



ANOMA WIP^{3.0} GUIDELINES

anoma

SPRING 2023

01

MASTER BRAND



LOGO + WORDMARK

Our logo is a simplified expression of how Anoma operates. A series of entities (Fractals) coming together to create one unified form.

Logo

Our logo can be arranged in a number of ways to best to communicate clearly

Wordmark

The Anoma wordmark echoes the concentric shapes of the logo and can be used as a standalone mark.

Logos can be downloaded [here](#)

Standalone logo



Standalone Wordmark

anoma

Left aligned logo



Centred logo



Use the logo for social profiles only



COLOURS

The Anoma logo greys and reds form the core of the colour pallet.

These are supported by zingy tones for pops of energy and dynamism.



LOGO ON COLOURS

We have a dark and light mode version of the colour logo.

Feel free to use the monochrome options if it fits the aesthetic of your media

To avoid colour clash when the logo is on bright colours please use the full white or black out version.



Typography

Title Font

ROBOTO MONO

Mono spaced font adapted for screen readability and writing source code.
Adds personality and a developer working feel to the brand

Body Font

Roboto Bold is cool and super legible

Specifically designed for long format screen readability, while feeling fresh and contemporary. Please use regular size and above to maintain legibility in communications

Both fonts are open-source and can be downloaded here:

[Roboto Mono >](#)

[Roboto Standard >](#)

ROBOTO MONO
ROBOTO MONO
ROBOTO MONO

Feel free to play around with font sizes to best suite your communication

Graphic Devices

Graphic devices add own-ability and uniqueness to our brand along with helping define and express it's mechanisms and ethos.

Fractal Graphics

Anoma is a series of fractal instances and views the world in this way. The current brand refresh focuses on a single fractal as a core unified element of Anoma

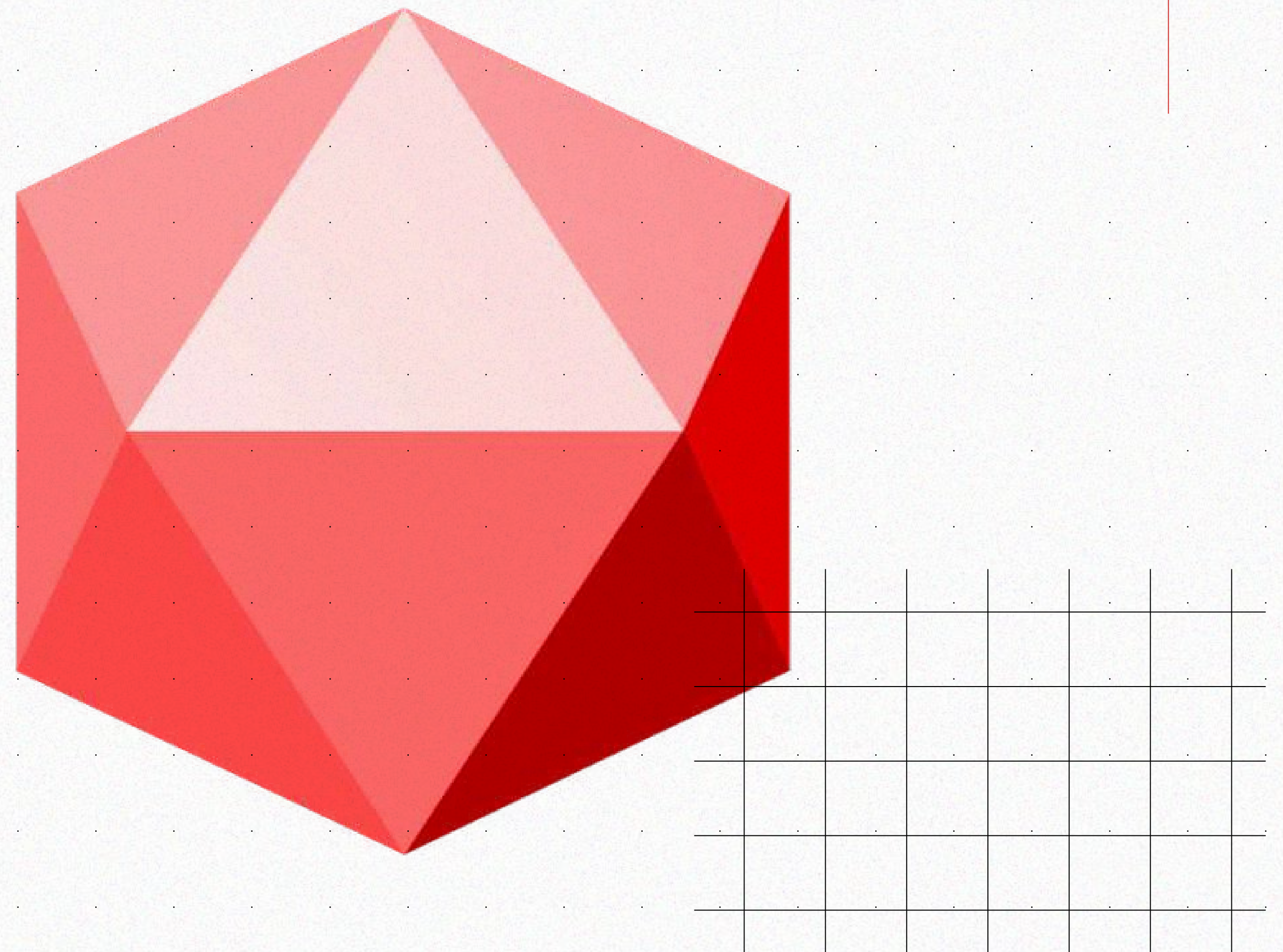
Developer lines

We use a series of developer or network lines to represent the constant development and building of the Anoma Tech

Dot Matrix

The dot matrix is used to add structure in open spaces. It can also be used as a simple visual link to tie Anoma's fractal entities together (See Namada Dot Matrix)

Further development of our graphic language to follow as the ecosystem develops

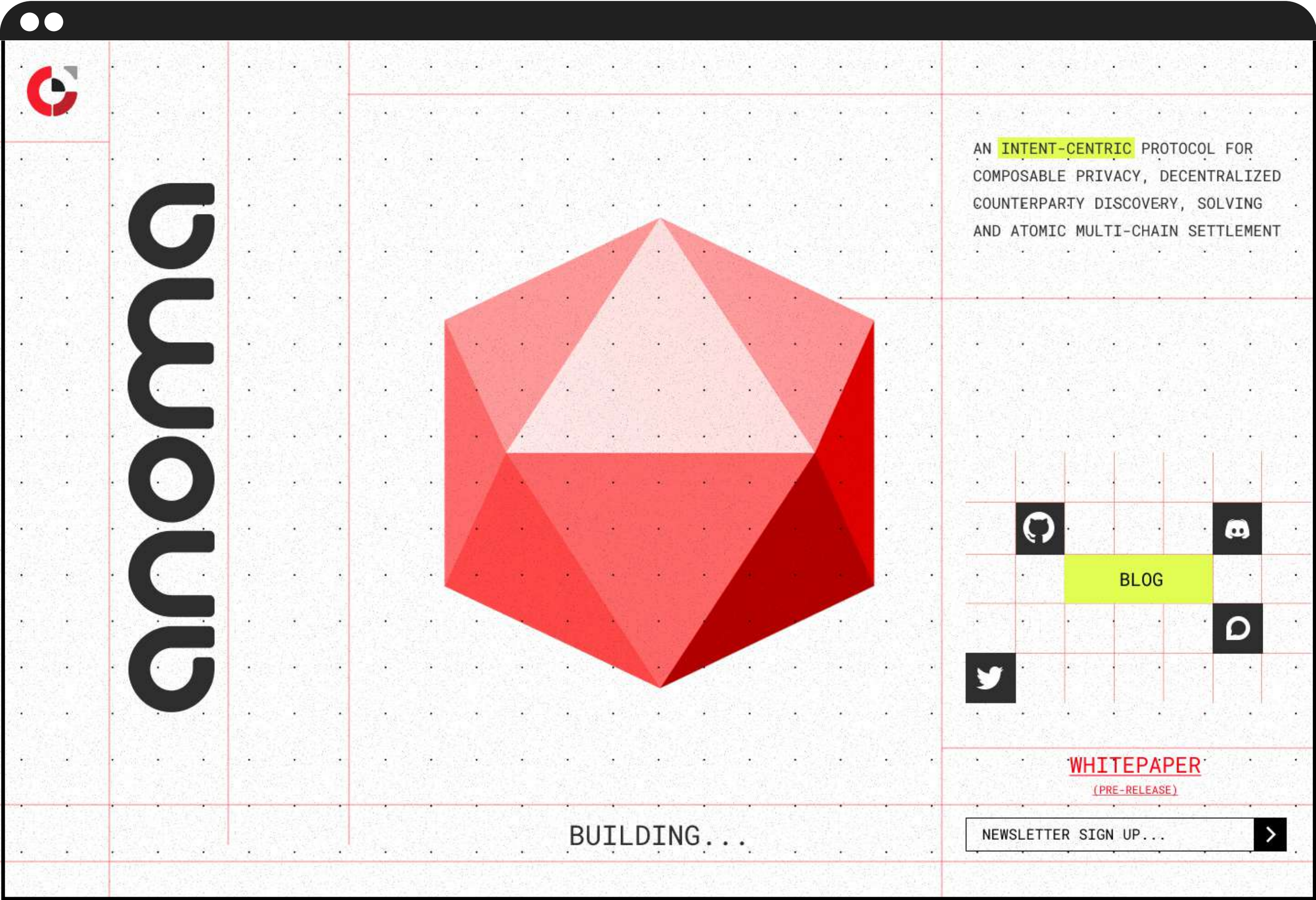


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EXAMPLES



TEASER PAGE



EVENT BANNER





ANOMA.NET



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FOR ENQUIRES ABOUT ANOMAS BRAND ASSETS
PLEASE CONTACT CHRIS@HELIAX.DEV

DOWNLOAD INTERIM ASSETS HERE