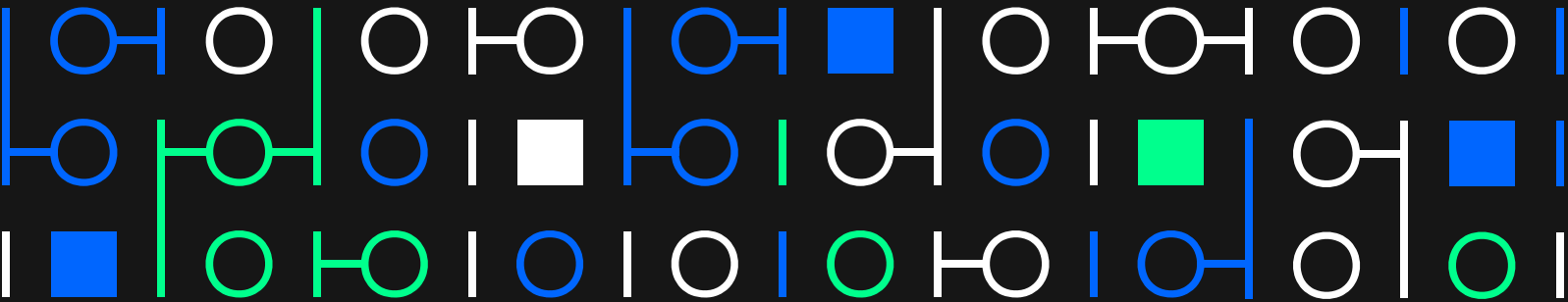


**SmartCon**  
**2022**  
BY CHAINLINK

# Brand Styleguide

LAST UPDATED: APRIL 18, 2023



## Table of contents

<b>Logo</b>	<b>2</b>	<b>Applications</b>	<b>11</b>
Isotype	2	Banners	11
Guidelines	3	Presentations	13
<b>Branding and messaging</b>	<b>4</b>	Social avatars	14
<b>Colors</b>	<b>5</b>	T-Shirts   General	15
About colors	5	T-Shirts   Limited editions	16
SmartCon 2022 colors	5	Flag banner	17
Color usage	5	A-Stand	17
<b>Typography</b>	<b>6</b>	Rollup banner	17
Typeface	6	Wristband	18
Typography scale	6	Badges	18
<b>Visual elements</b>	<b>7</b>	Signage	19
Pattern	7	A-Stand   Signage	19
Illustration style	8	Paper cups	20
<b>Motion graphics</b>	<b>9</b>	Sports bottle	20
Guidelines	9	Brochure	21
<b>Photography</b>	<b>10</b>	Pin	21
Guidelines	10	Notepad	21
		Tote Bag	22
		Digital billboard	22
		Postcards	23
		Stickers	24
		Zoom backgrounds	25

# Logo

SmartCon is a physical and digital conference, and its logo must adapt to a wide range of applications, channels, and environments.

The logo combines diverse elements from its brand, such as typography and visual elements, to create an emblem that represents the nature of the conference and of the brand.

A “By Chainlink” tag is placed under the main wordmark, which allows to drive stronger brand association and connection with Chainlink across all of our assets including promotions, content, messaging, and website.

## PRIMARY LAYOUT



## Isotype

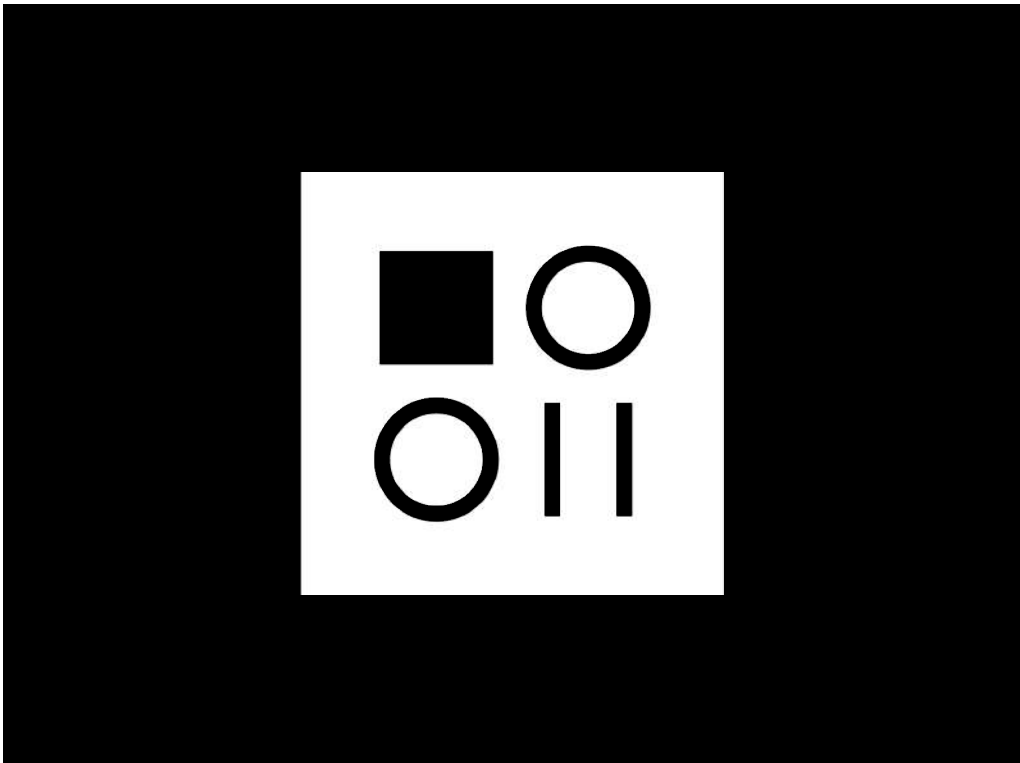
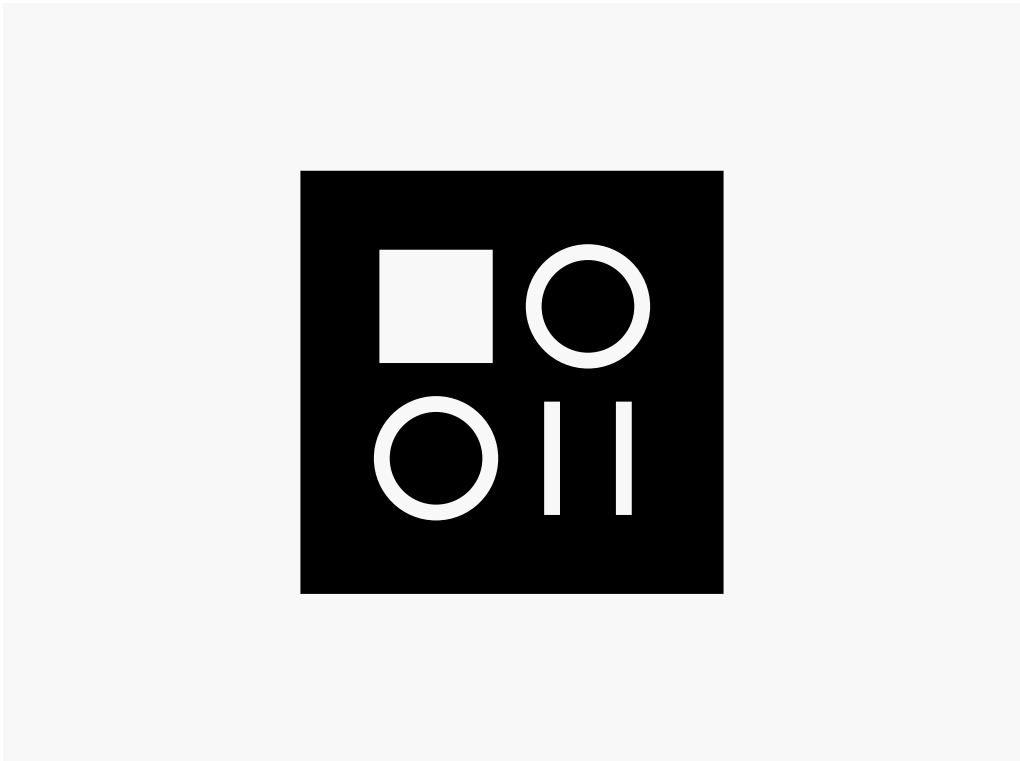
The SmartCon isotype leverages the main visual element of the brand: zeros, or outputs, and ones, or inputs, and squares. The symbols are distributed symmetrically inside the container, with circles at opposite angles.

The symbols living inside a square container, which refers to the rigid visual structure of a block (i.e., blockchain) or document (i.e., smart contract), aim to represent inputs, outputs, and data inside a block or smart contract.

Additionally, the circles’ placement in relation to the other symbols aims to refer to the human aspect of the conference: circles (i.e., heads) and other symbols (i.e., bodies) form abstract human figures in all orientations.

The isotype should never be used in isolation, except as a favicon for the web application.

## ISOTYPE



DOWNLOAD LOGO ASSETS

# Logo

## Guidelines

Consistently displaying SmartCon branding is crucial for a successful branding experience. When utilizing the SmartCon logo, please restrict its usage and styling to the rules established in this style guide, and avoid any intervention.

**Do not tamper with the logo. Always use the supplied assets, do not try to recreate or intervene the logo in any way.**



Do not scale individual elements of the logo.



Do not stretch or compress the logo.



Always make sure that the logo is readable.



Do not add any effect, like shadows or bevels.



Do not add gradients or textures to the logo.



Do not add gradients or textures to the logo.



Do not change the color of the logo in any way.








Do not rotate the logo.



Always use the logo as instructed in this guide.




# Branding and messaging

FOR TWEETS

-  *#SmartCon by #Chainlink...*
-  *#SmartCon 2022 by #Chainlink...*
-  *This Web3 event of the year from #Chainlink...*
-  *This premier #blockchain industry event hosted by #Chainlink...*
-  *SmartCon powered by Chainlink...*


Do not use “powered by” for SmartCon.  
“Powered by” is only for products.

IN A SENTENCE

-  *Register for SmartCon, a two-day conference by Chainlink where you’ll learn about the latest Web3 development.*
-  *SmartCon is the marquee blockchain event of the year held annually by Chainlink.*
-  *The SmartCon experience is powered by Chainlink.*

Do not use “powered by” for SmartCon.  
“Powered by” is only for products.

FOR STAND-ALONE LOCKUPS ON WEB PAGES AND DESIGN ASSETS

-  *Chainlink*
-  *SmartCon by Chainlink*
-  *Hosted by Chainlink*
-  *Brought to you by Chainlink*

# Colors




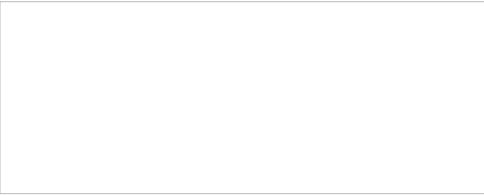
## About colors

SmartCon’s brand has a color strategy that leverages evolving color palettes as a storytelling resource. Although the key color (blue) must always remain part of the palette, for each edition, the accent and neutral colors are strategically tweaked to create a unique, memorable, and yet consistent experience.

Additionally, to ensure the accessibility and readability of the brand materials, this document offers guidance on how to use and combine colors through a restricted set of text and pattern combinations with their background.




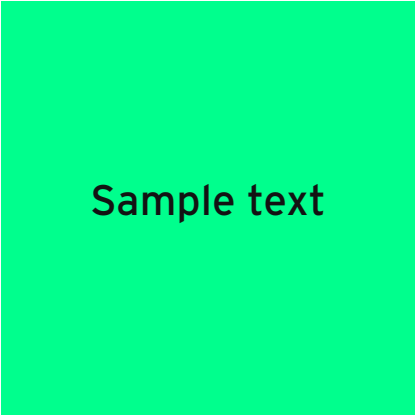


## SmartCon 2022 colors

### COLOR PALETTE

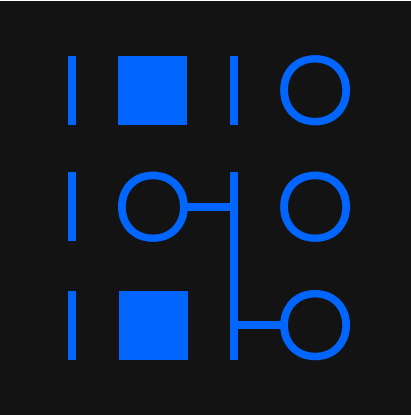
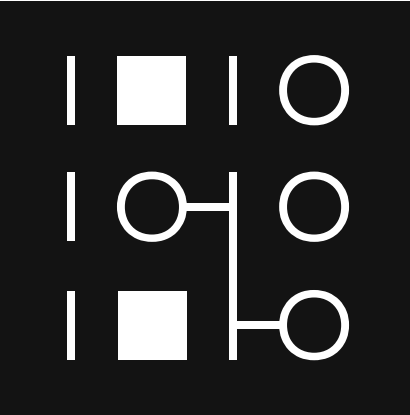
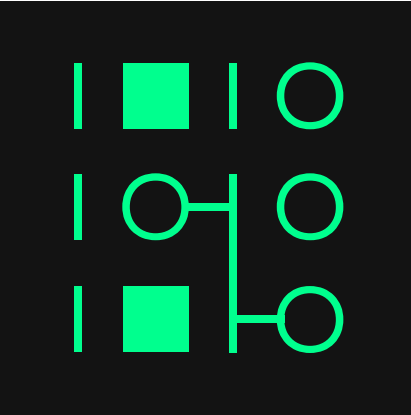
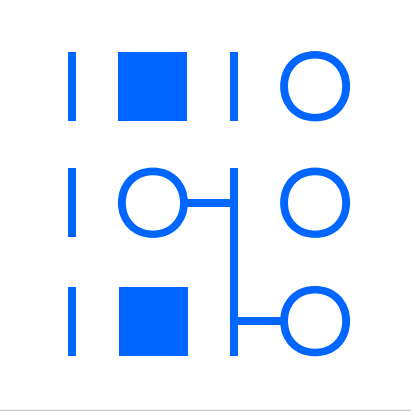
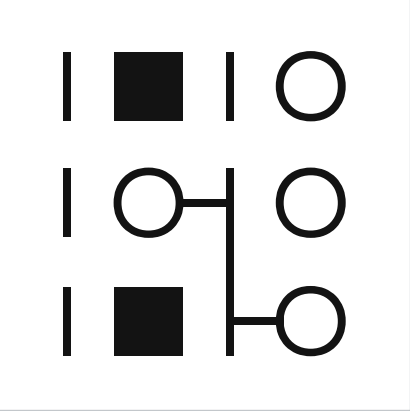
	#3366FF R: 51 G: 102 B: 255
	#00FF93 R: 0 G: 255 B: 147
	#1C1C1C R: 25 G: 25 B: 25
	#FFFFFF R: 255 G: 255 B: 255

## Color usage

### TEXT APPLICATION

### PATTERN APPLICATION

# Typography

## Typeface

The primary typeface of the SmartContract brand is Interstate.

Interstate is a digital typeface designed by Tobias Frere-Jones, based on Style Type E of the FHWA series of fonts, a signage alphabet drawn for the United States Federal Highway Administration. While optimal for signage, Interstate has been optimized for text settings in print and digital.

## Typography scale

The defined scale is 1.250 (Major Third) for headings, with the smaller heading (H6) as the base. Major Third is a medium scale, which establishes a clear hierarchy and helps to organize sections with subheadings. A medium scale is versatile and works well for many desktop sites, including blogs and marketing sites.

The body text is locked at 16px.

For more information about SmartCon 2022 open font, [please visit the Presentation application slide.](#)

H1	Interstate Black 72px	A Typography Scale
H2	Interstate Bold 58px	A Typography Scale
H3	Interstate Regular 46px	A typography scale
H4	Interstate Regular 37px	A typography scale
H5	Interstate Regular 29px	A typography scale
H6	Interstate Regular 23px	A typography scale
H7	Interstate Regular 14px	A TYPOGRAPHY SCALE
BODY	Interstate Regular 16px	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus consectetur posuere lacus nec porta. Etiam pretium luctus sem, at bibendum diam aliquet nec. In vestibulum egestas arcu. Duis cursus tellus ac ligula varius eleifend. Quisque quis lorem est.

BODY SMALL	Interstate Regular 14px	Quisque quis lorem est. Donec convallis nisi diam, vitae congue nisi rutrum sit amet. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Duis vehicula velit ut ipsum blandit, vel venenatis justo iaculis. Mauris pellentesque lorem at tortor sollicitudin, non malesuada lacus sodales.
------------	----------------------------	--



# Visual elements

## Pattern

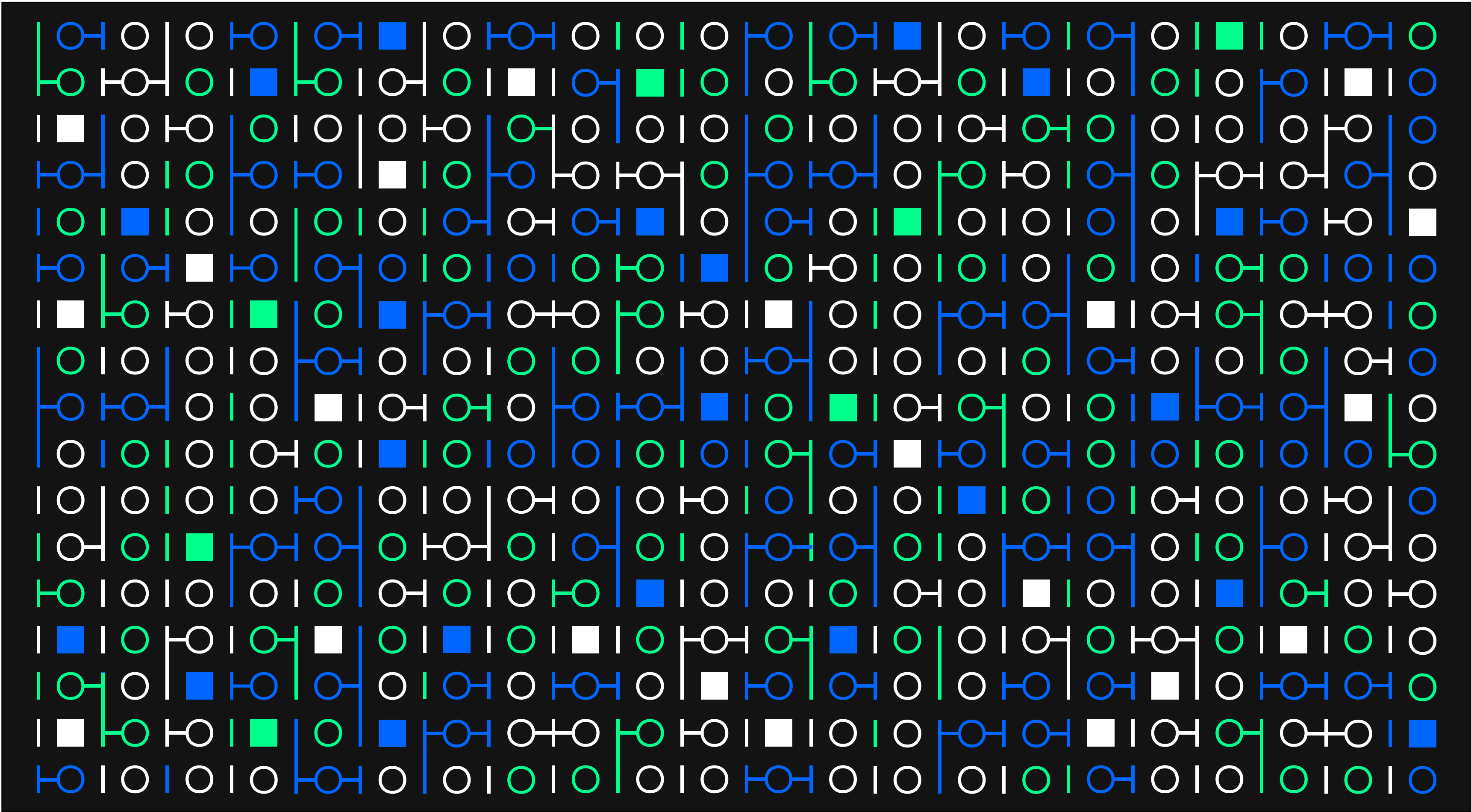
SMARTCON 2022 PATTERN

One of the static brand elements of the SmartCon visual identity is the binary code as visual elements. However, the branding is intervened for each edition, enhancing variety that helps create unique and memorable experiences despite consistently replicated elements.

The binary code pattern is composed of zeros and ones. However, both elements are designed in sans-serif, with primitive circles and vertical lines, to also read zeros as a letter “O” for ‘output,’ and ones as a letter “I” for ‘input.’

The concept of zeros and ones representing data, and “Os” and “Is” representing inputs and outputs not only speak to developers, the primary audience but also targets the nature of the SmartCon conference by tightening it to main features of smart contracts and blockchains.

DOWNLOAD PATTERN



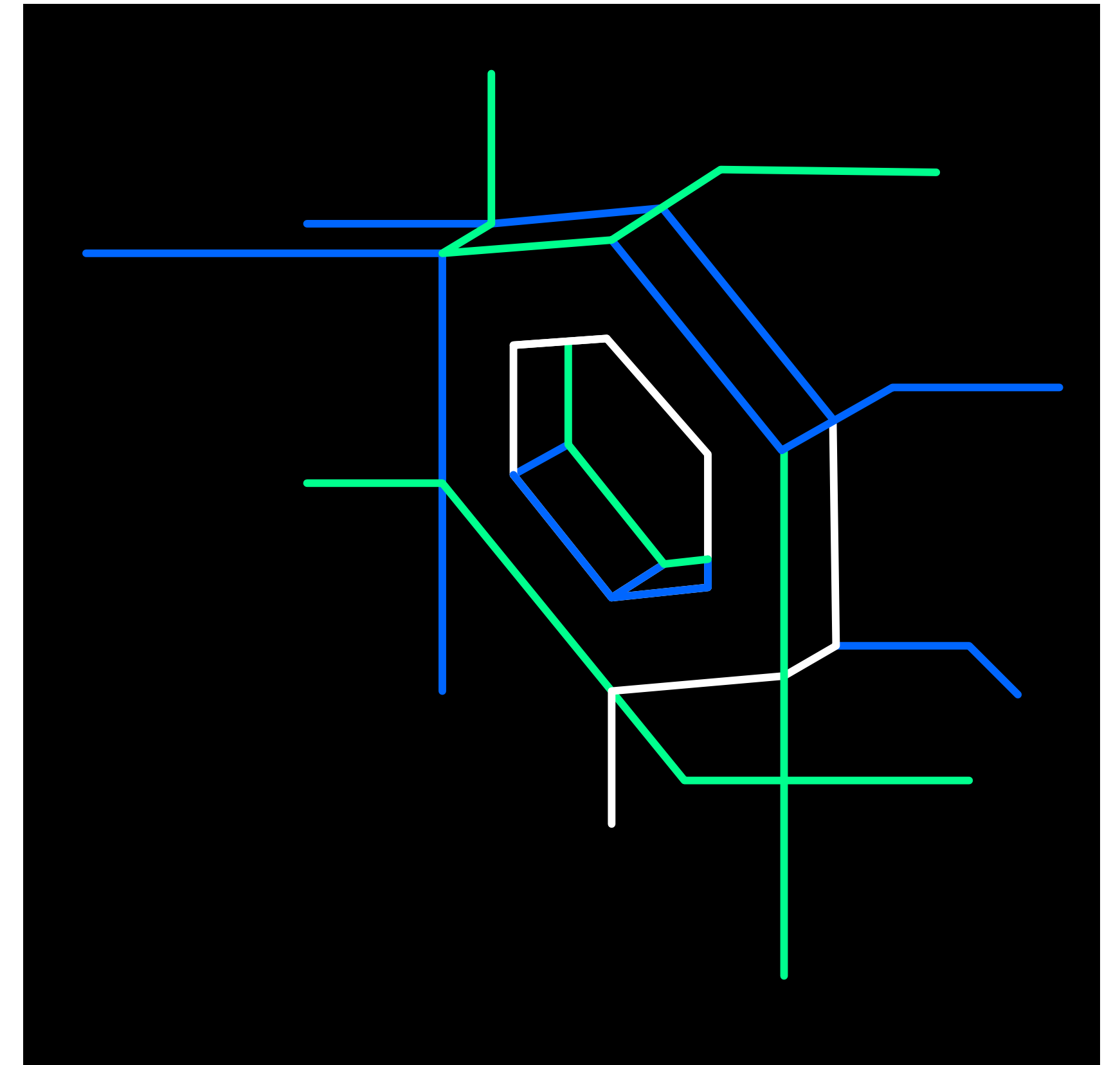
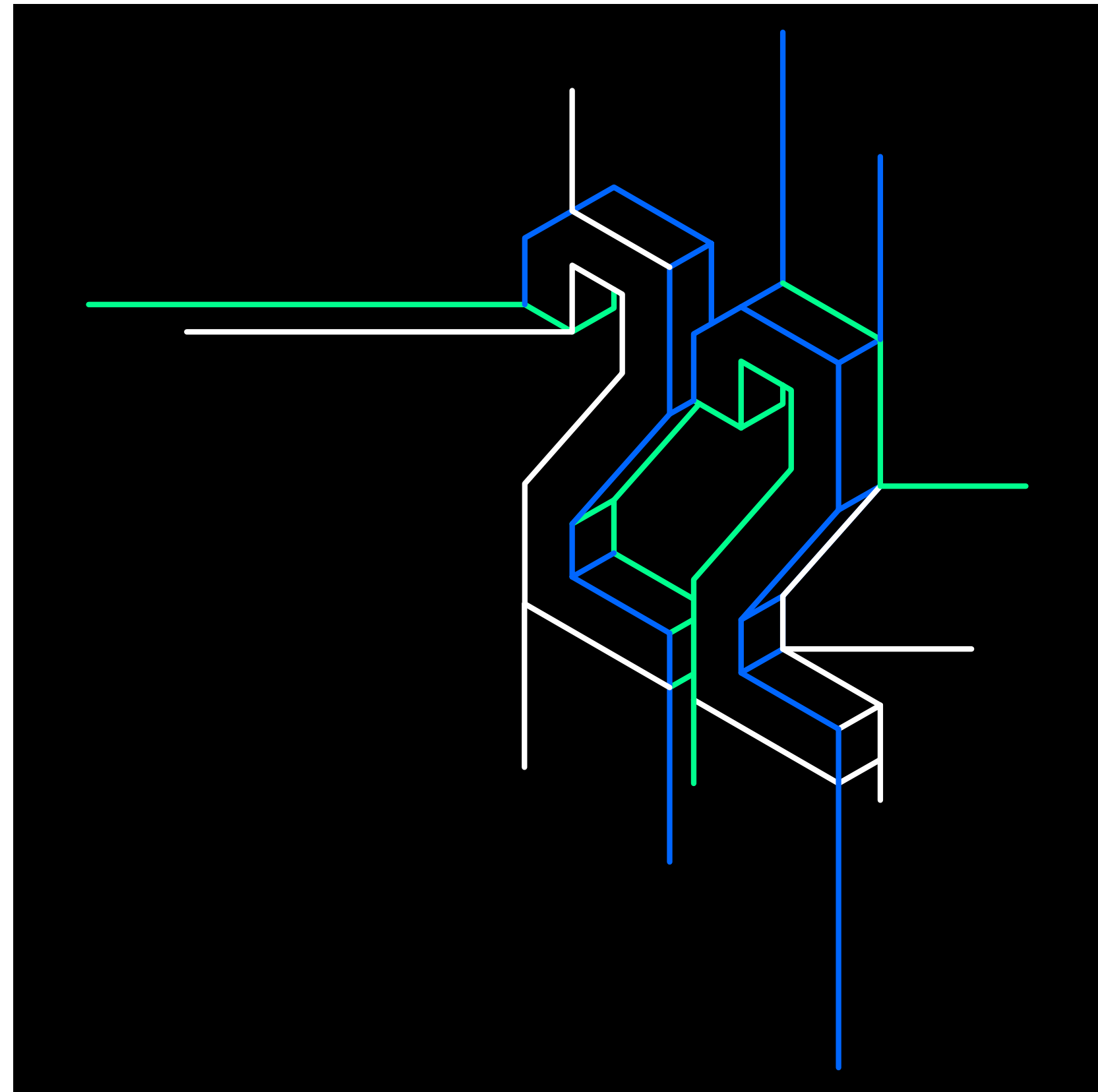
# Visual elements

## Illustration style

The SmartCon 2022 brand incorporates an illustration style that is mainly used to produce exclusive and collectible swag editions. The style is inspired in decentralized networks.

The illustrated symbol, element, or character is depicted through the combination of the lines. In turn, the overlapping and sequencing of multiple lines also refer to a computer chip or circuit board, which links to the general nature of the conference.

### SMARTCON 2022 ILLUSTRATIONS





# Motion graphics

## Guidelines

The motion graphic style of SmartCon 2022 is fundamentally rhythmic, vibrant, and clean. The pattern, visual elements (zeros, ones, and squares), and the typography are used as the primary graphics to create animated pieces for promotion and editorial purposes.

The pattern is used as an evolving element by animating connecting lines and squares, always maintaining its original structural order (zeros and ones placed sequentially). The individual elements can be transitioned in and out by basic transform properties such as opacity, rotation, position, and scale.

The typography and copy utilized in motion must be short, bold, and contrasted, making it easier to digest in the context of a dynamic montage.

If a soundtrack is needed, the choice should be a percussive, stylish, exciting, modern track rather than softer, corporate options. Some keywords for successful filtering are ‘action’, ‘fashion’, and ‘abstract’.

## PROMOTIONAL ANIMATED TEASER





# Photography

## Guidelines

### Flash

Avoid during presentations or intimate break out sessions, due to disruption. When using, use bounce “fill flash” rather than direct flash on automatic settings, to soften the effect and register some ambient light and scene setting in the background to give the photographs context. These will then blend well with the majority of photographs taken with no flash.

### Camera and lenses

Use a camera body designed for performing well in low light (usually a smaller sensor) to eliminate noise and maintain color vibrancy and sharpness in the images when shooting without flash at a high ISO. Lenses should be fast (f2.8) and pro level lenses of the top quality.

### Style

Use various focal lengths to give variety. A majority of the shots should contain context to the event (for example, branding in the background, an impression of other people attending etc).

## REFERENCES





# Applications

## Banners

### Color coding

Banners are color-coded depending on the type of communication. This system replicates the subway theme, and serves to create visual queues and add variety to the marketing output. The color coding is placed as a top border that contains binary code.

The color coding stands as follows:

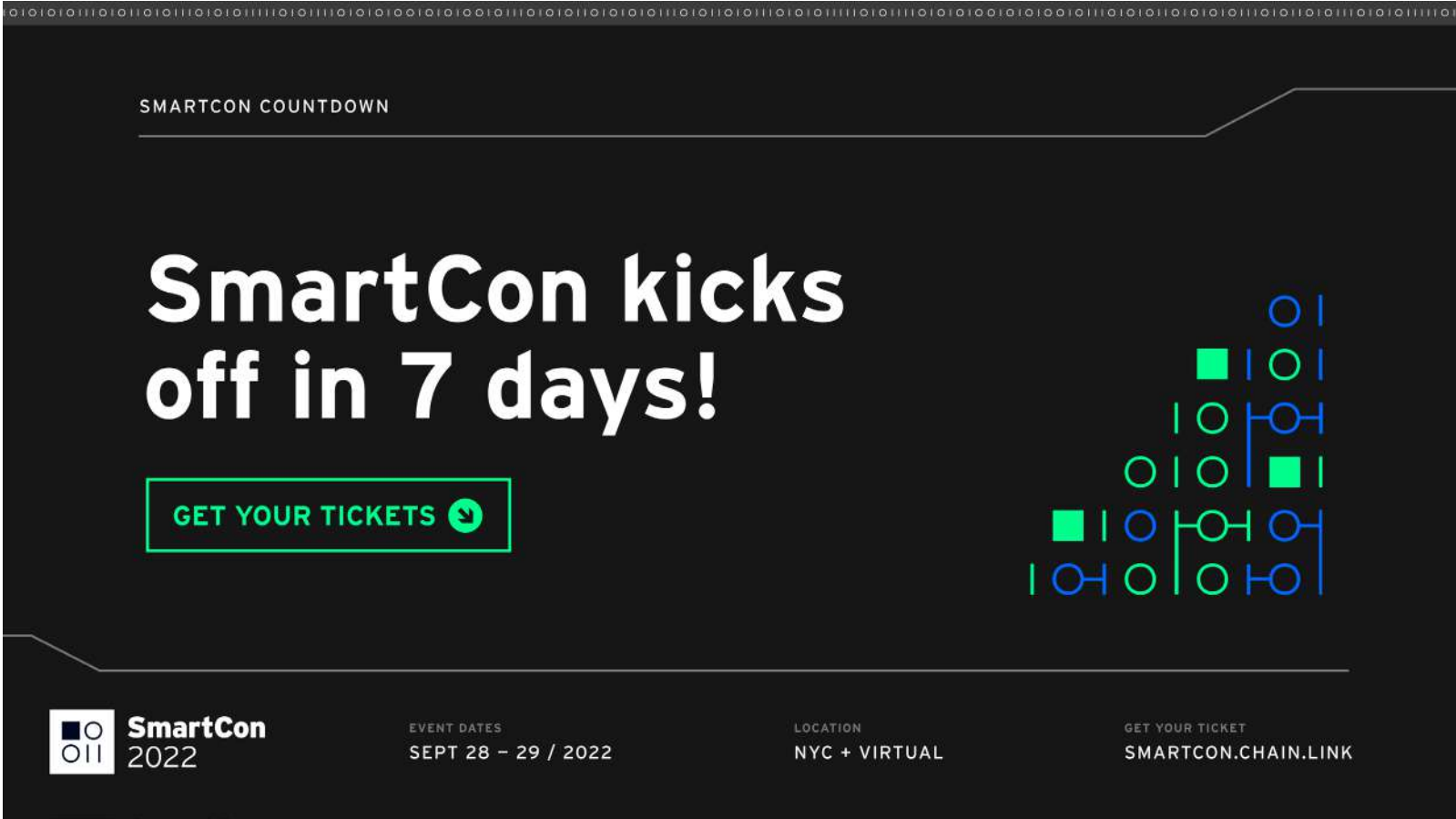
- Conference Content: Black
- Speaker banners: Green
- Keynotes /panels / firesides banners: Blue
- Sponsor banners: White

### Banner footer

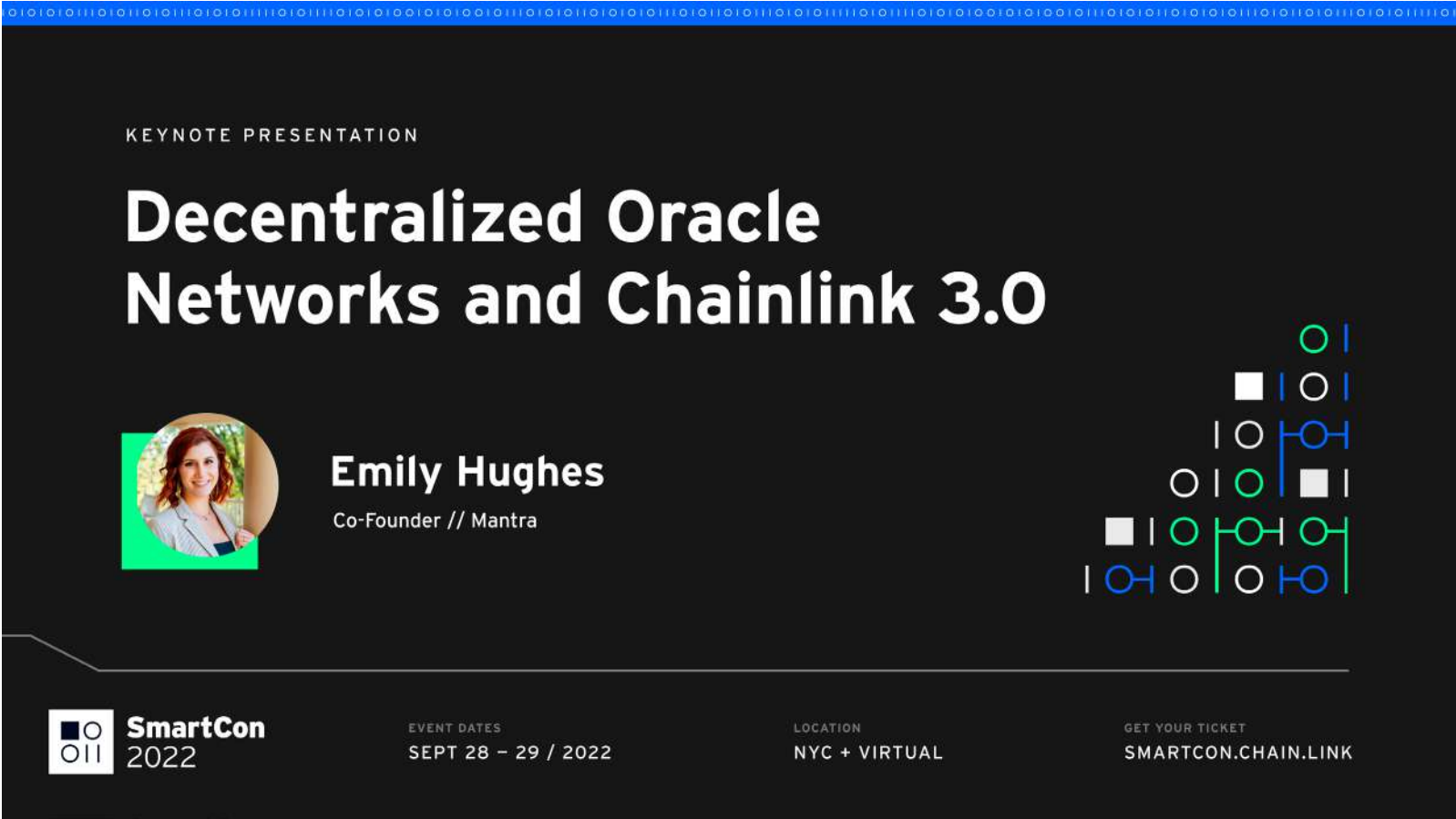
Banners have a shared footer that provides basic conference information and call-to-actions. The goal of the footer is to provide context when banners are consumed out-of-context.

The primary SmartCon 2022 logo is incorporated in the footer, in the bottom left corner.

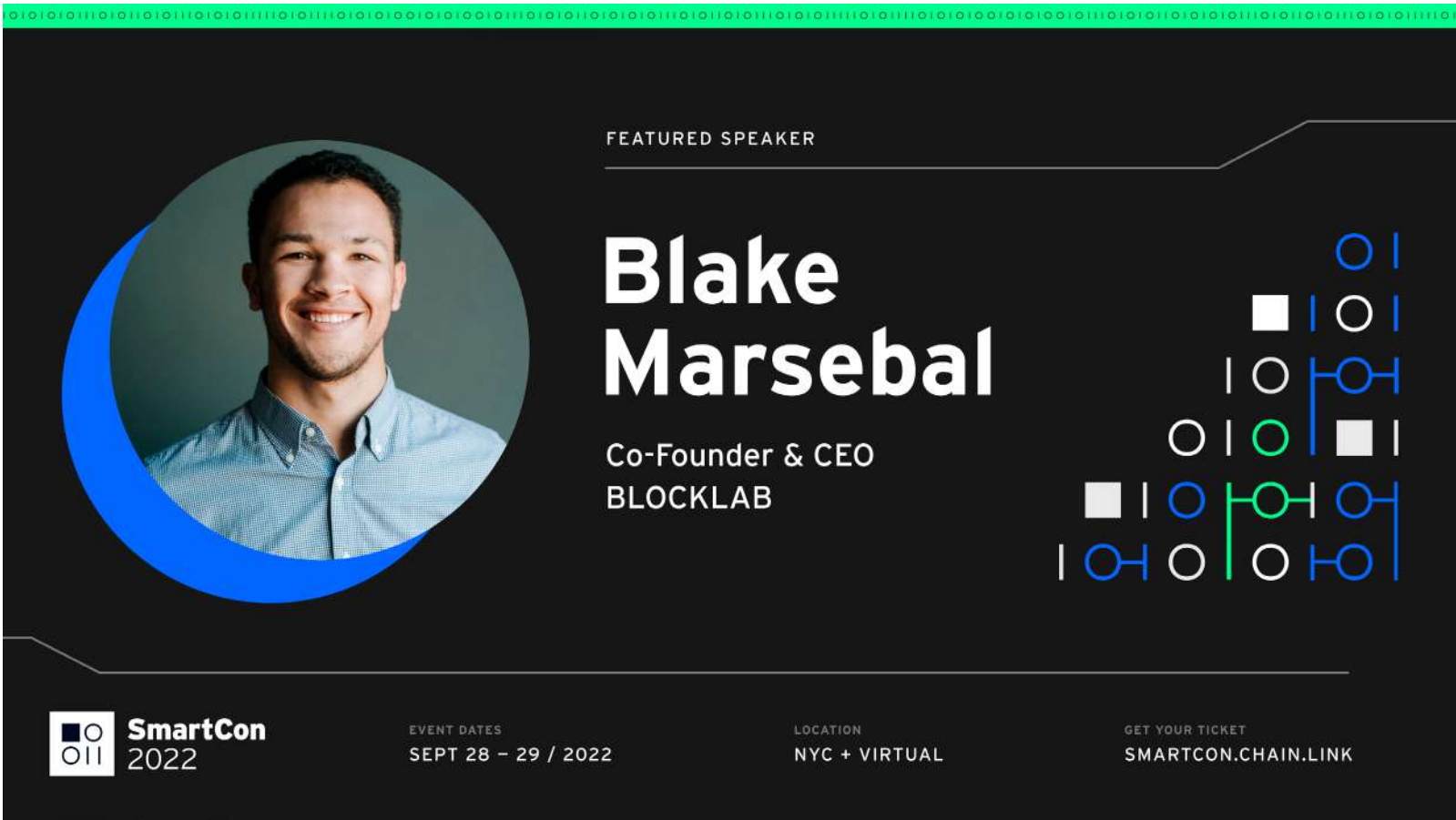
CONFERENCE CONTENT BANNER



KEYNOTE BANNER



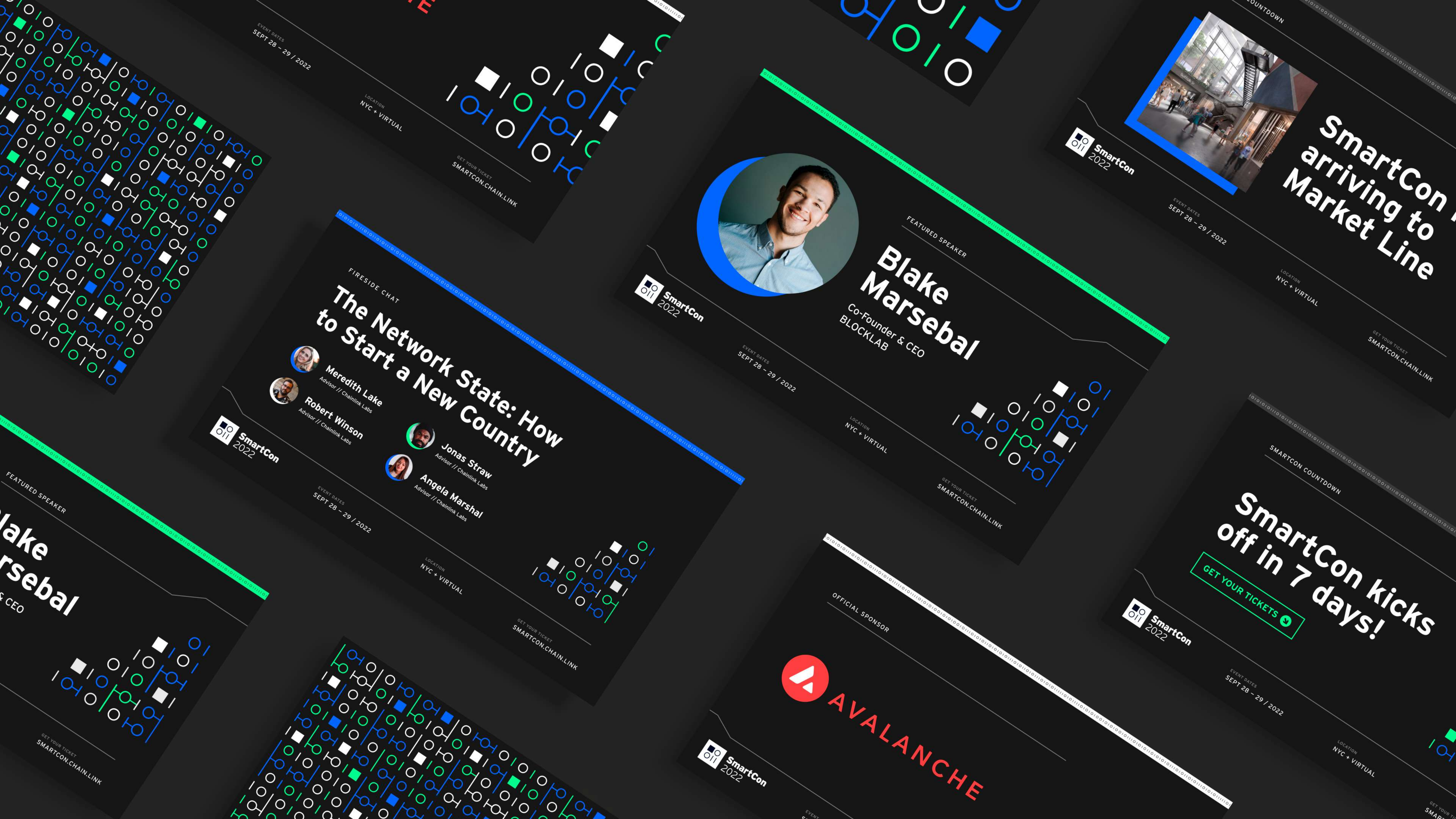
SPEAKER BANNER



SPONSOR BANNER









# Applications

## Presentations

SmartCon 2022 slides should communicate through a consistent visual pattern. The following guidelines specify high-level design rules that should always be followed.

- The ratio of slides should always be 16:9
- The font should always be Inter (Google Slides), or Interstate (if you are working in Keynote)
- The color scheme should always follow SmartCon 2022 color palette on all elements.
- Transitions and animations should be avoided
- Headings and body text should be left-aligned, except on divider slides
- A SmartCon 2022 logo should always be displayed in one of the corners; the bottom left is the default and suggested position.

OPEN PRESENTATION TEMPLATE

## Open font

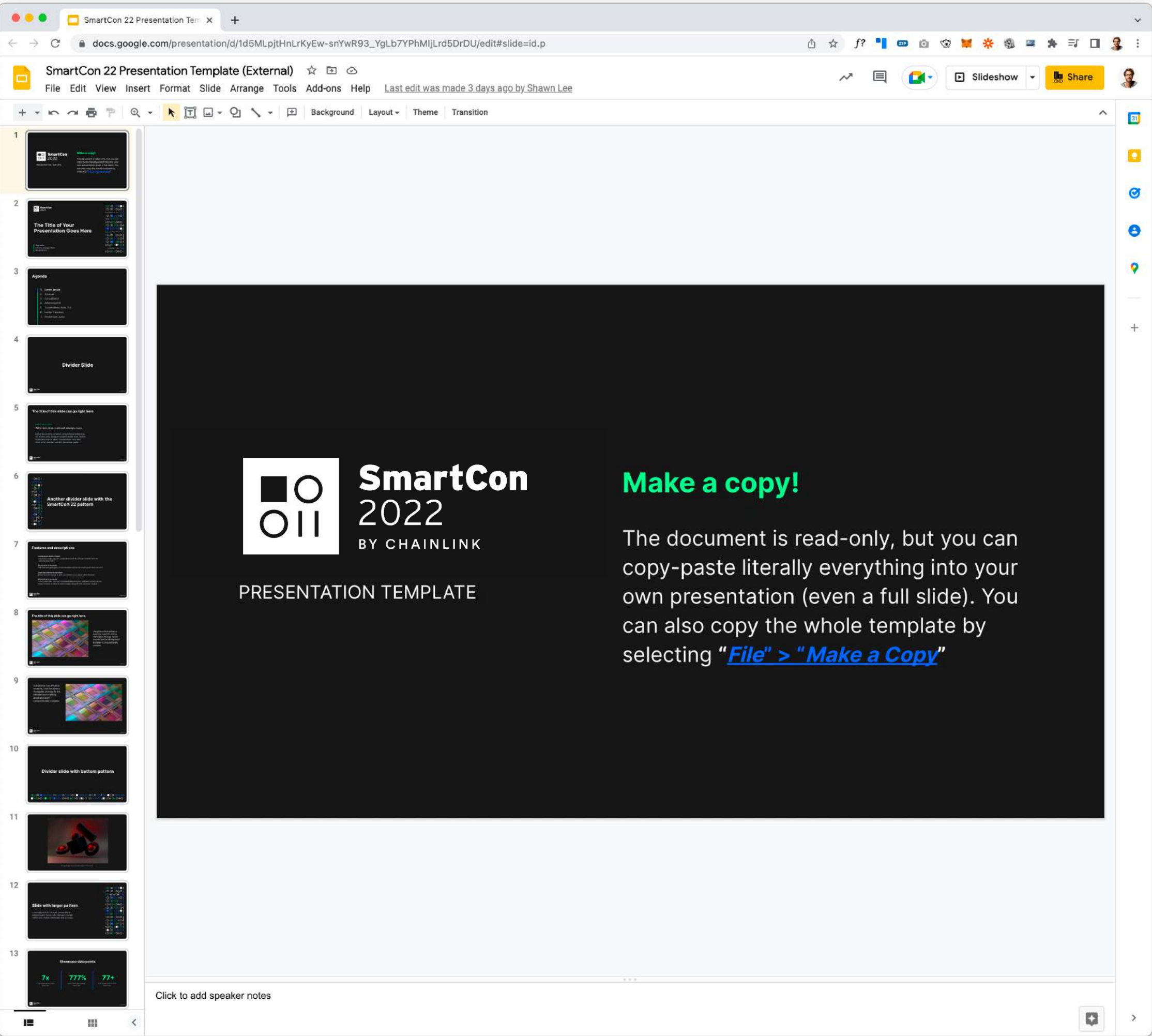
SmartCon 2022 open typography is [Inter](#).

Inter is a free font for commercial use available in Google Fonts, and it should be used as a replacement for Interstate when it isn't possible to upload custom fonts (e.g.: Google Docs, Google Slides, etc.).

### Important considerations

- When possible, always use the Interstate font. Inter is only a backup font in case the use of licensed fonts is not possible.
- The licensed font (Interstate) and the open source font (Inter) should never be combined.

## PRESENTATION TEMPLATE





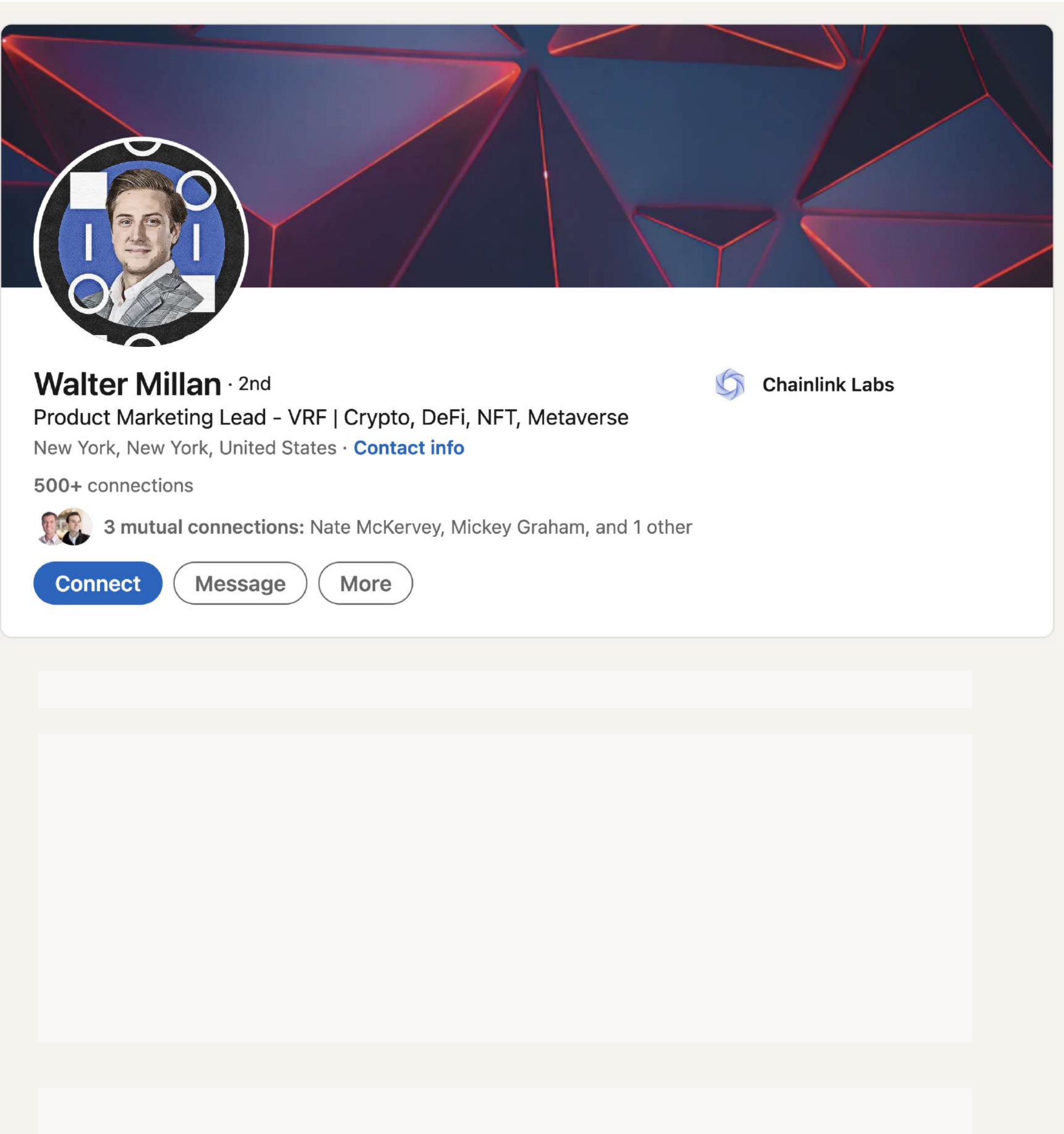
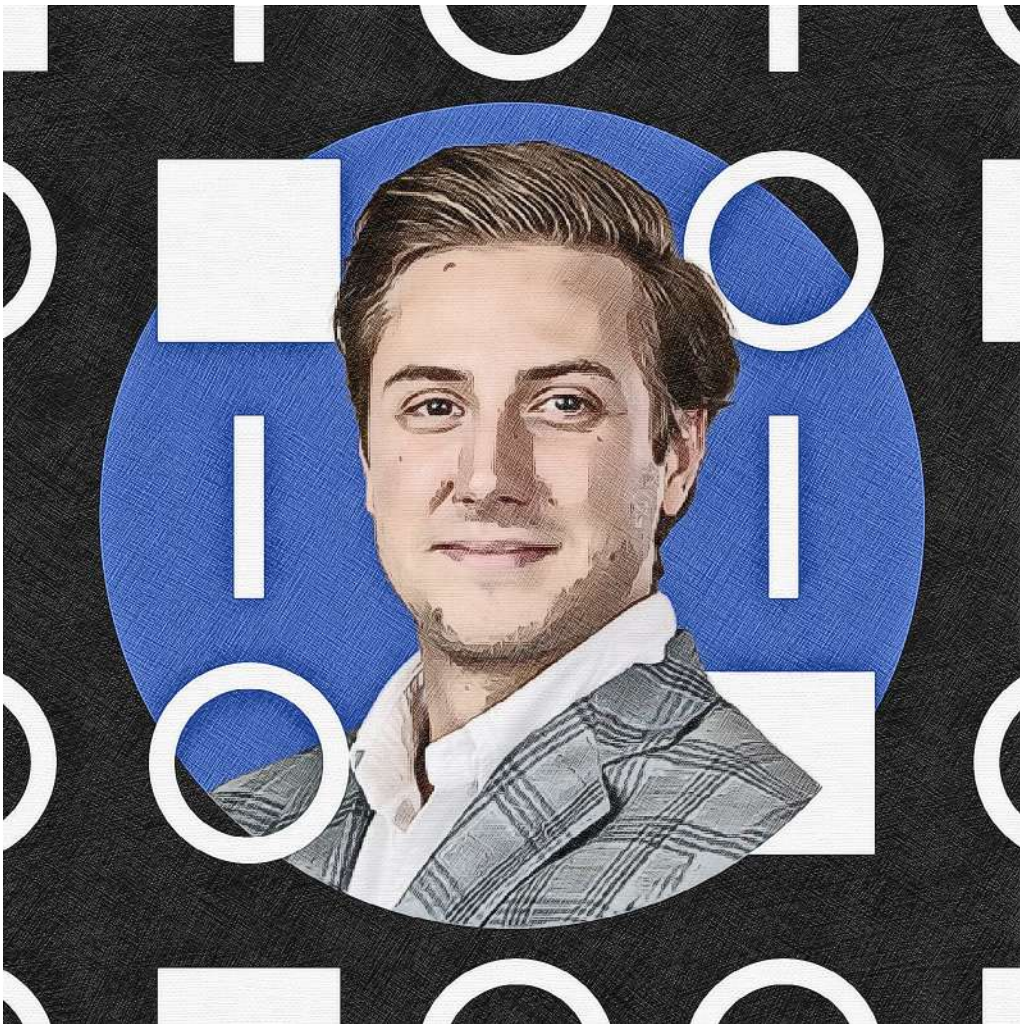
# Applications

## Social avatars

The SmartCon 2022 brand includes a branded avatar layout for profile pictures on social media to maximize organic reach.

The template incorporates the pattern and colors of the visual identity, and it's adaptable to both circular and square layouts.

AVATAR





# Applications

## T-Shirts | General



# Applications

## T-Shirts | Limited editions



# Applications

Flag banner



A-Stand



Rollup banner



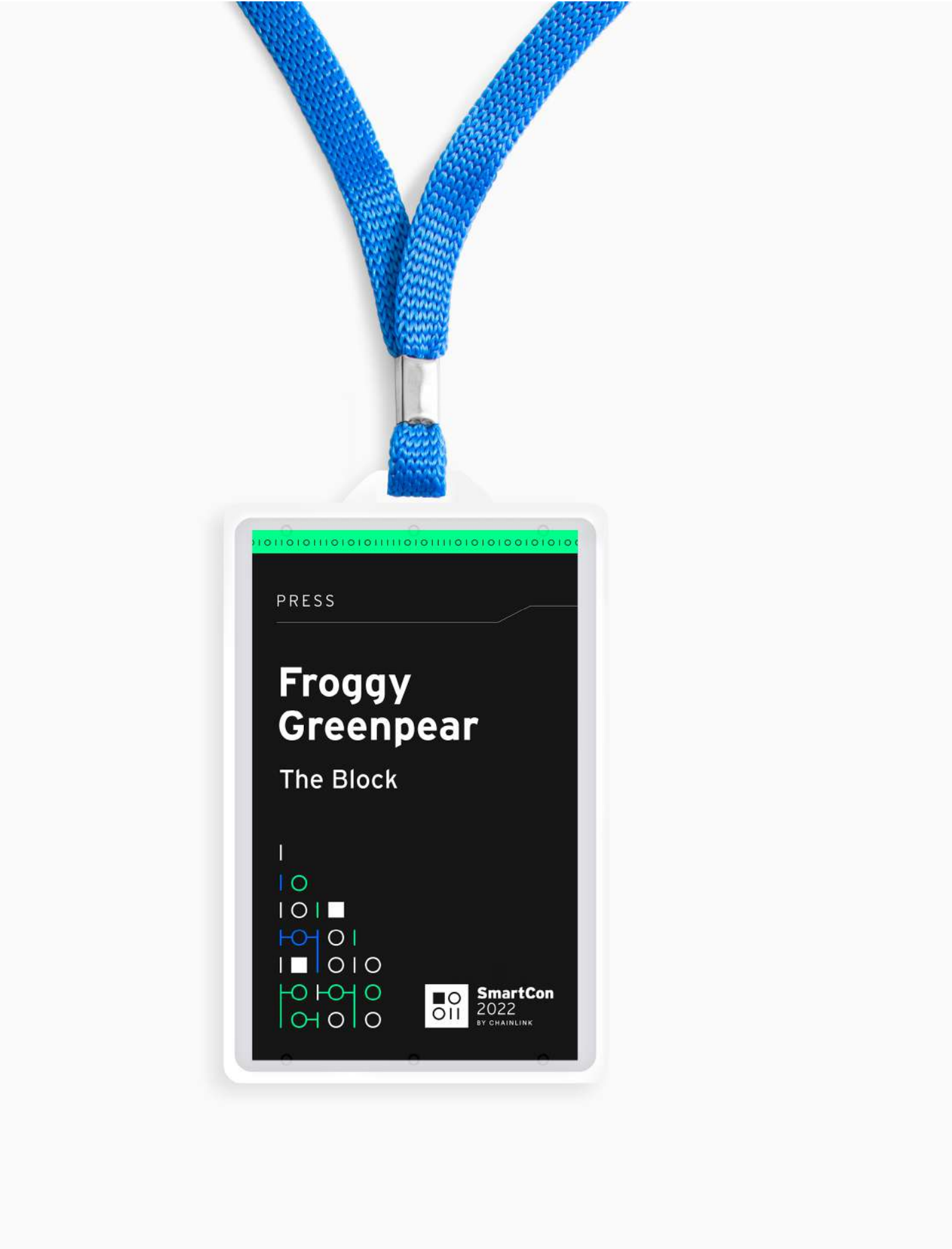


# Applications

## Wristband

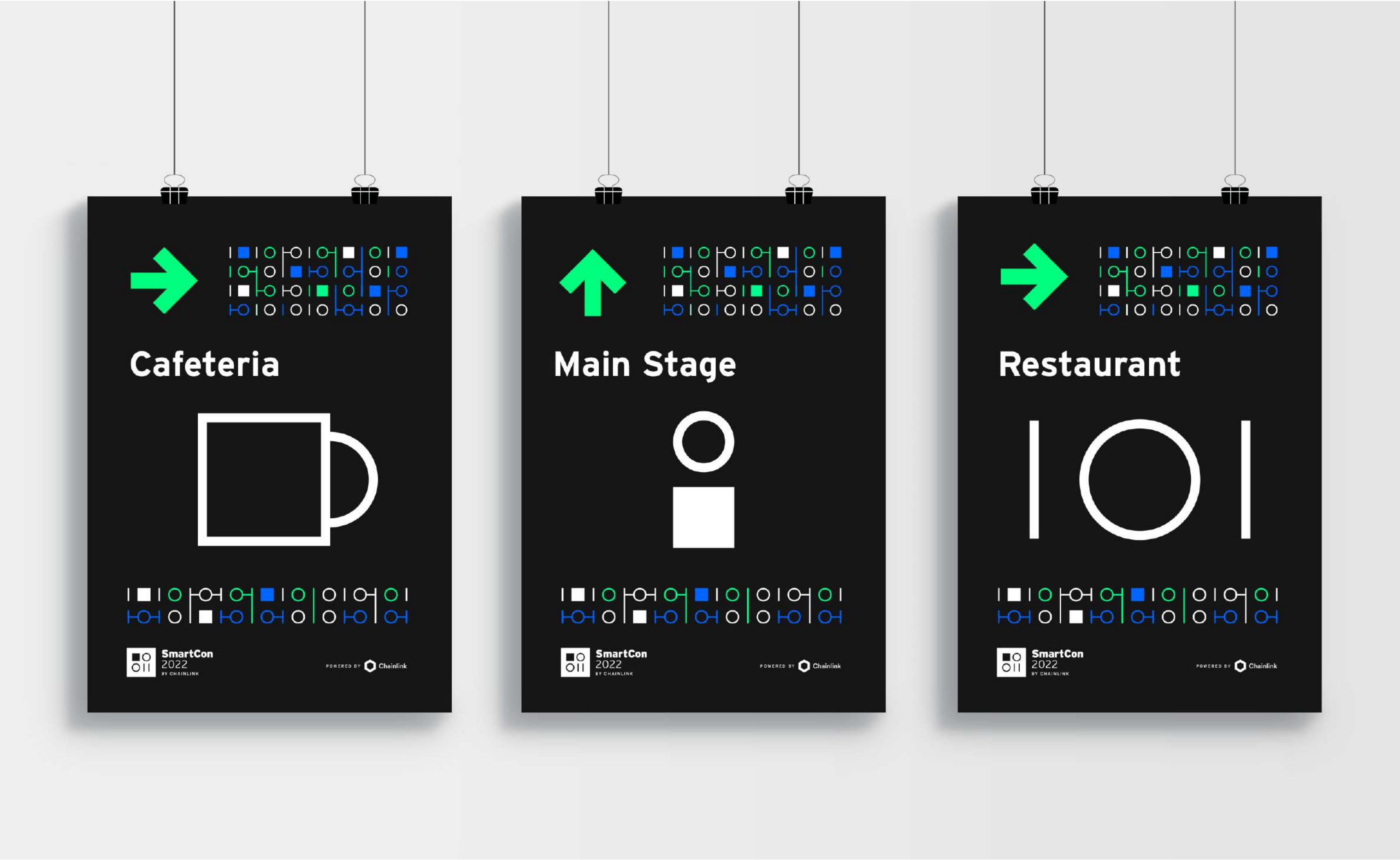


## Badges



# Applications

## Signage



## A-Stand | Signage





# Applications

Paper cups



Sports bottle





# Applications

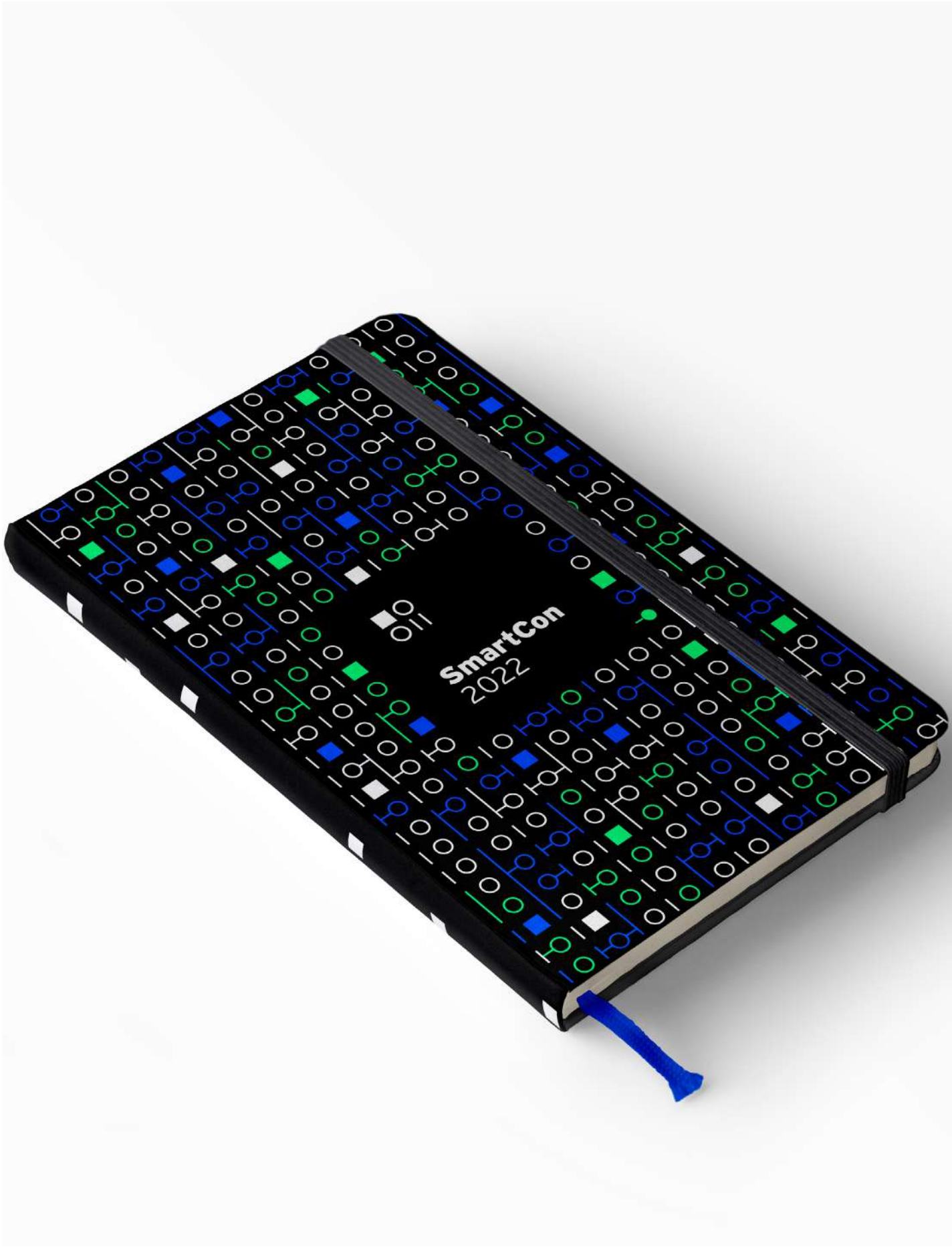
Brochure



Pin



Notepad



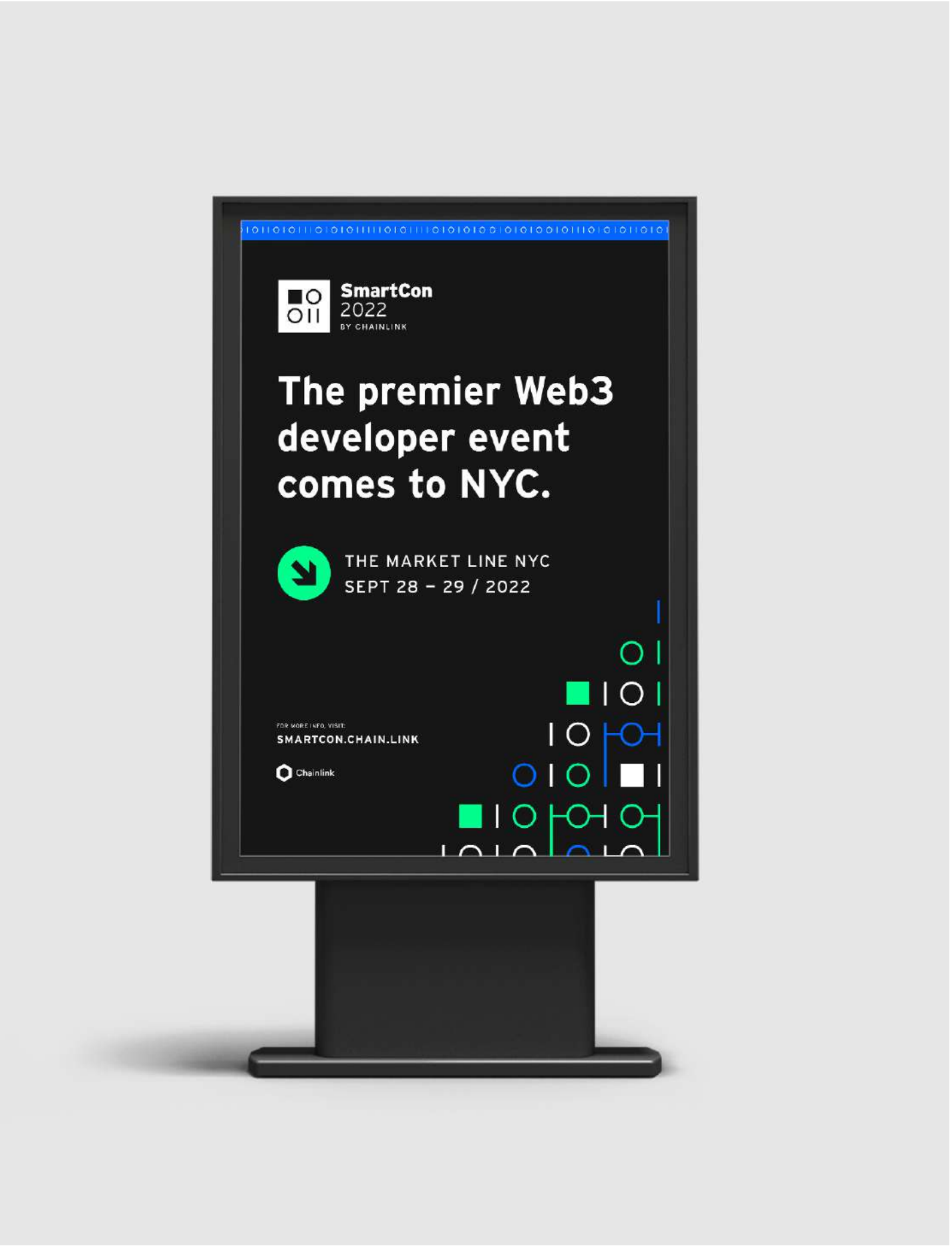


# Applications

Tote Bag



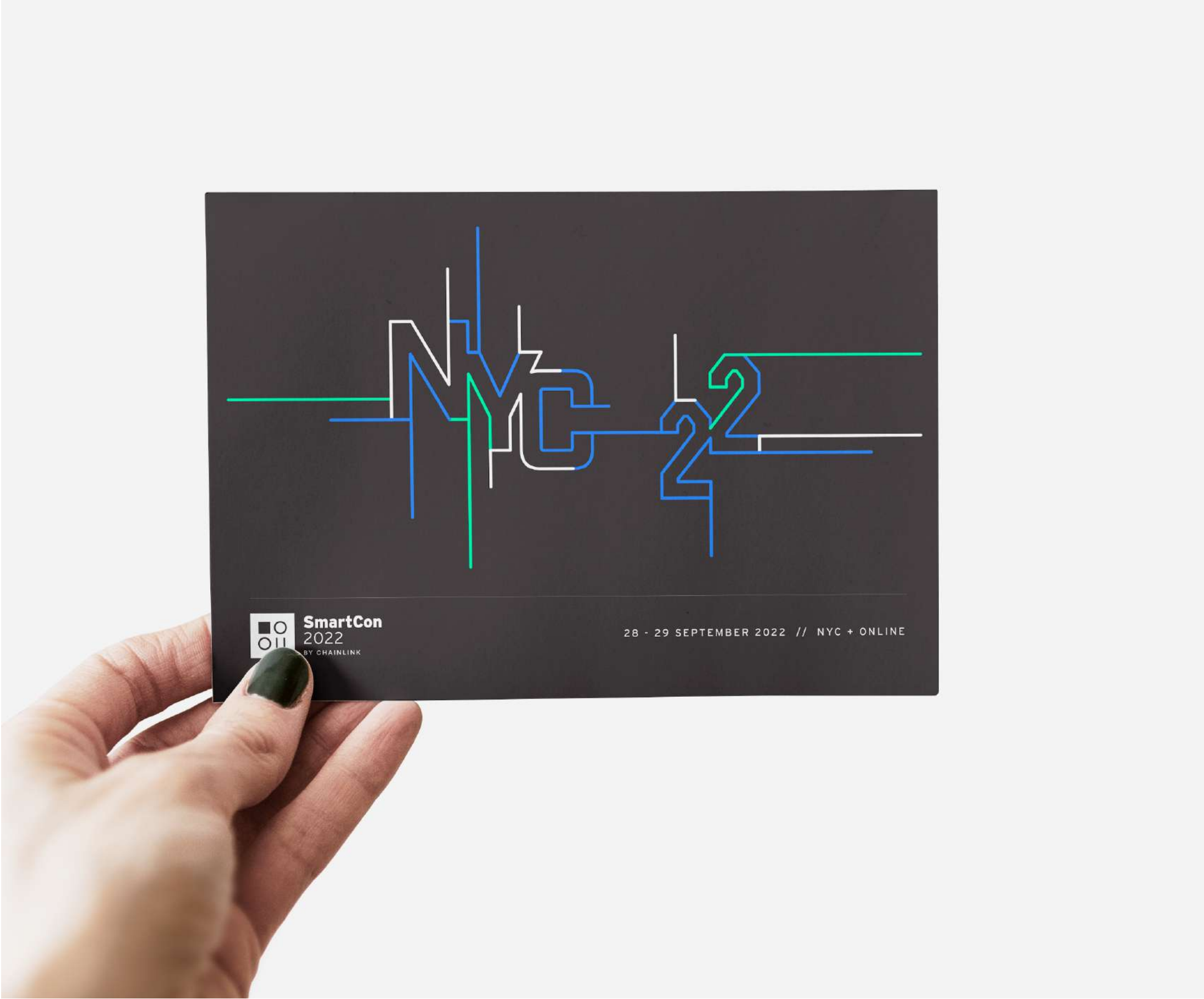
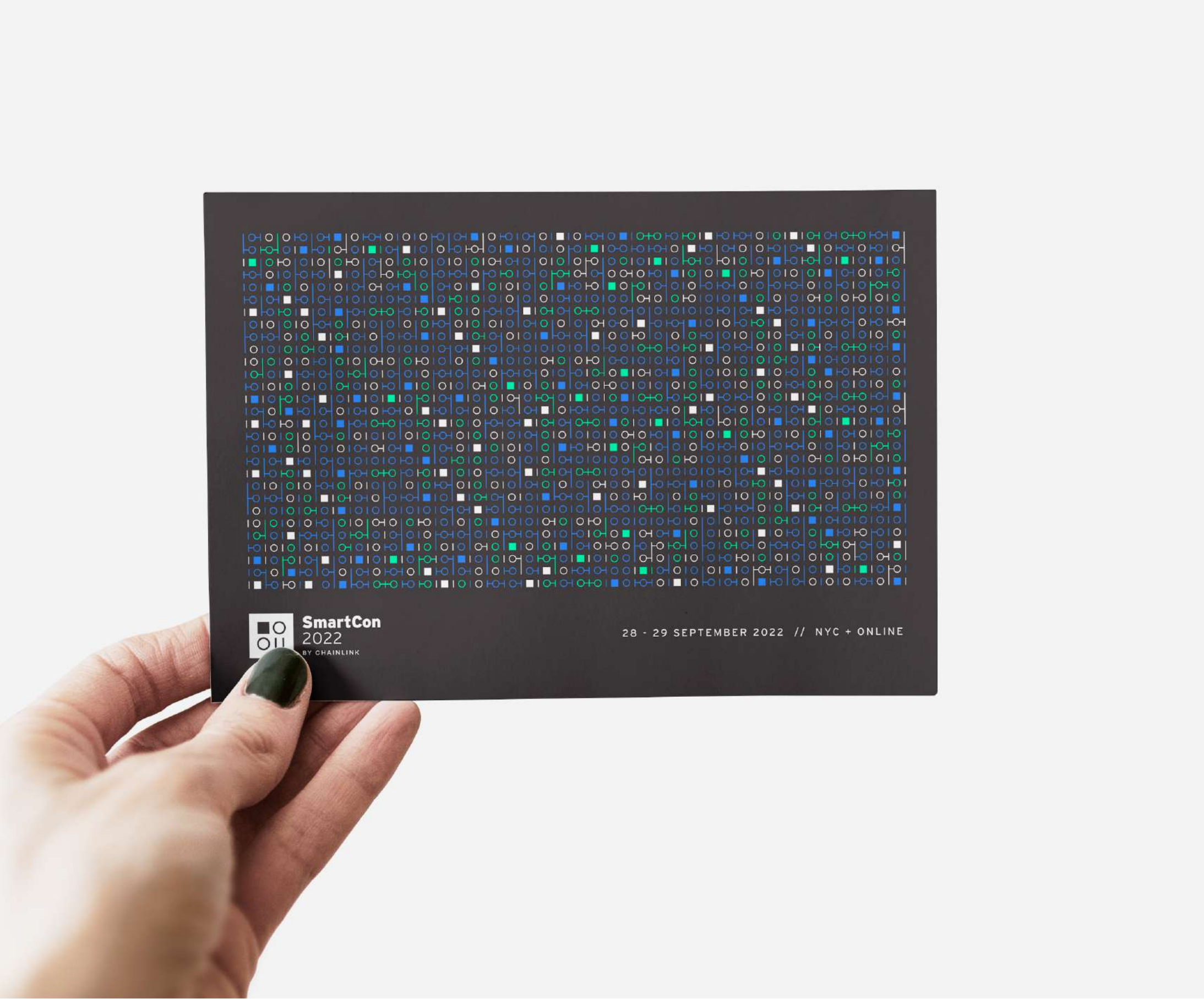
Digital billboard





# Applications

## Postcards





# Applications

## Stickers



# Applications

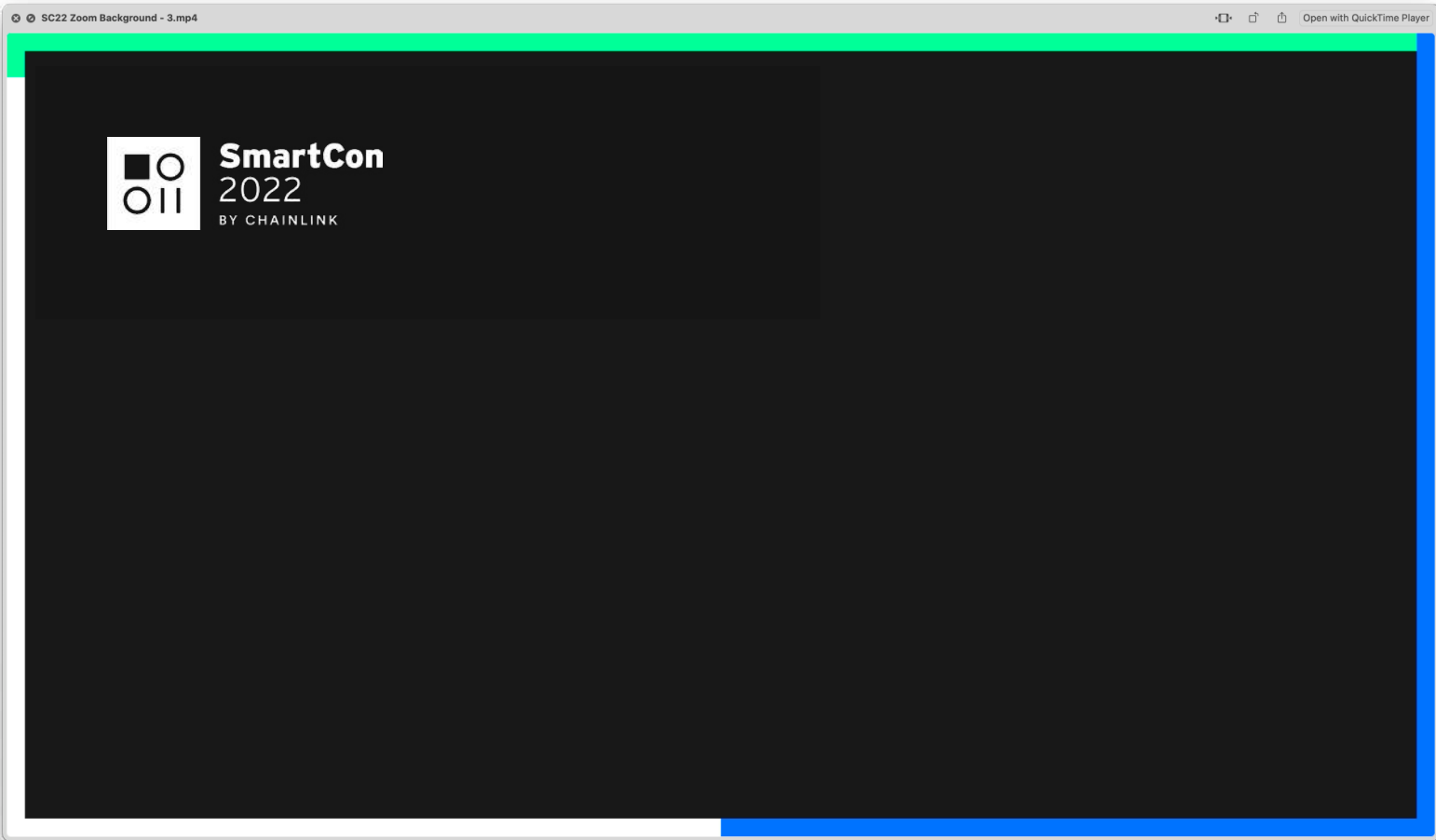
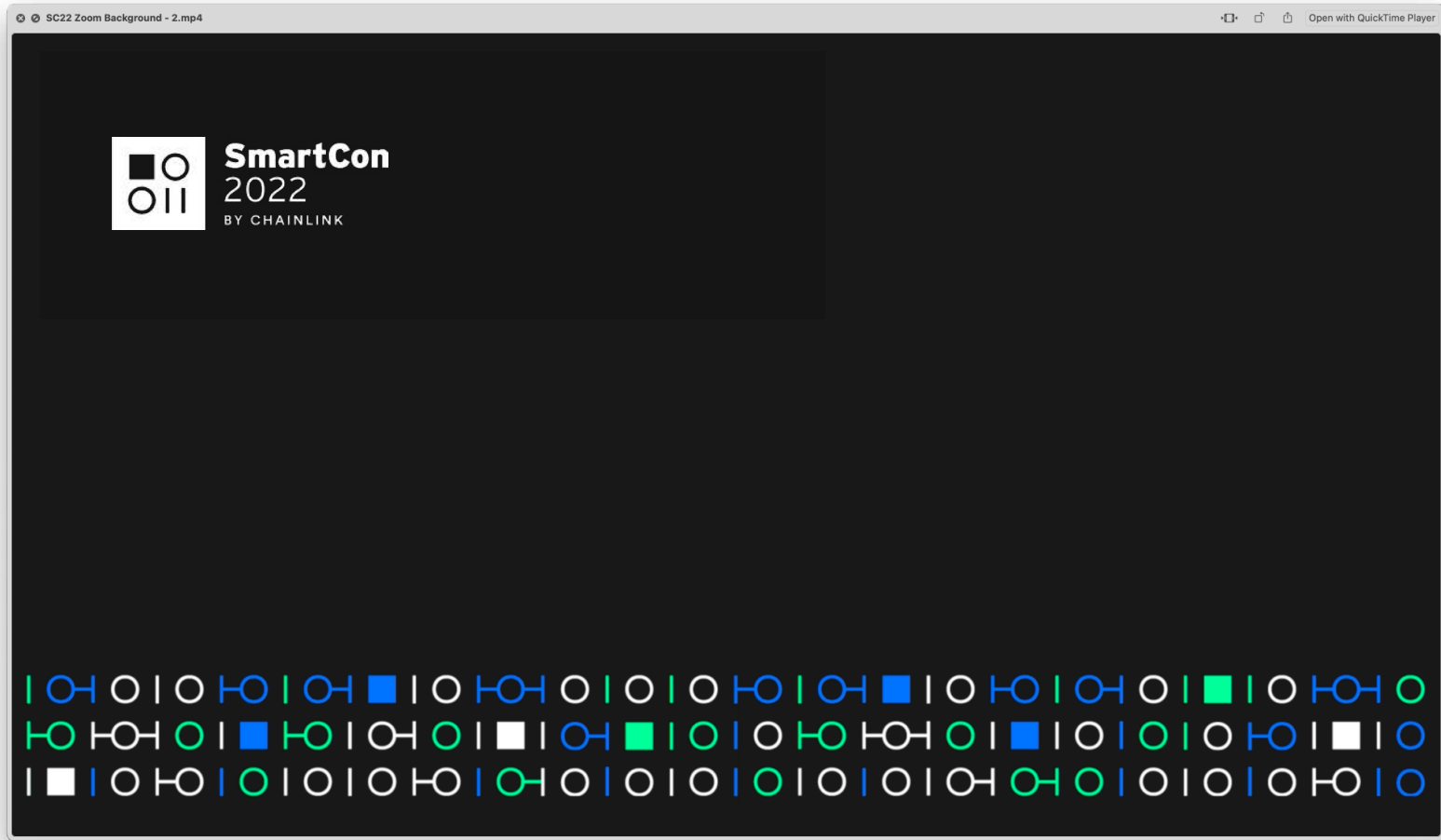
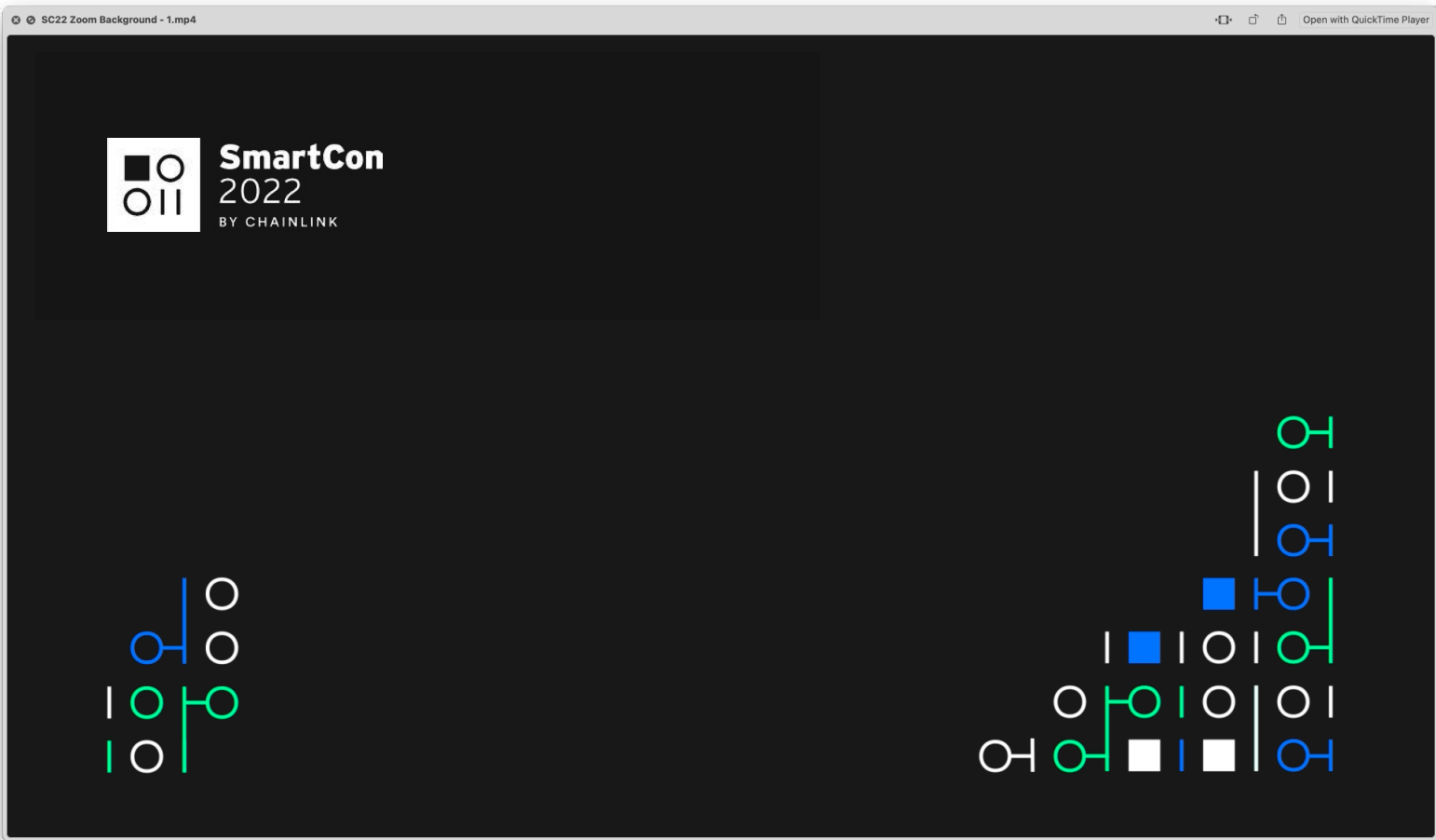
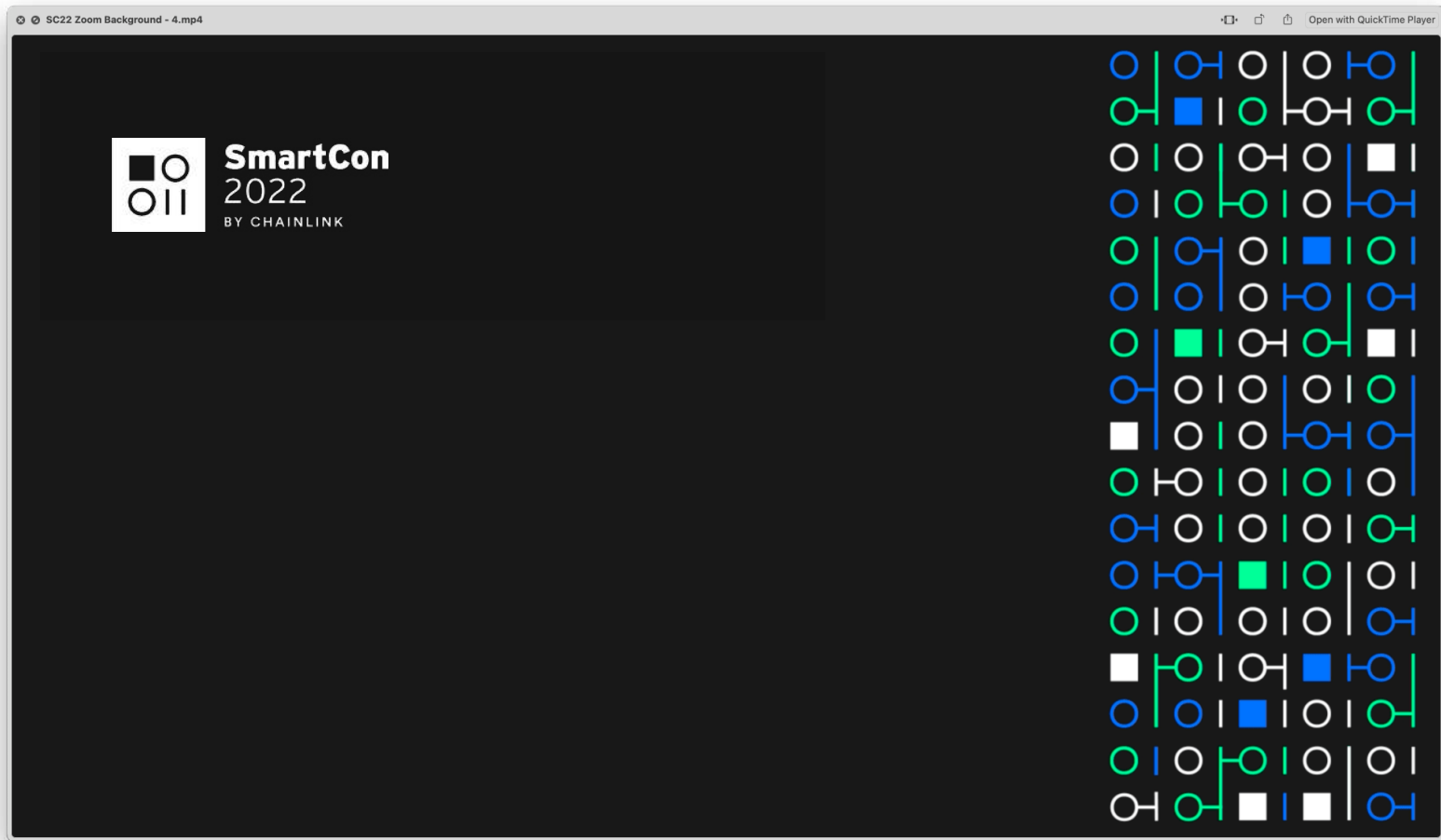
## Zoom backgrounds

SmartCon Zoom animated backgrounds utilize the horizontal layout of SmartCon’s logo. To ensure visibility and avoid overlapping with the subject, the logotype is placed in any frame corner, aligned with the safe area.

To maximize readability and contrast, the scheme of the Zoom backgrounds should follow the guidelines specified in this document: dark background with a white logotype.

The images, animations, scenes, or videos displayed in the background should always be digital and extracted from the digital elements of the brand. Realistic photographs or elements should always be avoided.

### ANIMATED ZOOM BACKGROUNDS PREVIEW



DOWNLOAD ZOOM BACKGROUNDS



# SmartCon 2022

BY CHAINLINK

---

**Thank you**

