



Hermes

Protocol

Logo
guidelines

Logo

Main Version

This is the main version of Hermes Protocol logo.

It should be respected and used as needed.

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Hermes Protocol

Logo

Secondary Version

This is the secondary version of Hermes Protocol logo.

It should be respected and used as needed.



Hermes
Protocol

Icon

This is the icon of
Hermes Protocol logo.

It should be used
when the logo is
not needed.



Logo Black & White

Main Version

This is the black and white versions of the main version of Hermes Protocol logo.

It should be respected and used as needed.



Hermes
Protocol



Logo Black & White

Secondary Version

This is the black and white versions of the secondary version of Hermes Protocol logo.

It should be respected and used as needed.



Hermes
Protocol



Hermes
Protocol

Icon Black & White

This is the black and white versions of the icon of Hermes Protocol logo.

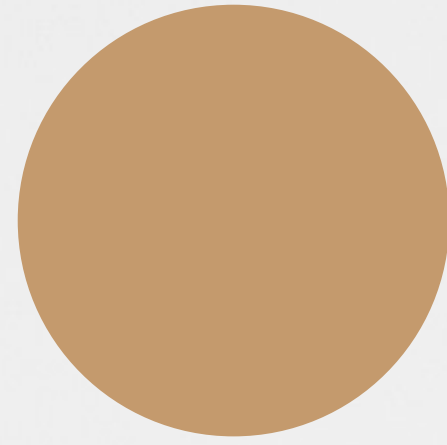
It should be respected and used as needed.



Logo Color

The Camel color is the main color of the Hermes Protocol logo and must be respected as shown in this guide.

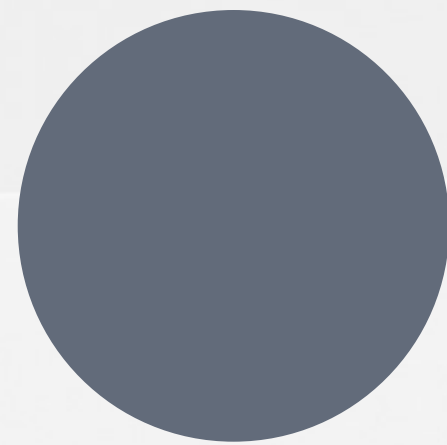
The Dark Electric Blue color is the color used for other brand elements, such as text, and must be respected as shown in this guide.



Camel

R 196 • G 154 • B 109

#c49a6d



Dark Electric Blue

R 98 • G 107 • B 122

#626b7a

Logo Safety Area

Main Version

The safety margin around the main version must be respected as represented here.



Logo Safety Area

Secondary Version

The safety margin around the secondary version must be respected as represented here.



Icon Safety Area

The safety margin around the icon must be respected as represented here.



Logo Dimension

Main Version

The minimum size for the Hermes Protocol logo is 50 px tall with width proportional.

This dimension does not allow the reading of the word Protocol and therefore, this is the minimum size possible of the main version.



Logo Dimension

Secondary Version

The minimum size for the Hermes Protocol logo is 50 px long with width proportional.

This dimension does not allow the reading of the word Protocol and therefore, this is the minimum size possible of the secondary version.



Font

The font used for the logo of Hermes Protocol is RANY.

This font can also be used for the body text of Hermes Protocol communication material.

The font must be used and respected according to your need.

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Regular

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
1234567890 ,.-<!"#\$%&/()='?+*

Bold

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
1234567890 ,.-<!"#\$%&/()='?+*

Italic

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
*1234567890 ,.-<!"#\$%&/()='?+**

Bold Italic

QWERTYUIOPASDFGHJKLZXCVBNM
qwertyuiopasdfghjklzxcvbnm
1234567890 ,.-<!"#\$%&/()='?+*

Prohibitions

1. Do not apply the logo or the icon on poorly readable chromatic backgrounds.
2. Do not alter the dimensions of the logo or icon.
3. Do not change the positions of the elements that make up the logo or icon.
4. Do not change the colours that make up the logo or icon.
5. Do not change the angle of the logo or icon.
6. Do not change the aspect ratio of the logo or icon.





Thank you

