



Brand guidelines 2023

A cooperative network that enables
everyone to freely connect and prosper.

Minima
Empowering Freedom

Mission, vision and values

Minima's aim is to create the world's first, completely decentralized blockchain network that will operate as an open, co-operative ecosystem, within which users are free to transfer information and value in a secure and trusted environment.

Minima's ultra-lean blockchain protocol fits in full on mobile devices, allowing every user to run a constructing and validating node. This enables a truly decentralized network. One that is scalable and inclusive, while remaining secure and resilient, removing existing vulnerabilities commonly found with more centralized blockchains.

This level of total decentralization guarantees censorship-resistance, by ensuring that there can be no overarching authority controlling the network, creating an ecosystem that is truly autonomous and accountable.

Introduction

The strength of the Minima brand depends on the consistent use of these brand guidelines throughout all communications in all mediums.

The following brand guidelines must be used as a guide by the Minima team, community members and other stakeholders, to ensure that Minima's messaging and positioning is consistent, ultimately protecting the visual identity of Minima.

Clarity in Minima's communications with all participants and prospective participants can be assured, if these standards and guides are followed correctly.

Please contact the Minima team with any questions at: info@minima.global or alternatively, head to the Minima Discord channel.

Logo

Minima primary logo lockup

This logo lockup is the primary Minima logo and it must be used wherever suitable before and over the use of any other variation of the Minima logo.

Please do not create a variation of this logo.

It must only be used on background colours chosen from the Minima colour palette.

See later in the document for rules regarding further information about the usage of logos on coloured backgrounds and spacing.



Logo

Minima landscape logo lockup

This logo lockup should only be used in landscape spaces only, where use of the Minima primary logo lockup is unsuitable.

Please do not create a variation of this logo.

It must only be used on background colours chosen from the Minima colour palette.



Logo

Minima square logo lockup

This logo lockup should only be used in larger spaces, due to the scale of the word 'Minima'.

It should also be used when the space provided is more suited to the proportions of this logo which is a perfect square.

It must only be used on background colours chosen from the Minima colour palette.



Logo

Minima word mark

On occasion, the Minima word mark may be used independently from the Minima logo mark if the allocated space is small, leaving very little space for a logo lockup to be displayed.

Using the word mark in this scenario will ensure maximum impact.

The image shows the word "MINIMA" in a bold, uppercase, sans-serif font. The letters are black and set against a white background. The font is clean and modern, with consistent letter heights and widths, except for the 'A' which is slightly wider. The letters are spaced evenly across the width of the white area.

Logo

Minima logo mark

The design of the Minima logo mark is primarily based on the letter M.

The concept and structure of the design loosely represents Minima's cascading chain, which is a fundamental feature of the base layer protocol.

This logo mark can be used independently to represent the Minima brand when appropriate.



Logo

Dark mode

The dark mode Minima logo lockups and mark can be used on black, grey, orange or blue backgrounds from the Minima colour palette.

Please see the previous pages for a guide as to when each logo lockup or mark should be used.



Logo

Minima logo colour usage

Please note we are using the Minima logo mark here as an example to explain colour usage.

The Minima logo lockups, mark and word mark can be used in the colour combinations shown in the examples to the right when using Minima Core black as a background colour.

For more information regarding colours, see the section titled 'Colours'.



Logo

Minima outlined logo mark colour usage

Please note we are using the Minima logo mark here as an example to explain colour usage.

The Minima logo lockups, mark and word mark can be used in the colour combinations shown in the examples to the right when using white as a background colour.

For more information regarding colours, see the section titled 'Colours'.



Logo

Minima outlined logo mark colour usage

Please note we are using the Minima logo mark here as an example to explain colour usage.

The Minima logo lockups, mark and word mark can be used in the colour combinations shown in the examples to the right, when using Minima core orange, Minima core blue and Minima core grey as background colours .

For more information regarding colours, see the section titled 'Colours'.



Logo

Minimum reduction

To maintain full legibility, never reproduce the Minima logo lockups or logo marks at widths smaller than shown in the examples to the right.

Digital



Print



Logo

Do not...

1. Adjust the proportions of the Minima logo lockup.
2. Adjust the proportions of the Minima logo lockup.
3. Use another font to write the word Minima next to the logo.
4. Alter or adjust the overall shape of the Minima logo lockup.
5. Use colours that are not included within the Minima colour palette.
6. Add a drop shadow to the logo.

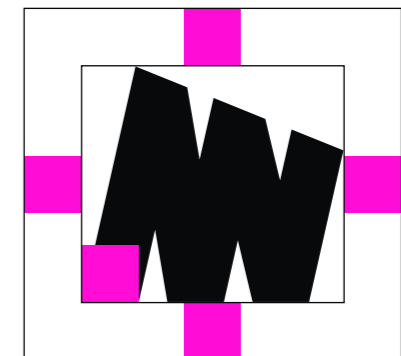
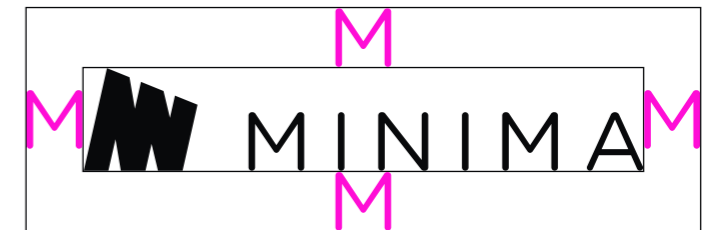
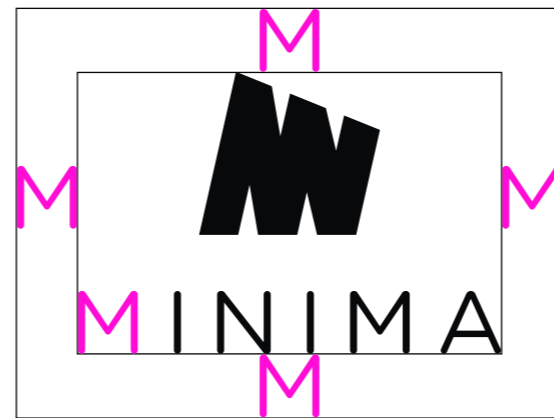


Logo

Logo clearance area

Please try to allow a minimum clearance area surrounding the Minima logo lockups and logo mark, this allows them some room to breathe and provide maximum impact.

This may not always be possible, but please be considerate to the guides.



Logo containers

Minima logo mark in a circle

Please note that the Minima logo mark is not symmetrical, therefore, sits uncomfortably in a circle if not placed correctly.

How the Minima logo mark is placed in a circle

The example provided shows that the Minima logo mark is not located in the middle of the circle on a horizontal axis. The horizontal centre line of the logo mark is located slightly above the horizontal centre line of the circle. The logo mark is however located in the middle of the circle on a vertical axis.

This allows the amount of white space surrounding the logo mark to appear optically even and sit comfortably within the circle.

Use the Minima logo mark in the circle whenever this is required.



Logo containers

Minima logo mark in a square

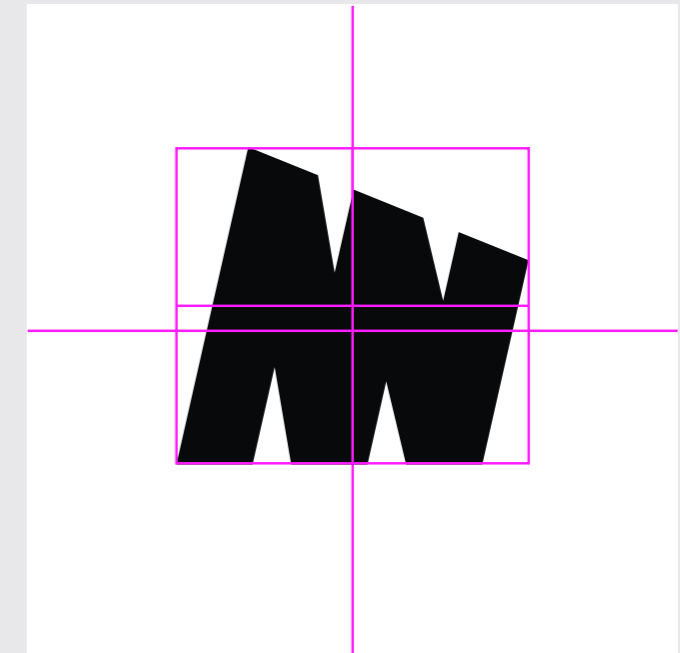
Please note that the Minima logo mark is not symmetrical, therefore, sits uncomfortably in a square if not placed correctly.

How the Minima logo mark is placed in a square

The example provided shows that the Minima logo mark is not located in the middle of the square on a horizontal axis. The horizontal centre line of the logo mark is located slightly above the horizontal centre line of the square. The logo mark is however located in the middle of the square on a vertical axis.

This allows the amount of white space surrounding the logo mark to appear optically even and sit comfortably within the square.

Use the Minima logo mark in the square whenever this is required.



Typeface

The Minima primary font

The Manrope font family is Minima's primary and only font, used throughout all communications, digital products and the Minima website.

Please do not use any other font.

Manrope

Typeface

Manrope Medium

Manrope regular is a Minima primary font, which is used for headlines and body copy on all communications and digital products.

Manrope SemiBold

Manrope SemiBold is a primary font, which is used for headlines in all communications and digital products when Manrope Medium is not suitable.

Manrope Bold

Manrope Bold is a supporting font, which can be used to highlight text in body copy. It can also be used for headlines if Manrope Medium or SemiBold is not suitable.

Manrope Medium

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG

A quick brown fox jumps over the lazy dog

0123456789,.?!@£%&*(){}

ManropeSemiBold

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG

A quick brown fox jumps over the lazy dog

0123456789,.?!@£%&*(){}

Manrope Bold

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG

A quick brown fox jumps over the lazy dog

0123456789,.?!@£%&*(){}

Typeface

Manrope Light

Care must be taken when using this font-weight.

It should only be used at large display sizes.

It may be hard to read when used in smaller sizes.

Manrope Regular

Manrope Regular is a supporting font, which can be used in headlines if Manrope ExtraBold is unsuitable in that circumstance.

Manrope ExtraBold

Manrope ExtraBold is a supporting font, which can be used in headlines if Manrope ExtraBold is unsuitable in that circumstance.

Manrope Light

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG

A quick brown fox jumps over the lazy dog

0123456789,?!@£%&*(){ }

Manrope Regular

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG

A quick brown fox jumps over the lazy dog

0123456789,?!@£%&*(){ }

Manrope ExtraBold

A QUICK BROWN FOX JUMPS OVER THE LAZY DOG

A quick brown fox jumps over the lazy dog

0123456789,?!@£%&*(){ }

Colours

Logo core colours

These are the 4 Minima Core colours.

All 4 of these colours can be used in the following applications:

As a logo colour | as a background base colour | as a headline, sub headline and body copy text | In diagrams | in UX UI components.

Minima core blue can also be used to highlight a link.

Minima core black

R - 8
G - 9
B - 11

Hex
#08090B

Minima core orange

R - 255
G - 81
B - 47

Hex
#FF512F

Minima core blue

R - 49
G - 122
B - 255

Hex
#317aff

Minima core grey

R - 145
G - 145
B - 157

Hex
#91919D

Colours

Solid background colours

These colours should be used as base colours in digital and print.

See the section titled 'Colour usage' for more information regarding which colours can be used for text and buttons when using the colours shown on the right as a background colour.

Minima core black

R - 8
G - 9
B - 11

Hex
#08090B

Minima core orange

R - 255
G - 81
B - 47

Hex
#FF512F

Minima core blue

R - 49
G - 122
B - 255

Hex
#317aff

Minima core Grey

R - 145
G - 145
B - 157

Hex
#91919D

Minima contrast black 1

R - 23
G - 25
B - 28

Hex
#17191C

Minima contrast black 2

R - 40
G - 43
B - 46

Hex
#282B2E

Minima core grey 60% tint

R - 189
G - 189
B - 196

Hex
#BDBDC4

Minima core white

R - 255
G - 255
B - 255

Hex
#ffffff

Colour tints

Primary and supporting colours

Minima core orange, dark orange and tints of the core orange. Please note that Minima does not use all of these colours very often.

**Minima
dark orange**

R 254 | G 57 | B 24

Hex#FE3918

**Rollover colour on
orange buttons**

**Minima
core orange**

R 255 | G 81 | B 47

Hex#FF512F

**Backgrounds, copy,
buttons**

**Minima core orange
80% tint**

R 255 | G 115 | B 88

Hex#FF7358

**Backgrounds, copy,
buttons**

**Minima core orange
60% tint**

R 255 | G 150 | B 130

Hex#FF9682

Supporting colour only

**Minima core orange
40% tint**

R 255 | G 185 | B 171

Hex#FFB9AB

Supporting colour only

**Minima core orange
20% tint**

R 255 | G 220 | B 213

Hex#FFDCD5

Supporting colour only

**Minima core orange
10% tint**

R 255 | G 237 | B 233

Hex#FFEDE9

Supporting colour only

**Minima core orange
5% tint**

R 255 | G 246 | B 244

Hex#FFF6F4

Supporting colour only

**Minima core orange
2% tint**

R 255 | G 251 | B 251

Hex#FFFBFB

Supporting colour only

Colour tints

Primary and supporting colours

Minima core blue, dark blue and tints of the core blue.

Please note that Minima does not use all of these colours very often.

**Minima
dark blue**

R 13 | G 85 | B 217

Hex#0D55D9

**Rollover colour on blue
buttons**

**Minima
core blue**

R 49 | G 122 | B 255

Hex#317AFF

Backgrounds

**Minima core blue
80% tint**

R 90 | G 148 | B 255

Hex#5A94FF

Supporting colour only

**Minima core blue
60% tint**

R 131 | G 175 | B 255

Hex#83AFFE

Supporting colour only

**Minima core blue
40% tint**

R 172 | G 202 | B 255

Hex#ACCAFF

Supporting colour only

**Minima core blue
20% tint**

R 213 | G 228 | B 255

Hex#D5E4FF

Supporting colour only

**Minima core blue
10% tint**

R 234 | G 241 | B 255

Hex#EAF1FF

Supporting colour only

**Minima core blue
5% tint**

R 244 | G 248 | B 255

Hex#F4F8FF

Supporting colour only

**Minima core blue
2% tint**

R 251 | G 252 | B 255

Hex#FBFCFF

Supporting colour only

Colour tints

Primary and supporting colours

Minima core grey and tints of the core grey.

**Minima
core grey**

R 145 | G 145 | B 157

Hex#91919D

Logo colour

**Minima core grey
80% tint**

R 167 | G 167 | B 176

Hex#A7A7B0

Supporting colour

**Minima core grey
60% tint**

R 189 | G 189 | B 196

Hex#BDBDC4

Supporting colour

**Minima core grey
40% tint**

R 211 | G 211 | B 216

Hex#D3D3D8

Supporting colour

**Minima core grey
20% tint**

R 233 | G 233 | B 235

Hex#E9E9EB

Supporting colour

**Minima core grey
10% tint**

R 244 | G 244 | B 245

Hex#F4F4F5

Backgrounds

**Minima core grey
5% tint**

R 249 | G 249 | B 250

Hex#F9F9FA

Supporting colour

**Minima core grey
2% tint**

R 252 | G 252 | B 253

Hex#FCFCFD

Supporting colour

**Minima
core white**

R 255 | G 255 | B 255

Hex#FFFFFF

**Backgrounds, copy,
buttons**

Colours

Primary and supporting colours

Minima dark black, Minima core black and Minima black contrast. Please note that Minima does not use Minima dark black very often, it is generally required when a darker, richer black is needed.

**Minima
core black**

R 8 | G 9 | B 11

Hex #08090B

**Logo, backgrounds,
copy**

**Minima
contrast black 1**

R 23 | G 25 | B 28

Hex #17191C

Backgrounds

**Minima
contrast black 2**

R 40 | G 43 | B 46

Hex #282B2E

Backgrounds

Colour usage

Minima core black background

Please read the text to the right for a detailed description as to what colours can be used for copy when using Minima Core black as a background base colour.

When using Minima core black as a background colour, please use white and Minima core grey tint 60% as the predominant colours for copy.

Minima core blue and Minima core orange can be used to **highlight** specific **words** within a paragraph.

Colour usage

Minima contrast black 1 background

Please read the text to the right for a detailed description as to what colours can be used for copy when using Minima contrast black as a background base colour.

When using Minima contrast black 1 as a background colour, please use white and Minima core grey tint 60% as the predominant colours for copy.

Minima core blue and Minima core orange can be used to **highlight** specific **words** within a paragraph.

Colour usage

Minima contrast black background

Please read the text to the right for a detailed description as to what colours can be used for copy when using Minima contrast black as a background base colour.

When using Minima contrast black 2 as a background colour, please only use white as the colour for copy.

Colour usage

Minima core orange background

Please read the text to the right for a detailed description as to what colours can be used for copy when using Minima core orange as a background base colour.

When using Minima core orange as a background colour, please only use white as the colour for copy.

Colour usage

Minima core blue background

Please read the text to the right for a detailed description as to what colours can be used for copy when using Minima core blue as a background base colour.

When using Minima core blue as a background colour, please only use white as the colour for copy.

Colour usage

Minima core grey background

Please read the text to the right for a detailed description as to what colours can be used for copy when using Minima core grey as a background base colour.

When using Minima core grey as a background colour, please use **Minima core black and white** as the colour for copy.

Co-branding

The Minima logo lockup alongside other brands

When Minima is marketed with other brands for the purposes of promoting both brands, please follow the guidance below and the examples shown in the diagram to the right, as much as possible and practical.

- The Minima logo and the partner logo should be optically equal in size
- Make sure to respect the exclusion zone
- Please choose a Minima logo that maximises the visual impact with regards to the space that is provided
- Please choose a Minima logo that works with regards to the colour of the background provided



Co-branding

The Minima word mark alongside other brands

It may be that in certain scenarios, the use of the Minima word mark without the Minima logo is more impactful.



Brand voice

Minima is about giving power to the people. The focus on equality, fairness, democracy and collaboration means our brand voice is authentically human. We have created an open network where anyone can participate as an equal, so this is all about inclusion.

We genuinely want to welcome people to their own blockchain and allow the community to increasingly be the driving force.

Brand styling

The idea

Decentralization, at its core, is the only thing that matters.

If a blockchain is centralized in any way shape or form, then a single entity holds the power to change the rules, which means it is not censorship resistant.

Minima is the only Layer 1 protocol which can lay claim to being truly decentralized, therefore, providing the most solid foundations on which to build.

The execution

An icon set has been created, formed from basic shapes which are used to explain complex mechanisms such as decentralization, in a simple, yet elegant way.

These shapes represent the solid foundations that Minima provides on which to build truly decentralized applications, creating a truly decentralized global network.

Icons

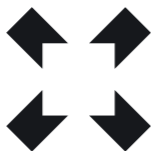
Block



Cascade



Censorship resistance



Chain



Icons

Code



Connection



Equality



Freedom of speech



Icons

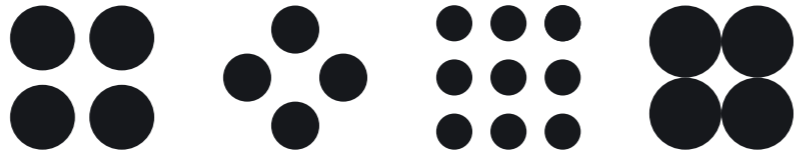
Layers



MiniDapps



Network



NFT



Icons

Node



Token



Transfer/transaction



Value



Brand styling in-situ

If Satoshi had a smartphone...
Satoshi would have invented Minima.

MINIMA
The only mobile-native Layer 1 blockchain

minima.global

Decentralization

(It's not for everyone)

BITCOIN	ETHEREUM	MINIMA
75% of hash rate in the hands of 4 entities	54% of stake in the hands of 4 entities	100% of the hash rate in the hands of all its users

MINIMA
The only mobile-native Layer 1 blockchain

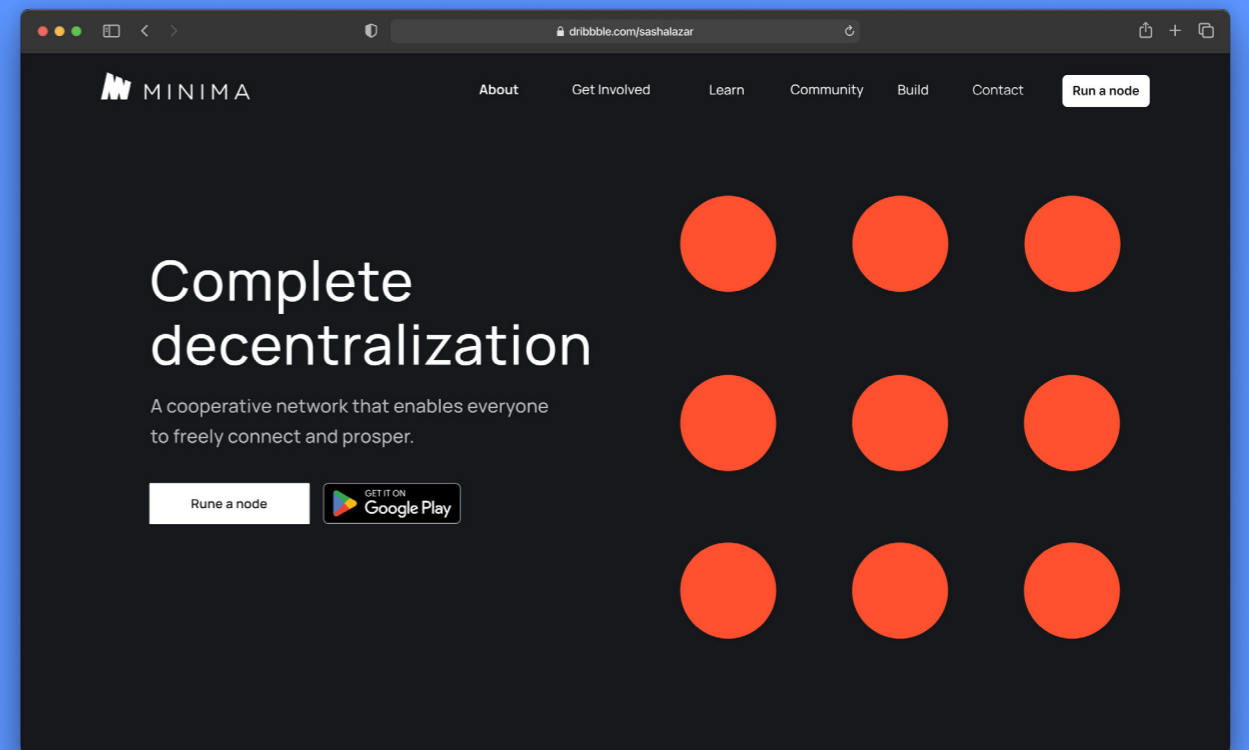
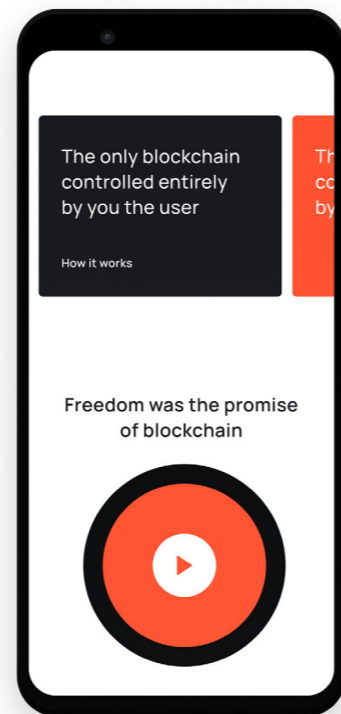
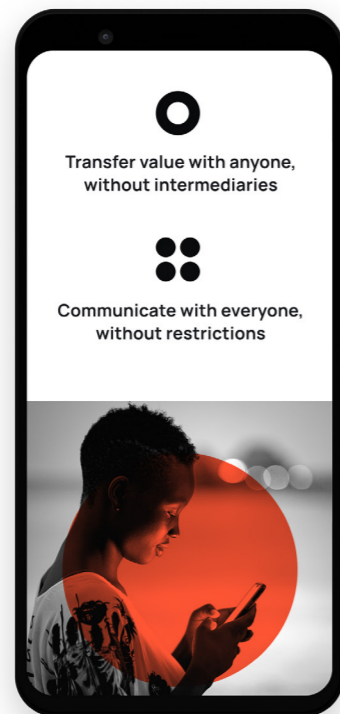
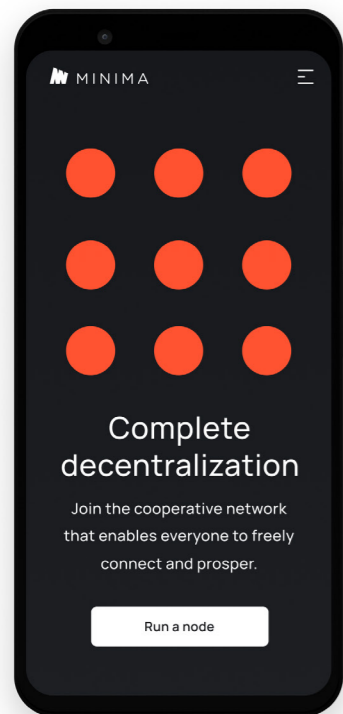
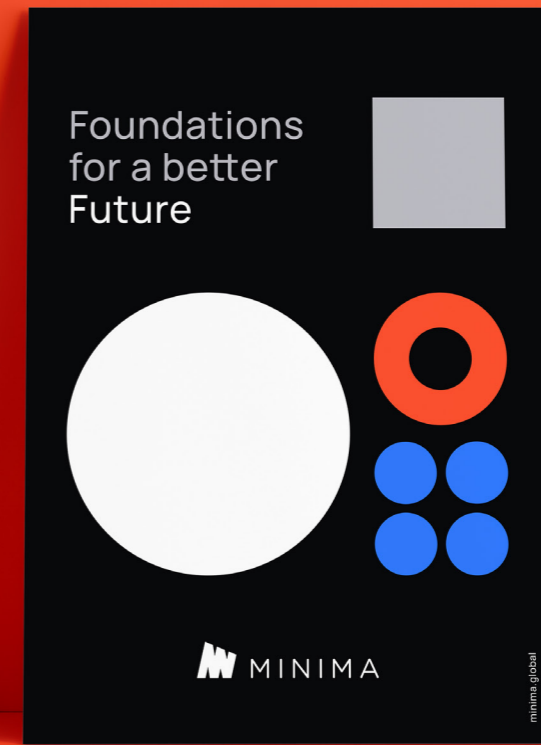
minima.global

Bitcoin mining pool data from <https://miningpoolstats.stream/bitcoin> on the 8th of Nov 22. Ethereum staking pool data taken from <https://beaconcha.in/pools/#distribution> on the 8th of Nov 22.

If a blockchain could run in full on a smartphone...
we'd have the world's most decentralized network.

MINIMA
The only mobile-native Layer 1 blockchain

minima.global





The future is
decentralized



Decentralized

Minima @minima · 6h

This is body content for the tweet. The body content cannot be longer than 280 characters.



20 20 20

Minima @minima · 6h

This is body content for the tweet. The body content cannot be longer than 280 characters.



20 20 20

Minima @minima · 6h

This is body content for the tweet. The body content cannot be longer than 280 characters.



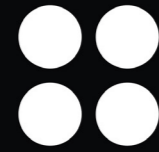
20 20 20



Censorship



Resistant



Blockchain

The only mobile-native
Layer 1 blockchain

