



Milkomeda

Brand Guidelines

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01 Logo

Logo

Milkomeda logo is our most valuable asset, it is what distinguishes the brand from others.

The logo shouldn't be altered or modified in any way. There are 2 distinct elements that make up the logo - the symbol and the wordmark. These can be used locked up together when necessary or can be used independently. As seen in these guidelines.

Always use Milkomeda artwork files. Never try to recreate the logo using your own fonts or design tools.

Horizontal lock-up



Symbol



Wordmark

Milkomeda

Logo Colorways

The logo can be used in a selection of colour combinations as shown here.

Always ensure there is enough contrast between the logo and the background to protect the legibility of the brand.

Black and white version preferred

Full white



Black+Orange



Full black



White+Orange



Logo

Additional versions

Additional logo versions for Cardano, Solana, Algorand in 2 versions.

The horizontal version is used on surfaces that are very limited in height.

Additional versions of the logo are used only in black and white colors.

Full white (Cardano)



Horizontal white (Cardano)



Full black (Cardano)



Horizontal black (Cardano)



Full white (Solana)



Horizontal white (Solana)



Full black (Solana)



Horizontal black (Solana)



Logo

Additional versions

Additional logo versions for Cardano, Solana, Algorand in 2 versions.

The horizontal version is used on surfaces that are very limited in height.

Full white (Algorand)



Horizontal white (Algorand)



Full black (Algorand)



Horizontal black (Algorand)



Logo

Additional versions

Additional logo versions for Milkomeda Foundation, Milkomeda Bridge Explorer, Milkomeda Bridge Explorer C1, Milkomeda Bridge Explorer A1, Milkomeda Algorand Bridge, Milkomeda Accelerator

The horizontal version is used on surfaces that are very limited in height.

Full white



Horizontal white



Full black



Horizontal black



Full white (gradient)



Horizontal white (gradient)



Full white gradient



Horizontal black gradient



Logo

Additional versions

Additional logo versions for Milkomeda Foundation, Milkomeda Bridge Explorer, Milkomeda Bridge Explorer C1, Milkomeda Bridge Explorer A1, Milkomeda Algorand Bridge, Milkomeda Accelerator

The horizontal version is used on surfaces that are very limited in height.



Milkomeda Bridge Explorer White



Milkomeda Bridge Explorer Black



Milkomeda Bridge Explorer C1 White



Milkomeda Bridge Explorer C1 Black



Milkomeda Bridge Explorer A1 White



Milkomeda Bridge Explorer A1 Black



Milkomeda Algorand Bridge White



Milkomeda Algorand Bridge Black



Logo

Additional versions

Additional logo versions for Milkomeda Foundation, Milkomeda Bridge Explorer, Milkomeda Bridge Explorer C1, Milkomeda Bridge Explorer A1, Milkomeda Algorand Bridge, Milkomeda Accelerator

The horizontal version is used on surfaces that are very limited in height.

Full white



Horizontal white



Full black



Horizontal black



Full white (gradient)



Horizontal white (gradient)



Full white gradient



Horizontal black gradient



02 Colour

Colour Palette

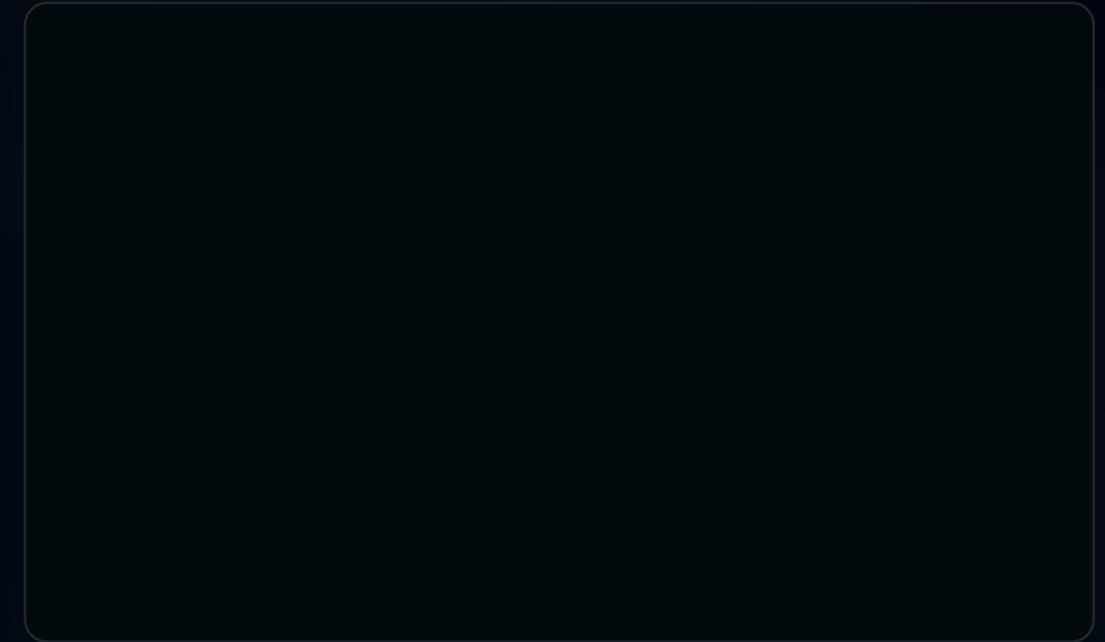
Consistent use of the Primary brand colours will help build a distinctive brand identity, that play a vital part in building recognition apart from other brands.

Tints of the Primaty colours may be used to extend the palette for on the website, mobile app, infographics, charts.

White #FFFFFF



Black #030909



Gradient #FFA23D-#A2BBFF



Orange #FF9828



03 Typography

Typefaces

Manrope

For text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=:;< >

SemiBold

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

Regular

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

Light

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



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