

sylo

Brand Guidelines

2018



The logo consists of the lowercase letters 'sylo' in a bold, sans-serif font. The letters 's', 'y', and 'l' are dark blue, while the letter 'o' is a vibrant orange-red. The 'o' is a solid circle with a white center, giving it a ring-like appearance. The letters are closely spaced and centered horizontally on the page.

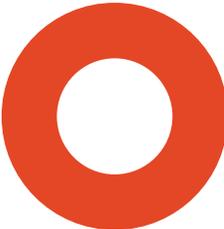
sylo

BRAND SUB-IDENTITY

SYLO PROTOCOL



SYLO TOKEN



BRAND SIZING AND CLEARSPACE

SIZING

The logo consists of the word "sylo" in a lowercase, sans-serif font. The letters "s", "y", and "l" are dark blue, while the "o" is a bright red circle.

Print: 19mm
Web: 85px

Minimum size for brand lock up without tagline.

The logo features the word "sylo" in dark blue lowercase letters, with the word "Protocol" in a smaller, dark blue, uppercase sans-serif font centered below it. The "o" in "sylo" is red.

Print: 28mm
Web: 128px

Minimum size for sub-identity or brand with tagline.



Print: 3mm
Web: 18px

Minimum size for token. Size primarily for bullet points.



Favicon

CLEARSPACE



COLOURS PRIMARY



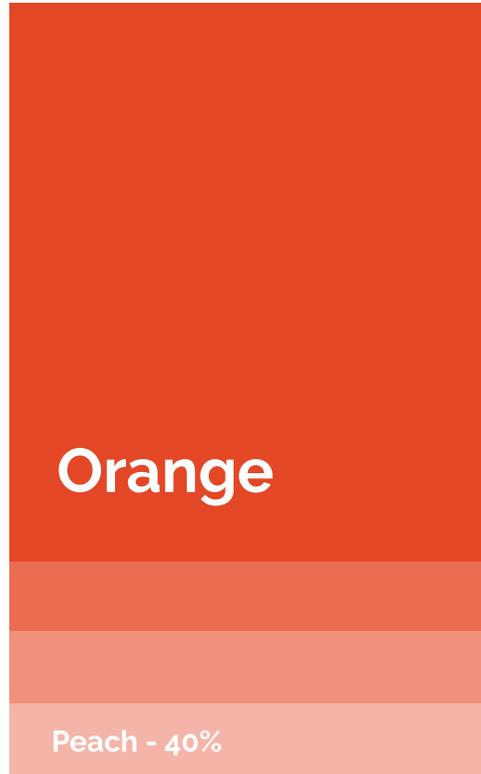
Teal

CMYK
98 / 86 / 39 / 33

RGB
26 / 47 / 85

#162E56

PANTONE 534C



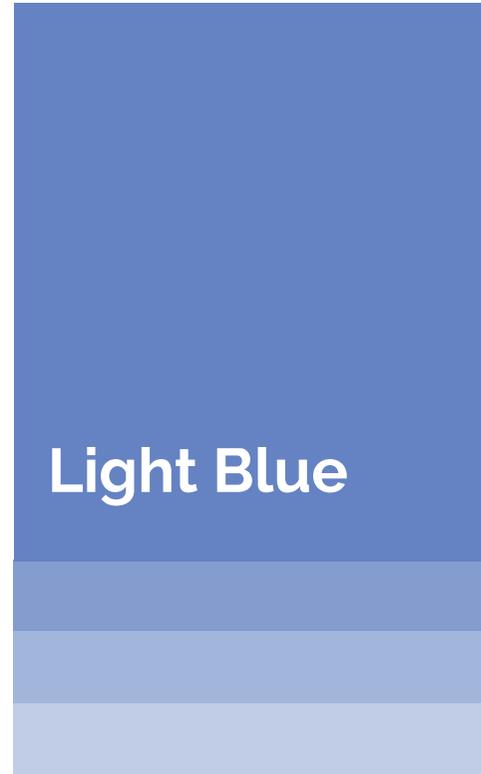
Orange

CMYK
4 / 88 / 100 / 0

RGB
228 / 71 / 37

#F15A29

PANTONE 171C



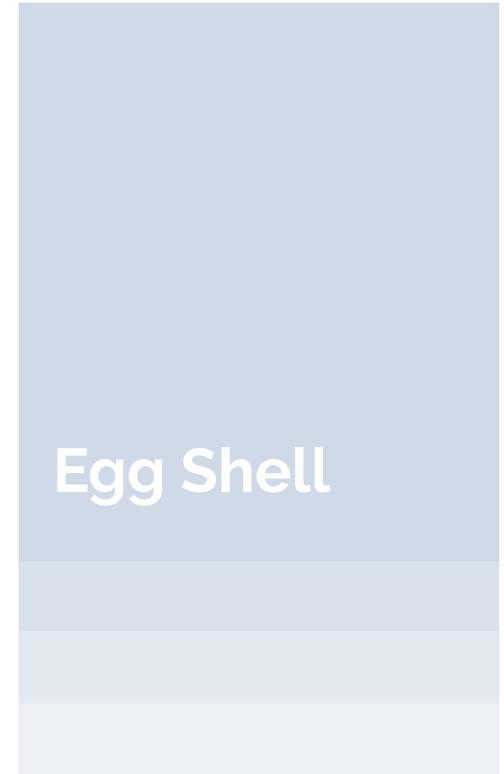
Light Blue

CMYK
65 / 45 / 0 / 0

RGB
101 / 131 / 194

#467CD5

PANTONE 2129C



Egg Shell

CMYK
17 / 9 / 4 / 0

RGB
208 / 218 / 230

#DODAE6

PANTONE 2127C

Raleway

Light

Regular

Italic

Semibold

Semibold italic

Bold

Black

Numerals should all be changed to 'proportional lining' under opentype features

~~1234567890~~

1234567890

LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890
!@#\$%^&*()

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890
!@#\$%^&*()

SEMIBOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890
!@#\$%^&*()

BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890
!@#\$%^&*()

BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890
!@#\$%^&*()

TYPOGRAPHY HIERARCHY

Bold, Caps 8pt

SUB HEADING WELCOME TO SYLO

Light 25pt

Heading example with
bold highlight.

Bold 25pt

Light 25pt

Heading example with
orange highlight.

Regular 10pt

Body copy. In a world of mindless browsing and intrusive advertising, **Sylo** puts you back in control of your own digital world. It's a community of like minded people and businesses, who want full control over how they communicate and the information they share online. [Hyperlink](#)

Regular 15pt

"Pull quote example. It's a community of like minded people and businesses, who want full control."

Bold 10pt

Call to action

Active section

Inactive section

BRAND CORRECT USE



Full colour logo on white



Full colour logo on navy (inverted)



White logo on black



Black logo on white



Greyscale logo on white



Full colour logo (variant) on orange



White logo on dark image



Navy / black logo on light image



Full colour logo on dark image



Full colour logo on light image

BRAND INCORRECT USE



Do not use single brand colour logo on white



Do not use full colour logo on light blue



Do not use white logo on light blue



Do not use white logo on orange



Do not use non brand colour logo on white



Do not use full colour logo in inverted colouring



Do not stretch logo



Do not use outlined logo



Do not use dark logo on dark image



Do not use light logo on light image

ILLUSTRATION STYLE

Illustration style is uplifting, free, and 'human'. A balance of tech and human interaction. All of which represent 'your own digital world'.

Ideally people will be represented as free from the bounds of their devices, allowing them to get on with living, the way they want to.

Most of the illustrated environments will be in positive, decluttered open spaces like parks, with hints of nature.

- Positive
- Real
- Emotive
- Flowing

FULL PAGE EXAMPLE



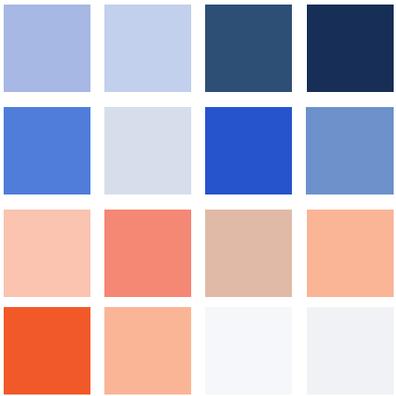
SMALLER ILLUSTRATIONS



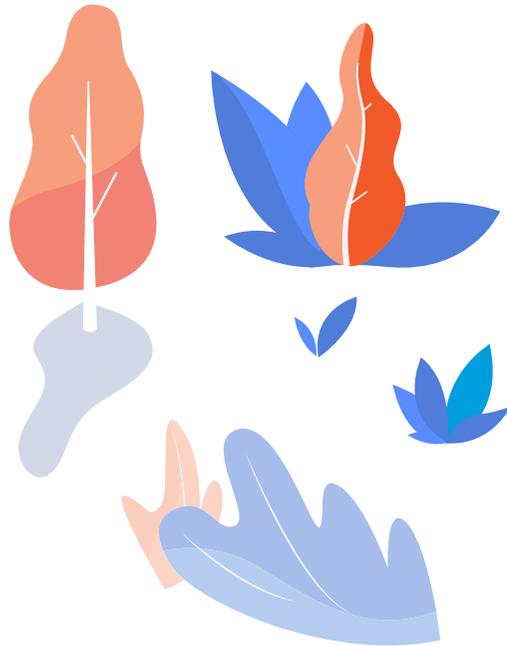
ILLUSTRATION STYLE

Common illustrative elements:

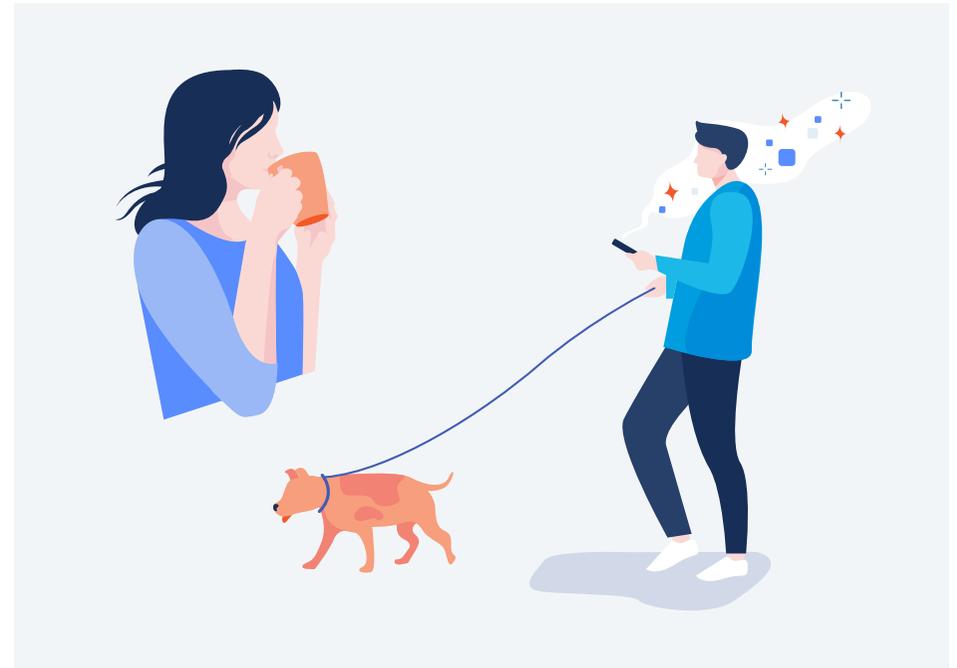
PALETTE



FOLIAGE



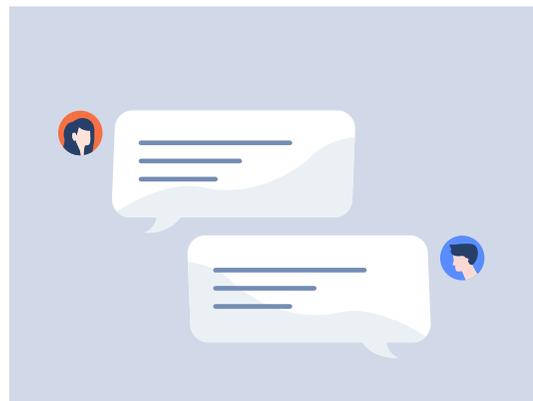
PEOPLE



HILLS



CHAT BUBBLES



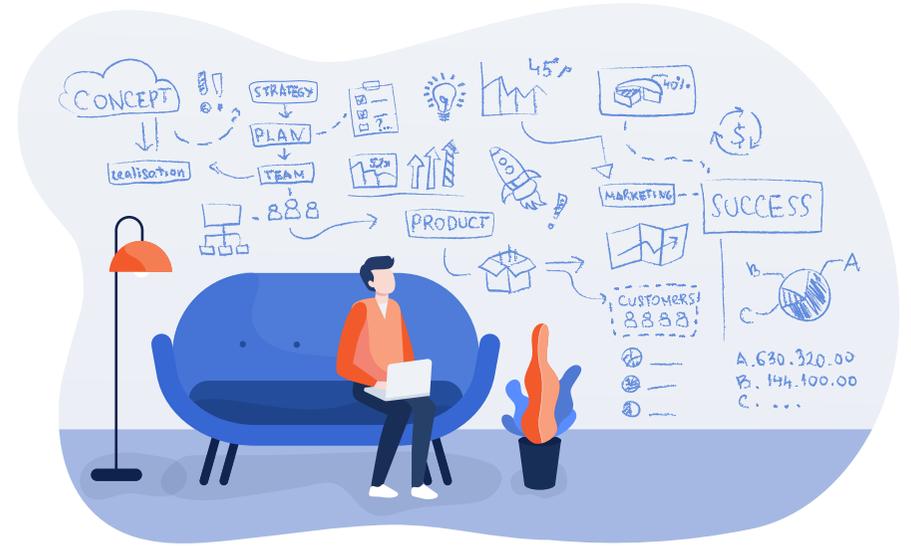
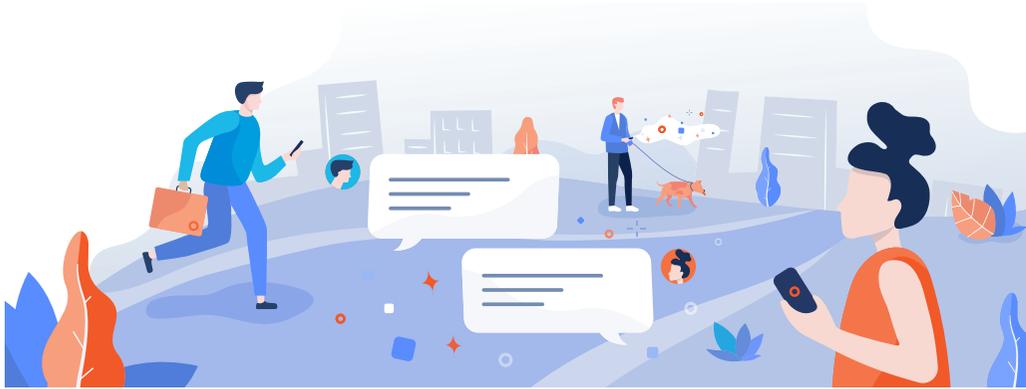
DAPP CLOUD



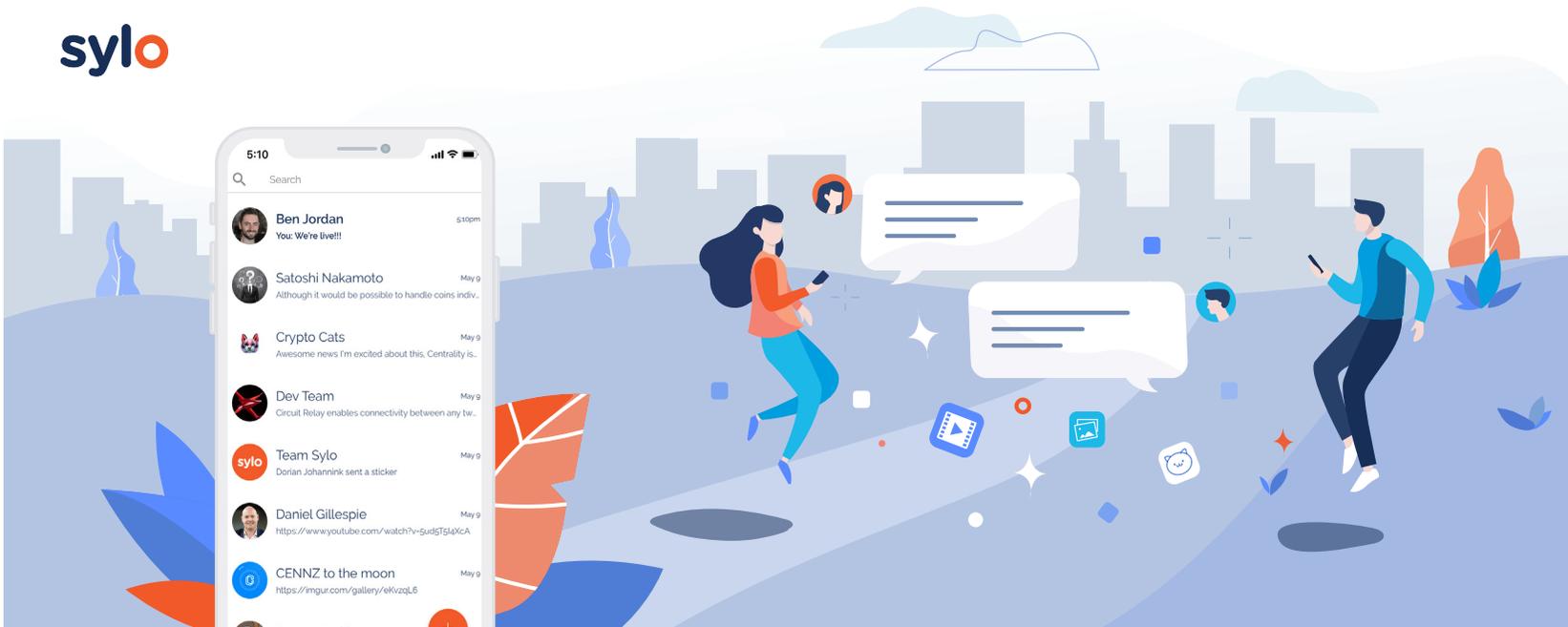
SKYLINE



ILLUSTRATION STYLE



sylo



ICON STYLE

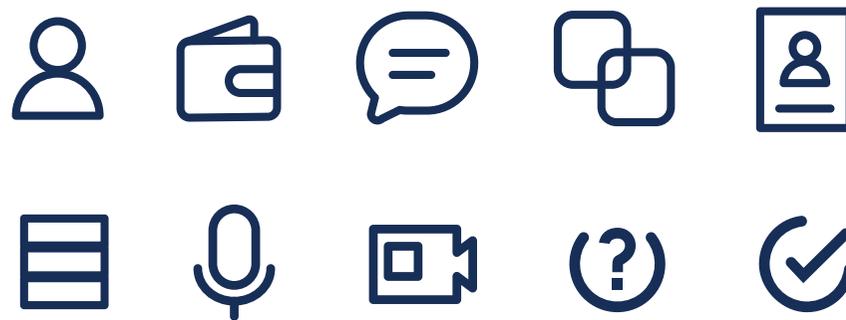
Icons are line-style using a single stroke weight. Ensure the stroke is curved. Making it more approachable.

These icons are to be used throughout diagrams, collateral app, and digital platforms.

DIAGRAM EXAMPLE



ICONS



PHOTOGRAPHY STYLE

Photography should be used sparingly. Illustration should be the primary elements of choice when representing the brand.

The phone should be seen as an enabler, not a distraction from life. Secondary to life. Showing a healthier relationship with technology.

Ensure you represent a diverse range of people and cultures.

- Candid
- Positive
- Real
- Emotive
- Light
- Natural
- Young



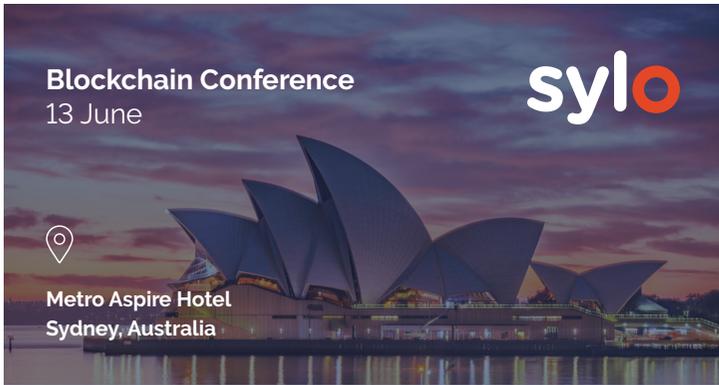
We want to avoid images of people looking down at their devices



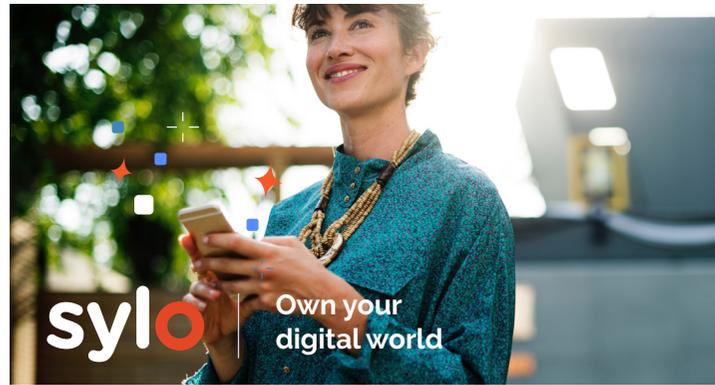
SOCIAL MEDIA GUIDE

Visual examples of social posts.

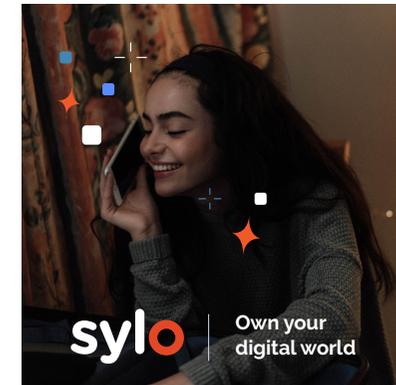
POST WITH IMAGE



Event post - image with Navy overlay at 60%

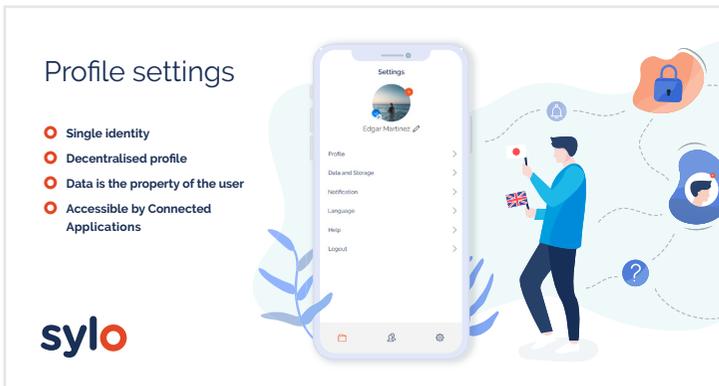


Brand awareness post - B2C with DApp cloud elements



Brand awareness post - B2C with DApp cloud elements

POST WITH ILLUSTRATION



Feature post



Brand awareness post



Feature post - abbreviated

SOCIAL MEDIA GUIDE

Profiles pages
Examples of cover
artwork and profile
images.

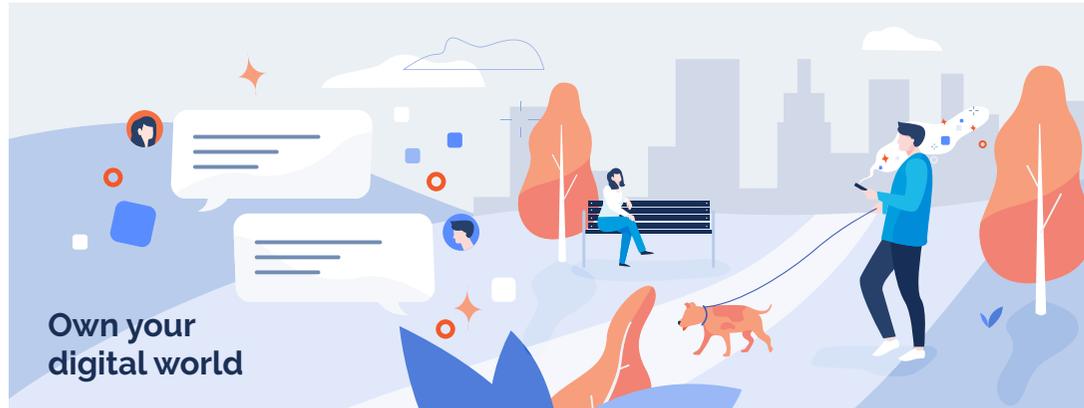
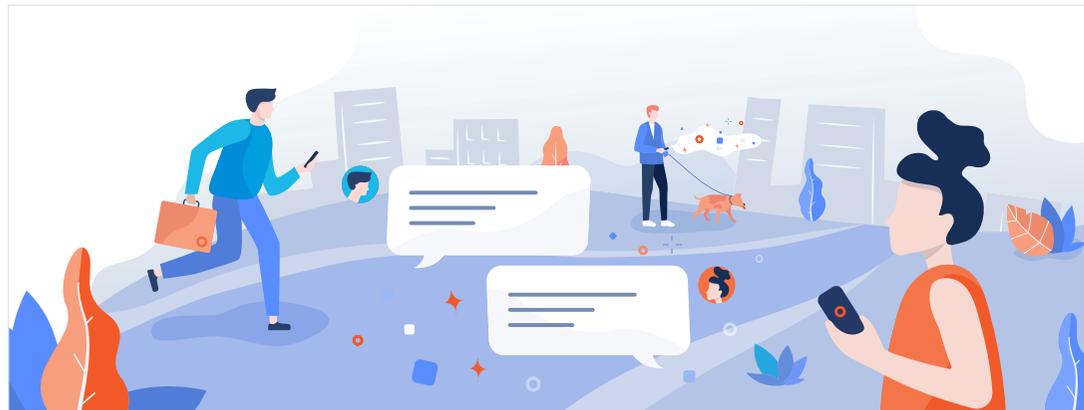


Illustration with tagline



Photography with tagline



Illustration, no tagline

How to speak **Sylo**

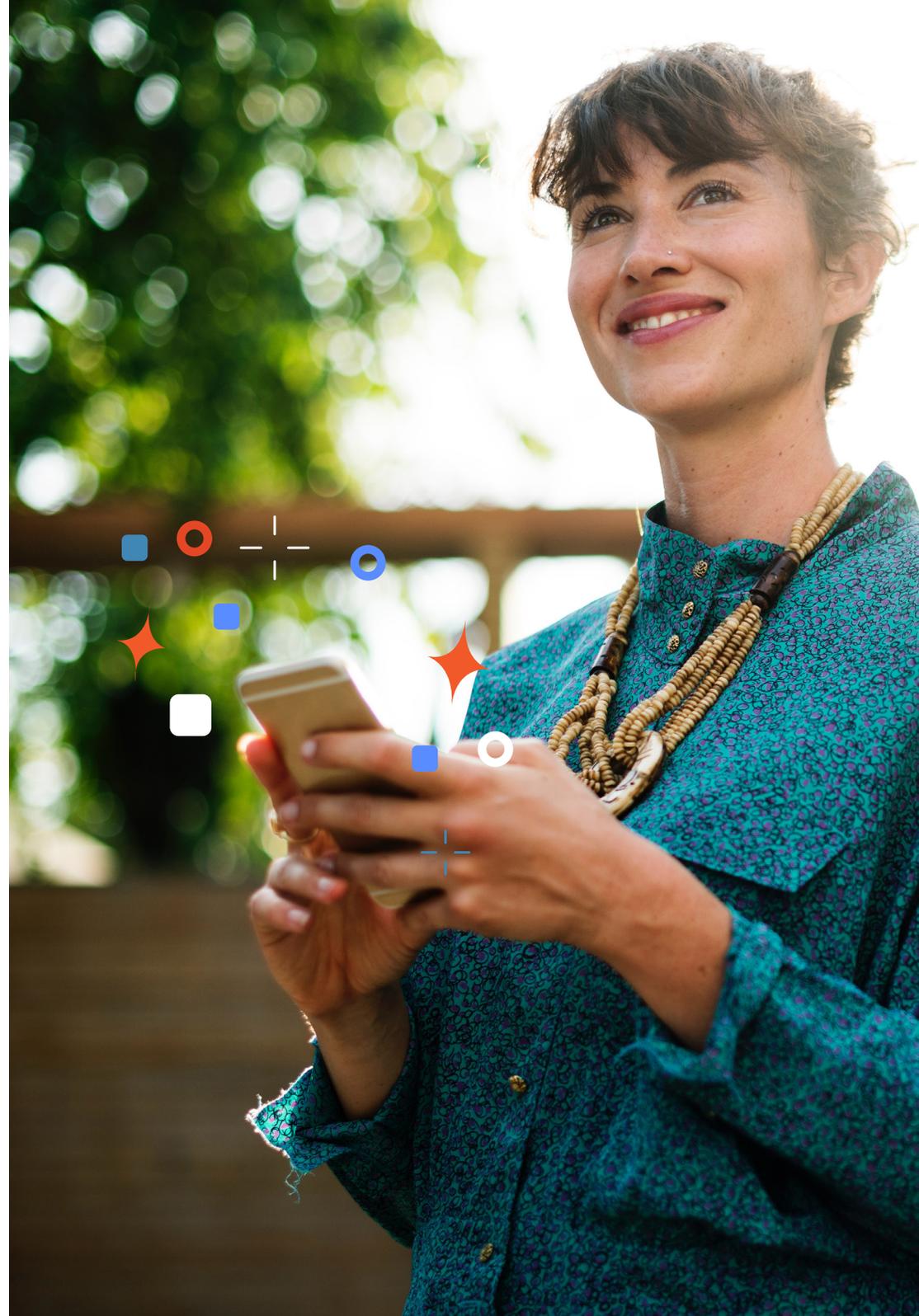
At Sylo, we have a very clear idea of who we are, where we've come from and who our market is. We've worked out how best to talk in a way that reflects this, and we want to be consistent whenever our written word reaches the wider world.

If we're all speaking the same language, the message is so much more easily absorbed.

We've put together this guide to help you write in our tone of voice, or "speak Sylo".

Live digitally your way and on your terms.

It's important to send out the right messages about our brand. We think the most important thing we can give people is the confidence that comes from knowing they're in control of their digital world.



We let people live their digital life their way and on their terms, because:

- We put people at the centre of their digital world
- We're a community of likeminded people and businesses
- We are a fully decentralised communication and information platform
- We keep interactions and communications safe and secure
- We enable seamless digital interactions
- We use technology to enrich lives, not encroach on them

Together, we can build a digital world that's a better place for everyone. A place where privacy and security are not just words, but realities at the end of a very long blockchain.

Imagine an online community of like-minded people and businesses who can confidently share information, no matter how sensitive.

Type like no-one's watching, because there is no Big Brother here.

Welcome to a place where you can pick and choose which people you interact with, and how you want them to enrich your life.

This is Sylo. Feel free to live your digital life your way.



Collaborative

We're for building connections - linking forward-thinking people with businesses that share a vision for the future.



Courageous

We're determined and uncompromising. We lead the charge in the quest for a decentralised future, rallying others into action along the way.



Clever

We're smart, but we don't innovate for the sake of it. We only design, build and create in the name of personal freedom.



Creative

We live to digitally enrich people's lives, and we're committed to finding new ways to help them explore the world, their way.

These are the characteristics that lie at the heart of our brand, and shape how we speak. But we can't just lift a personality trait like "collaborative" and apply it to writing, we need to figure out how these characteristics work as tone of voice attributes.

TONE OF VOICE TONE

This is your checklist for writing. If you can't tick these boxes, it's back to the drawing (or writing) board.



Empowering

We use powerful, emotive, inclusive language and spurr our readers into action with motivating words. We're on their side, and we let them know it.

WE SAY

Together, we can change the digital landscape forever.

WE DON'T SAY

We think there's a better way of doing things.

WHY?

The first option implies we're in it with you (which is empowering) and is a more motivating statement, whereas phrases like "we think" suggest indecision.



Bold

We're not afraid of making strong statements. We don't hide behind "mights" and "maybes". We know there's a better way and we get out there and shout about it.

WE SAY

Control your own digital world.

WE DON'T SAY

Wouldn't you like to be in control of who you are online?

WHY?

Questions suggest uncertainty and are too soft. It's bolder to make strong statements of fact, focussing on the benefits of joining the Sylo community.

TONE OF VOICE TONE

This is your checklist for writing. If you can't tick these boxes, it's back to the drawing (or writing) board.



Human

We're honest and open. We talk about the challenges, allay the fears, and reassure that we've got it covered. We say "**you**" a lot.

WE SAY

Build the dashboard to your life.

WE DON'T SAY

Compile a dashboard of relevant apps to suit your every need.

WHY?

The second sentence has no personality and feels to salesy. It's not how you'd naturally speak.



Creative

We find unexpected ways of expressing a thought, particularly in headlines and subheads. Try to use headers as a creative hook, and then expand in the copy.

WE SAY

Type like no-one's watching.

WE DON'T SAY

Now you can send messages with the confidence of knowing the information they hold is secure.

WHY?

The first sentence is a more creative (and succinct) way of expressing the meaning of the second.

"There is no Big Brother"

"Own your digital world"

"Sylo puts you in control"

"A community of like-minded people and businesses"

"We're here to enrich your life, not encroach on it"

"You own your words, nobody else"

