



NonFungible

Brand Identity Guidelines
And Applications



MINIMUM SIZES

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in application. Due to the higher resolution available in print vs that of screen based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration.

Digital

To ensure legibility and impact, Nonfungible Logo should never be reproduced smaller than 150px in any digital communication.

Print

To ensure legibility and impact, Nonfungible Logo should never be reproduced smaller than 50mm in any print communication.



NonFungible

Print
50mm



NonFungible

Digital
150px



Print
20mm



Digital
40px

LOGO MISUSE

The Logo and Lock-ups, elements of the official brand of Nonfungible, should be used with the utmost consistency and integrity.

Only the supplied Logo and Lock-up files should be used. The Logo and Lock-ups should never be tweaked, manipulated, used at sizes below minimum allowances, rendered in colors other than brand colors, etc. Please see notes below.

Integrity of the Logo and Lock-ups



Never add a box or a shape to the Logo or Lock-ups.



Do not scale the Logo or Lock-ups below the minimum allowable sizes.



Do not typeset any part of the Logo or Lock-ups.



Never set the Logo or Lock-ups in a “non-identity” color.



Do not stretch or manipulate the Logo or Lock-ups.



Do not outline the Logo or Lock-ups.



Never reinterpret, redrawn or reinvent the Logo or Lock-ups.



Do not place imagery within the typography of the Logo.



Do not adjust placement, spacing, scale, weight of ANY element of the the Logo or Lock-ups. Do not create new Lock-ups.



Never rotate the Logo or Lock-ups.



Do not change the transparency of the logo



Do not use drop shadows or any other effects

THE LOGO

Nonfungible logo represents the company, its values and integrity.

It is essential that the logo is used correctly and consistently in all forms of communication. It should never be redrawn, modified or enclosed in a box or frame. The logo should only be reproduced in the authorised colour palette in its positive or negative form.

The standard logo and all authorised variations of the logo are provided in different file formats.



THE LOGO

→ Space between the Icon & Wordmark

The Space between the Icon and the Wordmark is equal to the counter space in the 'o' of the Wordmark.



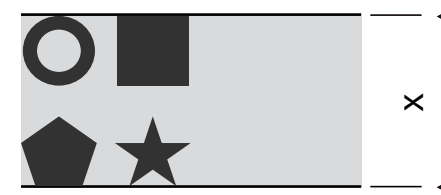
THE LOGO

→ The Icon's Exclusion Zone

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics. The same rules applies for all Lockups.

This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath.

The exclusion zone is equal to the height of the Icon (marked as x in the diagram).



THE ICON

→ The Icon's Exclusion Zone

If you are using the Icon instead of the Logo, the same exclusion rules apply.

The Icon's exclusion zone is equal to half the height of the Icon (marked as x in the diagram).

