

CHARLi3

BRAND GUIDELINES
2023



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FOREWORD

As a company on a mission to transport real world data on-chain accurately and transparently, Charli3 want to create a more efficient, vibrant & intelligent future for all smart contract users.

Our brand identity is a mirror of this mission; across it's typography, brand palette, imagery & content, we combine vibrancy with clear, reliant efficiency.

This brand guidelines document is a concise manual on the implementation of our brand identity. By following the guidelines set out in the following pages, you will be able to create consistent, exciting content that aligns with Charli3's brand identity and mission.



02

THE LOGO



THE ICON

Meet Charli3!

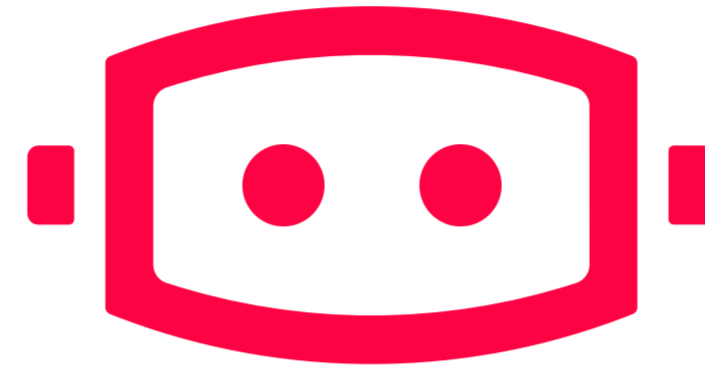
Our icon is a simple & emotive representation of ourselves; technical and data driven, combined with empathy & humanity.





LOCKUPS AND USES

Our icon & wordmark can be presented in a variety of ways, dependant upon use case.



ICON



CHARLi3

VERTICAL LOGO



HORIZONTAL
LOGO

CHARLi3

WORDMARK



LIGHT WITH COLOR



LIGHT

COLOR STYLES

We have a number of colourways to integrate the logo; monochromatic versions, as well as coloured options, for both light and dark backgrounds.



DARK WITH COLOR

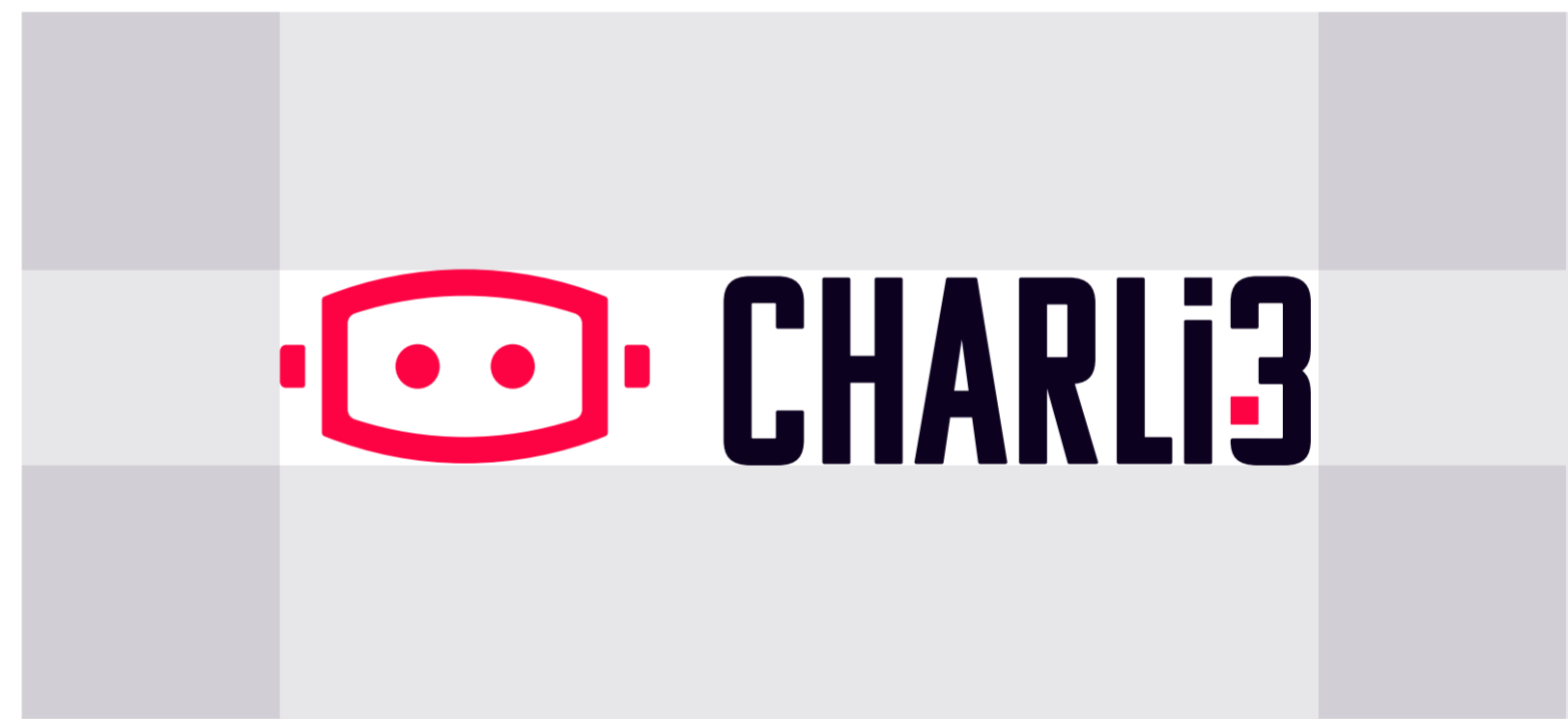


DARK



SPACING

When placing the logo, make sure to use the safe area. The safe area is set at 25% the width of the logo. For example, a logo with a width of 1000 pixels would have a safe space of 250 pixels around it.





03

TYPOGRAPHY



ESSENTIAL TYPOGRAPHY

Bai Jamjuree is Charli3's primary font for web, print, promo materials, and social media events.

When people see this font they should think Charli3. We've provided a variety of implementations, which should provide you with flexibility when creating brand assets of various types.

HEADINGS

HEADINGS
ALTERNATE
COLOURS

SUBHEADINGS

LOREM IPSUM DOLOR

BODY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum

FEATURE TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



04

BRAND COLORS



BRAND COLOURS

Charli3 has four primary colours that contribute to the brand identity, with 2 additional shades of the brand's Torch Red.

The size of the color swatch on the right indicates the degree of usage. Jaguar, Pure White, and Torch Red can be used for larger colour fills, leaving Bright Cyan to be used for colour accents or to highlights.

When required, we have integrated 2 additional red tones to add variety; arm Pink and Sundown. These are to be utilised sparingly, for example as background/text colours to accompany the primary Torch Red.

#0D0120 JAGUAR	#FE0343 TORCH RED	#232323 PURE WHITE	
		#00FFFF BRIGHT CYAN	
		#FF5C71 WARM PINK	#FDB7B6 SUNDOWN



05

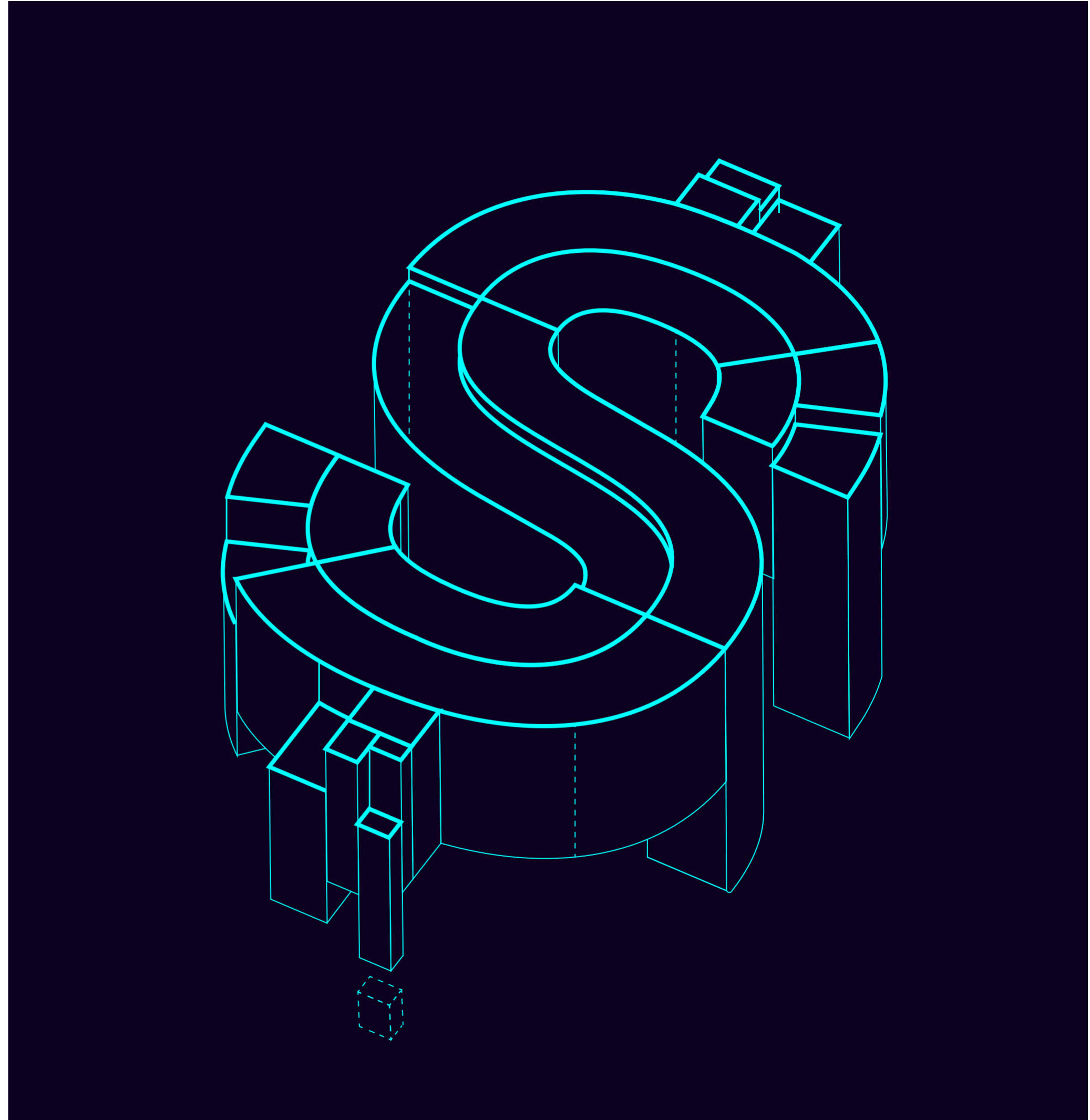
ILLUSTRATED ELEMENTS



ILLUSTRATION STYLE

One of the primary methods of visual communication through the brand is through use of 3D line illustrations.

These illustrations are always shown in outline, utilising minimal, predominantly flat top surfaces, extruded to provide a sense of richness and depth.





UI ELEMENTS

In a digital/interactive context, we mirror our extruded illustrative style.

Calls to Action & interactive elements are portrayed with an extruded, illustrated button.

A 3D-style button with a white outline and a white shadow on the bottom and right sides, giving it an extruded appearance. The text "CALL TO ACTION" is centered in white.

CALL TO ACTION

A 3D-style button with a white outline and a white shadow on the bottom and right sides, giving it an extruded appearance. The text "CALL TO ACTION" is centered in red.

CALL TO ACTION



06

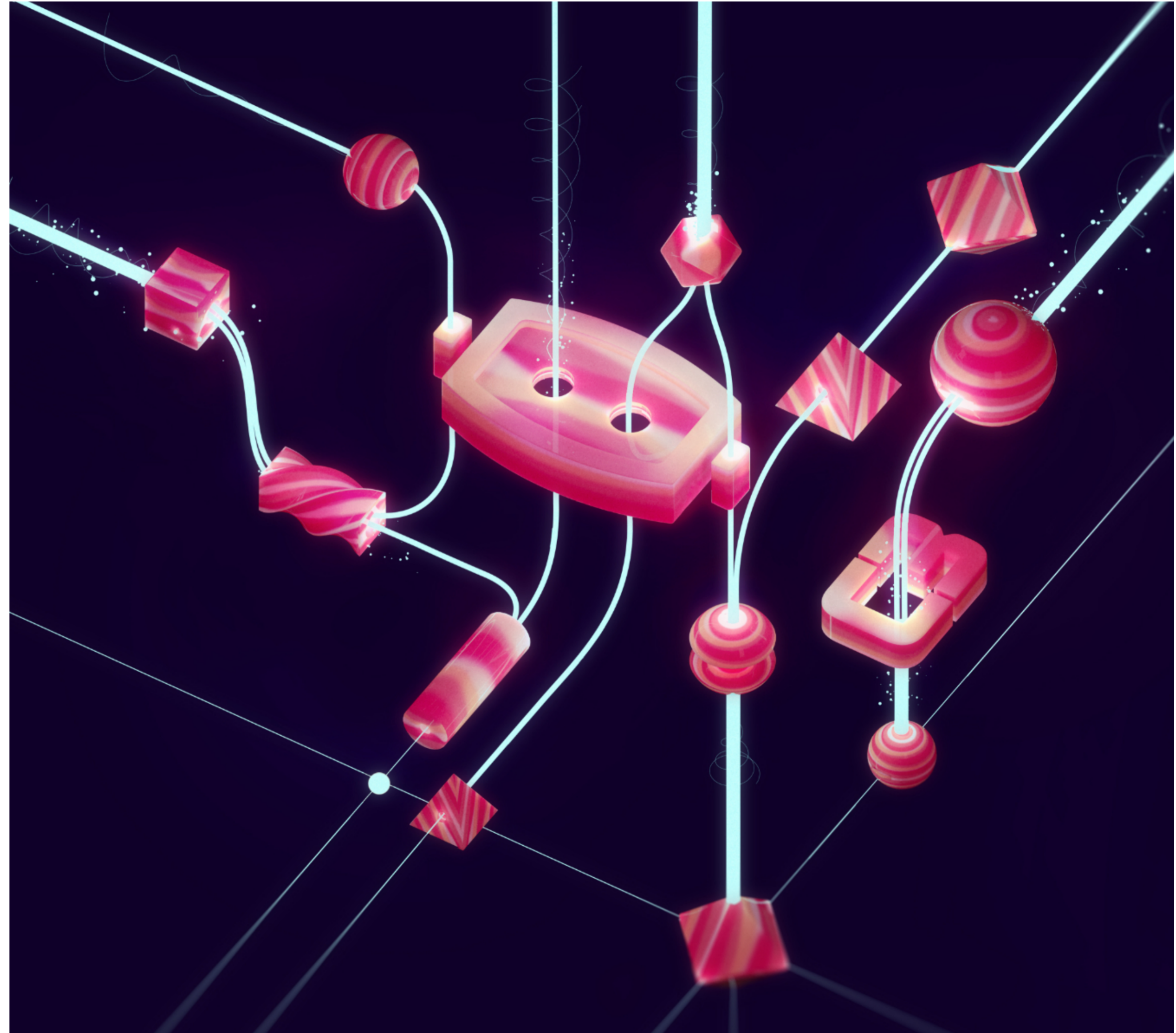
CGI RENDERS



CGI ELEMENTS

The visual world of Charli3 is depicted primarily through CGI visualisation.

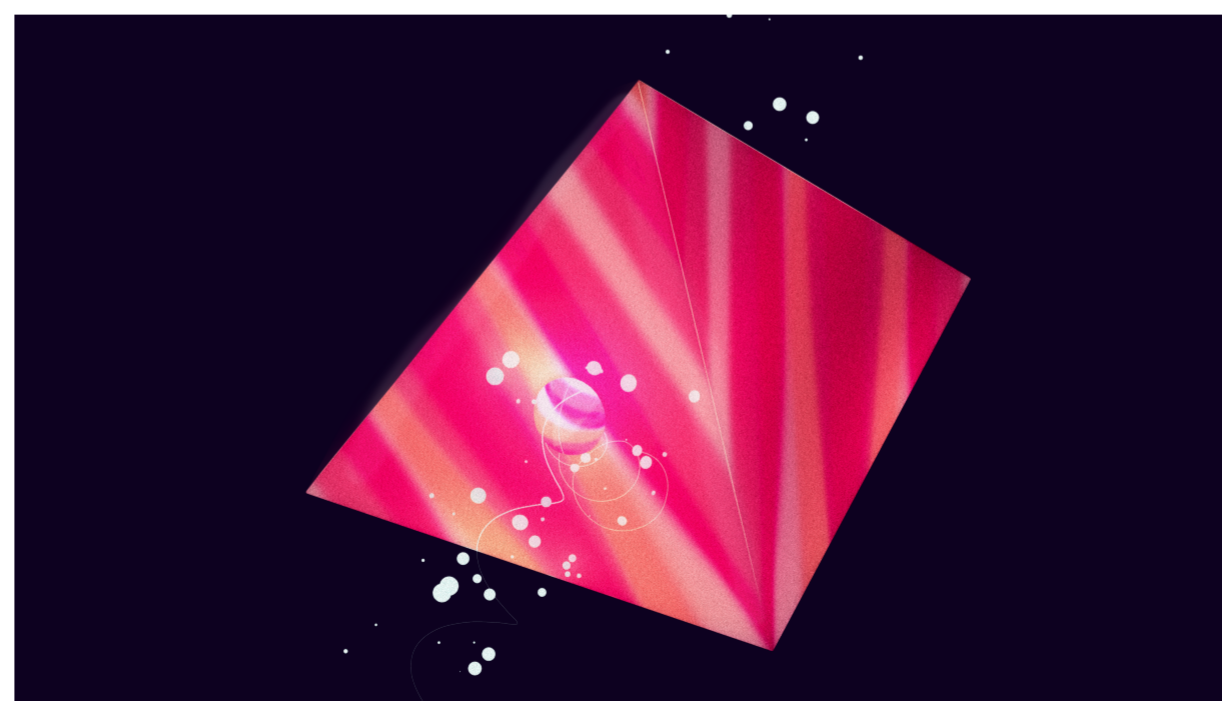
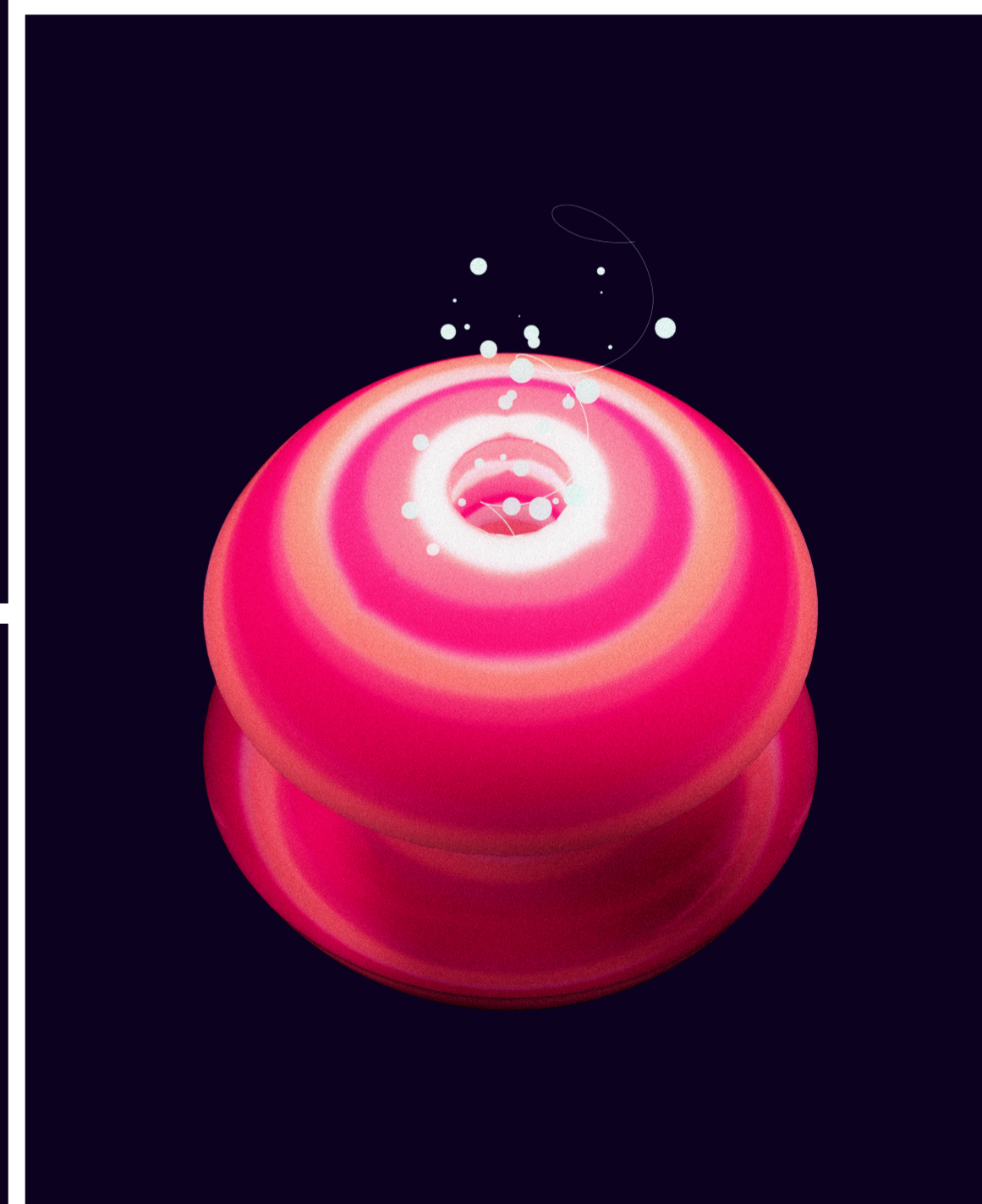
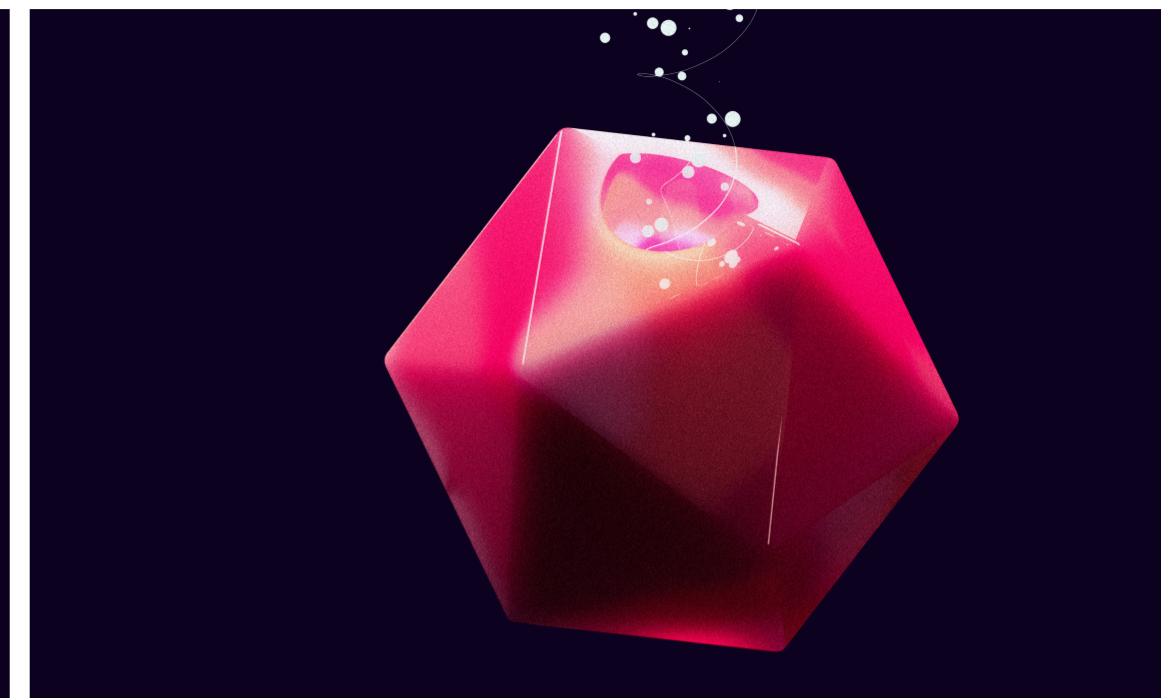
Mirroring our illustrated elements, these renders are brought to life in a dark environment, with the cyan threads providing the links enabled by Charli3's services, and the red and coral shapes representing the repositories of information processing the data.





CLOSEUPS

Additional individual elements can be used to allude to key points or actions, as well as providing additional interest & supporting content from a visual perspective.





07

07
TONE OF VOICE



BRAND PERSONALITY

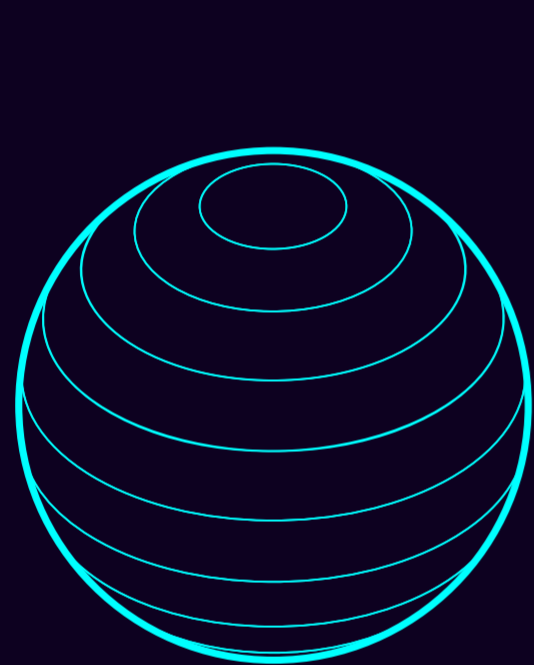
Charli3 is all about providing accurate information, so it makes sense that our personality is sagely in nature; wise, transparent, honest and willing to provide meaningful information to make a meaningful difference.

However, this Zen-like wisdom is coupled with an optimism & excitement for the future we are powering. Our personality should encourage exploration & freedom, with a positive sense of enthusiasm for new ideas and solutions.

We should be more 'human' than the main competition, and more interested in the solutions people are providing.



BRAND VALUES



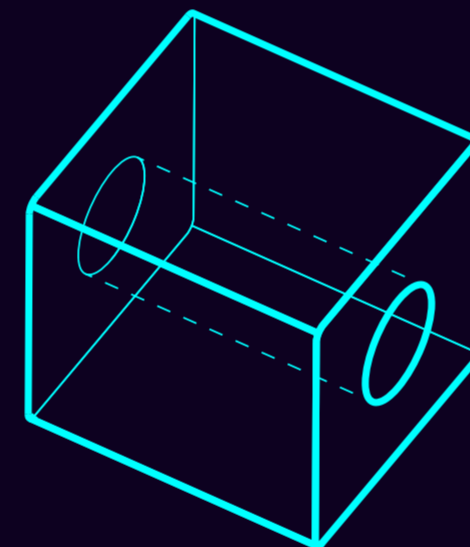
WISDOM

Full of information and willing to give it, we are the guru that helps people on their journey.



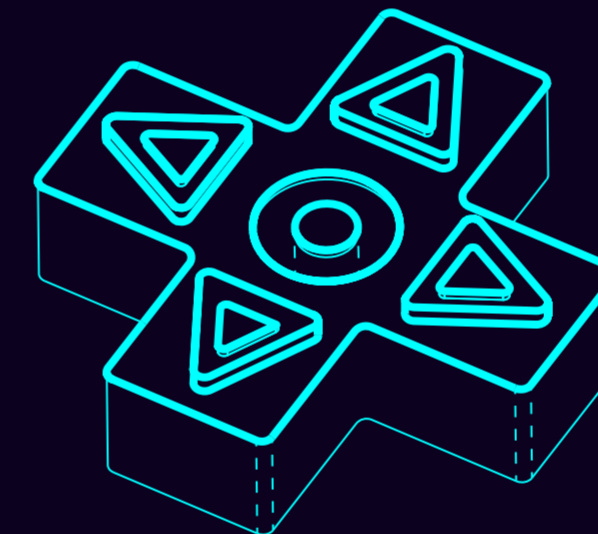
OPENNESS

Transparent in our processes and open to different ways of working, we are open to new projects and new partners.



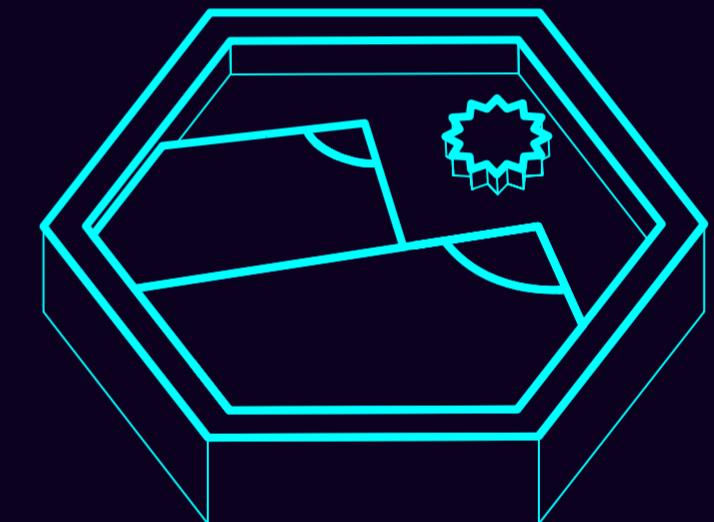
HONESTY

Access to information promotes honesty, and we are honest in our mission to do just that.



EXPLORATION

New ideas lead to new solutions, which leads to a better future. We are excited by new possibilities, and champion fresh concepts.



FREEDOM

We want people to be free to provide the best solutions, and will work with them to find that freedom.



TONE OF VOICE

To match our Brand's personality, our tone of voice needs to strike the same combination of wisdom coupled with amicability.

We want to be knowledgeable, informative & smart, mirroring the efficiency, speed and reliability of our product.

However, to maintain our human-centric approach, we couple this intelligence with humanity; to be conversational, friendly, positive and trustworthy.

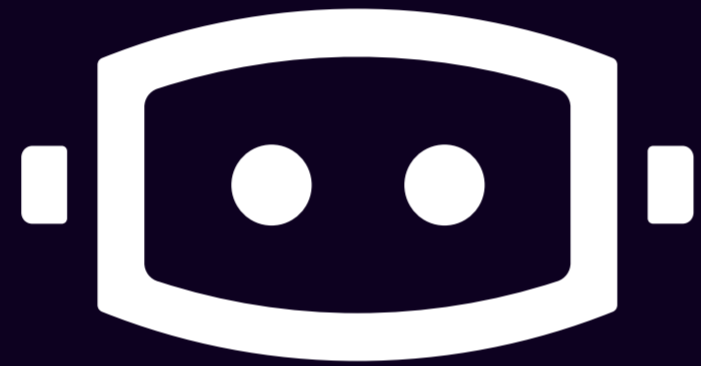
We also want to be calm, and to have a sense of fun without being overly funny, silly, or trivial.



BRAND ASSETS

You can find all brand assets including logos, colour swatches & fonts by following the link below:

<https://charli3.io/press-kit>



THANK YOU