

Brand Guidelines, Version 0.1



What is the Secret of Secret Network?

Secret Network is a first-of-its-kind, open-source blockchain that provides and protects data privacy by default.

While blockchains have the promise to create a more open and sustainable Internet, they've been held back by one major flaw: they expose all your data to everyone. A better Internet must protect data privacy and give users and organizations control over how their data is used and shared. Secret is a decentralized network that finally solves this problem of privacy, helping to secure and scale the decentralized web.

Secret's unique ability to provide "programmable privacy" means applications built on Secret can utilize encrypted data without revealing it to anyone, even the nodes in the network. For the first time, Secret Network allows developers to build powerful, permissionless, privacy-preserving applications—Secret Apps.

Mission Statement

We build groundbreaking privacy technologies with a focus on increasing usability and adoption. We empower our own community to contribute directly to the success of our network and its applications, and we enable them to directly benefit from its growth. We are passionate and inclusive. We maintain a global presence. We work hard towards driving usage and awareness. We educate and cultivate our community. We build relationships and partnerships across the world so that people everywhere can benefit from privacy.

Vision Statement

By solving for data privacy, Secret Network will become a foundational pillar of a more decentralized, more democratic, and more empowering internet.

Providing privacy and protecting data is critical for empowering people, protecting their freedoms, and unlocking value for users all around the world. We strive to build a sustainable network, ecosystem, and community that will work towards global adoption of our technologies.

Visual Brand Identity

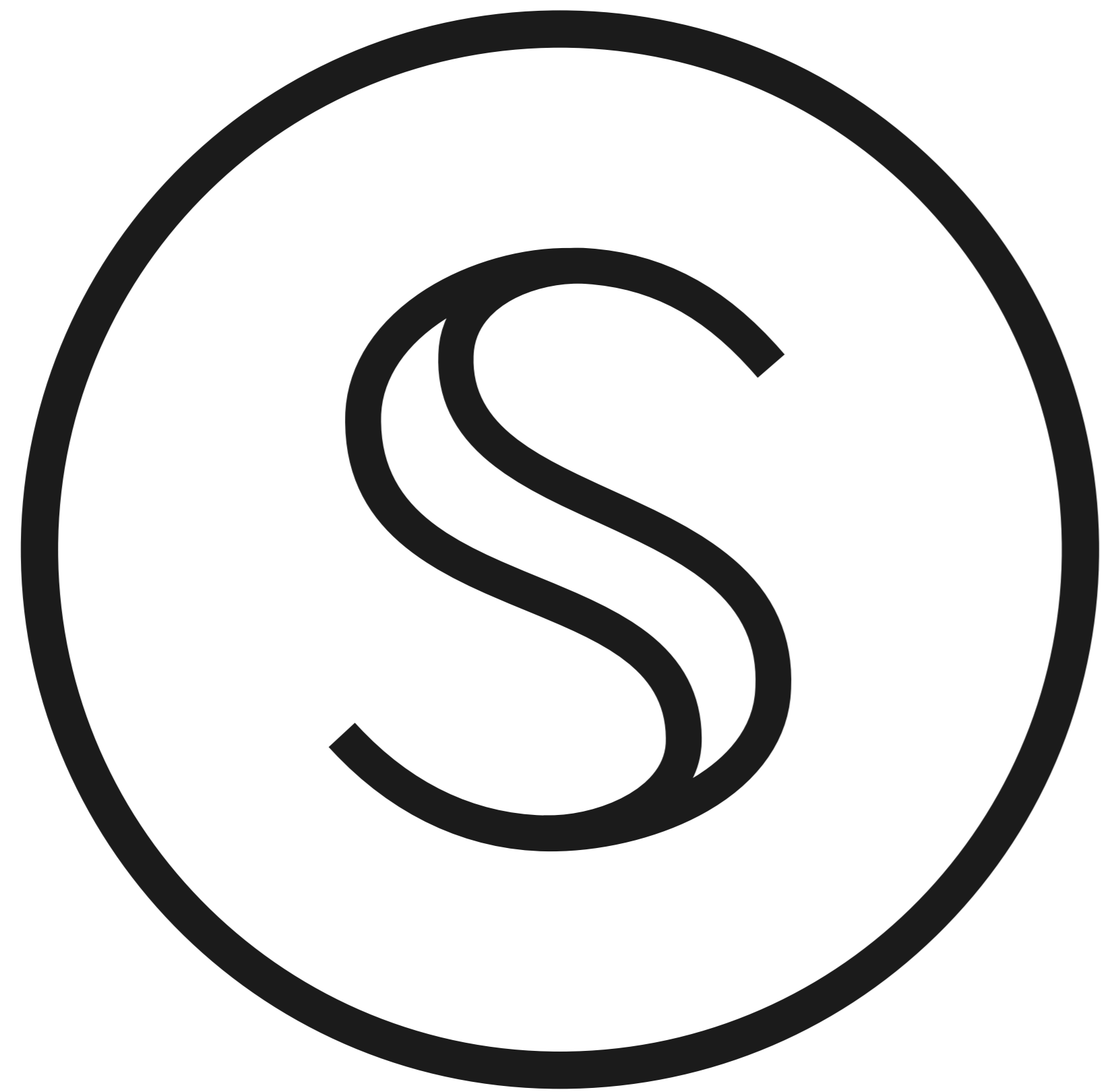
The visual brand of Secret Network is defined by some key descriptors:

Humanist
Organic
Illustrated
Flowing
Striking

Organic, flowing shapes and textures represent the flow of data across the network. Visual materials balance opacity and transparency, displaying and obscuring elements and information. Humanist elements emphasize the importance of the people and communities touched by our technologies, not just the technologies themselves.

Many of our visual materials have an “inked” feel or evoke ink or paint. This evokes an “analog” feel that emphasizes our humanist approach to technology development. Ink flows across our materials, forming striking visuals, textures, and stories. There is also a connection to “invisible ink,” revealing information only under certain circumstances.

Our colors and textures are visually engaging and dynamic, drawing viewers into our communications and exciting them about the potential of our technologies and community.



The Secret S evokes a flowing network and the duality of secrets: **privacy** and **transparency**.

The ends of the S are open, allowing data to freely flow in and out.

The interior of the S is private, an enclave that encloses the activity of the network itself.

The overall shape of the S is reminiscent of a yin-yang, again reflecting the duality of a privacy-preserving network — a deeply humanist technology.

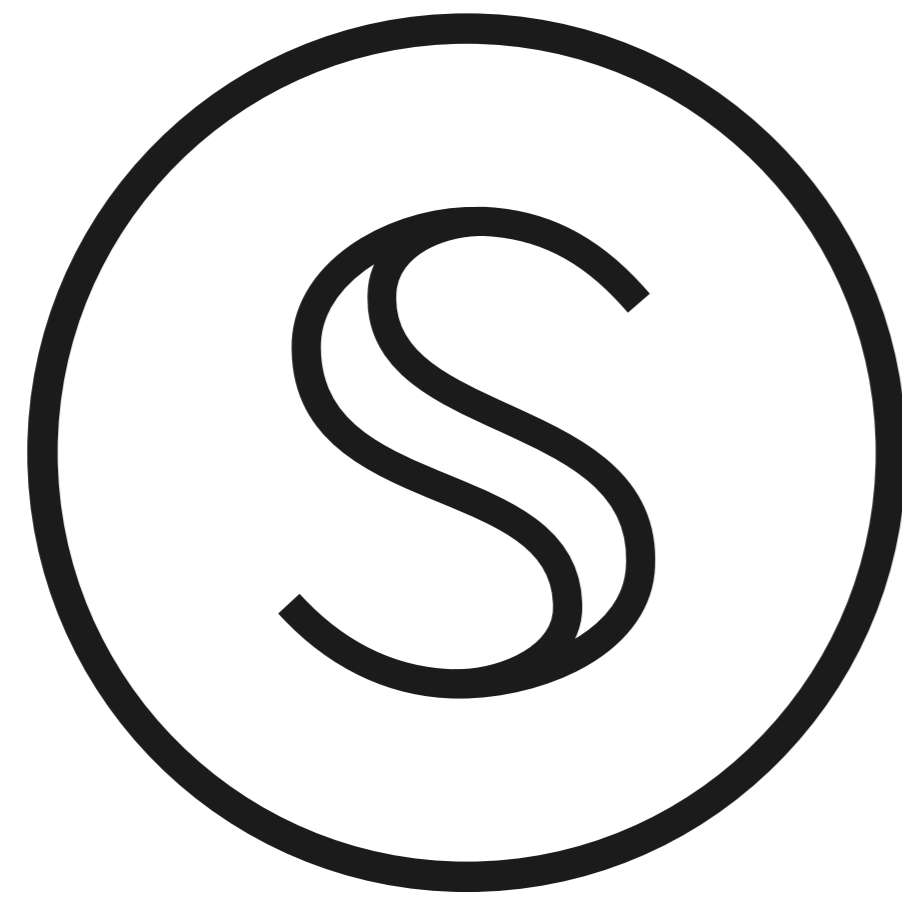
The Primary Logo



The Secondary Logo



The Logomark



The Logomark may be used in isolation, but this should be done carefully.

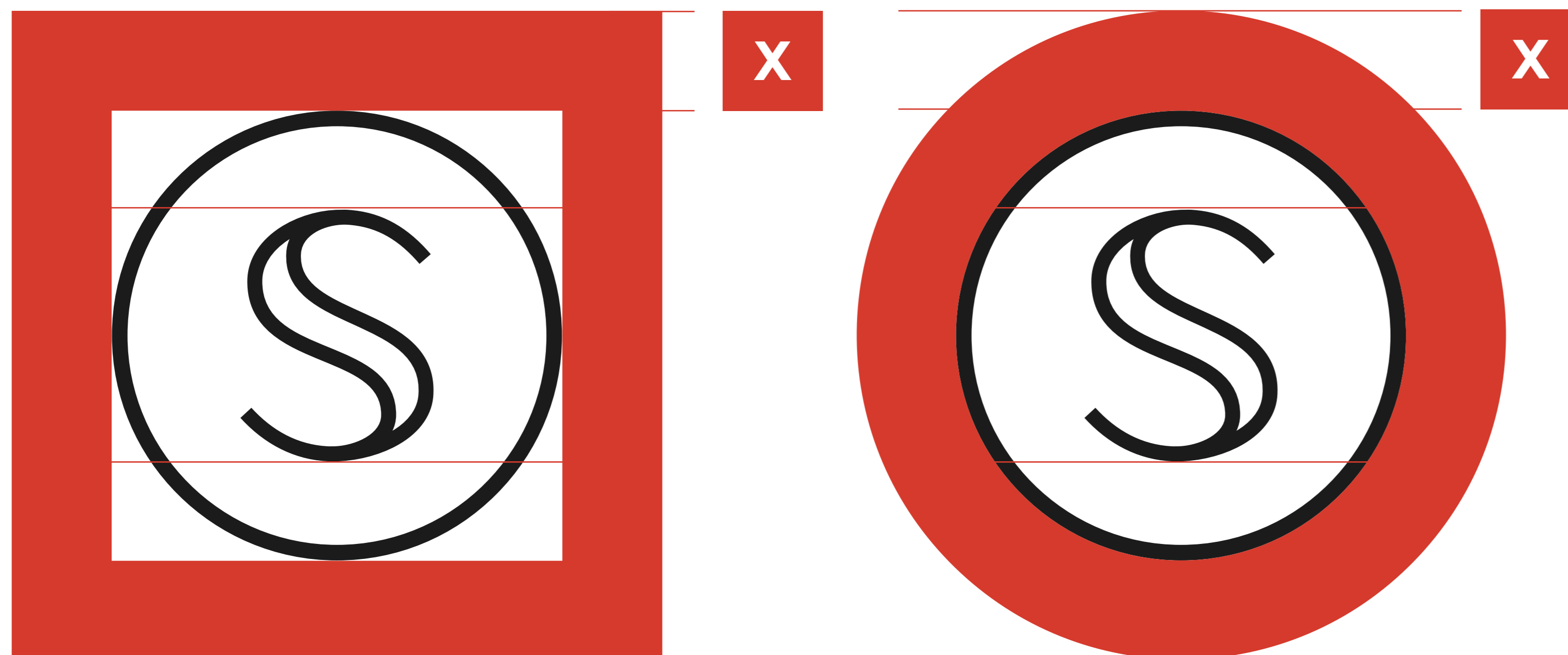
The Logomark should only be used by itself when it would be otherwise impossible or aesthetically unpleasing to use the Primary or Secondary Logo. The words "Secret Network" should always be in visible proximity to the isolated Logomark.

The Logotype



The Logotype should never be used in isolation.

Clear Space



All formats of the Secret Network logo must have a minimum amount of clear space on all sides, unoccupied by other design elements.

Logo Usage



Render logos in #1B1B1B on white and light backgrounds.

Render logos in white on black and dark backgrounds.

In some circumstances it will be desirable to incorporate color into the Logomark. This should only be done, e.g., to connote a collaboration, a special event, or other unique cases. The only acceptable way to add color to the logo is by filling the negative space within the body of the S. The lines and type should never be rendered in color.

Logo Usage



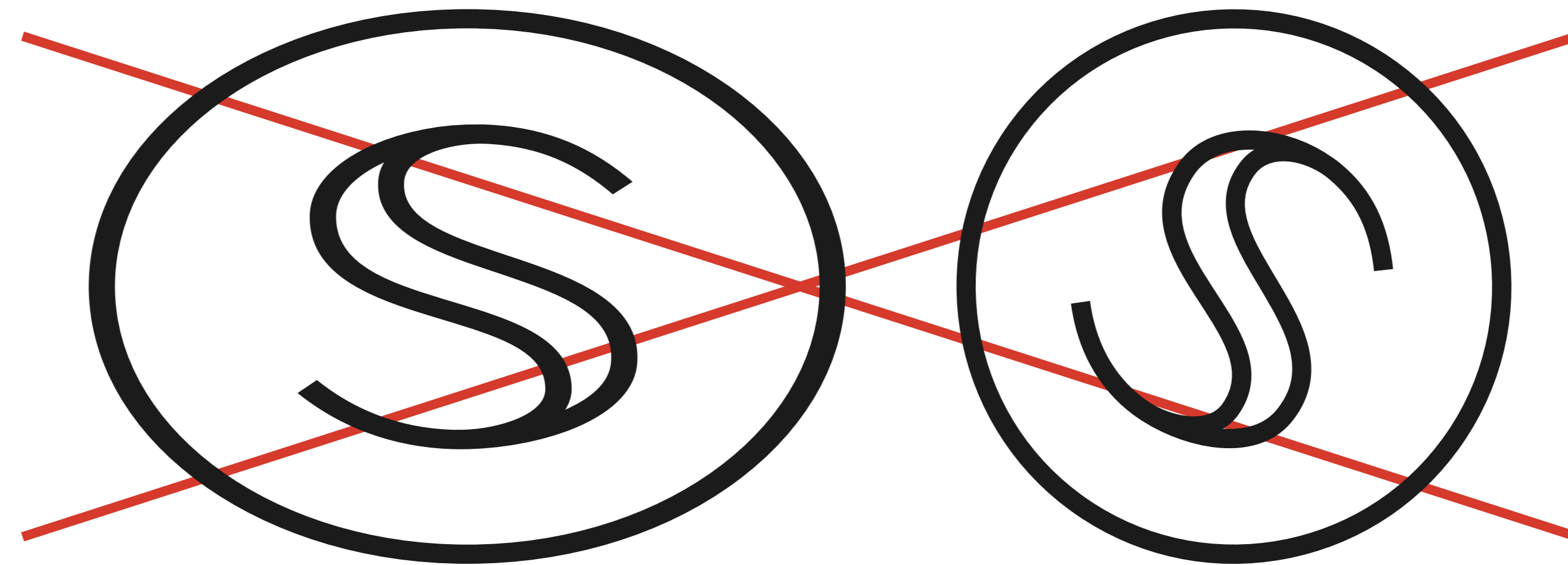
When the Logomark is superimposed on top of a pattern or modulated image, the circle takes on a solid fill of white or black, and the body of the S becomes a “keyhole” through which the background is visible.

Placing the Logomark on top of a patterned background should be done very carefully.

Logo Usage



Never use the S by itself, without the circle surrounding it.

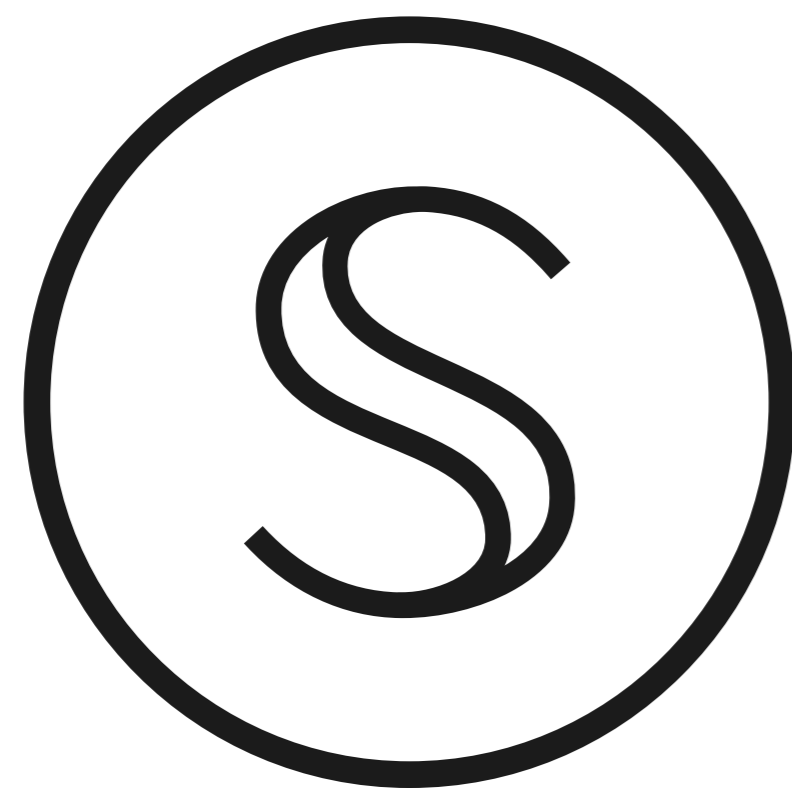


Never stretch, rotate, or distort the Logomark in any way.

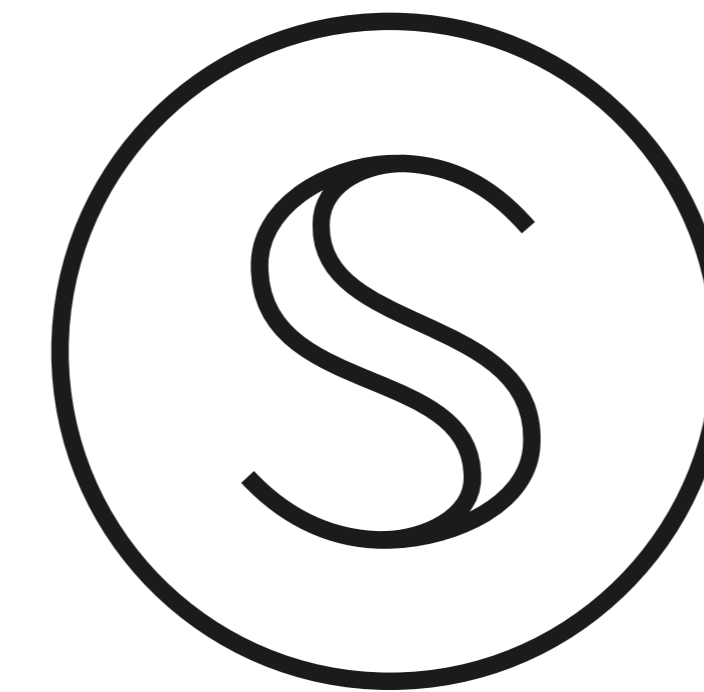
Logo Usage



The spacing between the body of the S and its tail is equal to the spacing between the tail of the S and the enclosing circle. Do not increase or decrease the scale of the S within the circle.



The ends of the S are squared off. Do not add rounded ends to the S.



secret
network



secret
network



secret
network

The line weight of the Logomark must be precisely used as in the original asset files. Do not thin or thicken the weight of the mark.

Typography

Montserrat Bold

font-weight: 700;
usage: headings and titles

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Typography

Hind Regular

font-weight: 400;
usage: body copy
approximate line spacing: 1.3x font size

Hind Bold

font-weight: 700;
usage: bold body copy, buttons, alerts
approximate line spacing: 1.3x font size

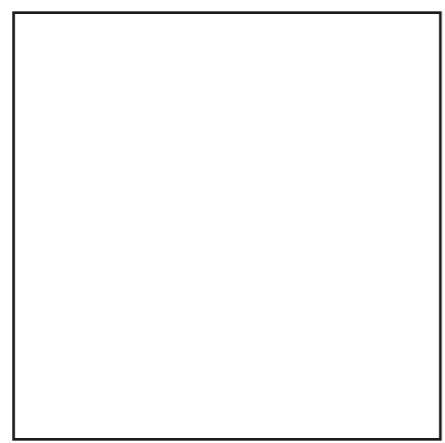
Use an inverted highlight/redaction bar in order to give **extra emphasis** to body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use an inverted highlight/redaction bar in order to give **extra emphasis** to body copy.

Limited Color Palette – “Analog” Colors



Primary

HEX #1B1B1B
 RGB 27,27,27
 CMYK TBD
 Pantone TBD

HEX #FFF
 RGB 255,255,255
 CMYK 0,0,0,0
 Pantone TBD



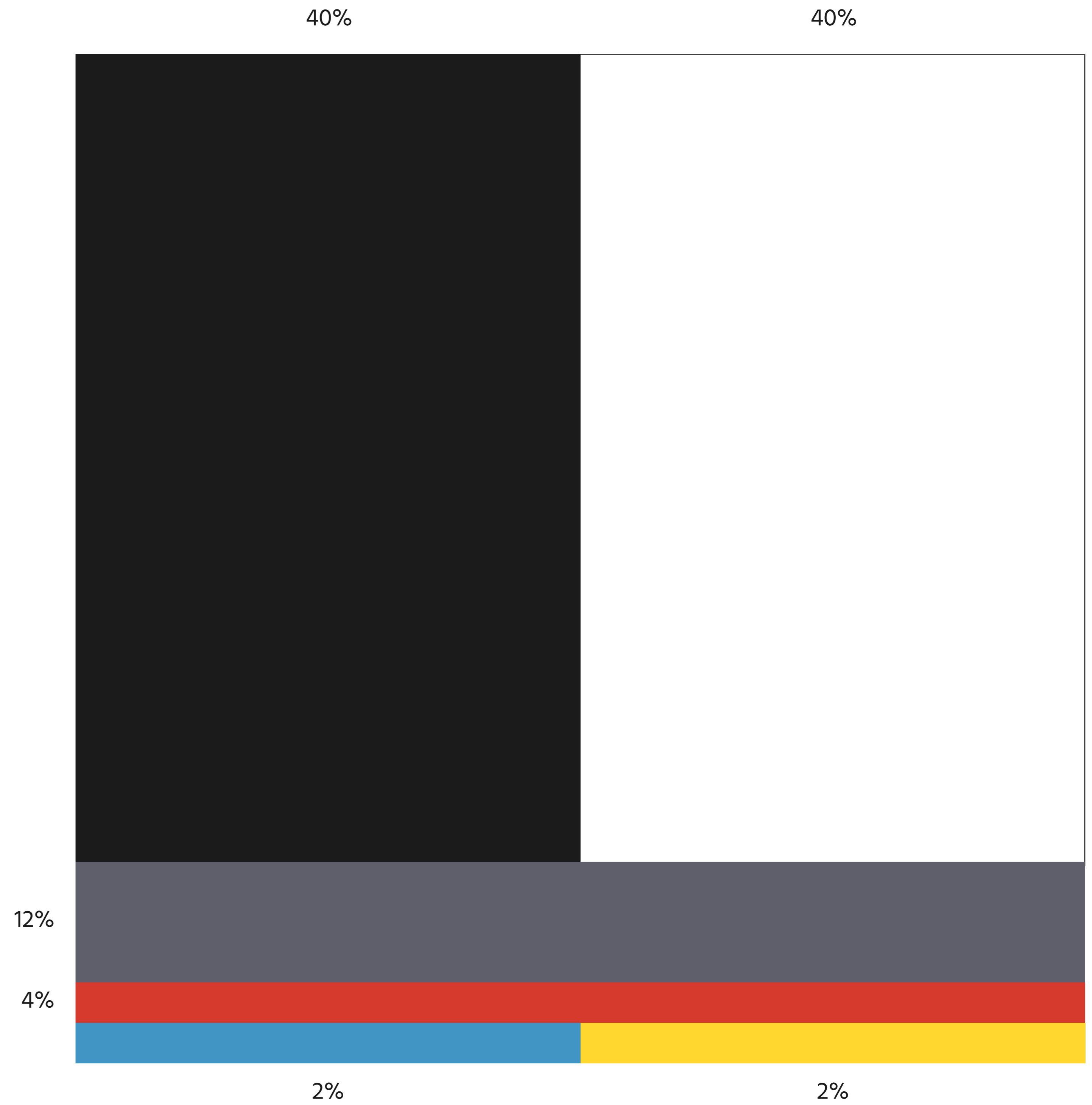
Secondary

HEX #5F5F6B
 RGB 95,95,107
 CMYK TBD
 Pantone TBD

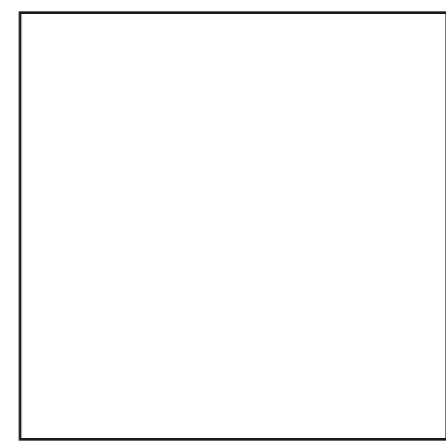
HEX #D53A2C
 RGB 213,58,44
 CMYK TBD
 Pantone TBD

HEX #4195C4
 RGB 65,149,196
 CMYK TBD
 Pantone TBD

HEX #FFD72E
 RGB 255,215,46
 CMYK TBD
 Pantone TBD



Full Gamut Color Palette – “Analog” Colors



Primary

HEX #1B1B1B
RGB 27,27,27

HEX #FFF
RGB 255,255,255



Secondary

HEX #5F5F6B
RGB 95,95,107

HEX #816DA8
RGB 129,109,168

HEX #D53A2C
RGB 213,58,44

HEX #EA7534
RGB 234,117,52

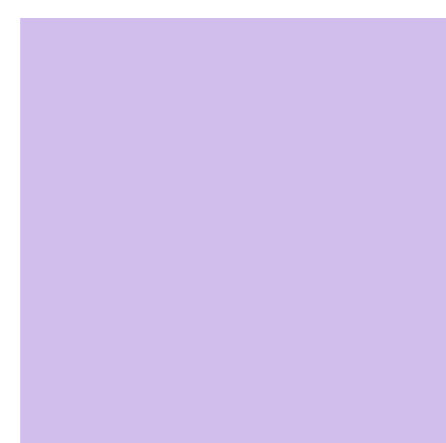
HEX #E5C7A3
RGB 229,199,163

HEX #FFD72E
RGB 255,215,46

HEX #5AA361
RGB 90,163,97

HEX #3EB7AC
RGB 62,183,172

HEX #4195C4
RGB 65,149,196



Tertiary

HEX #BCBCCC
RGB 188,188,204

HEX #D2BEED
RGB 210,190,237

HEX #EF726C
RGB 239,114,108

HEX #FFAA88
RGB 255,170,136

HEX #FFE6D2
RGB 255,230,210

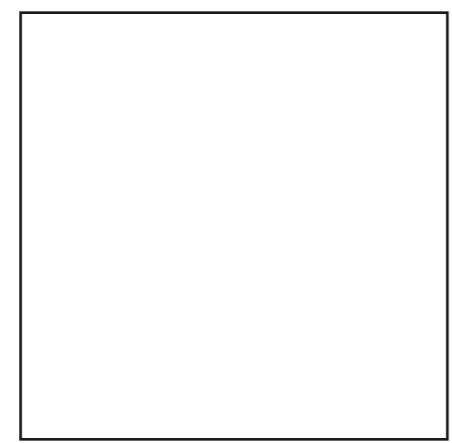
HEX #FFEB97
RGB 255,235,151

HEX #B1D8A3
RGB 177,216,163

HEX #9AE8DA
RGB 154,232,218

HEX #8FD2EA
RGB 143,210,234

Limited Color Palette – “High Key” Colors



Primary

HEX #1B1B1B
RGB 27,27,27
CMYK TBD
Pantone TBD

HEX #FFF
RGB 255,255,255
CMYK 0,0,0,0
Pantone TBD



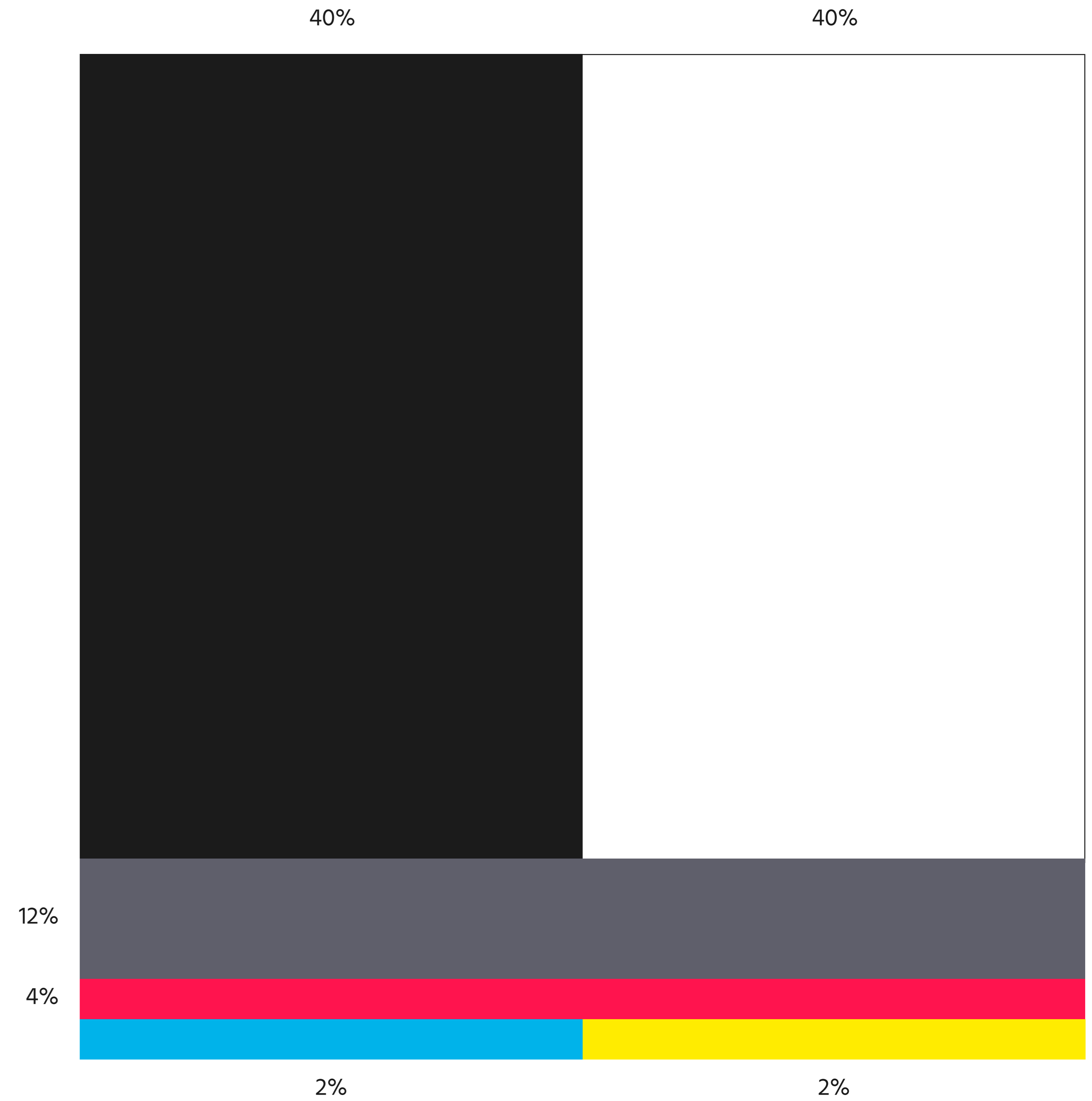
Secondary

HEX #5F5F6B
RGB 95,95,107
CMYK TBD
Pantone TBD

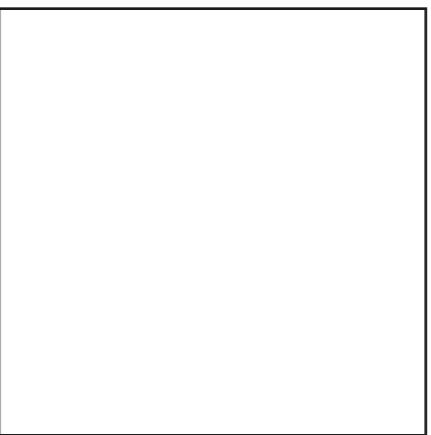
HEX #FF144E
RGB 255,20,78
CMYK TBD
Pantone TBD

HEX #00B3EA
RGB 0,179,234
CMYK TBD
Pantone TBD

HEX #FFEC00
RGB 255,236,0
CMYK TBD
Pantone TBD



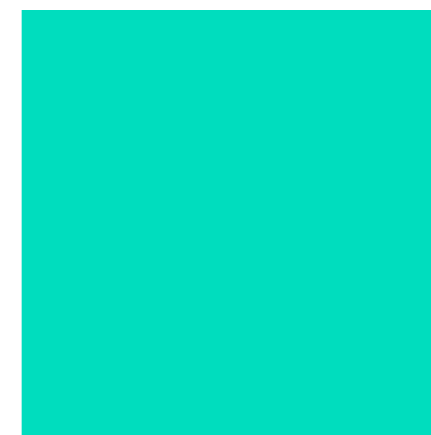
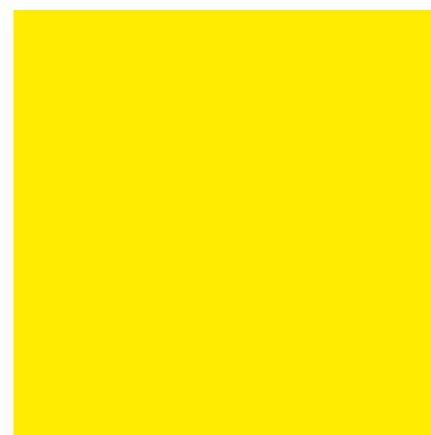
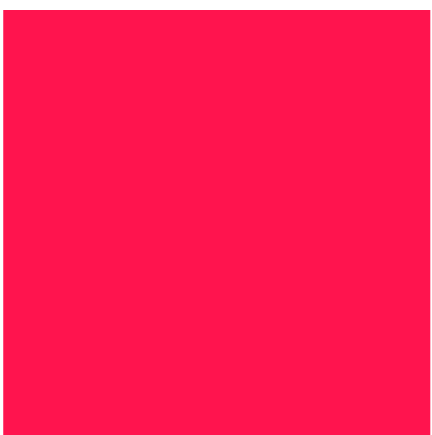
Full Gamut Color Palette – “High Key” Colors



Primary

HEX #1B1B1B
RGB 27,27,27

HEX #FFF
RGB 255,255,255



Secondary

HEX #5F5F6B
RGB 95,95,107

HEX #7A5CD6
RGB 122,92,214

HEX #FF144E
RGB 255,20,78

HEX #FF6510
RGB 255,101,16

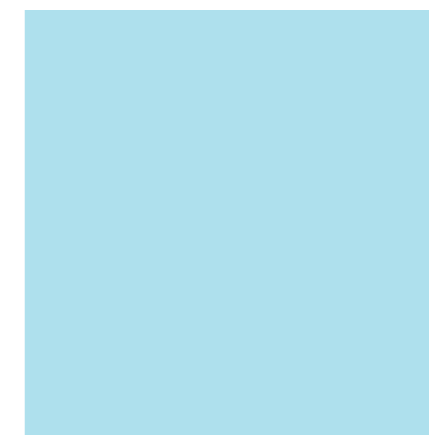
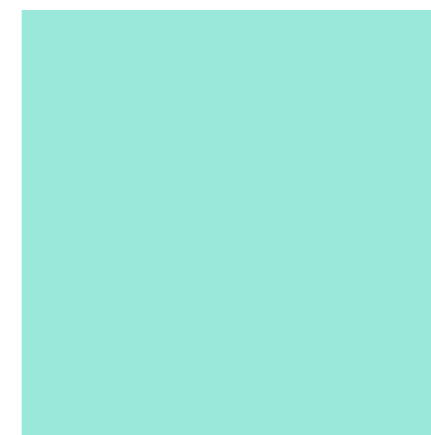
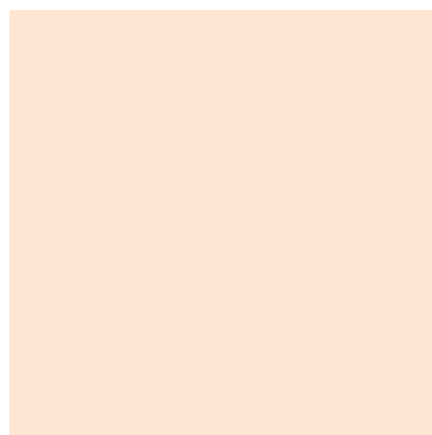
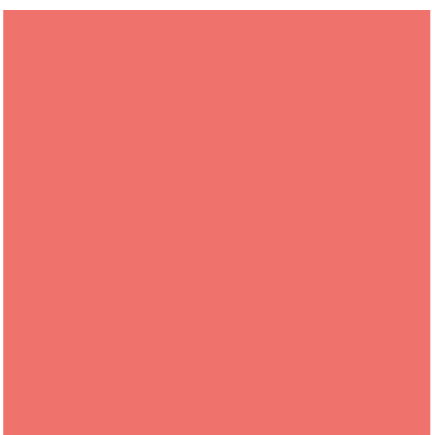
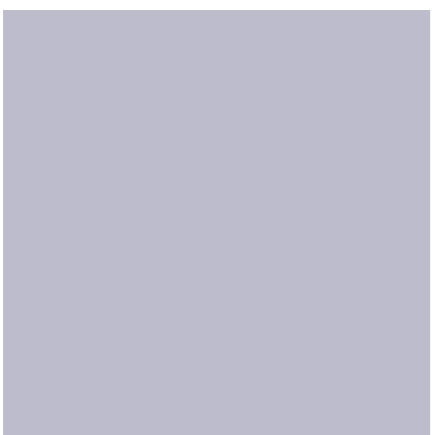
HEX #EA7534
RGB 255,206,153

HEX #FFEC00
RGB 255,236,0

HEX #25A02B
RGB 37,160,43

HEX #00DDBE
RGB 0,221,190

HEX #00B3EA
RGB 0,179,234



Tertiary

HEX #BCBCCC
RGB 188,188,204

HEX #D2BEED
RGB 210,190,237

HEX #EF726C
RGB 239,114,108

HEX #FFAA88
RGB 255,170,136

HEX #FFE6D2
RGB 255,230,210

HEX #FFEB97
RGB 255,235,151

HEX #B1D8A3
RGB 177,216,163

HEX #9AE8DA
RGB 154,232,218

HEX #AEE0ED
RGB 174,224,237

Secret Network Paint Swirl – “Analog” Colors



Secret Network Paint Swirl – “Analog” Colors



Secret Network Paint Swirl – “High Key” Colors



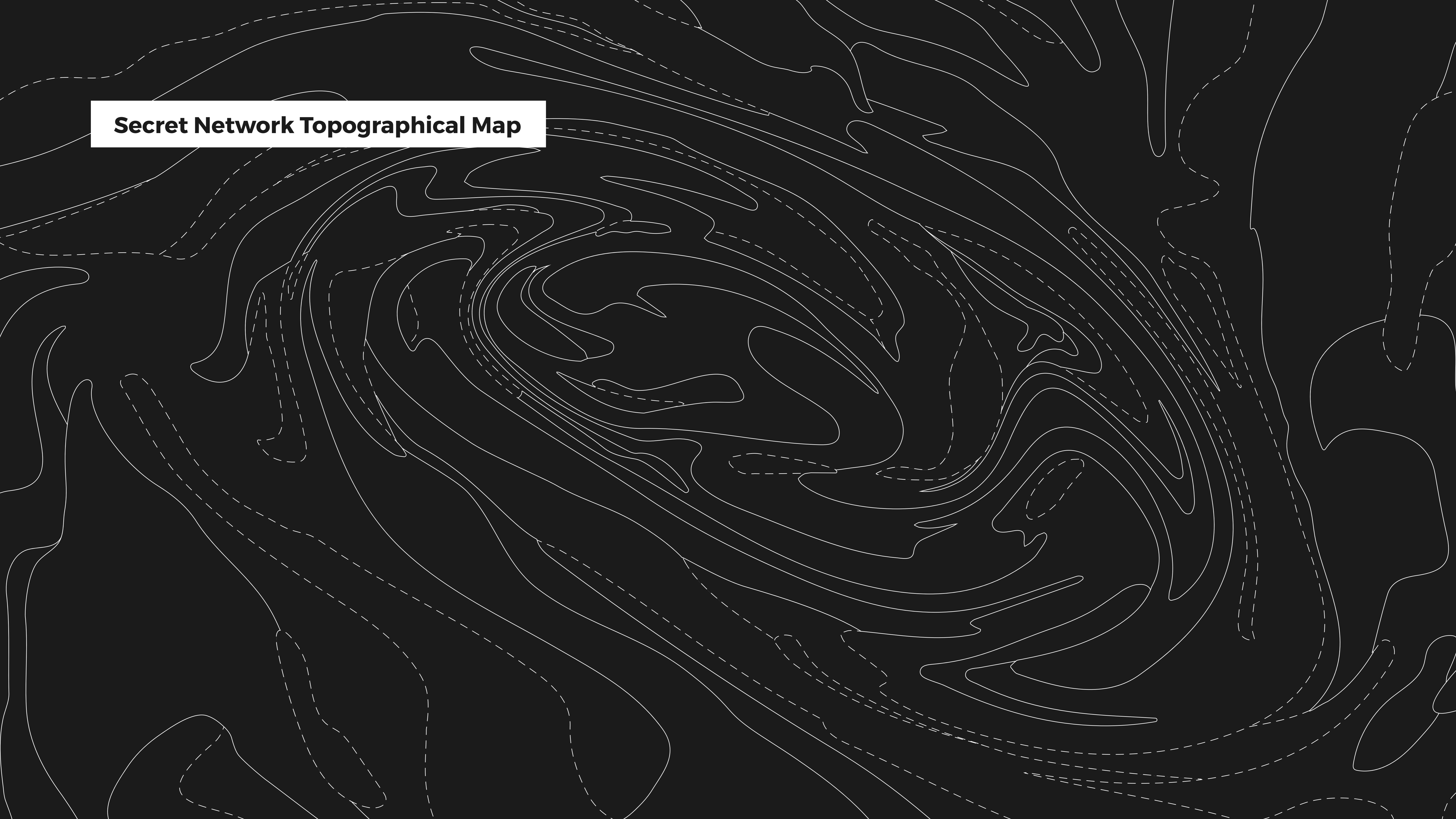
Secret Network Paint Swirl – “High Key” Colors



Secret Network Topographical Map



Secret Network Topographical Map



Monochromatic Paint Swirls Tertiary Palette



The monochromatic version of the Paint Swirl can be used for backgrounds, headers, banners, or other instances where a design element needs to recede and play a supporting role. The tertiary color palette works best for this usage.





... to be continued