

**FORJ**

BRAND GUIDELINES. 2022

## TABLE OF CONTENTS

### 03 IDENTITY

- 04 Essence
- 06 Mission
- 07 Tone of Voice
- 08 Values

### 09 VISUALS

- 10 Aesthetic
- 11 Colours
- 12 Typography
- 14 Logo
- 20 Elements
- 23 Overlay
- 24 Photography

### 25 APPLICATIONS

#### 38 TEMPLATES

- 39 Partnerships
- 41 Announcements
- 45 AMA
- 46 Social

# IDENTITY



BRAND GUIDELINES, 2022



ESSENCE

TECH-DRIVEN, INCLUSIVE  
PIONEERING

We **empower** creators by **enabling fans**  
to become **partners**.

# PROXIMITY

**IS IMPORTANT TO OUR CUSTOMERS.**

Fans and creators adding value in true partnership

**TO PUSH THE BOUNDARIES OF WHAT NFTs CAN BE  
BY USING SPEED, AGILITY AND RESOURCEFULNESS  
TO CREATE INNOVATIVE, REAL WORLD APPLICATIONS  
AND FAN EXPERIENCES.**

### **IN IT FOR THE LONG RUN**

In a world that creates fleeting innovations, we aim to create lasting relationships.

### **CREATE A LEVEL PLAYING FIELD**

Giving each member an equal seat to the table.

### **TRANSPARENCY DRIVES TRUST**

We are open to share both progress and problems to generate trust over time.

### **EVERYONE CAN BELONG**

Every point of view, idea and contradiction has it's merits.



## TONE OF VOICE

**INSPIRED**  
**BY THE EVERYDAY MAN,**  
**WITH A SPRINKLE OF**  
**THE CREATOR AND SAGE**

**KEY WORDS:** Communal, Forward, Mentoring



# VISUALS



BRAND GUIDELINES, 2022

The Forj Aesthetic is a combination of these four elements:

**1. MODERN**

**3. PERSPECTIVE**

**2. CLEAN**

**4. GEOMETRIC**

# Color palette

We use color to express our brand idea in an organized manner and to support or emphasize key messages cross our communications.

Use the RGB breakdown or Hex value indicated here for screen applications to minimize variation of colors. Always lead with hex values.

Spot pantone colors have been assigned to the color palette. It is important to note the pantone colors will never match the hex values. Special attention to print materials is suggested in an attempt to match consistent brand colors. Color tests are recommended outside of the digital medium.

<b>Dark blue</b> #1B1464 RGB 27 / 20 / 100 PMS 2755	<b>Electric Pink</b> #FF00FF RGB 255 / 0 / 255 PMS 807	<b>White</b> #FFFFFF	<b>Electric Blue</b> #0000FF RGB 0 / 0 / 255 PMS 072
		<b>Bright Blue</b> #00C2E2 RGB 0 / 194 / 226 PMS 638	<b>Bright Green</b> #00DD00 RGB 0 / 221 / 0 PMS 2293

# Typography

Our primary typeface is Frank New. Frank New is an Adobe font that is optimized for legibility across web, print, and mobile interfaces. It has an upright, friendly appearance and a wide range of weights and is highly legible at all sizes.

## Frank New

### Frank New Extrabold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopq**rstuv**wxyz  
1234567890

### Frank New Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopq**rstuv**wxyz  
1234567890

### Frank New Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopq**rstuv**wxyz  
12345678900

### Frank New Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopq**rstuv**wxyz  
1234567890

<https://fonts.adobe.com/fonts/frank-new>

# Empower creators by letting fans become partners

We're building partnerships between fans and creators.

Forj is at the forefront of NFT technologies that bring creators and fans closer.

# New Frank

<https://fonts.adobe.com/fonts/frank-new>

## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%&

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

## Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%&*

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut*

## Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%&**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut**

## Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%&***

***Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut***

## Logo versions

It is important to follow standards when choosing the correct version of the logo for an application and background color.

When choosing to use photography, make sure there is enough contrast so that the logo is featured clearly.

### Full color

The full-color logo should be used on light backgrounds on most applications. Always lead with the full color logo.

### One color

The one color logo should be used on dark backgrounds in instances where color options are limited, such as by cost or production and co-branding environments.

Full color



One color



**FORJ**

Primary



Secondary



Tertiary

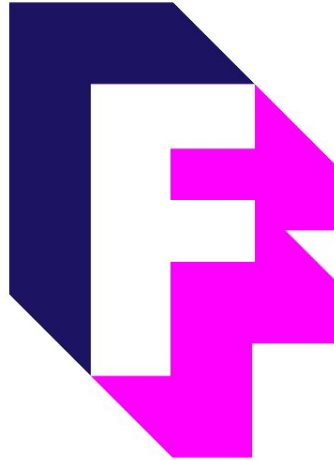


## Forj F symbol

The Forj F symbol is for secondary use in brand application. It should always be accompanied with the wordmark in application.

The symbol is legible at most sizes. Please apply the standards of use of the Forj wordmark and color usage.

**Full color**



**One color**







# Logo clear space and scale

## Logo clear space

Clear space is the area surrounding the logo that must be kept free of text and graphics, and away from the edge of the page. The impact and legibility of the logo will be diminished if it is placed too close to graphics or type. Below are the rules for establishing the minimum required clear space to ensure the prominence and clarity of the logo.

### Primary logo

For the primary logo,  $x$  = width of the wordmark letterform. See *F* in wordmark.

Minimum clear space from the logo is equal to “ $x$ ” on all sides.

## Logo scale

Always scale the logo proportionately and accurately. The logo artwork has been specially drawn to ensure it reproduces clearly and legibly when used in the specified dimensions.

### Primary logo

Our primary logo should never be smaller than .4 inches (10 mm) high in print and 30px in digital applications.

## Logo clear space



## Logo scale

	0.4 in	10 mm	30px
---	--------	-------	------

# Logo misuse

Here are some examples of how not to treat our logo. Avoiding these mistakes will help build consistency and recognizability for the brand.

Always use approved artwork in correct colors when working with the logo. Do not alter the logo in any way.

1. Do not distort the logo.
2. Do not use colors outside of the Forj color palette.
3. Do not place on busy background.
4. Do not add effects to the wordmark.
5. Do not crop or skew the wordmark.
6. Do not add messaging to the wordmark.

1.



2.



3.



4.



5.

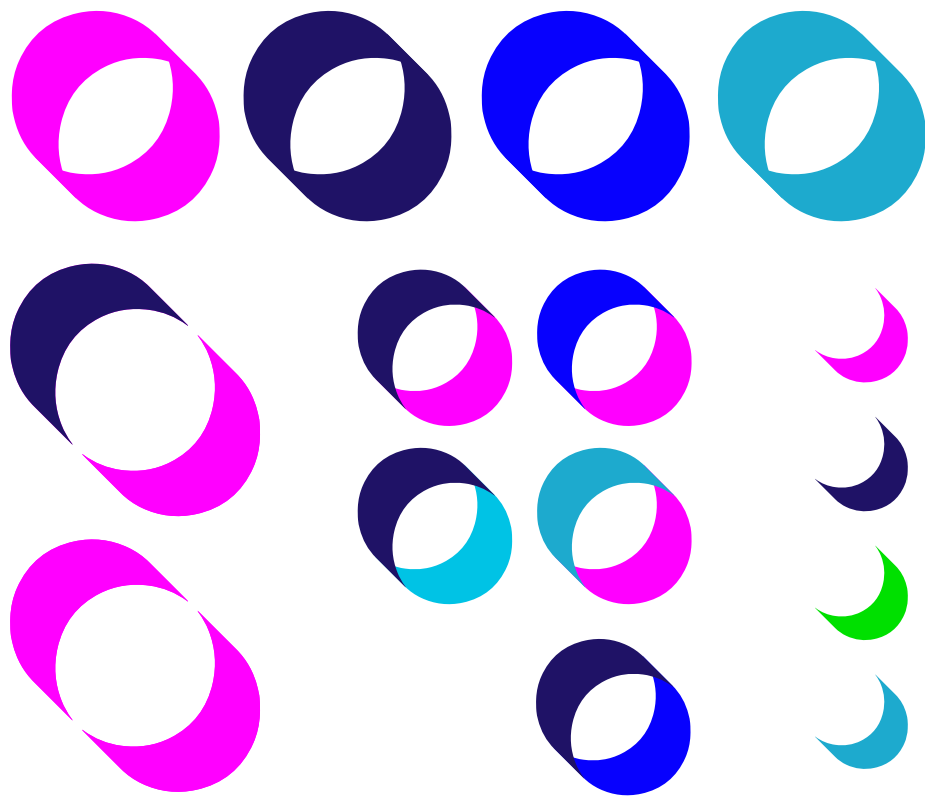


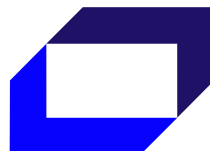
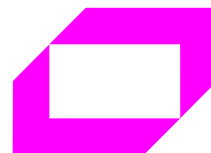
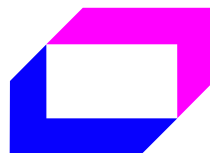
6.



Deconstruction of the shape based logo

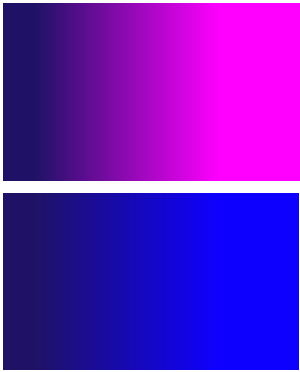




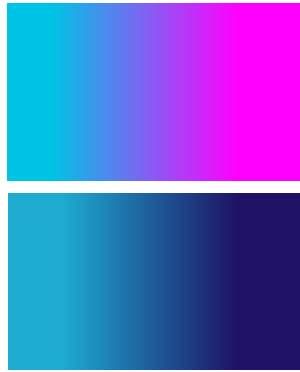


Applied with overlay effect 'colour burn' or 'Hue'

Primary:



Secondary:



- // High contrast
- // Exciting
- // Movement
- // Story





# APPLICATIONS



BRAND GUIDELINES, 2022

20

Working to make London's roads safer

20

Empowering fans

**FORJ**

forj.com

20

Venue



Banner

The image shows a browser window displaying the Wired Magazine website. The browser's address bar shows "wired.com". The page header includes the "WIRED" logo, the word "Magazine", and navigation links for "SIGN IN" and "SUBSCRIBE". Below the header is a category menu with links for "BACKCHANNEL", "BUSINESS", "CULTURE", "GEAR", "IDEAS", "SCIENCE", and "SECURITY".

The main content area features a large banner for "FORJ Creators Plus Fans" with the URL "forj.org". The banner image shows a hand reaching up against a blue sky with clouds. Below the banner are several article thumbnails:

- Big In Hale:** "The Quest to Trap Carbon in Stone—and Beat Climate Change" by Vince Beiser. The image shows industrial buildings.
- Case Closed?:** A thumbnail featuring a man in a grey sweater.
- It's All Good:** "The Wave-Conquering, Metaverse-Crashing Life o..." by Daniel Quane. The image shows a person on a surfboard.
- Cloud Support:** "Can Being Reminded of My Death Improve My Life?" by Meghan O'Siebllyn. The image shows a character with a sword.
- WHALE WATCHING:** "Welcome to Miami, Where All Your Memes Come True!" by Arielle Porges.

On the right side of the page, there is a vertical sidebar with a large stylized "F" logo and the text "Partnerships Forming Daily" and "forj.org". At the bottom of the sidebar, the "FORJ" logo is repeated. Below the sidebar, the text "Most Popular" is visible.

# Social



1.234 likes

Share

4 DAYS AGO

**Cerle** Lorem ipsum dolor sit amet, con sec sec tet urak adipiscing elit, sed do eiusmod tempor illa inci did unt ut linobel et dolore magna al iqua. Quisat ipsum suspen disse

Load more comments

**Melissa Dino** Great service.Thank you for sharing.

**Stacey Micheals** So easy to connect.



1.234 likes

Share

4 DAYS AGO

**Cerle** Lorem ipsum dolor sit amet, con sec sec tet urak adipiscing elit, sed do eiusmod tempor illa inci did unt ut linobel et dolore magna al iqua. Quisat ipsum suspen disse

Load more comments

**Melissa Dino** Great service thank you for sharing.

**Stacey Micheals** So easy to connect!



1.234 likes

Share

4 DAYS AGO

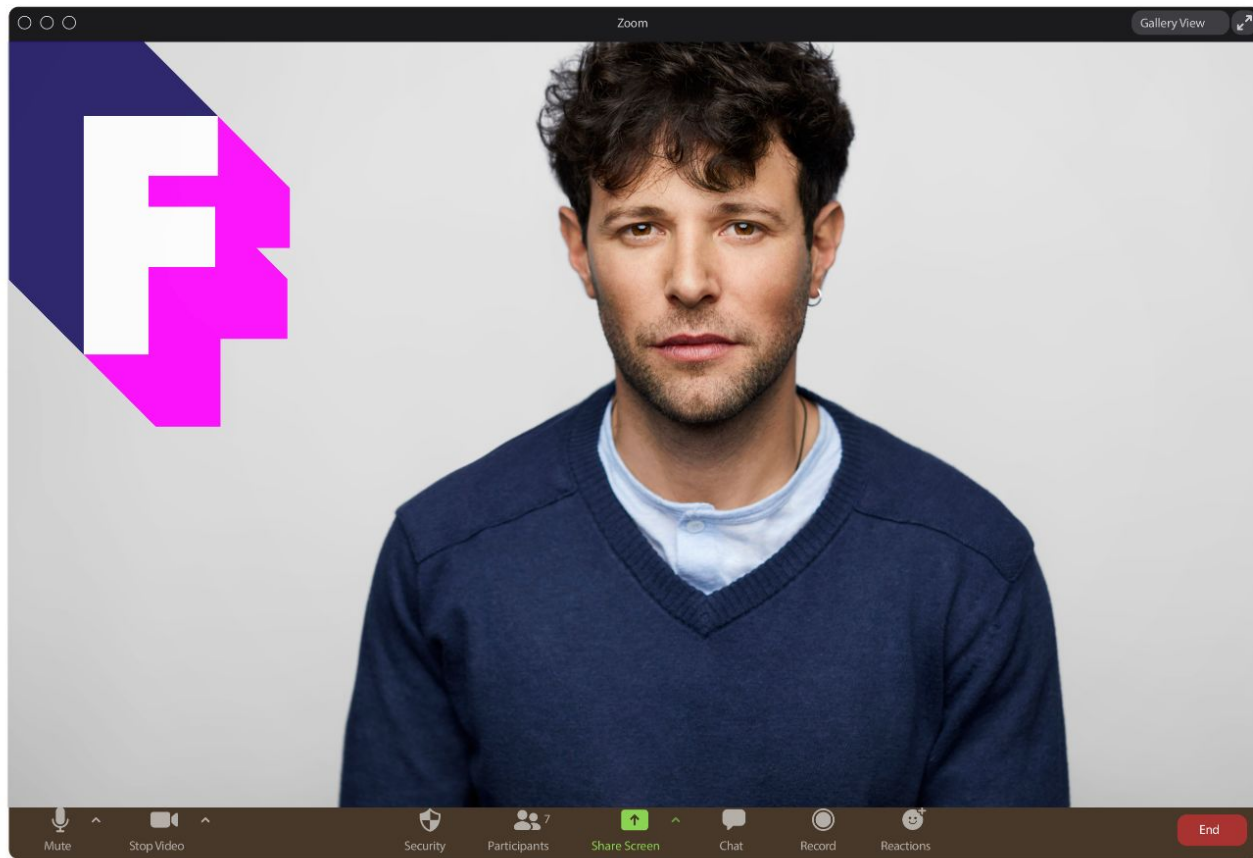
**Cerle** Lorem ipsum dolor sit amet, con sec sec tet urak adipiscing elit, sed do eiusmod tempor illa inci did unt ut linobel et dolore magna al iqua. Quisat ipsum suspen disse

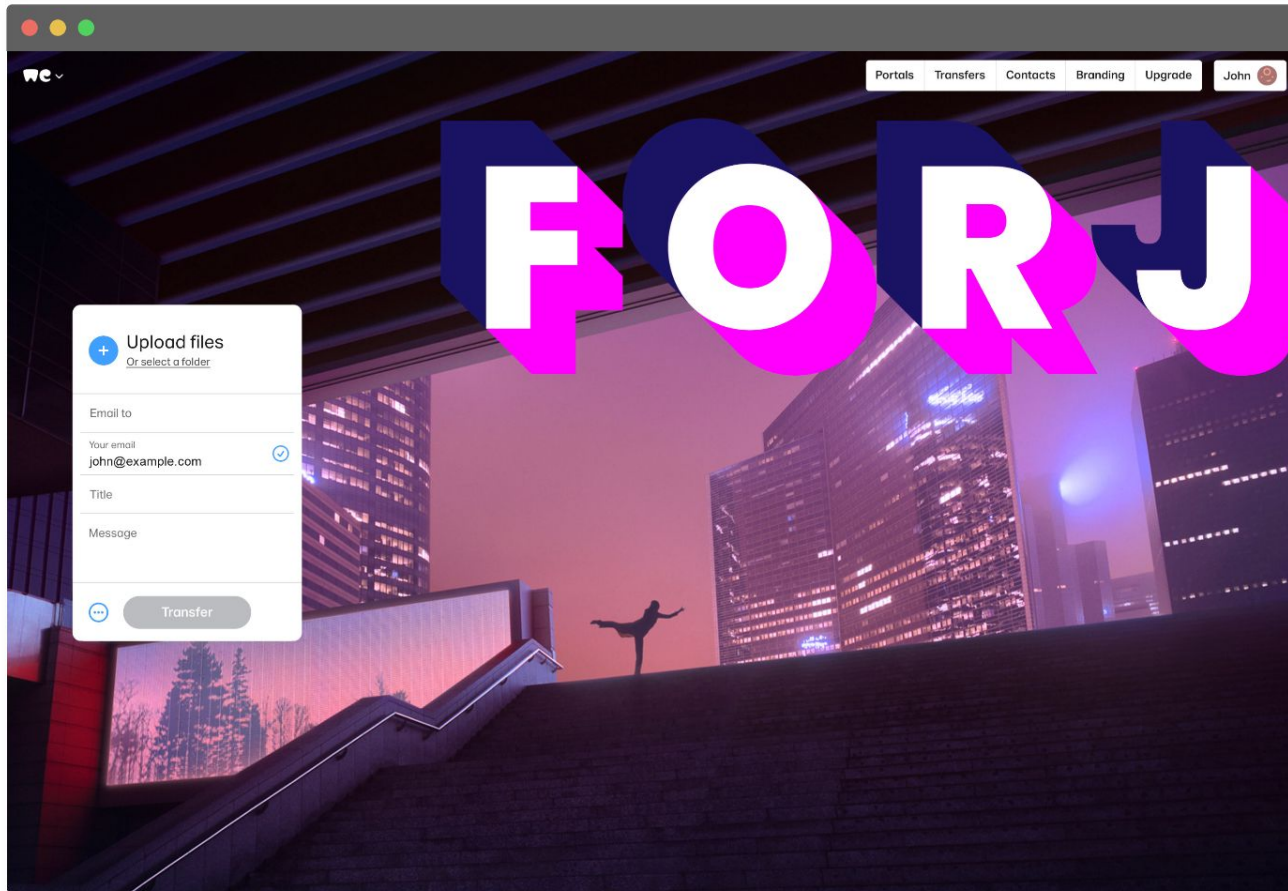
Load more comments

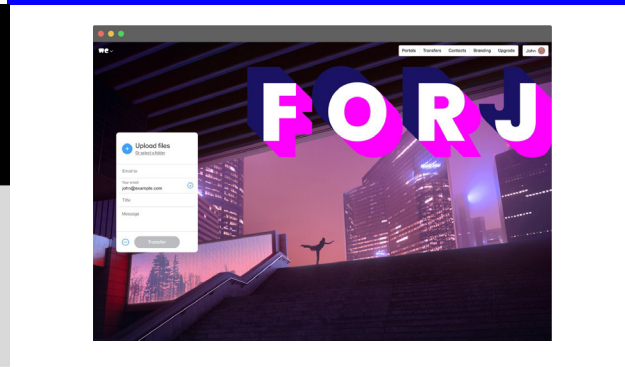
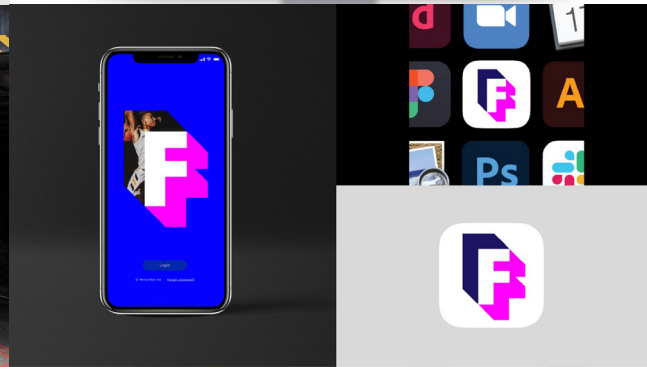
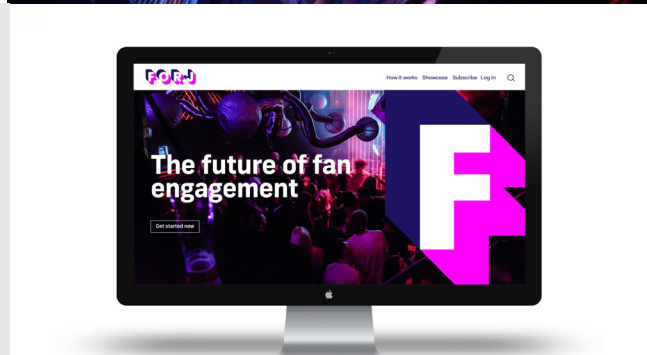
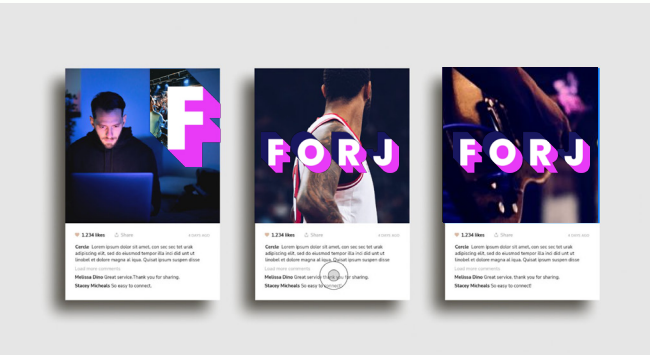
**Melissa Dino** Great service, thank you for sharing.

**Stacey Micheals** So easy to connect!

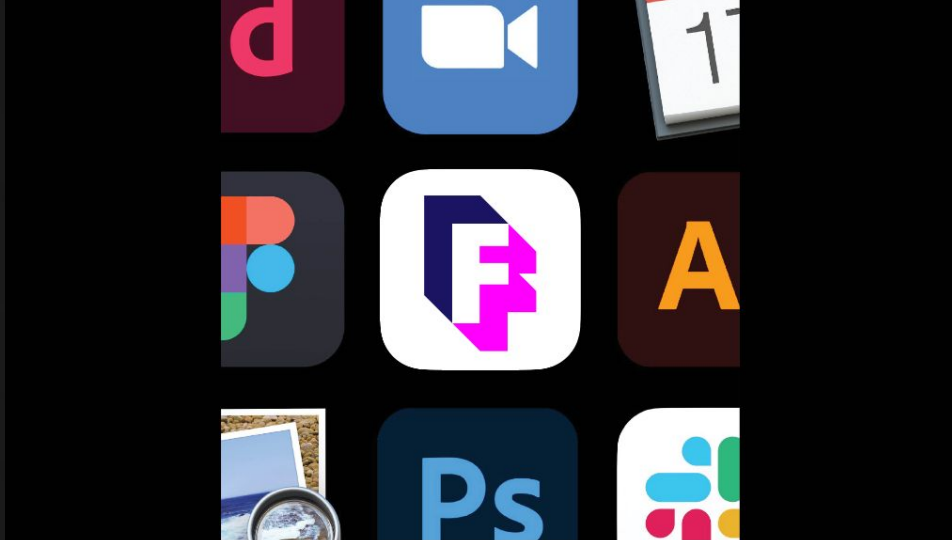
# Backdrop



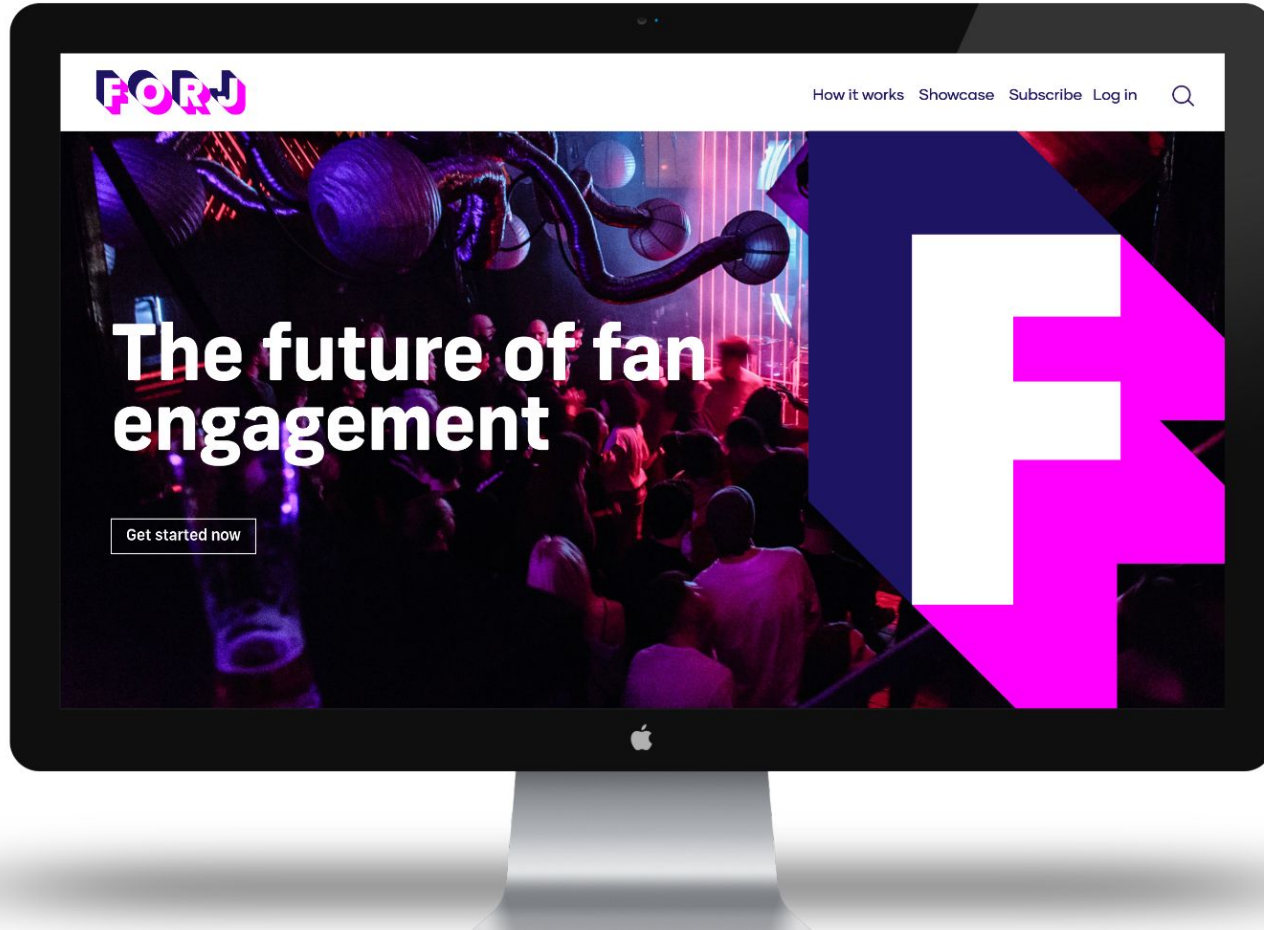








Web page



Email

**FORJ**

MARCH 1, 2022

Curated just for you

# It's a land sale

Our latest launch.



LEARN MORE >

**Forj is participating  
in Netvrk's Virtual  
Land Sale.**



**Phase 2  
560 plots**



BUY NTVRK



**FORJ**

©2022 - All rights Reserved



"Pacman"

# Pacquiao

Pacquiao Vs. Algieri  
Macau, Macau 2014

FIGHTS 71 WINS 62 WINS by KO 39 LOSSES 7

**FORJ**



"Pacman"

# Pacquiao

Pacquiao Vs. Algieri  
Macau, Macau 2014

FIGHTS 71 WINS 62 WINS by KO 39 LOSSES 7

**FORJ**

Swag



# TEMPLATES



BRAND GUIDELINES, 2022



PARTNERSHIP

FORU

x



PARTNERSHIP

PARTNERSHIP



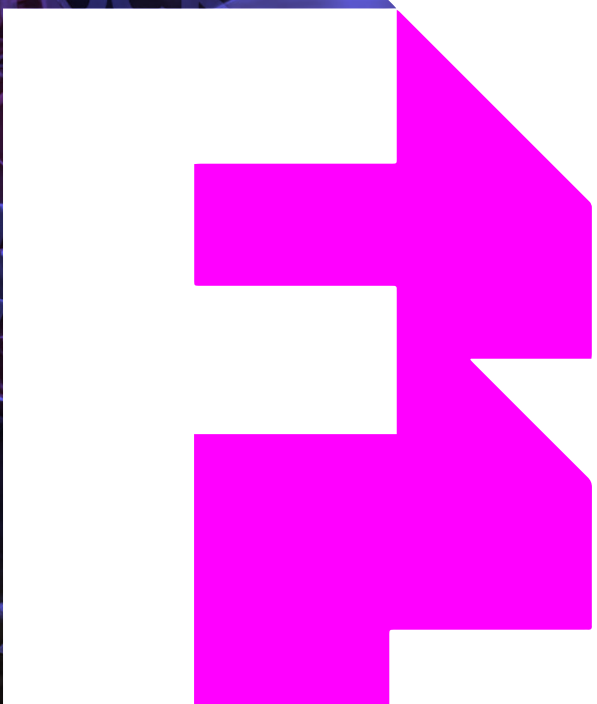
X



PARTNERSHIP



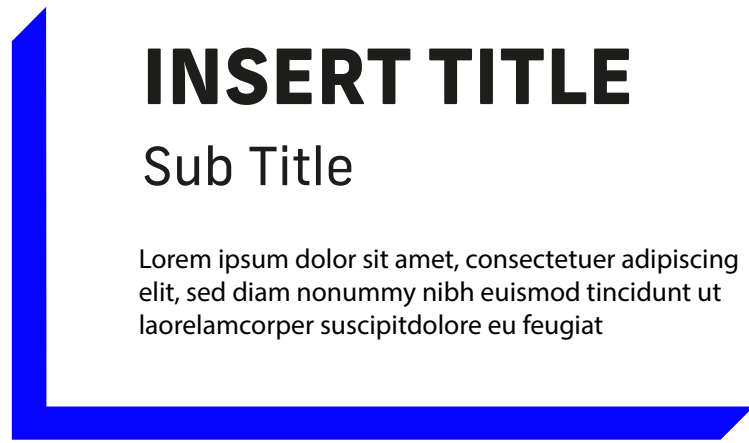




# INSERT TITLE

## Sub Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreamcorper suscipitdolore eu feugiat





# INSERT TITLE

## Sub Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, nonummy nibh elit, sed diam nonummy nibh





# INSERT TITLE

## Sub Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



# INSERT TITLE

## Sub Title

Body copy

Body copy

Body copy

OCK  
images



istock  
by Getty Images™

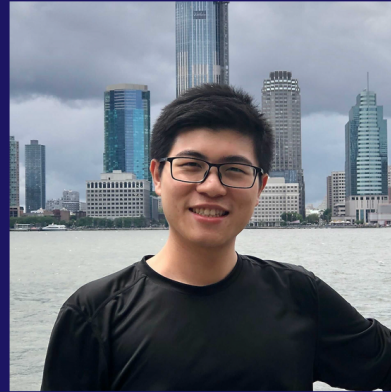


NATIVE STAKING  
**AMA**

**Nov. 03**  
Wed. 8:00pm UTC

ON  TELEGRAM

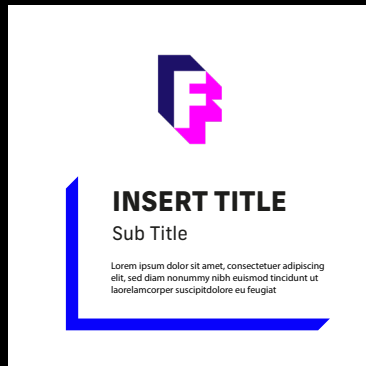
<https://t.me/bondlyfinance>



**HARRY LIU**  
CEO



**MARCO TONETTI**  
CHIEF PRODUCT DESIGNER





**THANK YOU!**