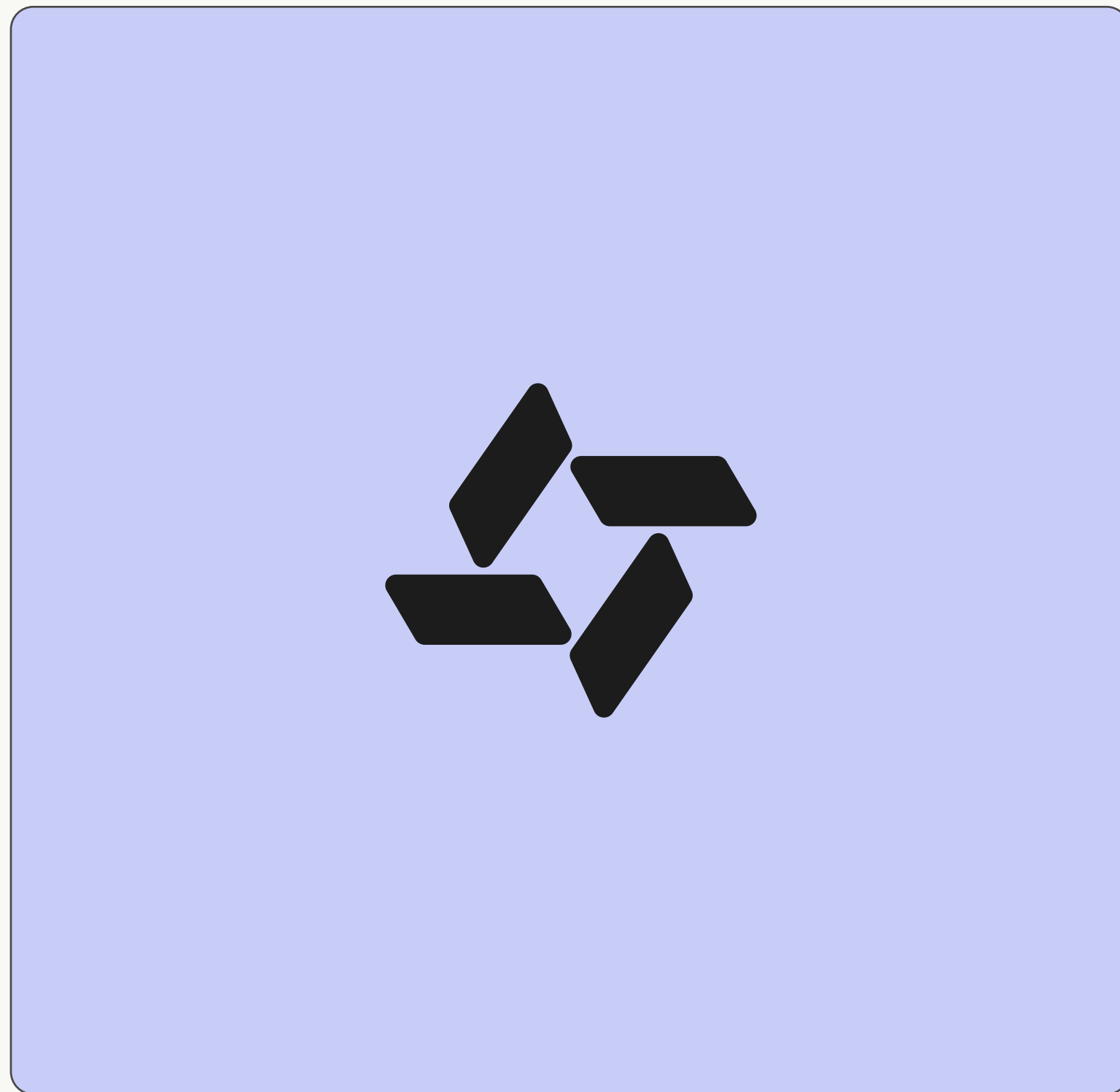


Designed by akeo.

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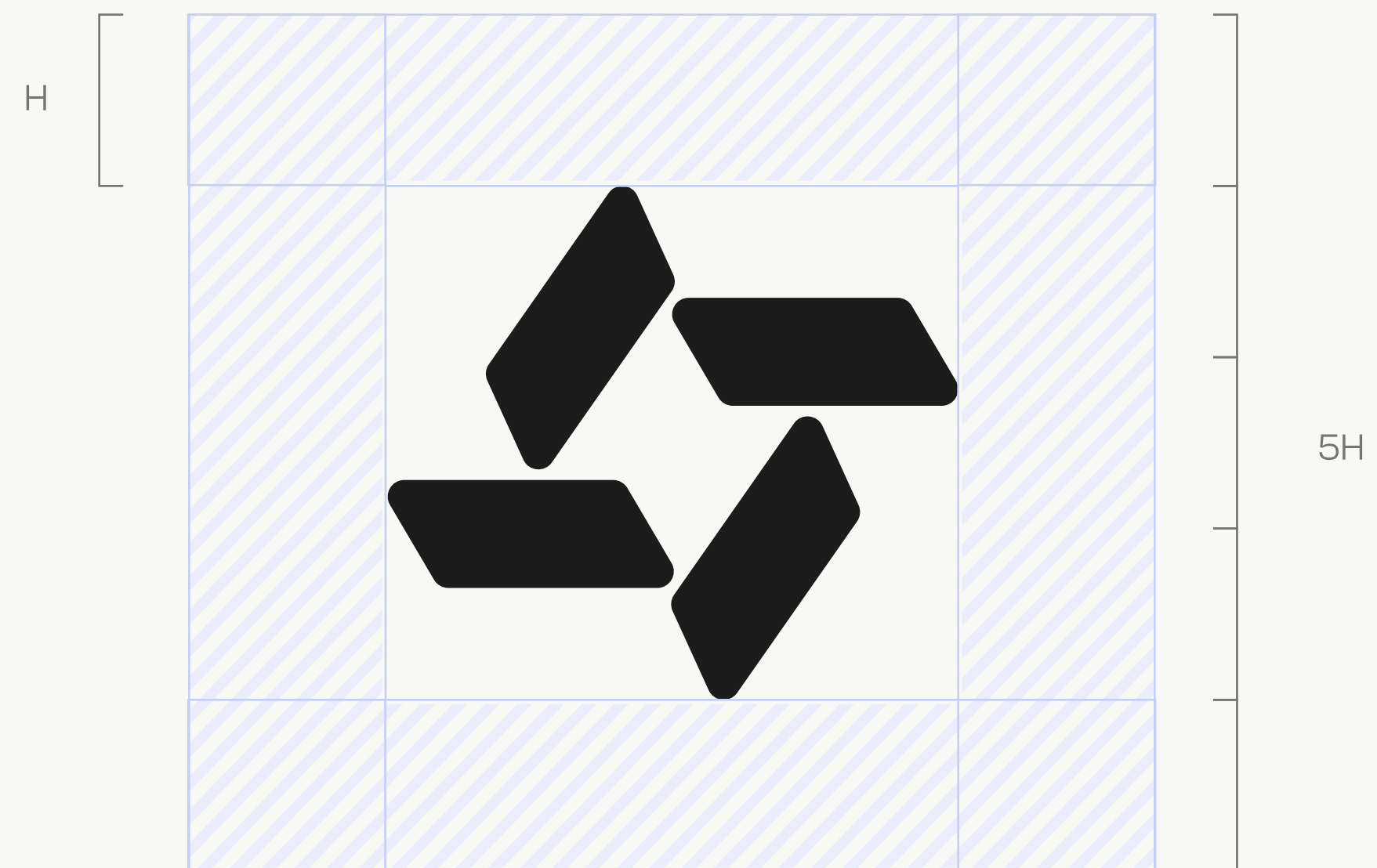
Logo Icon

The symbol is crafted from abstract shapes arranged within a circle, evoking the imagery of a spark. This spark is more than just a visual element; it embodies the essence of Incentiv's brand, symbolising innovation, energy, and the drive to ignite new ideas. It captures the dynamic and forward-thinking spirit that defines the brand.



Icon Clearspace

Icon symbol is vital to our identity, we should always protect it from infringing elements. The distance of 1H clear space around the icon should be kept at all times. 'H' is defined by the height of the brand icon.



02

Typography



Brand Typography

Typography is vital to how we communicate as a brand. Clash Grotesk is Incentiv's official brand typeface. It should be used throughout the branding in all printed and digital business materials. Clash Grotesk is a versatile sans-serif typeface known for its geometric design and modern aesthetic. Its balanced proportions and minimalistic

forms ensure excellent readability and a contemporary look across . The typeface combines classic Grotesk elements with subtle modern touches, making it suitable for both text and display use. With its range of weights and styles, Clash Grotesk offers flexibility while maintaining a cohesive and professional appearance.

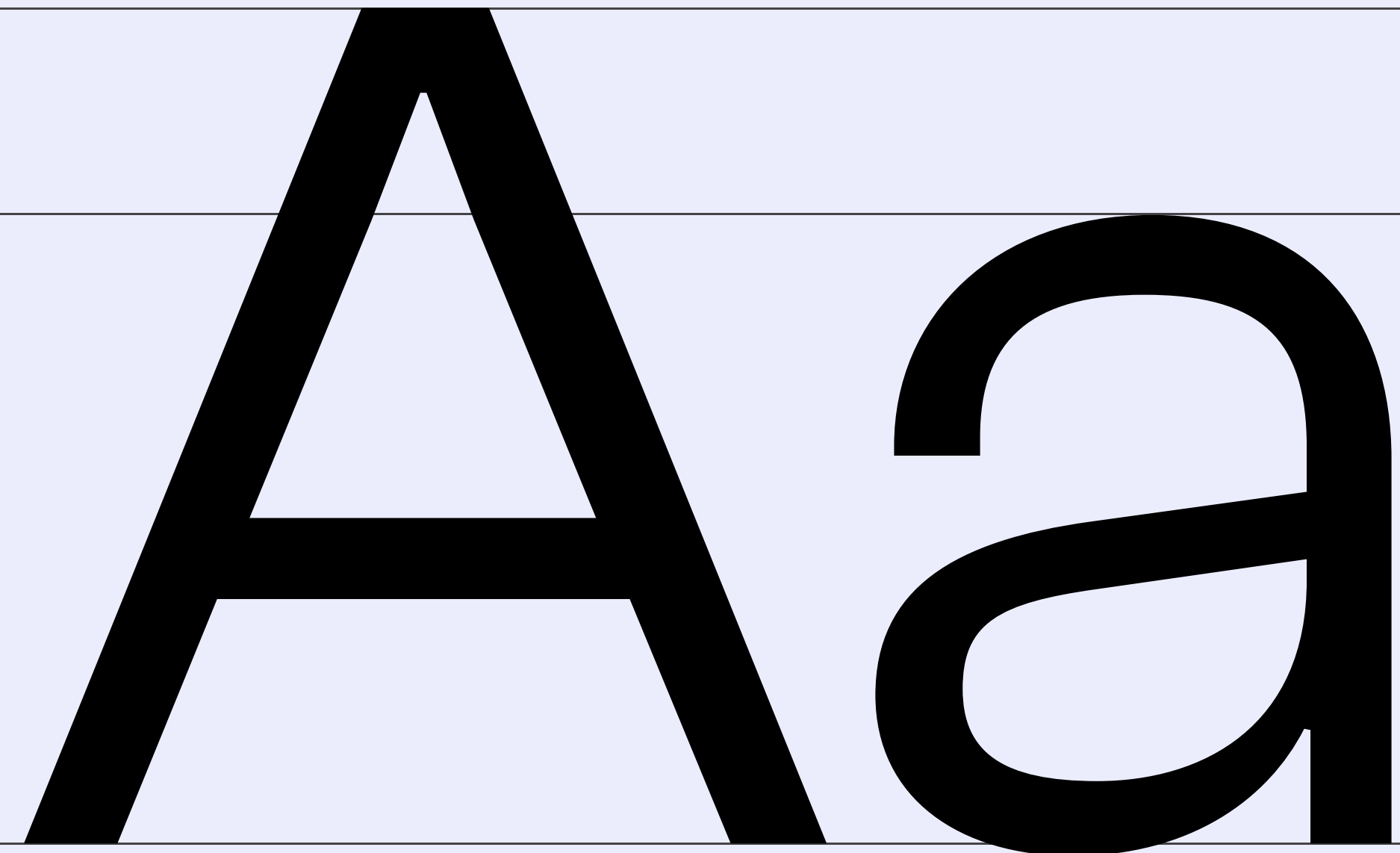
Clash Grotesk

Designed By Indian Type Foundry

CAP HEIGHT

X HEIGHT

BASELINE

A large graphic showing the letters 'A' and 'a' in the Clash Grotesk font. The letters are positioned between three horizontal lines: the top line is labeled 'CAP HEIGHT', the middle line is labeled 'X HEIGHT', and the bottom line is labeled 'BASELINE'. The 'A' is a tall, geometric sans-serif letter, and the 'a' is a lowercase letter with a rounded, modern design.

Font Weights

With its range of weights and styles, Clash Grotesk offers flexibility while maintaining a cohesive and professional appearance: We single out two weights that should be used throughout the Incentiv branding: **Regular**, **Medium** & **Bold**.

Regular

Glyphs

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
 Xx Yy Zz

Numerals

0123456789

Medium

Glyphs

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
 Xx Yy Zz

Numerals

0123456789

Bold

Glyphs

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Xx Yy Zz

Numerals

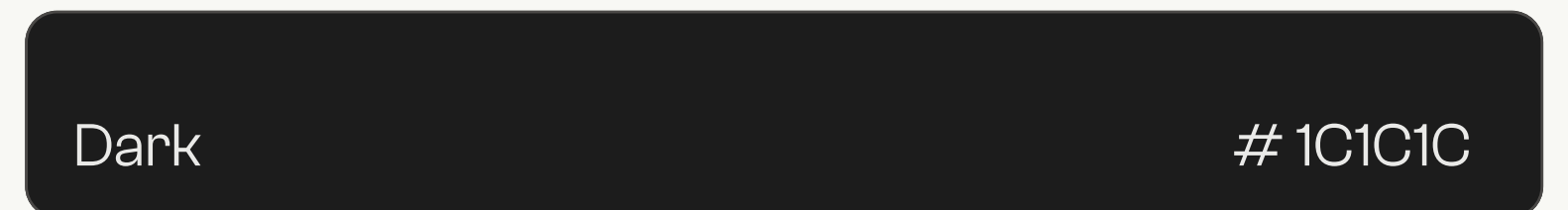
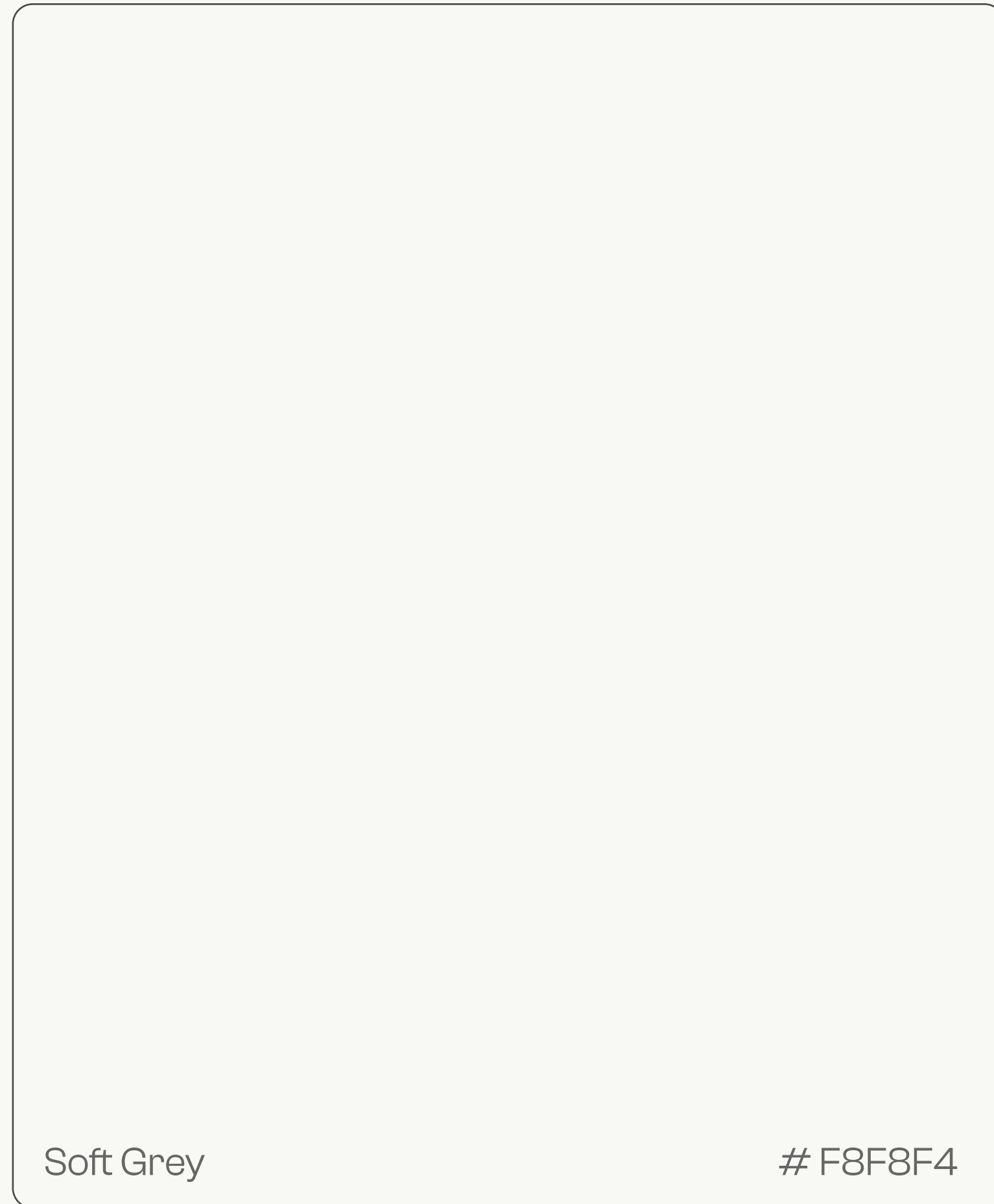
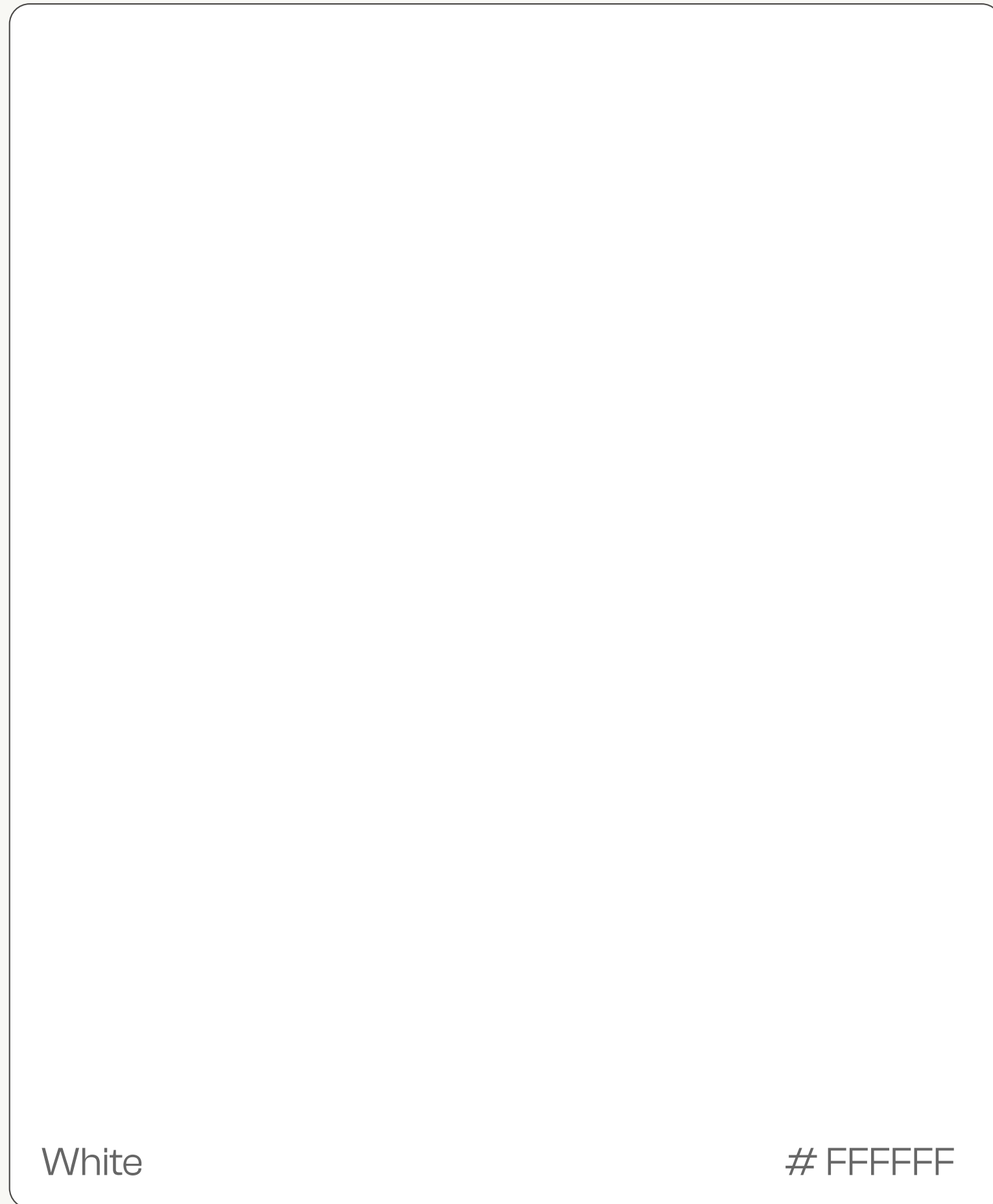
0123456789

03

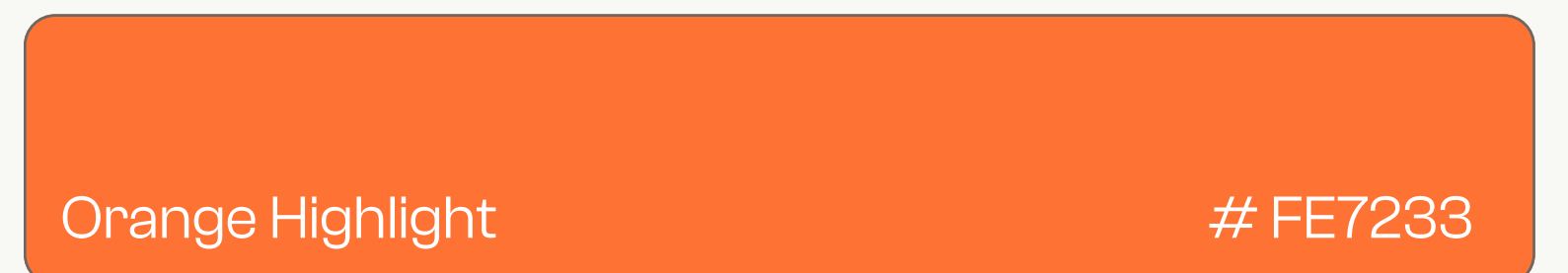
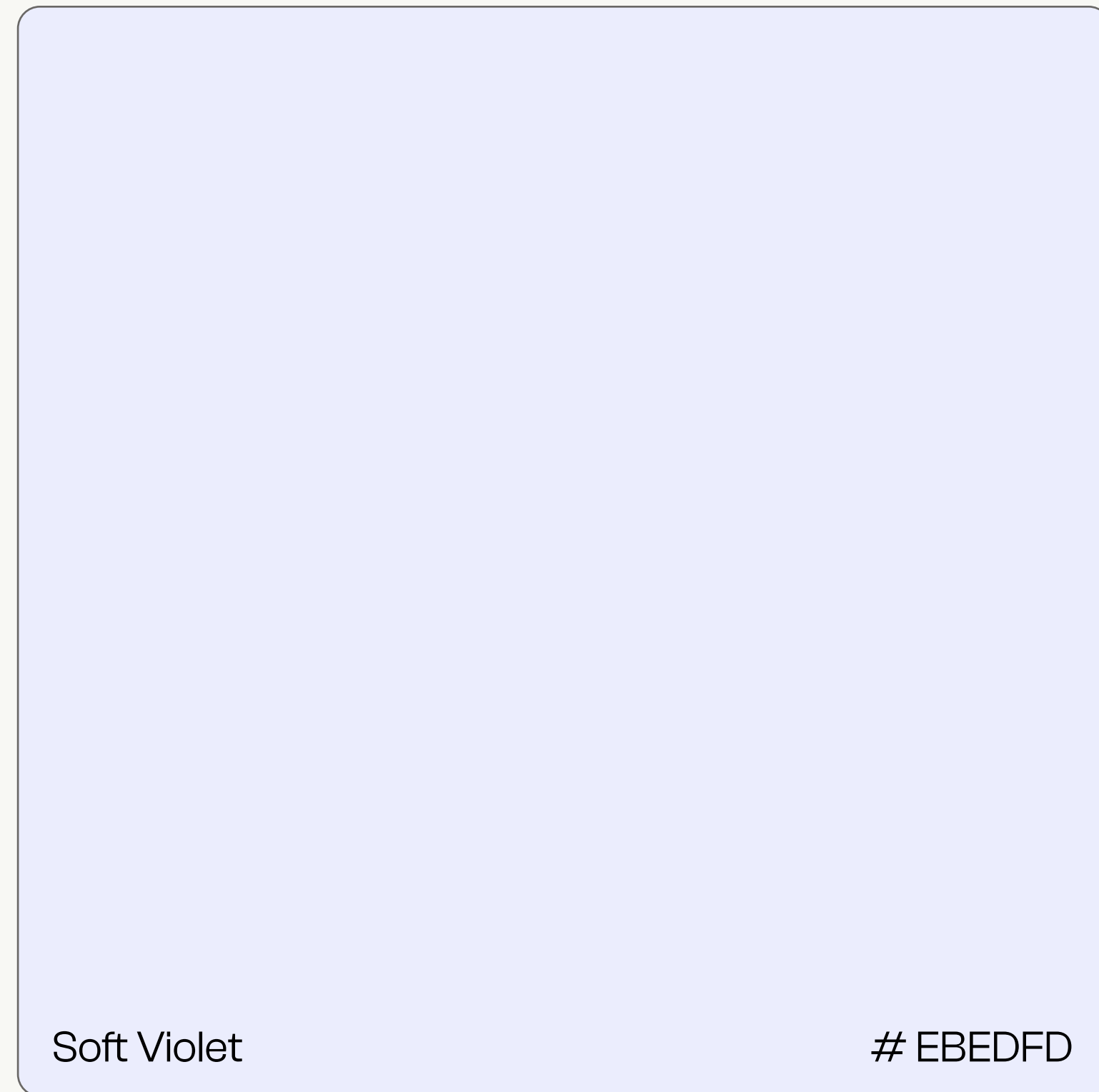
Color



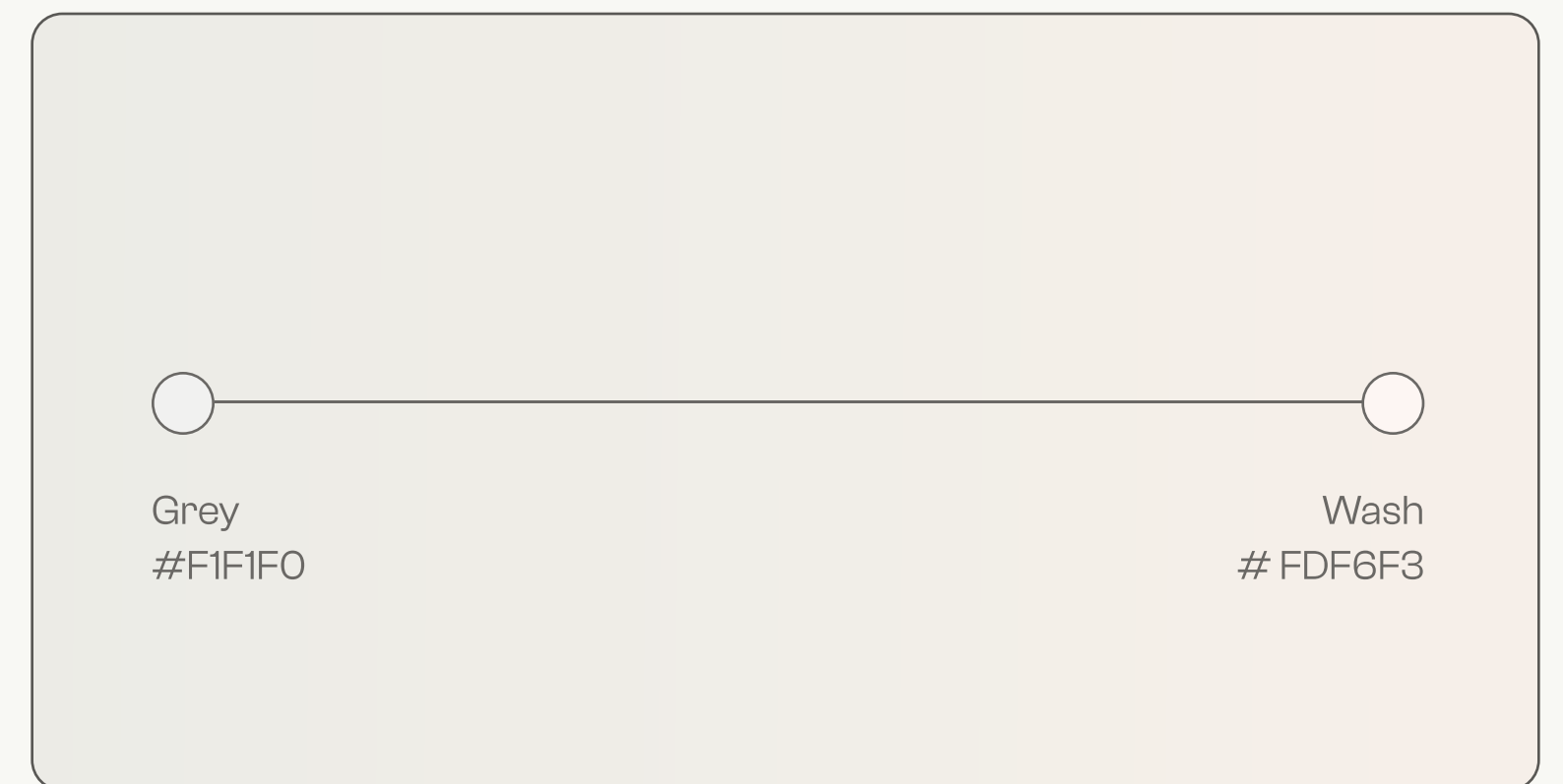
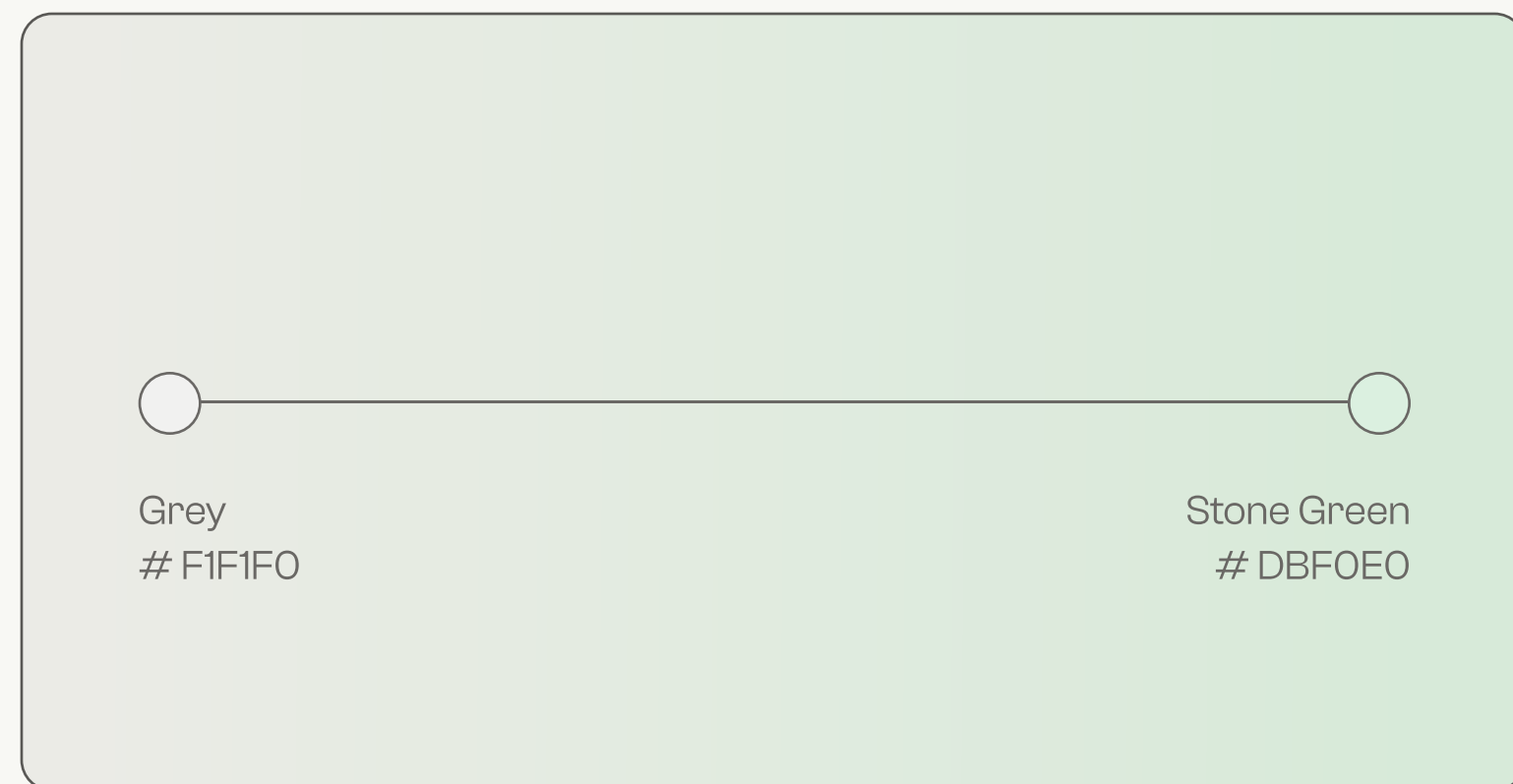
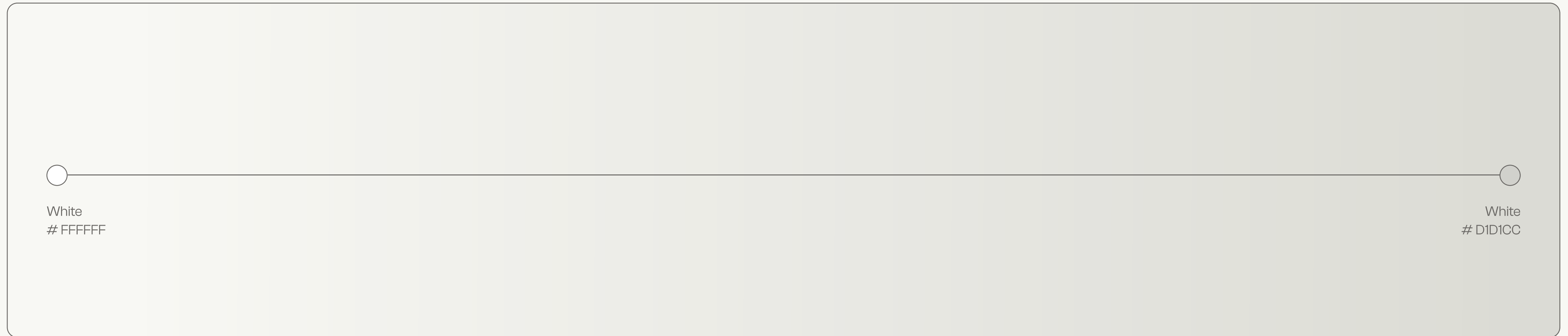
Neutrals

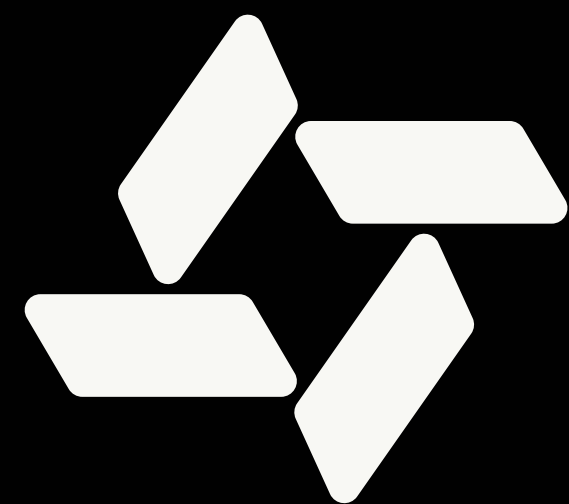


Colors / Highlights / Washes



Gradients





Incentiv



Designed by akeo.

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