

VALENCE

Brand Guidelines
By Encrypt-S
July 2018



WHAT IS VALENCE?

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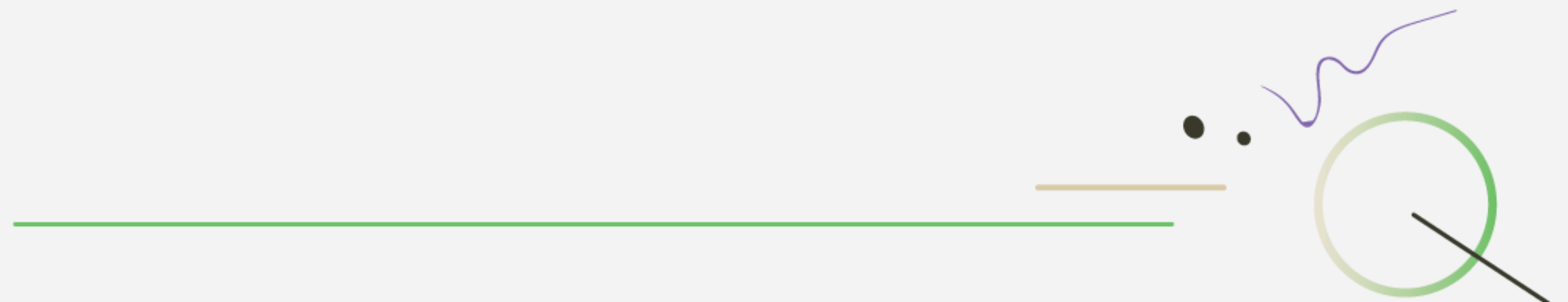
Valence is a modular micro-services platform that will make building business blockchain applications quicker and easier.

TONE OF VOICE

Valence communicates factually and to the point. We respect the intelligence and autonomy of others.

We aren't afraid of using technical language, but we always try to communicate simply and clearly – without jargon.

We tell it like it is. We don't make wild claims and never indulge in hype or puffery.

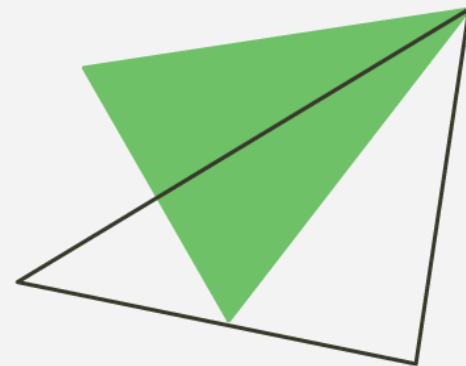


.. LOGOS

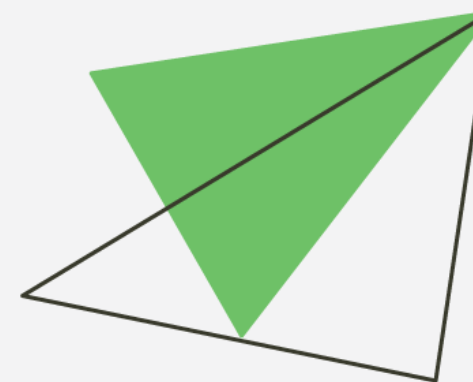
The Valence logo is one of our key brand assets. The core logo shown below, with the alternative logo with text' variations to use when space allows.

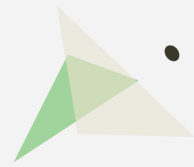
DOWNLOAD LOGO PACK

<http://bit.ly/valence-logo-07-2018>



VALENCE

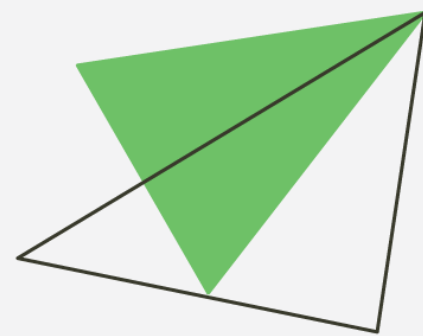




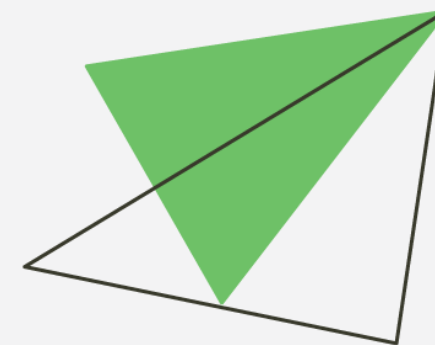
LOGO SPACING



Sizing, background, and spacing are important when using the Valence logo. It should have clean, clear spacing around it to look its best.



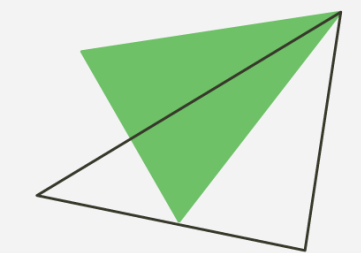
VALENCE





LOGO PLACEMENT

When using the Valence Logos it's important that they are placed on appropriate backgrounds for maximum effect. We have specified a background colour in the colours page of this document. Otherwise using a clean background in either a white or light gradient is best. Avoid using busy imagery or multicolored backgrounds as the logo can easily get lost.



VALENCE



VALENCE



COLOUR PALETTE ..



Green



Purple



Charcoal



Fawn



Grey

COLOUR PROPORTIONS

20%

RGB: 111, 192, 103
CMKY: 59, 0, 80, 0 1
HEX: #6FC067

05%

RGB: 130, 102, 172
CMKY: 55, 68, 0, 0 1
HEX: #8266AC

15%

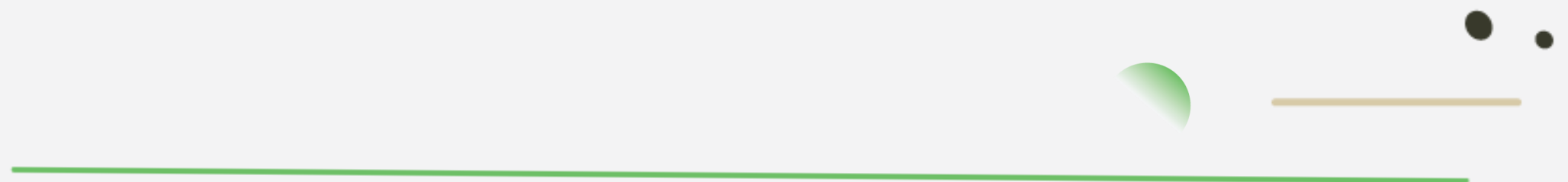
RGB: 56, 57, 43
CMKY: 65, 57, 74, 58
HEX: #38392B

10%

RGB: 215, 202, 168
CMKY: 16, 16, 36, 0 1
HEX: #7d5ab5

30%

RGB: 243, 243, 244
CMKY: 3, 2, 2, 0 2
HEX: #F3F3F4





THE TYPEFACES

JULIUS SANS ONE

VALENCE HEADING

Crimson Text Regular CAPS

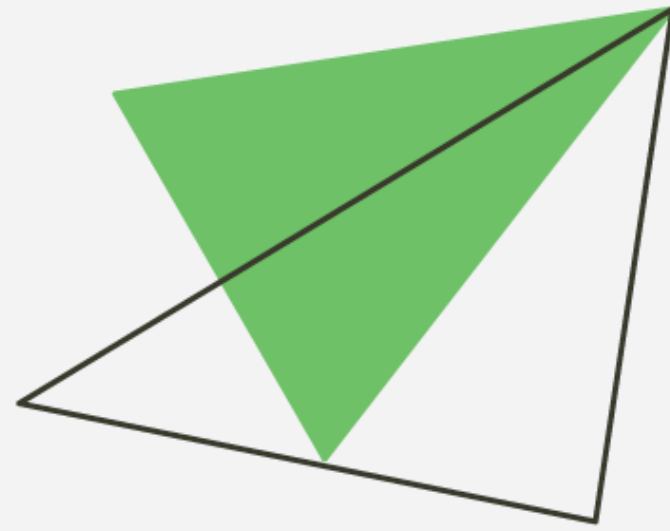
VALENCE SUBHEADING

Crimson Text Regular

Valence body text

Crimson Text Regular Italic

Quote



www.valenceplatform.org

THANK YOU