

Brand Identity Guidelines



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1.0 About Pulsara

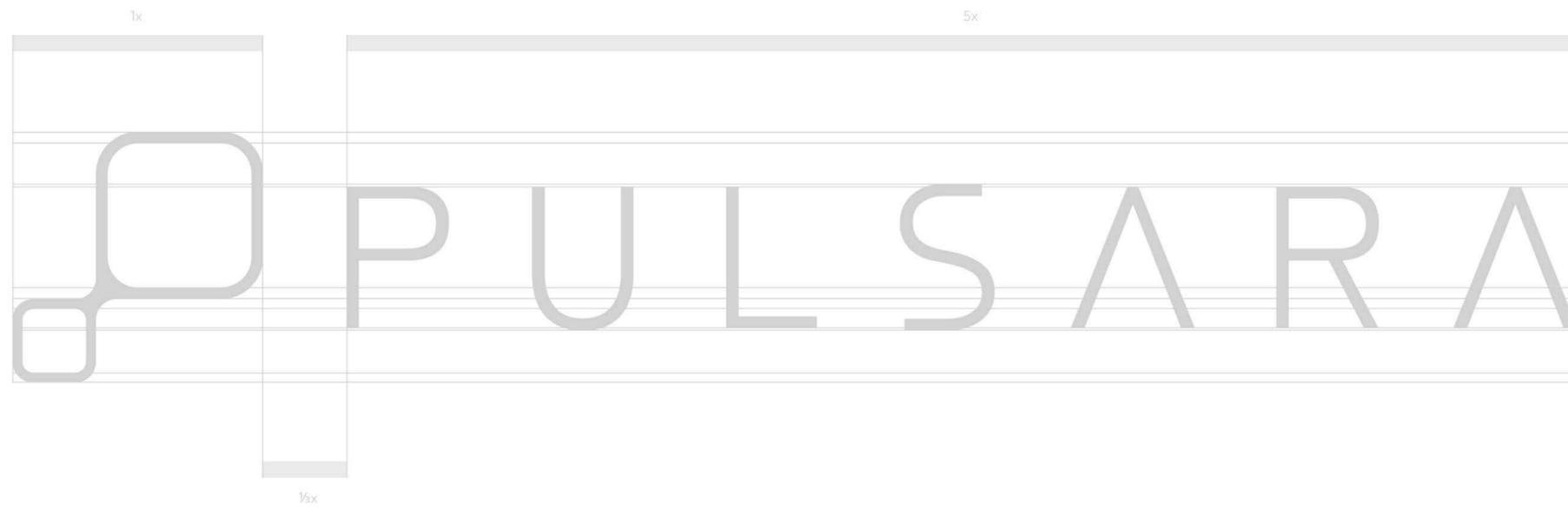
An Overview

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



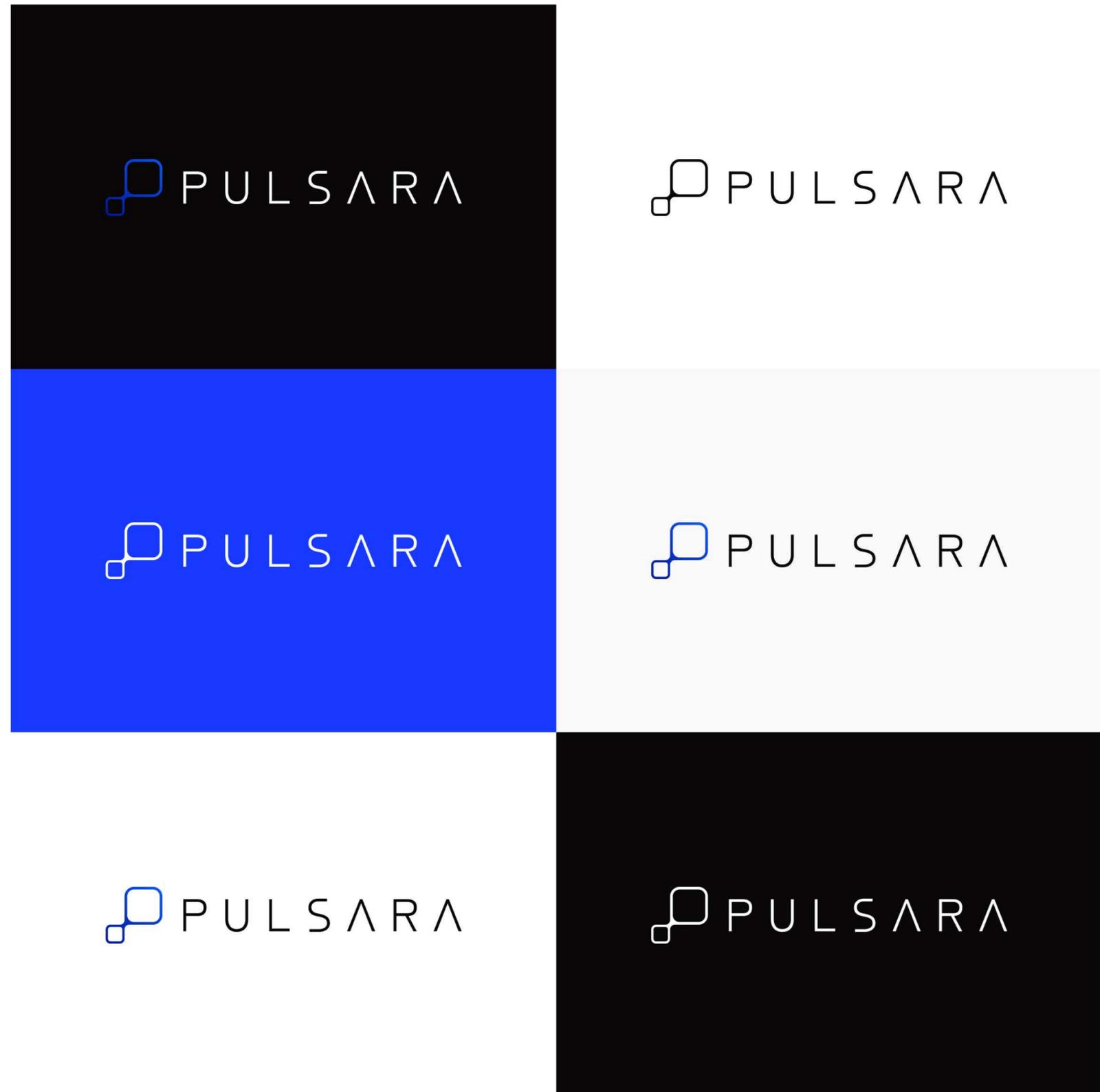




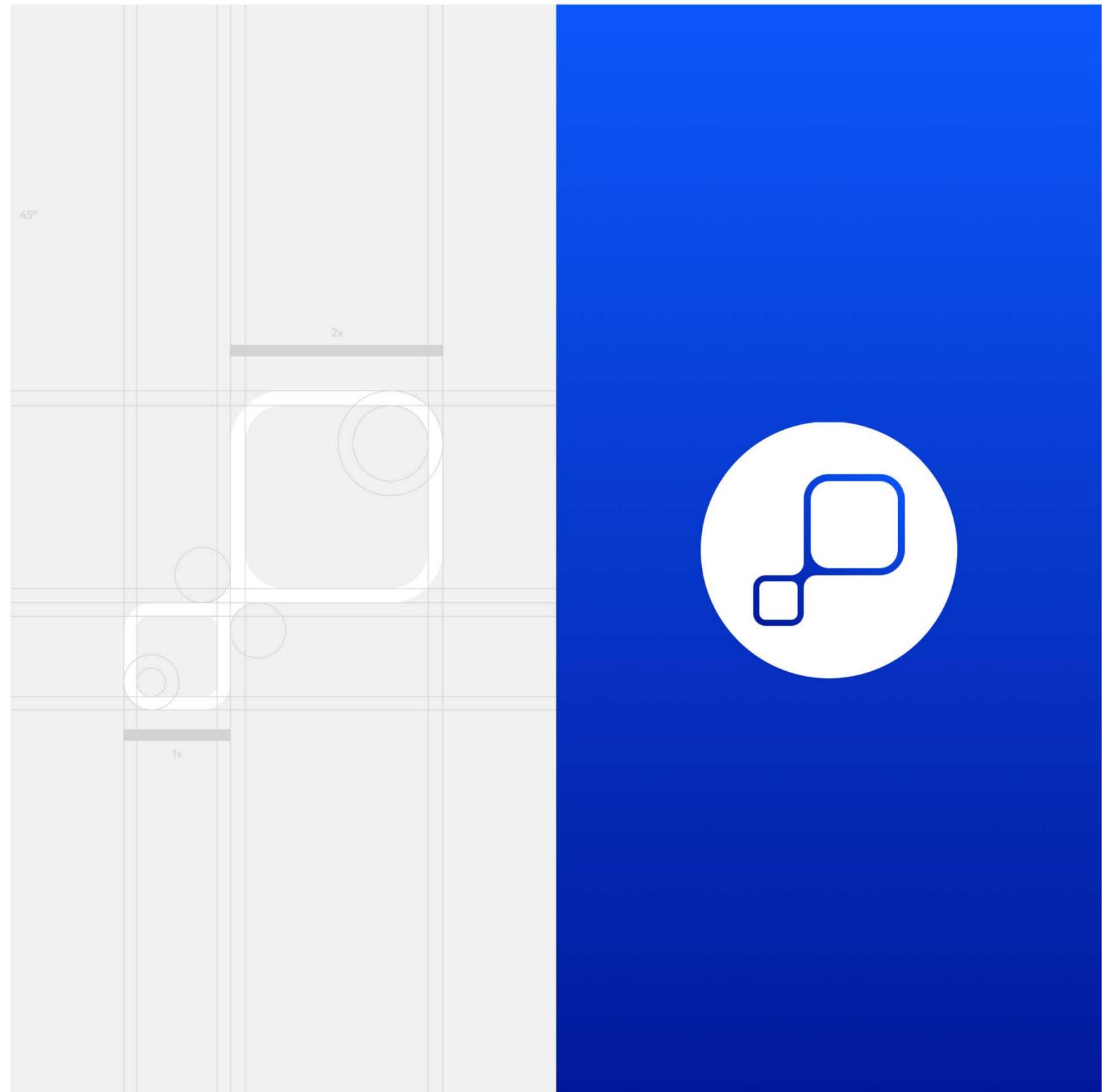
Pulsara primary logo is the cornerstone of its visual identity, representing the brand and values. It is versatile and can be used across various platforms and applications, including digital and print media.



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

Lorem ipsum dolor
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adipiscing elit ut.

Lorem ipsum dolor sit
amet consectetur.

Lorem ipsum dolor sit amet conescetur.

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

Lorem ipsum dolor
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Lorem ipsum dolor sit
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Lorem ipsum dolor sit amet
conesctetur.

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

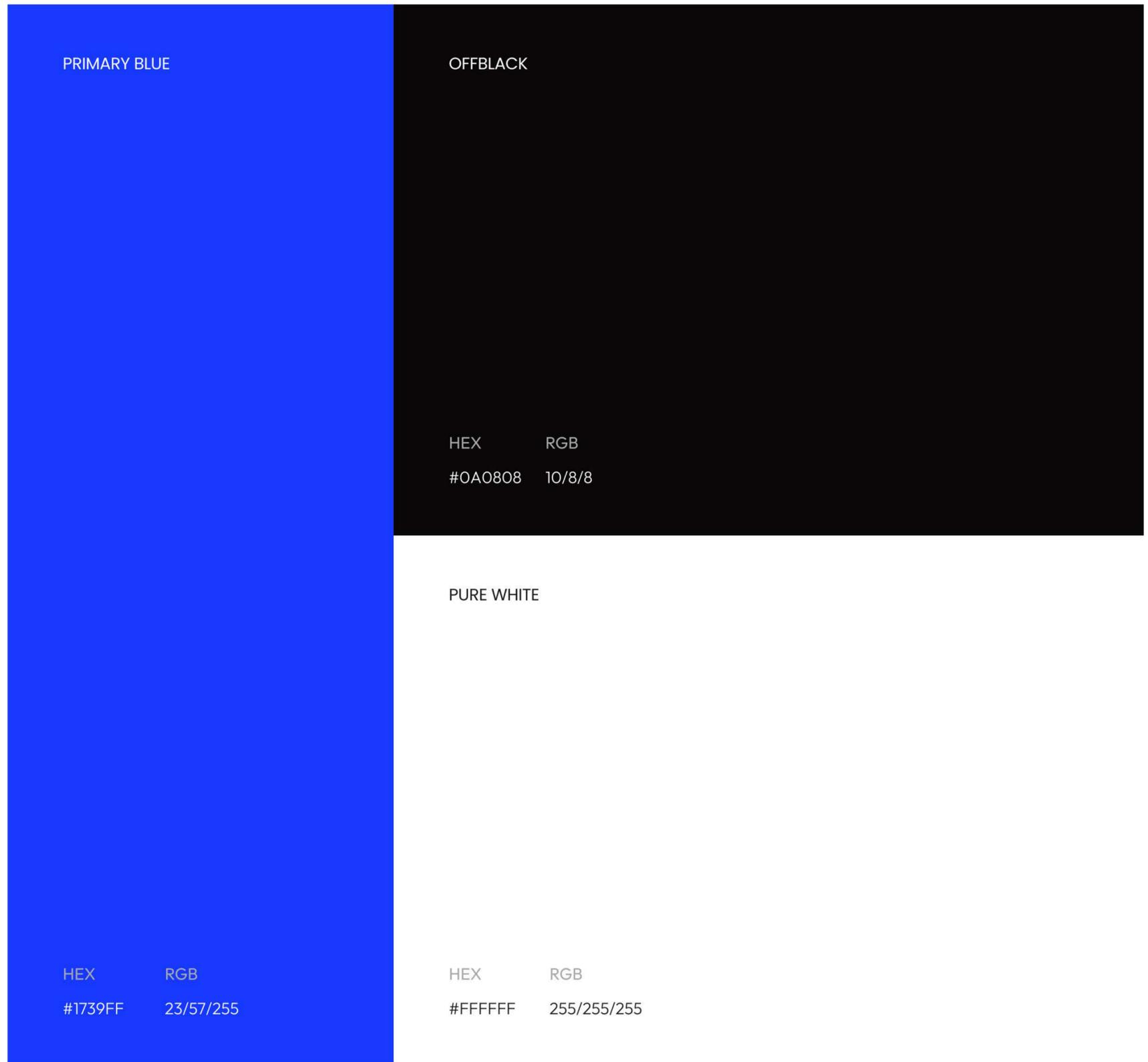
| Weight | Size | Spacing | Line height |
|--------|-------|---------|-------------|
| Light | 14 px | -1.5 % | 21 |

label

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

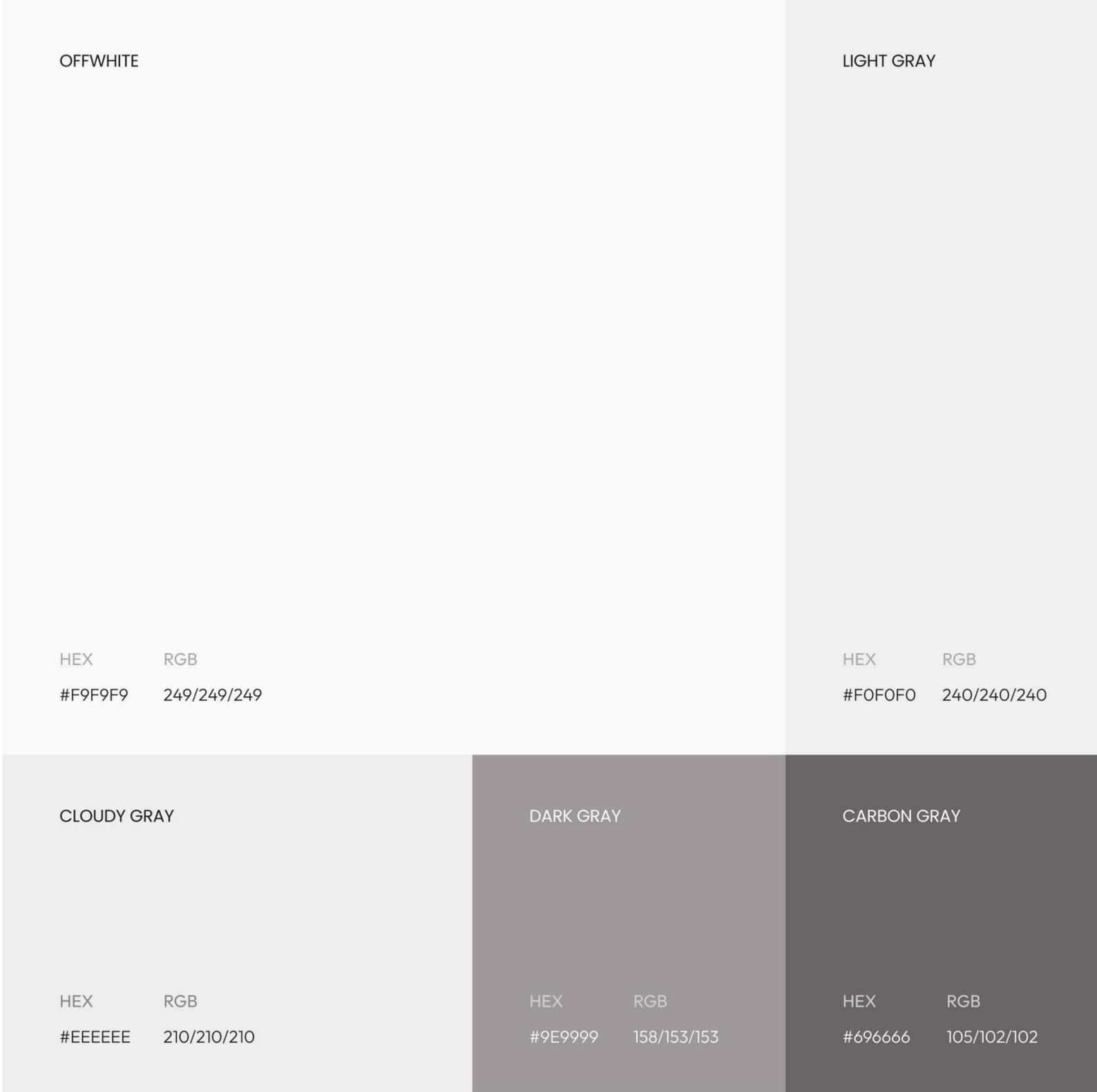
4.0 Brand Colours

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 | HEX | RGB |
| #1739FF | 23/57/255 | #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 |

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

HEX #0A0808 RGB 10/8/8

PURE WHITE

HEX #FFFFFF RGB 255/255/255

HEX #FFFFFF RGB 247/247/247

CLOUDY GRAY

HEX #002D2D RGB 210/210/210

DARK GRAY

HEX #E0E0E0 RGB 158/158/158

CARBON GRAY

HEX #666666 RGB 102/102/102

Headline

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

Title

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

Custom Logo

Zen Kaku Gothic New Font - Regular

PULSARA

Custom Letter Spacing

PULSARA

PULSARA

Logo icon in a circle on a blue background.

3.0 Typography