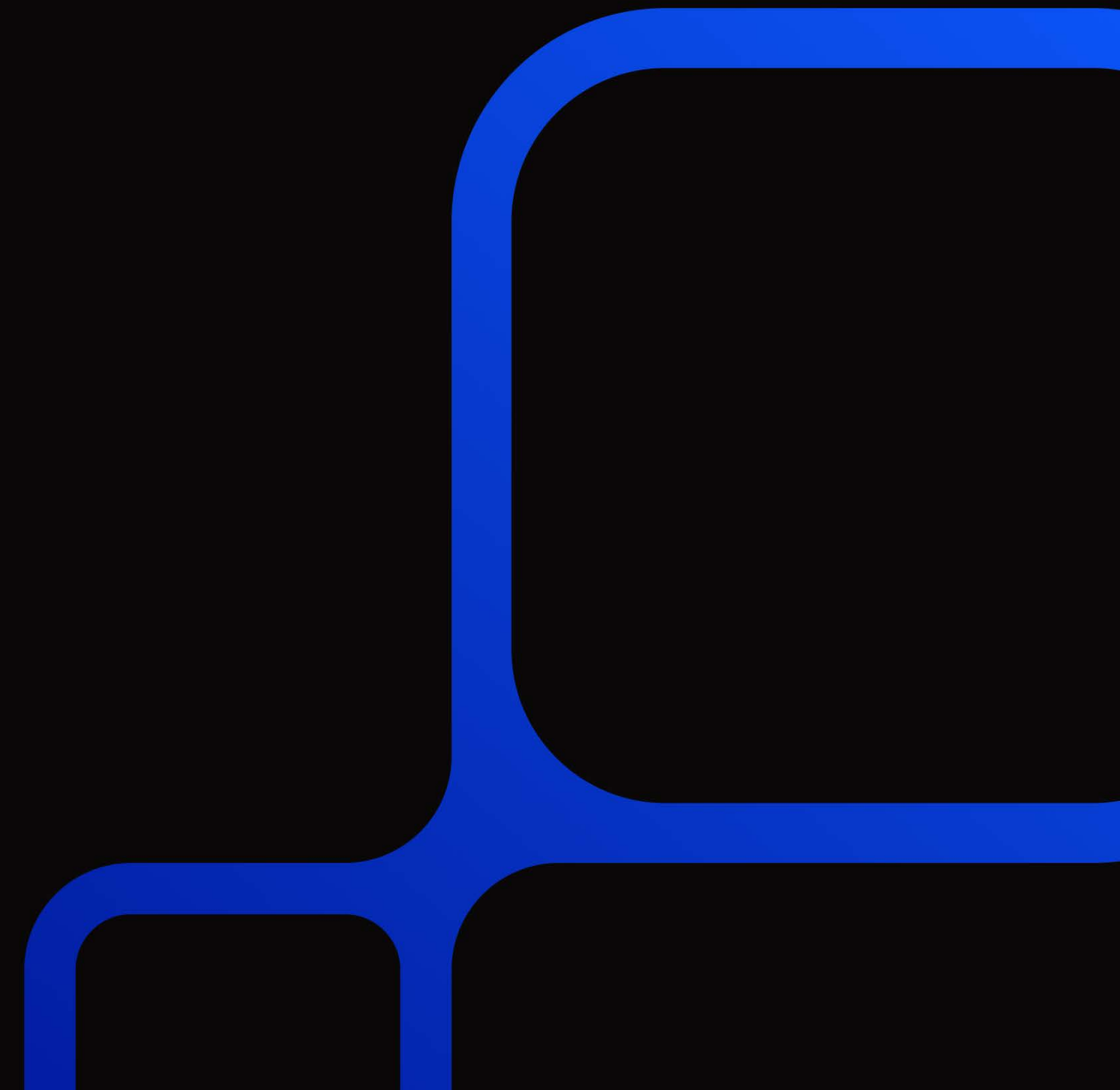


# Brand Identity Guidelines



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# 1.0 About Pulsara

# An Overview

**Pulsara** is a project on the Coreum Blockchain that is set to become the biggest ecosystem on Coreum.

This document communicates the brand identity of **Pulsara** clearly, articulating the mission, values and persona for the design of all subsequent brand artifacts.

2.0 Logo









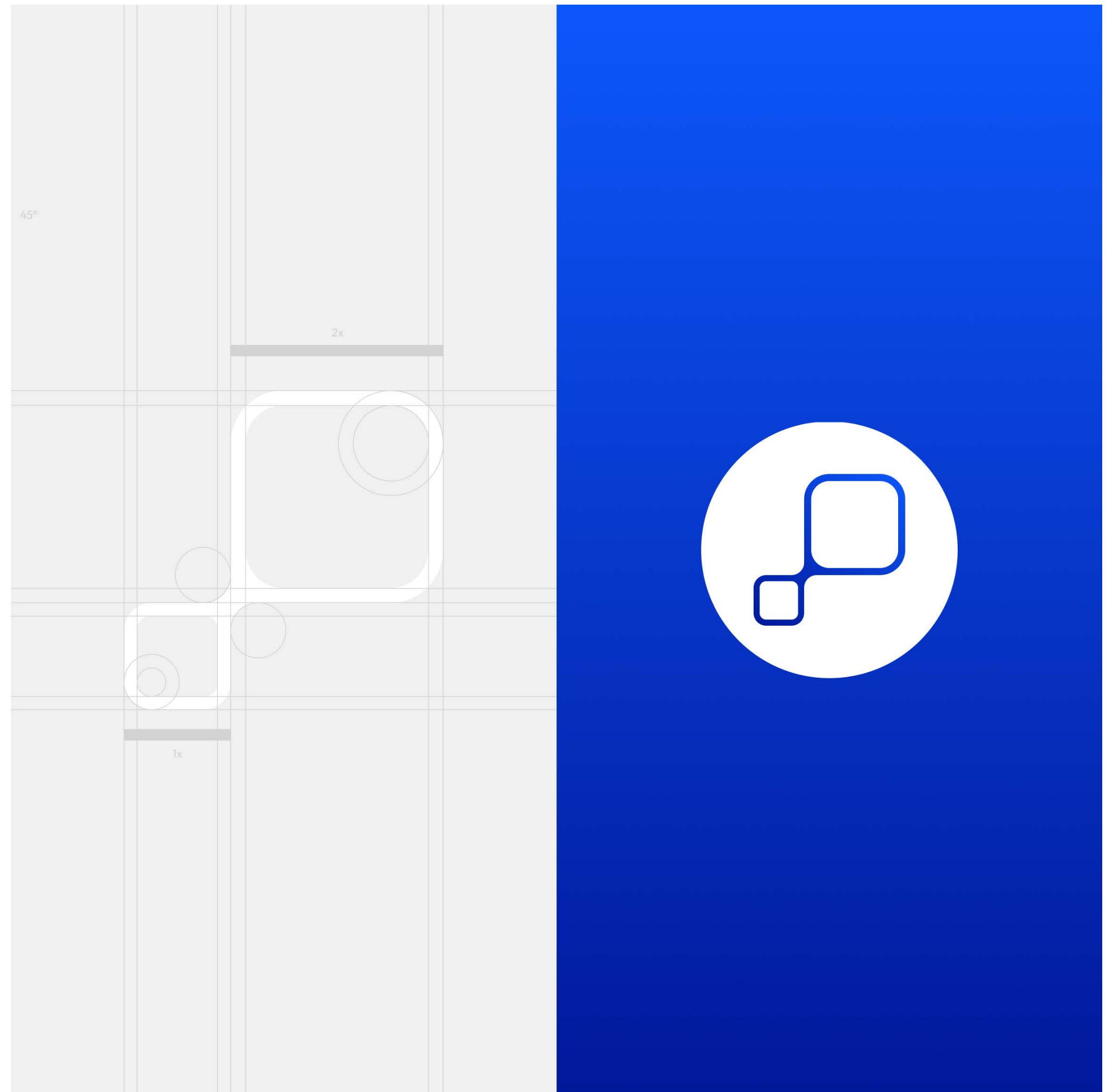
**Pulsara** primary logo is the cornerstone of its visual identity, representing the brand and values. It is versatile and can be used across various platforms and applications, including digital and print media.



This range of logo variants allow **Pulsara** to adapt its visual identity to different contexts while maintaining brand consistency. These logo variants are specifically designed for various applications and platforms, ensuring optimal visibility and recognition.



The logo emblem is often used in special circumstances where a simplified or standalone representation is needed. It can be utilized as a badge on products, packaging, and promotional materials, as well as in digital and print media where space is limited or when a distinct and compact visual presence is desired.



## 3.0 Typography

# Archivo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@\$\$%&\*+=\<>()[]

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# Headline 1

Weight	Size	Spacing	Line height
Medium	88 px	-2.5 %	110

# Headline 2

Weight	Size	Spacing	Line height
Medium	72 px	-2.5 %	90

# Headline 3

Weight	Size	Spacing	Line height
Medium	64 px	-2.5 %	80

# Headline 4

Weight	Size	Spacing	Line height
Medium	48 px	-2.5 %	60

# Title

Weight	Size	Spacing	Line height
Medium	32 px	-1.5 %	48

# Title

Weight	Size	Spacing	Line height
Medium	24 px	-1.5 %	36

# Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@ \$#%&\*+=/\<>()[ ]

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Subtitle

Weight	Size	Spacing	Line height
Regular	24 px	-1.5 %	36

body 1

Weight	Size	Spacing	Line height
Light	18 px	-1.5 %	31.5

body 2

Weight	Size	Spacing	Line height
Light	16 px	-1.5 %	28

OVERLINE

Weight	Size	Spacing	Line height
Light	14 px	-1.5 %	21

footer text

Weight	Size	Spacing	Line height
Light	14 px	-1.5 %	21

label

Weight	Size	Spacing	Line height
Light	12 px	-1.5 %	18



## 4.0 Brand Colours

The primary colours serve as the foundation of **Pulsara** visual identity, embodying its brand values, and creating a consistent and cohesive look across all its communication channels.

PRIMARY BLUE	OFFBLACK	
HEX	RGB	
	#0A0808	10/8/8
PURE WHITE		
HEX	RGB	
	#FFFFFF	255/255/255

**Pulsara** neutral colours form the backbone of the design palette, allowing the company's core message and other vibrant elements to shine and make a lasting impact on the audience.

OFFWHITE		LIGHT GRAY	
HEX	RGB	HEX	RGB
#F9F9F9	249/249/249	#F0F0F0	240/240/240
CLOUDY GRAY		DARK GRAY	CARBON GRAY
HEX	RGB	HEX	RGB
#EEEEEE	210/210/210	#9E9999	158/153/153
		#696666	105/102/102

