



SmartCon
2023
BY CHAINLINK

Visual Brand Styleguide

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Logo

Primary layout

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

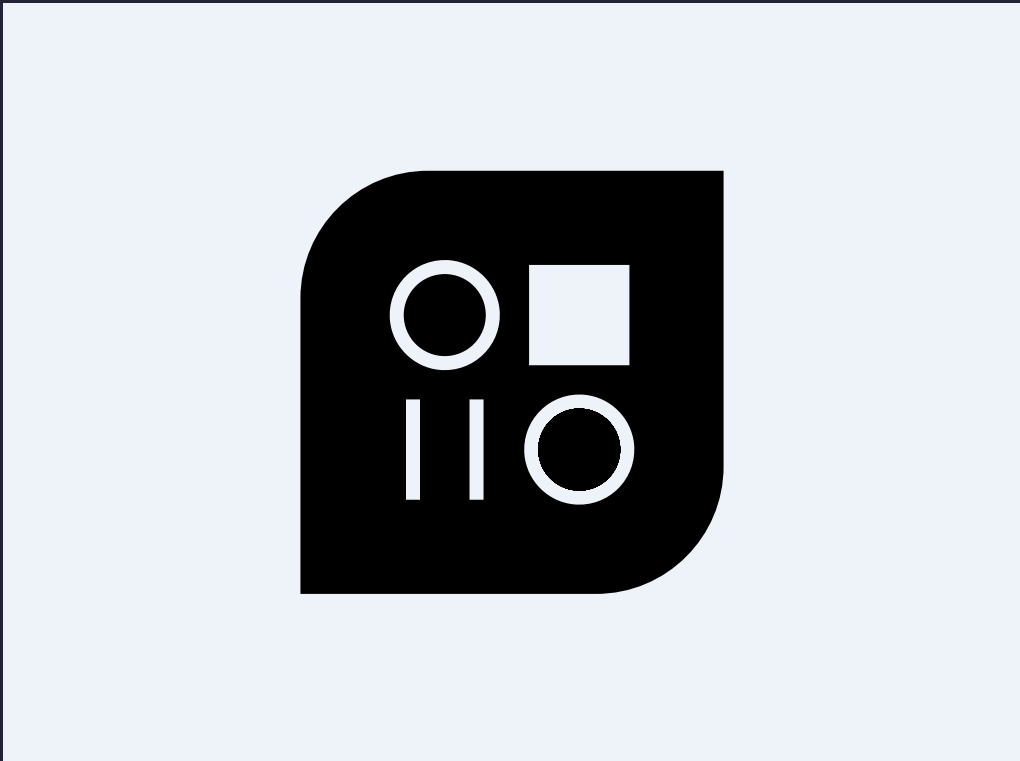
The SmartCon isotype leverages one of the main visual elements of the brand: zeros, or outputs, and ones, or inputs, and squares. The symbols are distributed symmetrically inside the container, with circles at opposite angles.

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. For the 2023 edition, the container was intervened to add rounded edges, matching the form of the visual elements and creating a unified and cohesive piece.

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.

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.

SmartCon 2023 colors

COLOR PALETTE

	GREY 700 #3366FF R: 13 G: 13 B: 25		BLUE 700 #1A2B6B R: 26 G: 43 B: 107		GREEN 700 #02A47B R: 2 G: 164 B: 123						GREY 300 #BFCEEFF R: 191 G: 206 B: 239
	GREY 600 #1A1A2A R: 26 G: 26 B: 42		BLUE 600 #3366FF R: 51 G: 102 B: 255		GREEN 600 #06D6A0 R: 6 G: 214 B: 160		RED 600 #EF476F R: 239 G: 71 B: 111		YELLOW 600 #FFC81A R: 255 G: 200 B: 26		GREY 200 #D9E4FD R: 217 G: 228 B: 253
	GREY 500 #28283A R: 40 G: 40 B: 58		BLUE 500 #3366FF R: 82 G: 130 B: 255								GREY 100 #EFF2F9 R: 239 G: 242 B: 249

Color balance



Typography

Typeface

The primary typeface of the SmartContract brand is Overpass.

Overpass is an open source font family sponsored by Red Hat and created by Delve Fonts. It is 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 1.200 (Minor Third) for headings, with the smaller heading (H5) as the base. Minor 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.

DOWNLOAD OVERPASS

H1 Overpass Black / Extra Bold
72px
Line height: 115%
Letter spacing: -1%

H2 Overpass Medium / Semi Bold
60px
Line height: 115%
Letter spacing: 0%

H3 Overpass Medium / Semi Bold
35px
Line height: 120%
Letter spacing: 0%

H4 Overpass Regular
25px
Line height: 125%
Letter spacing: 0%

H5 Overpass Medium / Semi Bold
15px
Line height: 125%
Letter spacing: 0%

**PARAGRAPH
LARGE** Overpass Regular
19px
Line height: 135%
Letter spacing: 0%

PARAGRAPH Overpass Regular
16px
Line height: 135%
Letter spacing: 0%

**BODY
SMALL** Overpass Regular
14px
Line height: 135%
Letter spacing: 0%

A Typography Scale

A Typography Scale

A typography scale

A typography scale

A TYPOGRAPHY SCALE

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.

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Visual style

Visual brand direction

The overall voice of the SmartCon 2023 visual brand is **vibrant**, **exciting**, and **trendy**.

Every aesthetic decision was taken considering the following principles:

Scale

The visual brand should give Designers many visual resources to create a consistent set of assets throughout a wide range of digital and physical applications.

Consistency

The visual brand provides visual elements that could be leveraged both in the digital (banners, web, etc.) and physical (screen loops, flooring, swag, etc.) environments.

Memorable

The visual brand colors and visual resources aimed to create a memorable and easily recognizable experience, setting the brand apart not only from its direct competition, but also any previous and future edition of SmartCon.

DOWNLOAD VISUAL ASSETS

Visual elements

ISOMETRIC STYLE

An isometric style has been chosen for abstract (cubes, cylinders, spheres, etc.) and figurative (browsers, code, etc.) illustrations. When combined with SmartCon’s color palette, this style offers a clean and modern aesthetic, lending a technical or scientific tone to diagrams and illustrations. This architectural style highlights the mission of the conference, which is to inspire and empower Web3 builders. Additionally, Chainlink’s main brand also utilizes axonometric projection, which serves to tighten both brands together from a creative standpoint.

WIREFRAMES

Stylized wireframed elements are incorporated given their wide utilization in architectural drawings and blueprint. The use of these elements reinforces the choice of the isometric style and its goal to reflect the current stage of the Web3 industry, as well as the target audience of the conference.

FLOATING 3D SYMBOLS

Floating 3D symbols and coding characters are used as a fresh and dynamic addition of the Brand. These objects not only add volume to the isometric styles, but they also represent a scalable visual element that contributes to the visual consistency by potentially fitting any of the conference applications.

Additionally, Designers can use this resource to balance compositions, or target a specific audience, based on the selection of the floating symbol or character.

FLAT STARS

Flat stars are a small ornament to the brand, aimed to offer Designers a resource to balance compositions and color scales in any artboard. They are minimalistic, forming a plus sign, which also aims to highlight the collaborative and positive nature of the Conference. Additionally, the stars are a great alternative for ornamental animations, both in promotional materials and on-site screen loops.

BACKGROUND TEXTURE

Background textures are incorporated to the style as a way to add depth and influence the focal point of images and artboards. These textures are flat, and always need to match the isometric angle of the illustrations to avoid any perspective distortion.

BINARY CODE

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. For the 2023 editions, the binary code is incorporated to the isometric

perspective, which helps to create a consistent look and feel.

FLAT FLOORING

For some compositions, the isometric technique is used as flat flooring of the axonometric projection. This is highly encouraged when using figurative illustrations, as it serves to minimize distraction and influence the focal point of an artboard. Additionally, this element can potentially be represented during the physical conference, for example, in spaces with led-lit tiled floors.

Please refer to the following pages for visual demonstrations of the elements described above.

Isometric structure

Background texture

Binary code

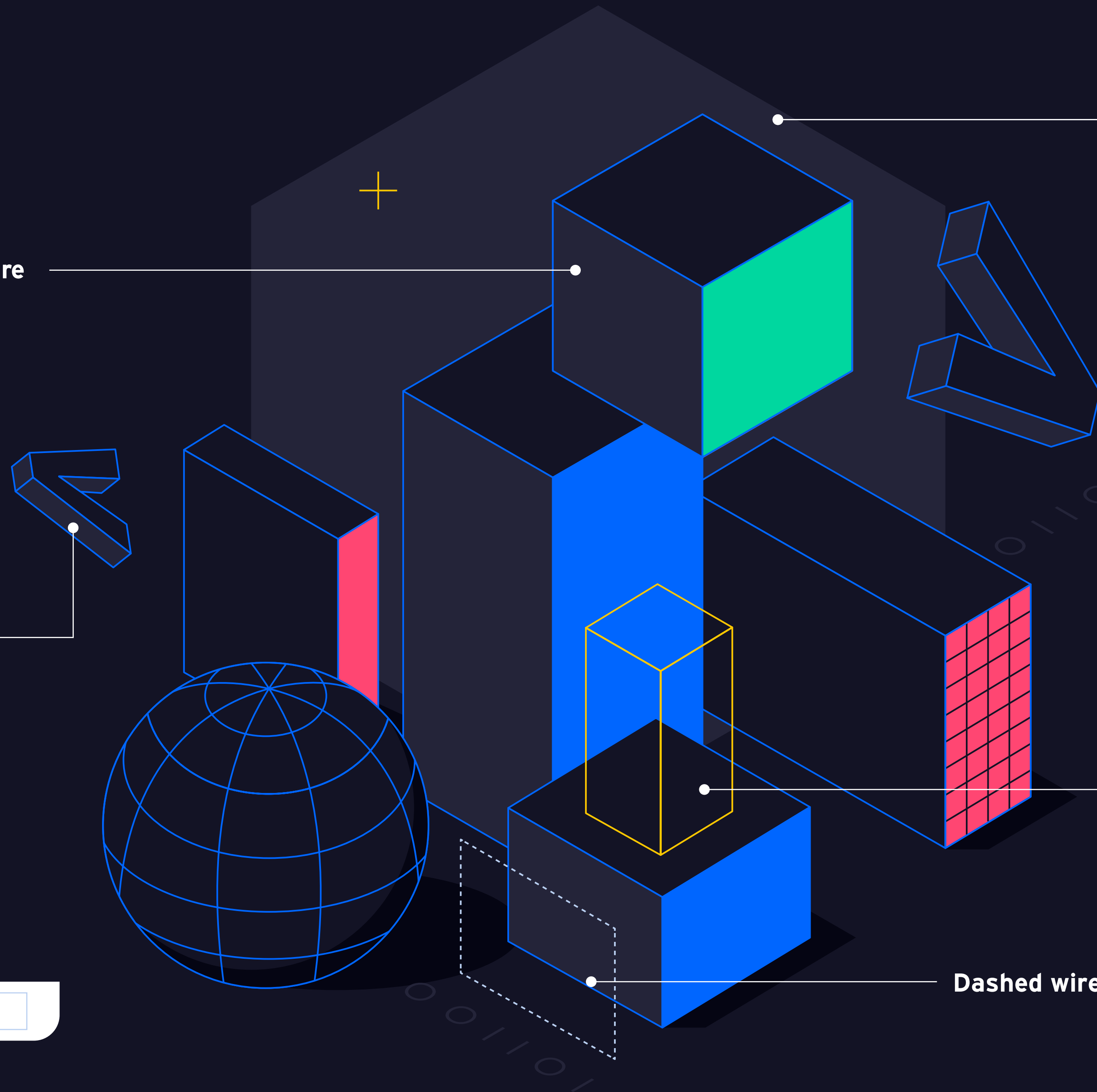
Stars

Wireframe

Dashed wireframe

Floating symbols

COLORS





COLORS



Isometric illustrations
Background textures

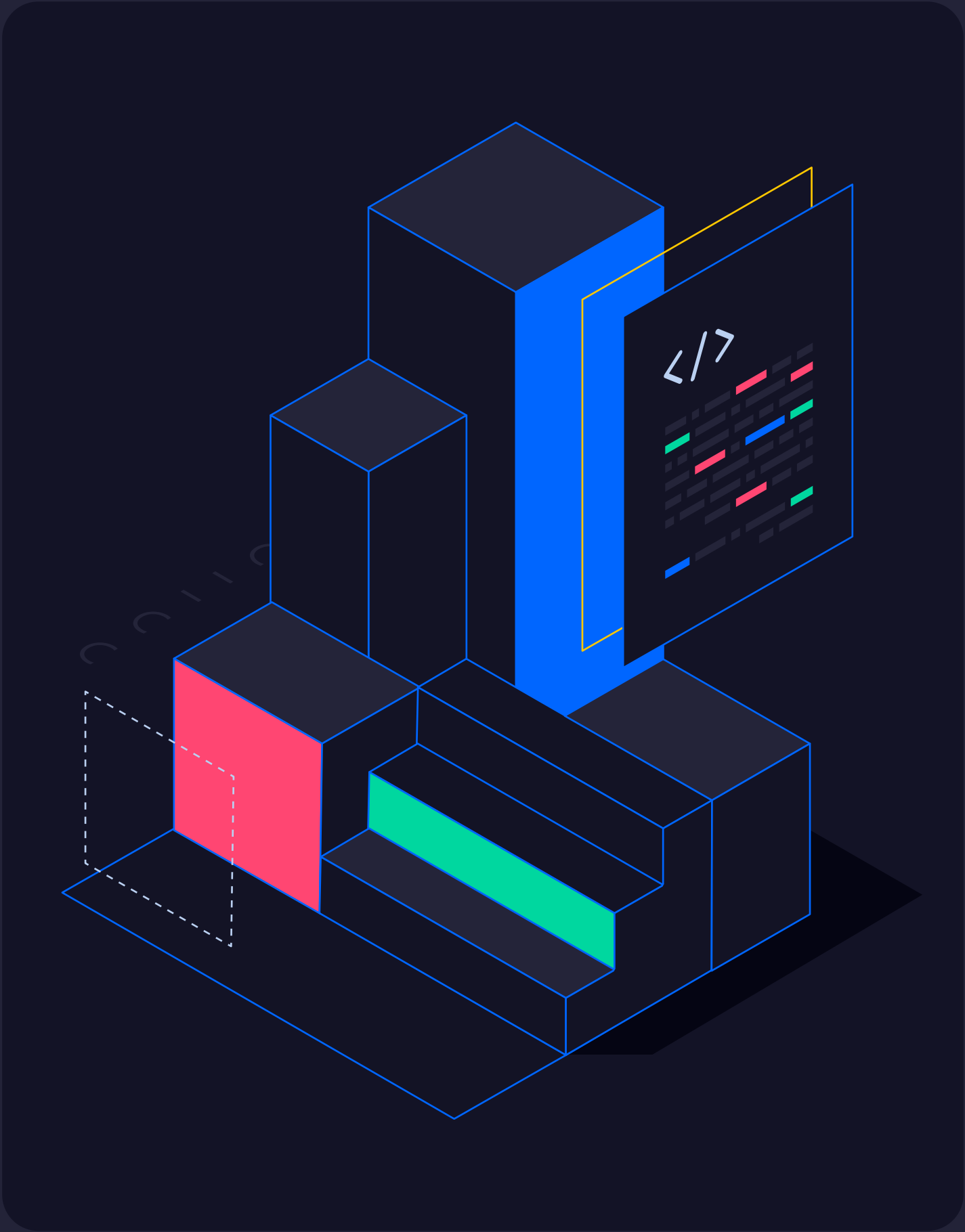
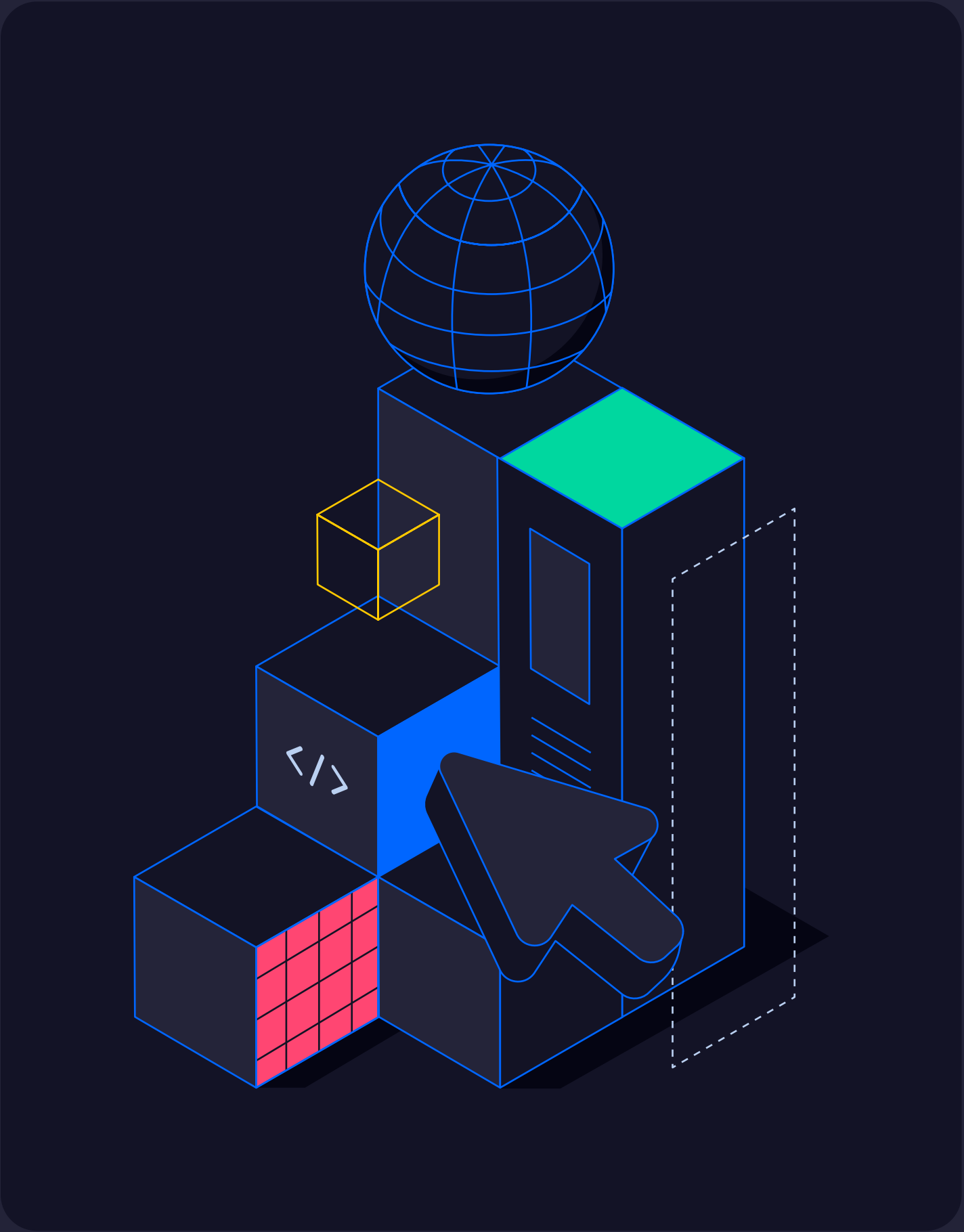
Flat flooring



SmartCon 2023

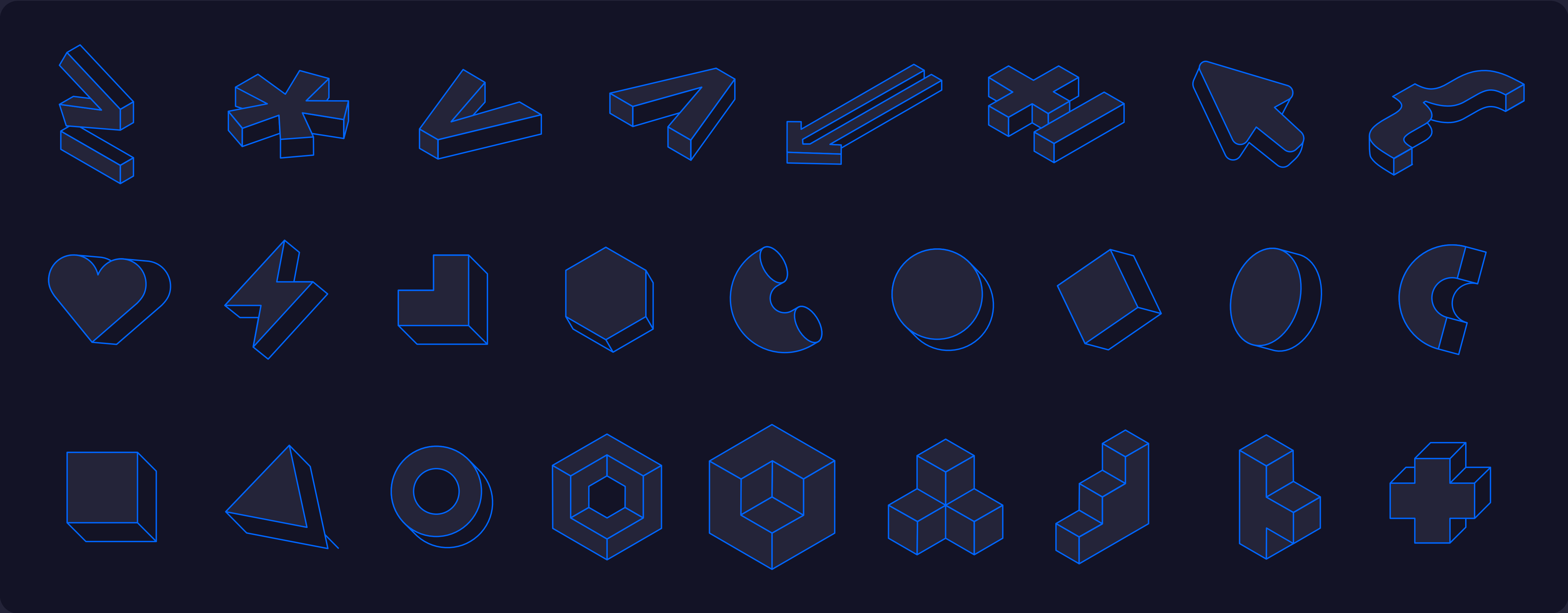
BY CHAINLINK

Isometric builds



COLORS

Floating 3D symbols



Background textures



HEX



HEX EXPANDED



CUBE TOP



ISO BRACKETS



Ornamental frame

In addition to the presented visual elements, the isometric style can be expanded to create ornamental frames. These frames can be utilized to brand different digital and digital collaterals, such as section dividers on the website, letterheads, or even signage.

In this use case, the isometric style is leveraged in a simple minimal way, avoiding clutter through juxtaposition of different shapes, almost creating a flat structure.



Ornamental frame

Lorem ipsum amet sit

Vivamus sapien ligula, posuere nec tincidunt eu, aliquet sed metus. Ut et nibh id turpis suscipit ornare. Mauris fringilla eget turpis eu tincidunt. Duis vel felis ut turpis pretium interdum. Aenean accumsan dui mauris, vel efficitur sapien convallis ac. Suspendisse faucibus orci at tristique dapibus. Curabitur ultricies, sapien tincidunt bibendum mattis, odio mauris fringilla orci, vitae porta dolor.



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



Motion graphics

Guidelines

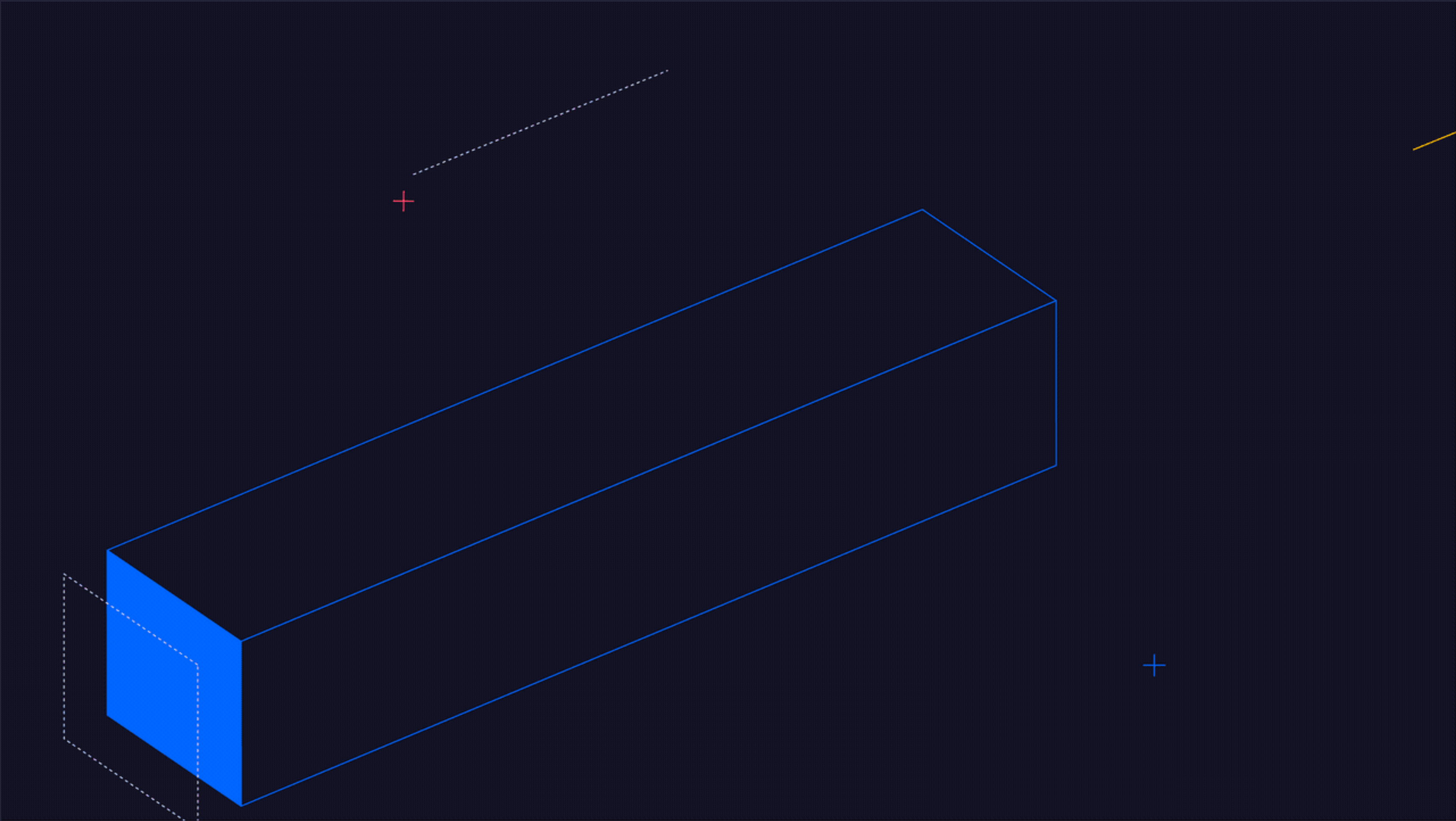
The motion graphic style of SmartCon 2023 is fundamentally rhythmic, vibrant, and clean. The visual elements have been strategically chosen due to their adaptability to motion. Elements and the typography are used as the primary graphics to create animated pieces for promotion and editorial purposes.

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’.

GENERIC ANIMATION SAMPLE

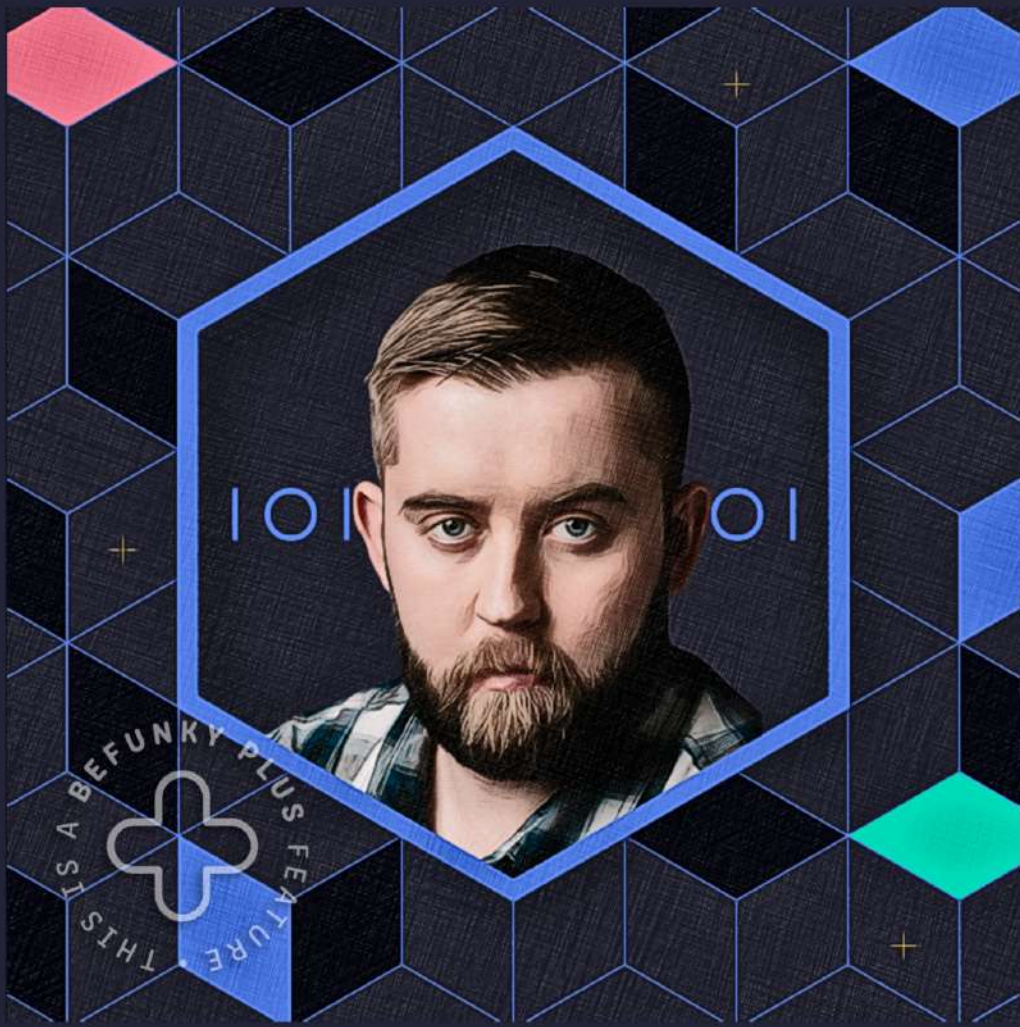


Social avatars

The SmartCon 2023 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



** the BeFunky watermark will be removed for final exports..*




Walter Millan · 2nd

 Chainlink Labs

Product Marketing Lead - VRF | Crypto, DeFi, NFT, Metaverse
New York, New York, United States · [Contact info](#)

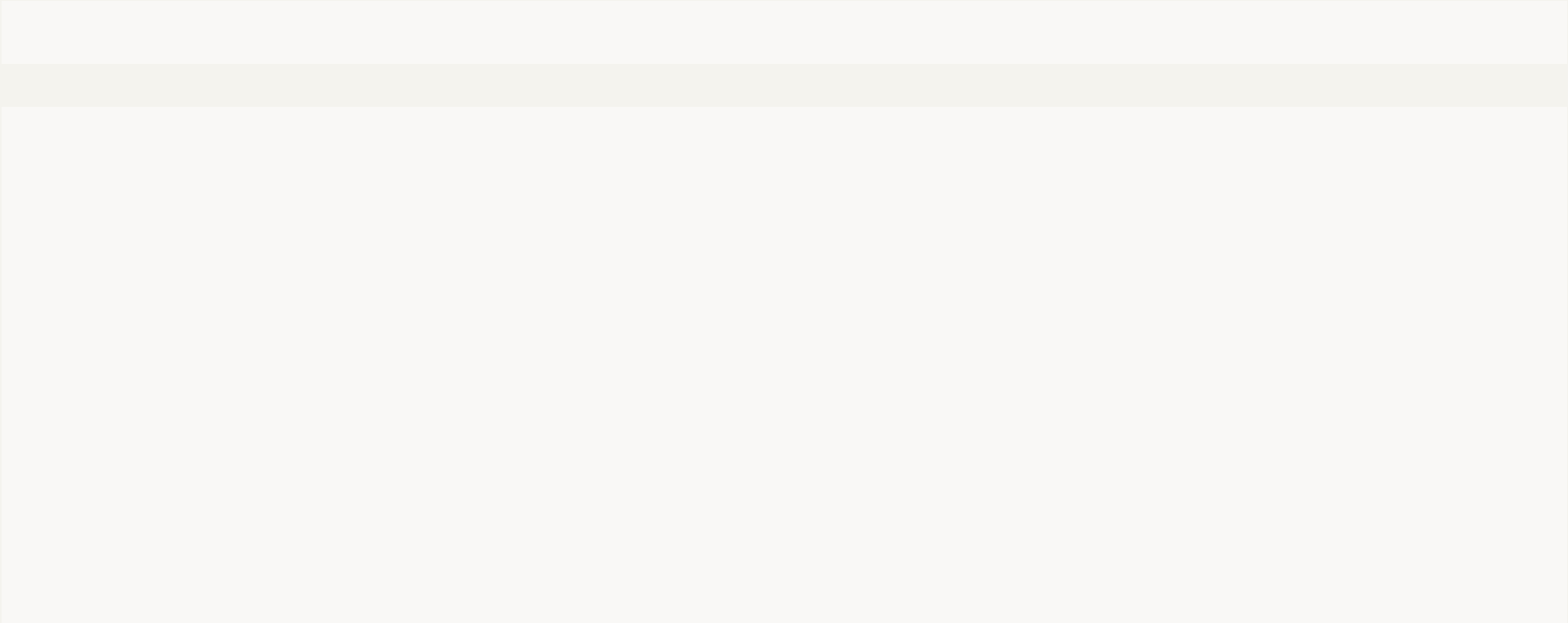
500+ connections

 3 mutual connections: Nate McKerverve, Mickey Graham, and 1 other

Connect

Message

More



Zoom backgrounds

Guidelines

SmartCon Zoom 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.

DOWNLOAD ZOOM BACKGROUNDS



Applications

Banners

GENERAL BANNER



SAVE THE DATE BANNER



SPONSOR BANNER




TITLE CARD




Applications

Web

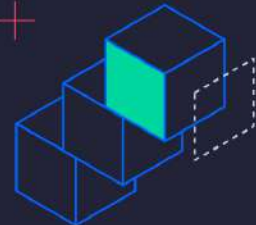


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The **must-attend** Web3 experience of the year.

BY  Chainlink


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Luminary Speakers

Learn from industry legends, building alongside the best developers in the space.

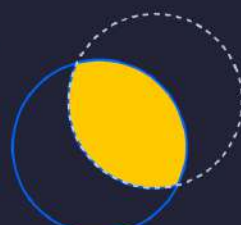
[Meet the speakers >](#)



World-class Builders

Explore the vast developer ecosystem to learn where, what, and how to build.

[Explore the agenda >](#)



Vibrant Connections

Connect with industry experts, and the future generation of Web3 builders.

[See events >](#)

SECURE YOUR SPOT

Join in person

Get front-row seats to everything the conference and city has to offer.



Access to the full SmartCon by Chainlink experience

See industry-leading speakers up close, connect with blockchain experts, and enjoy satellite events supported by key sponsors during SmartCon week.



Connect with the Chainlink and wider crypto community

Engage with a diverse community of passionate Chainlink enthusiasts, experienced Web3 contributors, knowledgeable developers, leading founders and venture capitalists.



Learn how to build applications of the future

Attend in-depth developer workshops, hackathon competitions, technical presentations, and more from leading Web3 developers and other domain experts.



SmartCon 2023 venue

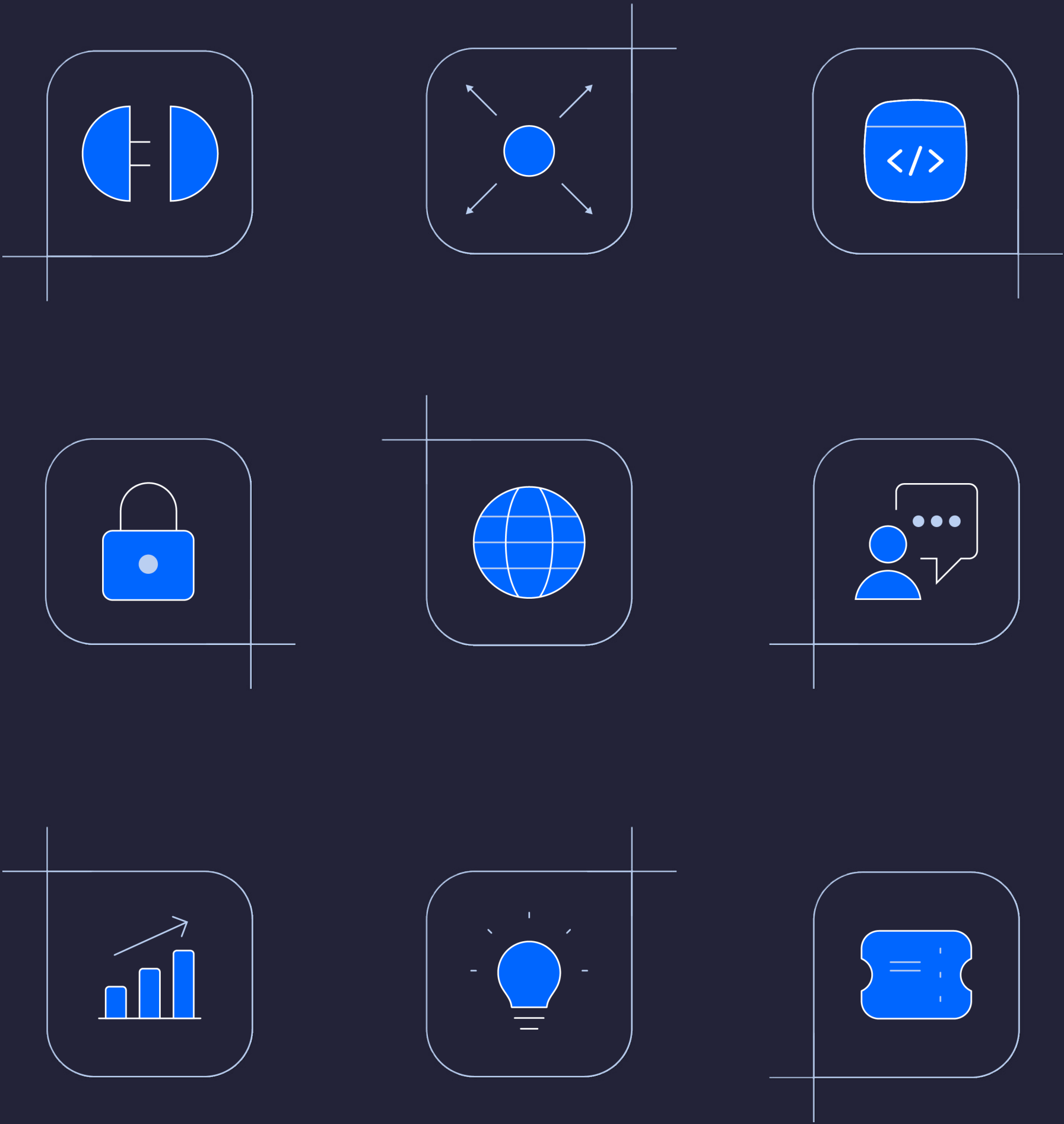




Applications

Web iconography

The web iconography incorporates a container that combines two different aspects of the brand: the shape structure of the logo, and the star in one of its corners. The icon itself is flat, bitonal, and figurative, aiming to not overshadow the written content that it's meant to accompany.



COLORS



Applications

T-Shirts



Applications

Wristband



Badges

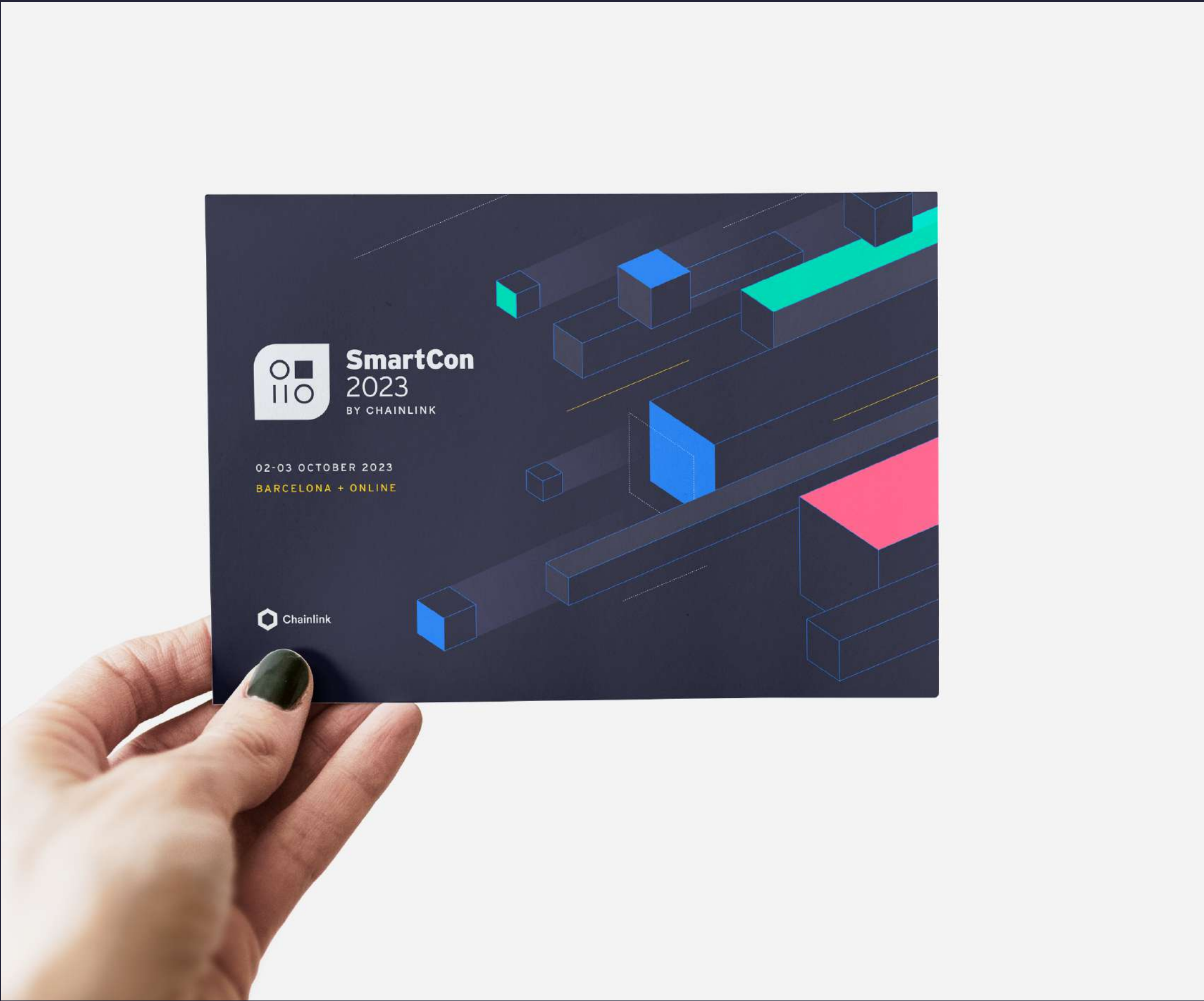
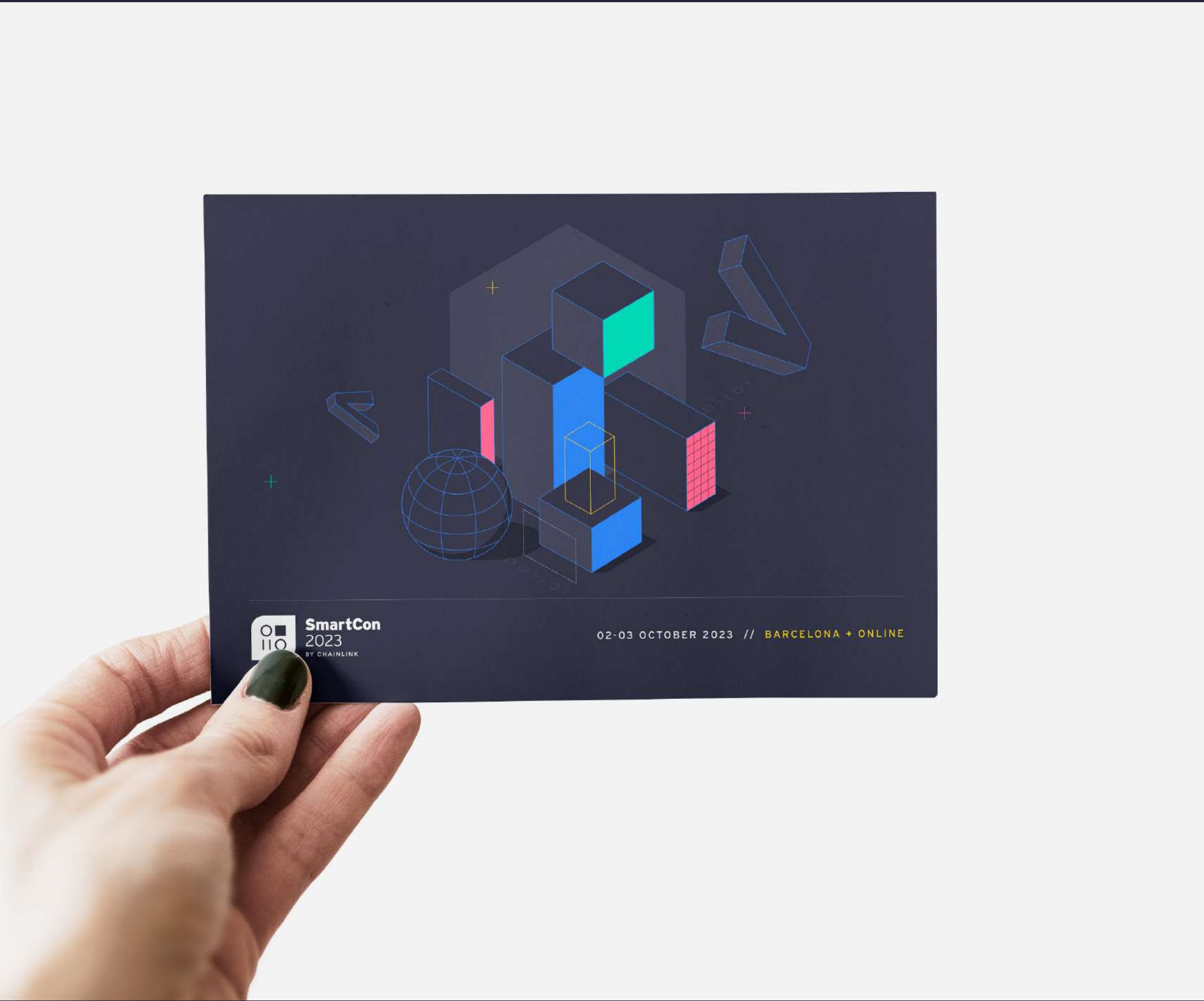


Totebag



Applications

Postcards





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