

DEEP

Brand Guidelines.



Table of Contents

1.0 Brand Logo		4.0 Brand Collaterals	
DEEP Mission Statement	03	T-shirts	26
Primary Logo	04	Email Signature	27
Secondary Logo	05	Letterhead	28
Logo Gradient Integrity	06	Banner	29
Incorrect Usage of gradient	07	Standee/ Roll up	30
Clear Space	08		
Minimum Size	09		
Logo Colors	10		
Wrong Usage	11		
Sub Brand Extension	12		
Sub Brand Extension 01	13		
Sub Brand Extension 02	14		
2.0 Typography			
Primary Typeface	16		
Secondary Typeface	17		
Typography Usage	18		
3.0 Brand Color			
Primary Colors	20		
Primary Gradients	21		
Secondary Colors	22		
Neutral Colors	23		
Applications	24		

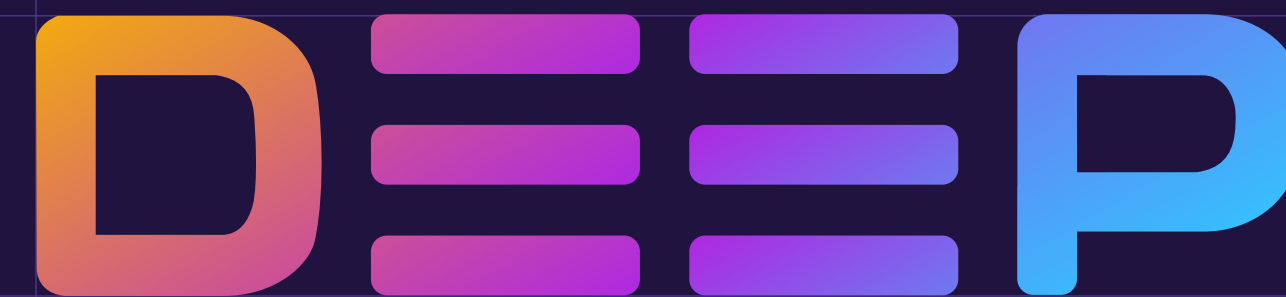
Brand Logo.

DEEP Mission Statement

Turn your groundbreaking ideas into reality. Join a global community pushing the boundaries of AI innovation through funding, collaboration, and open-source impact.

Primary Logo

Our primary logo is the horizontal version. It is the most common use of the logo. It should be used for external facing applications as it will help provide context and establish brand recognition.



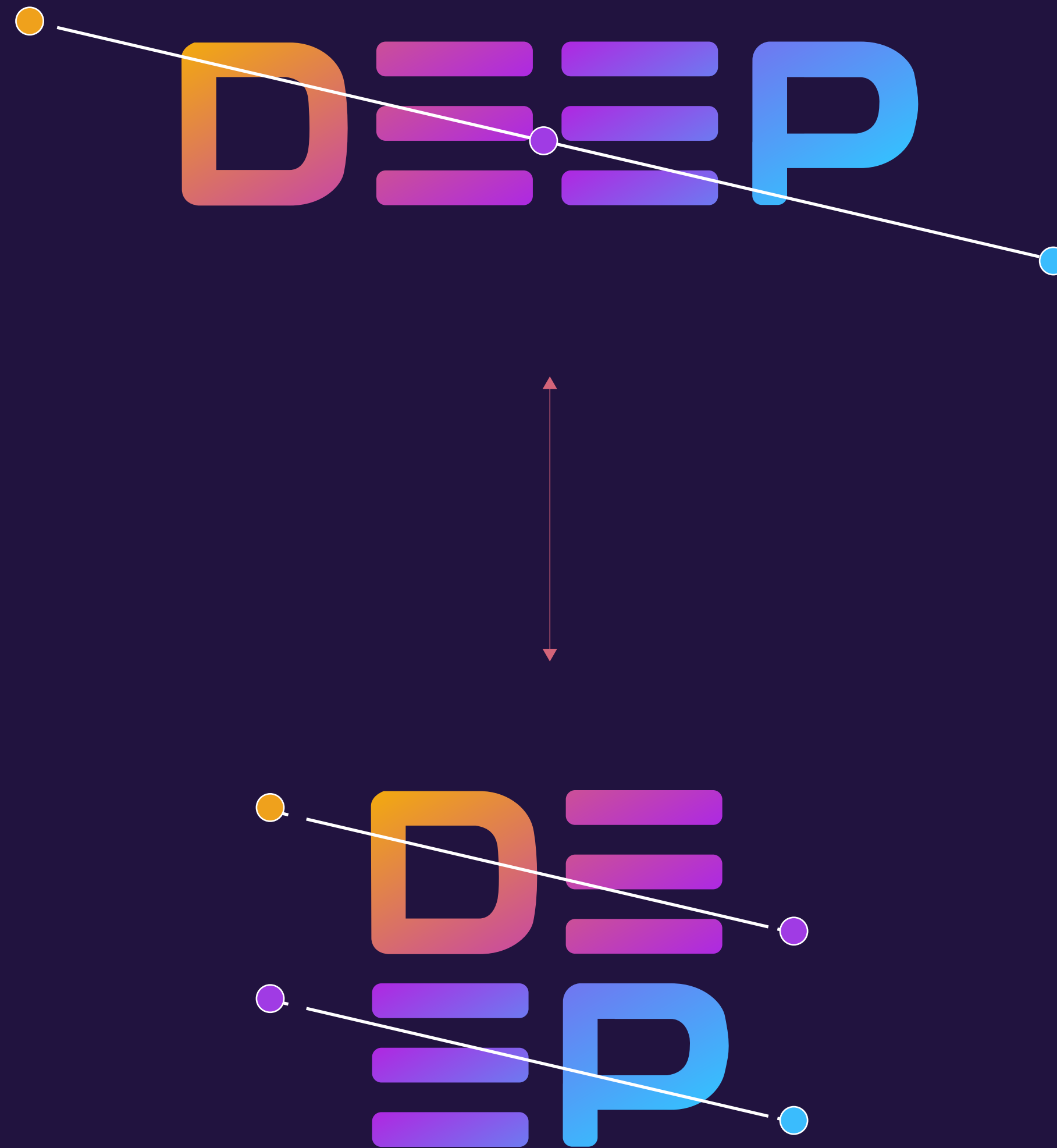
Secondary Logo

Our secondary logo is an alternate way of using the primary logo where the logo needs to be used in a vertical format instead of a horizontal configuration.



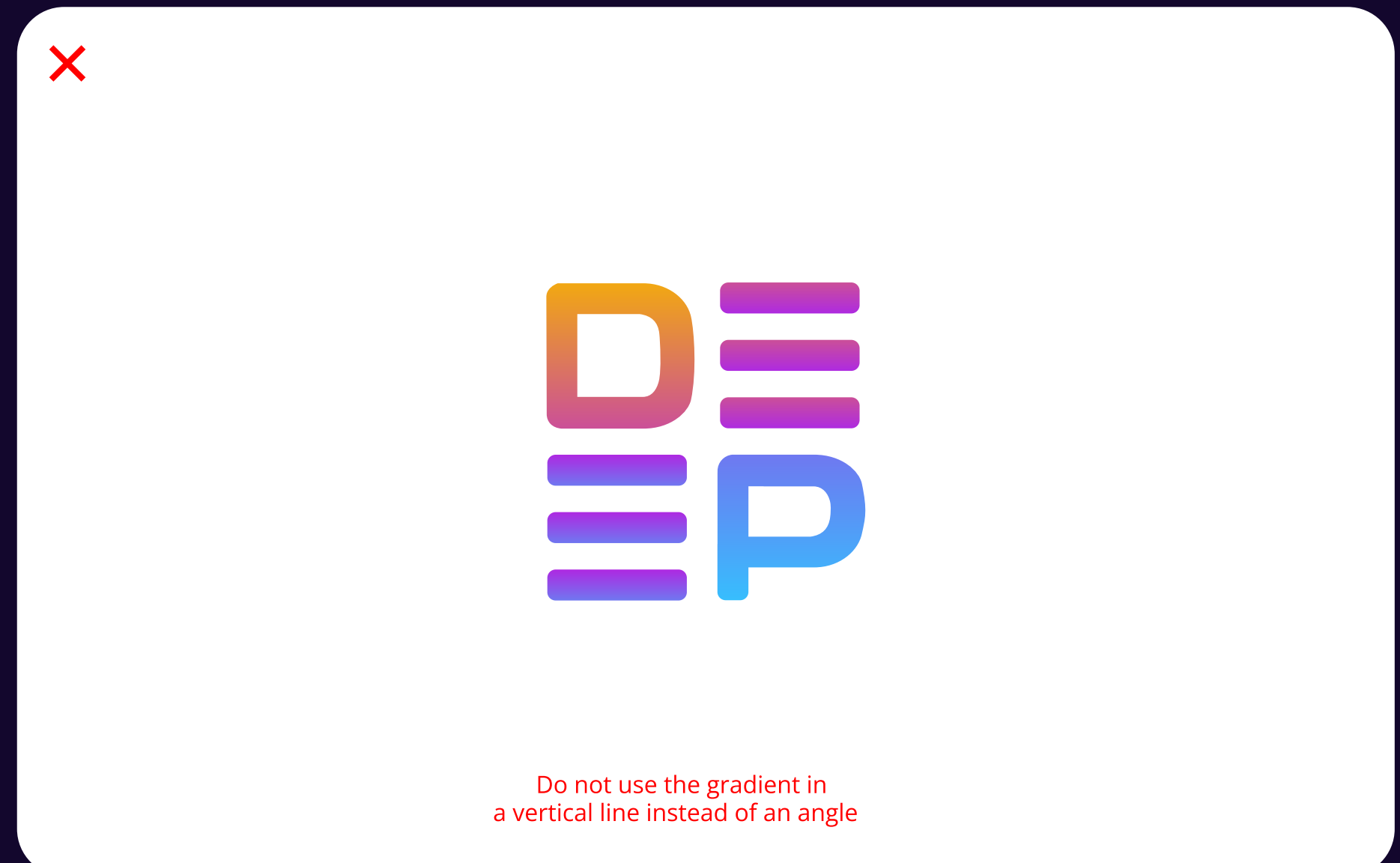
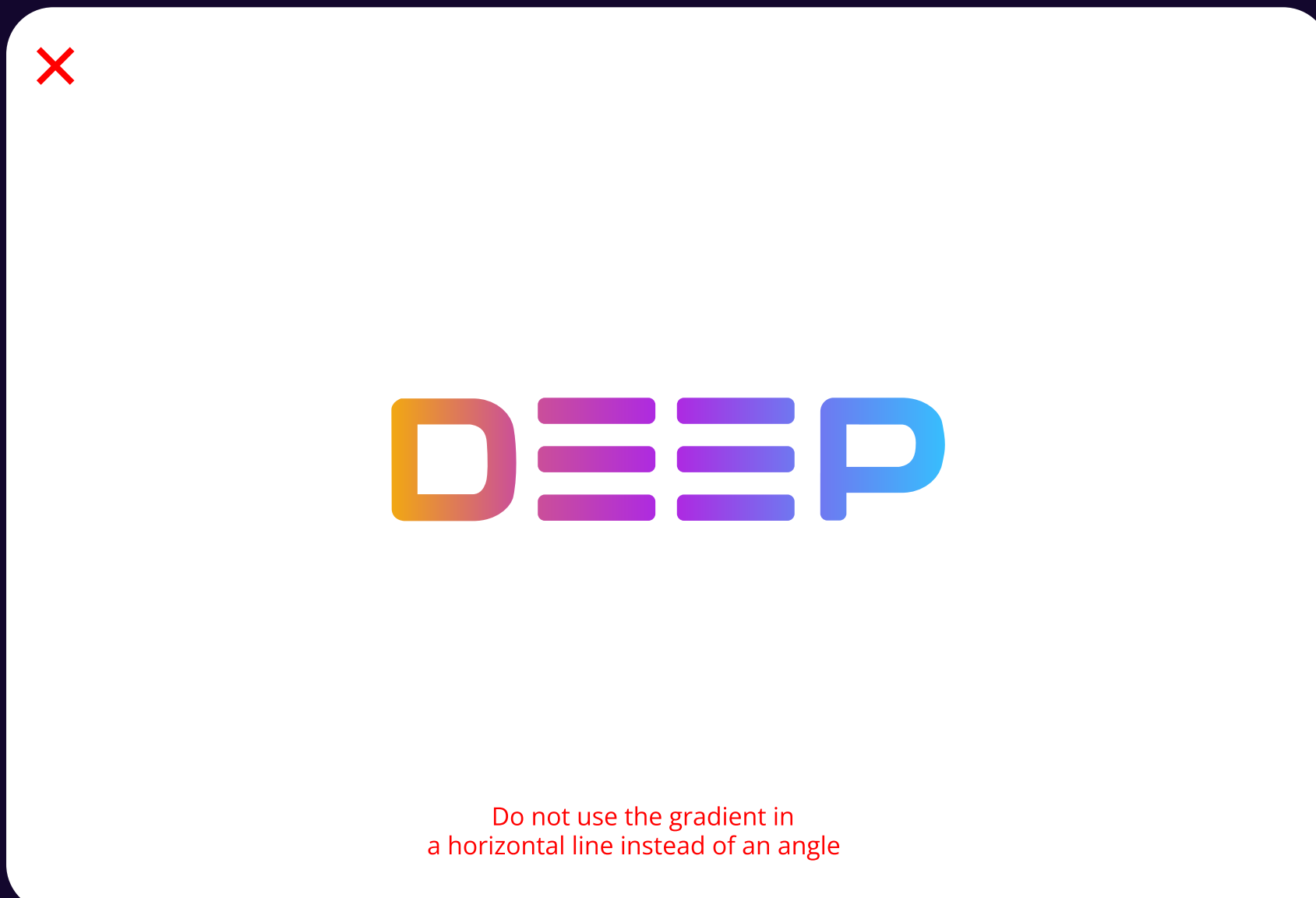
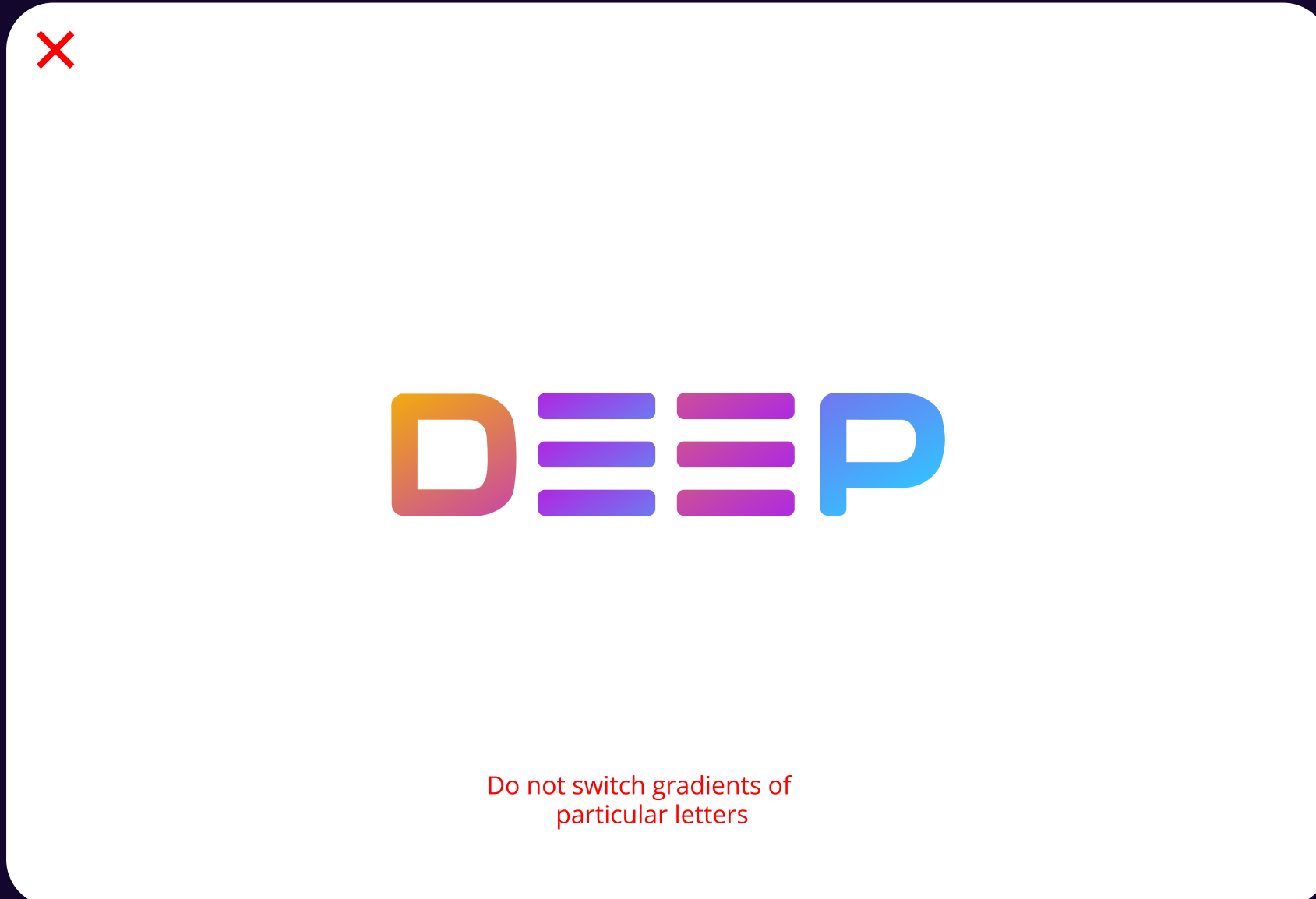
Logo Gradient Integrity

When positioning the logo, the "E" and "P" must be placed directly below the "D" and the first "E" to create the stacked lock-up version of the logo. While shifting the letters, it is essential that the gradient within each individual letter remains intact and unaltered.



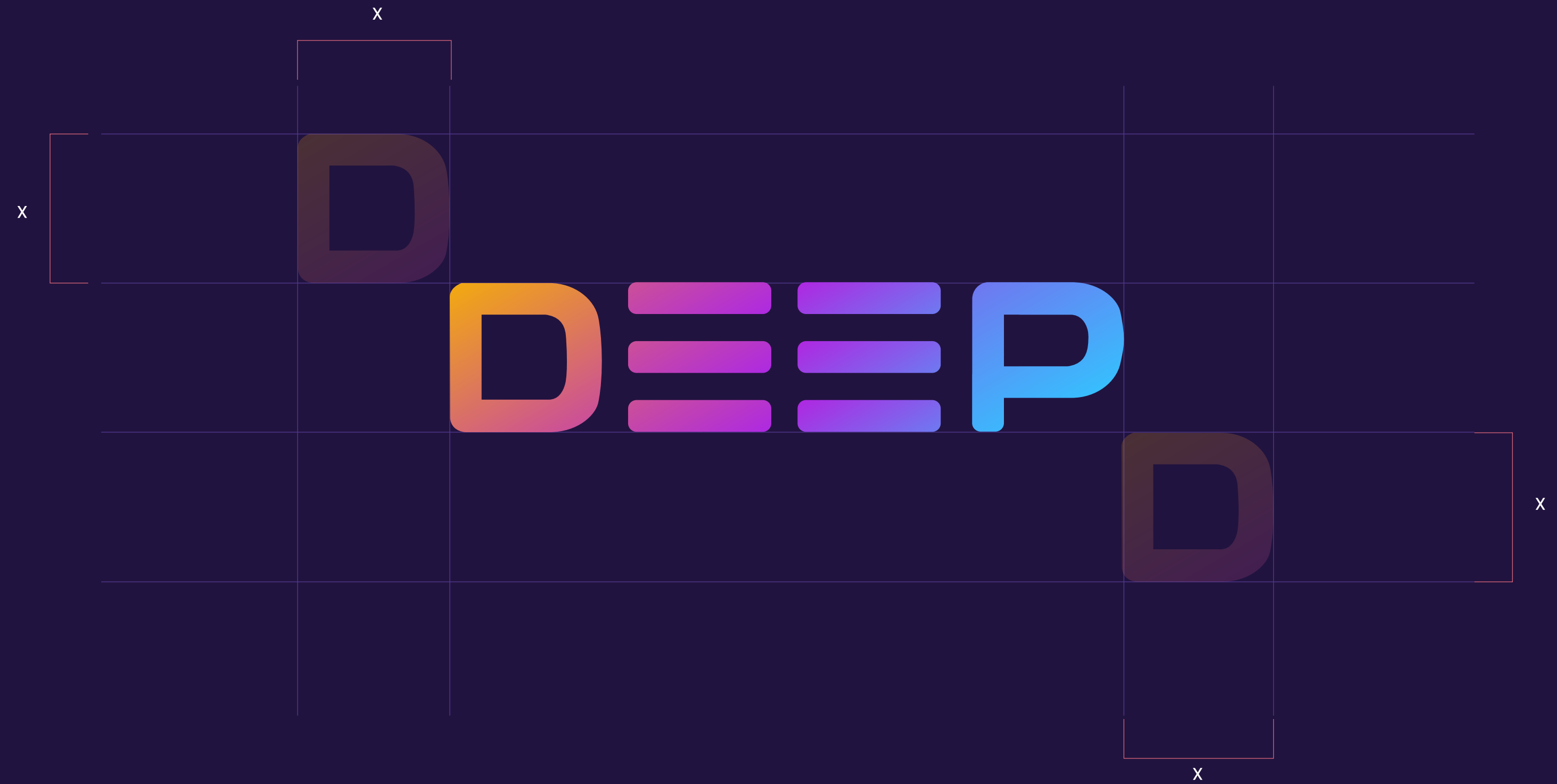
Incorrect Usage of Logo Gradient

Here are some of the ways logo gradients should not be used and should be avoided.



Clear Space

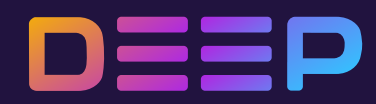
The area around the logo should always provide ample space so that the balance and wholeness of the logo are not crowded or constrained by external elements. The diagram show the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.



Minimum Size

To ensure readability and legibility of the , brand mark, logotype and lockup across all screens and digital devices the logo should not be used at sizes below 125px wide.

For Physical uses, it should not be less than 1.25 inches wide.



Menu



Logo Colors

Whenever possible, the logo should appear on the neutral backgrounds. These applications reflect our core brand values and are suitable for instances when a quieter brand presence is necessary.

Other than that the logos have an light and dark version of logo color, which are primarily used as accent colors and whenever a loud presence of the logo is required

The logo 'DEEP' is centered on a white background. The letters are filled with a horizontal gradient from orange on the left to blue on the right.The logo 'DEEP' is centered on a solid purple background. The letters are white.The logo 'DEEP' is centered on a background with a vertical gradient from orange at the top to blue at the bottom. The letters are white.The logo 'DEEP' is centered on a dark blue background. The letters are filled with a horizontal gradient from orange on the left to blue on the right.

Wrong Usage

Here are some of the ways logos should not be used and should be avoided.



Logo should never be used in a color combination where it is not legible clearly.



Never Squish the logo.



Never use the logo colors in combination with one another.



Do not change the orientation of the logo.



Do not stretch the logo.



Never use the logo in a color other than the logo colors specified

Sub Brand Extension

Whenever the logo is presented with a sub category the primary logo needs to be used with a proper spacing and hierarchy between both the entities

Suppose "x" is 100 pixels, then 0.25x is 25 pixels

There for "x" is a term used in ratio to the logo



Sub Brand Extension 01

Active brand extensions are the sub-brands, products, or services that directly grow out of the parent brand's identity and values. They carry forward the core brand's credibility, while addressing specific audiences, markets, or needs. Each extension strengthens the overall brand ecosystem, ensuring consistency in voice, design, and experience, while allowing room for distinct positioning.

 Projects

 Communities

 Lab

Sub Brand Extension 02

Active brand extensions are the sub-brands, products, or services that directly grow out of the parent brand's identity and values. They carry forward the core brand's credibility, while addressing specific audiences, markets, or needs. Each extension strengthens the overall brand ecosystem, ensuring consistency in voice, design, and experience, while allowing room for distinct positioning.



Text Naming & Capitalization

Use **DEEP** in all caps in running text when it's part of a product/brand name.

Use sentence case for headings.

- DEEP is always in all caps
- Descriptor is in Title Case
- Use the full name in UI and text unless space requires a short form
- Avoid invented acronyms (e.g., not "DP" or "DC") unless authorized in the UI

Product names (canonical)

As new products are introduced, the same naming convention applies:

DEEP + [Product Descriptor]

- ▶ DEEP Projects
- ▶ DEEP Communities
- ▶ DEEP Lab
- ▶ DEEP Ideation
- ▶ DEEP ID

Do / Don't examples

- ✔ "Explore DEEP Communities to join a circle."
- ✘ "Explore Deep Communities..."
- ✔ "Roadmap · DEEP Projects (Q1 2026)"
- ✘ "DEEP funding roadmap..."
- ✔ Heading (sentence case): "Join DEEP Communities"
- ✘ UI Shouting: "JOIN DEEP COMMUNITIES TODAY"
- ✔ "Submit your proposal via DEEP Projects."
- ✘ "Submit your proposal via DP."

Edge cases:

- ▶ Start of sentence: "DEEP Communities launches..." (all caps still OK).
- ▶ Possessive: "DEEP Communities' guidelines" (avoid awkward "DEEP's" where possible).
- ▶ URLs: lowercase, hyphenated slugs (e.g., /deep-communities/roadmap)
UI can still render "DEEP Communities". (General web convention)

Brand Typography.

Primary Typeface

Our primary typeface is designed for all communication across digital and print mediums. It ensures clarity, readability, and consistency whether used on websites, mobile applications, presentations, brochures, or any other brand collateral.

By standardizing this typeface, we maintain a cohesive brand voice across all platforms.

DM Sans.

Regular, Medium & Bold

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u
v w x y z

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _

Secondary Typeface

A distinct typeface has been chosen exclusively for the logo and sub-brand identities. This typeface conveys the brand's unique personality and should not be used in regular communication or marketing material.

This separation of usage ensures that the logo maintains exclusivity and recognizability, while the primary typeface supports consistent and versatile communication across mediums.





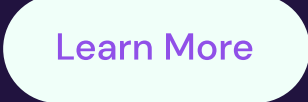
Orbitron.

Semibold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

1234567890
!@#\$%^&*()_

Typography Usage

Typography	Hierarchy	Specification	Example
Heading DM Sans- Medium	 <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#%&^*()</p>	Title	<h1>Build the Future of Decentralized AI</h1>
Sub-Heading DM Sans- Regular	 <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#%&^*()</p>	Sub-heading	<h2>Unlocking A World of Possibilities</h2>
Body DM Sans- Regular	 <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#%&^*()</p>	Paragraph	<p>Where your ideas can thrive and your potential is unlocked while giving you the opportunity to contribute to the development of decentralized, beneficial AG</p>
		Button	 

Brand Colors.

Primary Colors

Our primary colors represent the core identity of the brand. They are used across all major brand applications including the key visuals, and important design elements. These colors form the foundation of our brand's recognition and should dominate in all branded communications.

Haverst Gold

Hex: #F3AB10
RGB: 243, 171, 16
HSB: 40, 93, 95
CMYK: 4, 36, 100, 0

Electric Purple

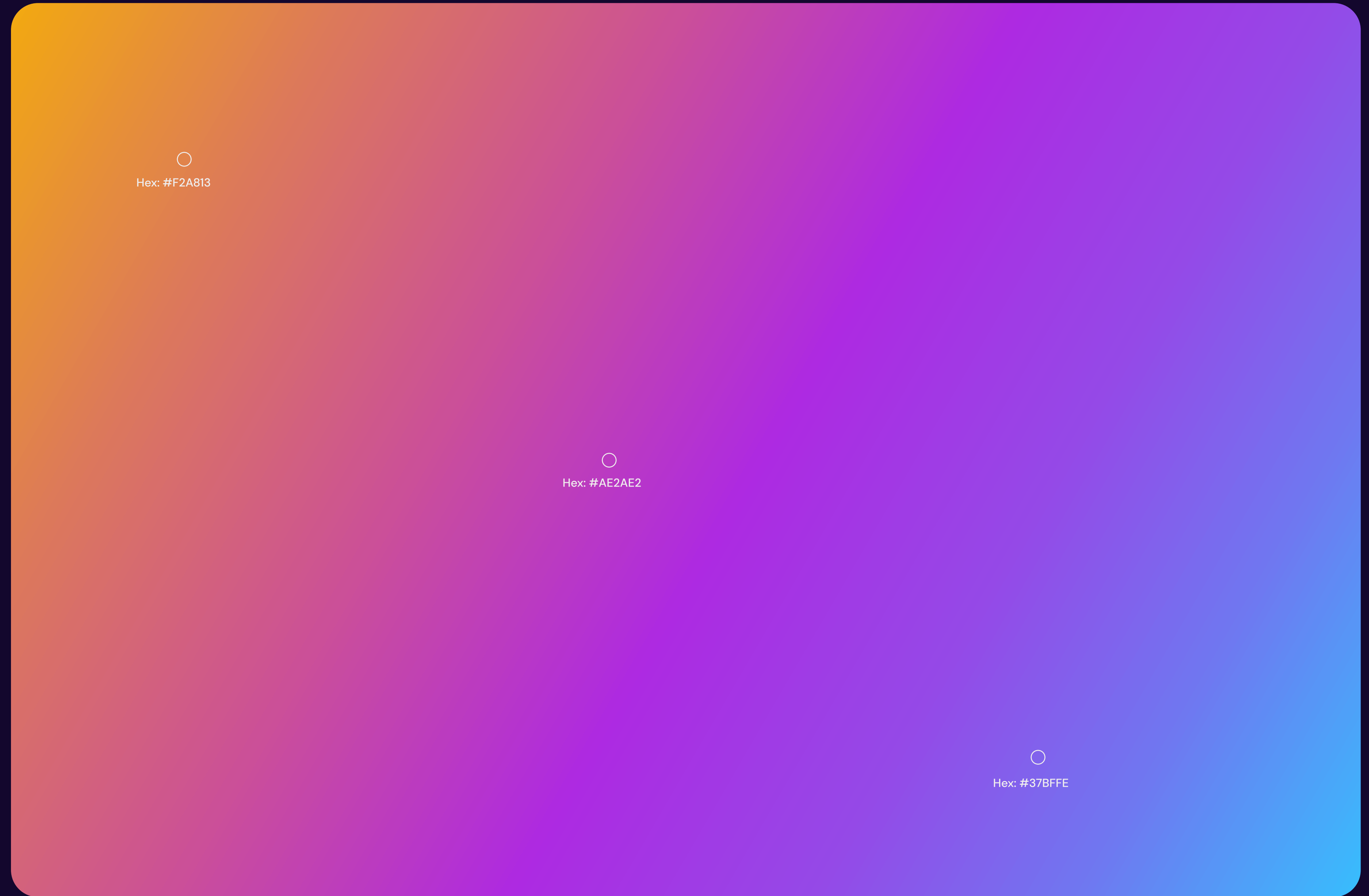
Hex: #B620E0
RGB: 182, 32, 224
HSB: 286, 85, 87
CMYK: 48, 83, 0, 0

Bright Sky Blue

Hex: #32C6FF
RGB: 50, 197, 255
HSB: 196, 80, 100
CMYK: 60, 3, 0, 0

Primary Gradient

The primary gradient is a signature visual element that expresses our brand's energy and depth. It should be applied thoughtfully in digital and print applications to create vibrancy and consistency. The gradient must always retain its original direction, blend, and proportion to ensure recognizability.



Secondary Colors

Secondary colors act as supporting tones to complement the primary palette. They add variety and flexibility without overshadowing the primary brand colors. Secondary colors should be used sparingly—for accents, highlights, or in illustrations and infographics.

Carrot Orange

Hex: #FD9E39
RGB: 253, 158, 57
HSB: 29, 77, 99
CMYK: 0, 45, 86, 0

Veronica

Hex: #905039
RGB: 144, 80, 233
HSB: 264, 65, 91
CMYK: 60, 73, 0, 0

Cornflower Blue

Hex: #5B92F5
RGB: 91, 146, 245
HSB: 217, 62, 96
CMYK: 62, 40, 0, 0

Neutral Colors

Neutral colors provide balance and clarity within the brand system. They are primarily used for backgrounds, typography, and layout structure to support the primary and secondary colors. Neutrals help maintain readability and ensure that our brand colors stand out with impact.

Deep Violet

Hex: #1E1243
RGB: 30, 18, 67
HSB: 254, 72, 26
CMYK: 96, 100, 37, 48

Deep Purple

Hex: #13072D
RGB: 19, 7, 45
HSB: 258, 84, 17
CMYK: 89, 89, 48, 66



Application

Build the Future of Decentralized AI

Where your ideas can thrive and your potential is unlocked while giving you the opportunity to contribute to the development of decentralized, beneficial AG

Get Started

Learn More

Build the Future of Decentralized AI

Where your ideas can thrive and your potential is unlocked while giving you the opportunity to contribute to the development of decentralized, beneficial AG

Get Started

Learn More

Build the Future of Decentralized AI

Where your ideas can thrive and your potential is unlocked while giving you the opportunity to contribute to the development of decentralized, beneficial AG

Get Started

Learn More

Build the Future of Decentralized AI

Where your ideas can thrive and your potential is unlocked while giving you the opportunity to contribute to the development of decentralized, beneficial AG

Get Started

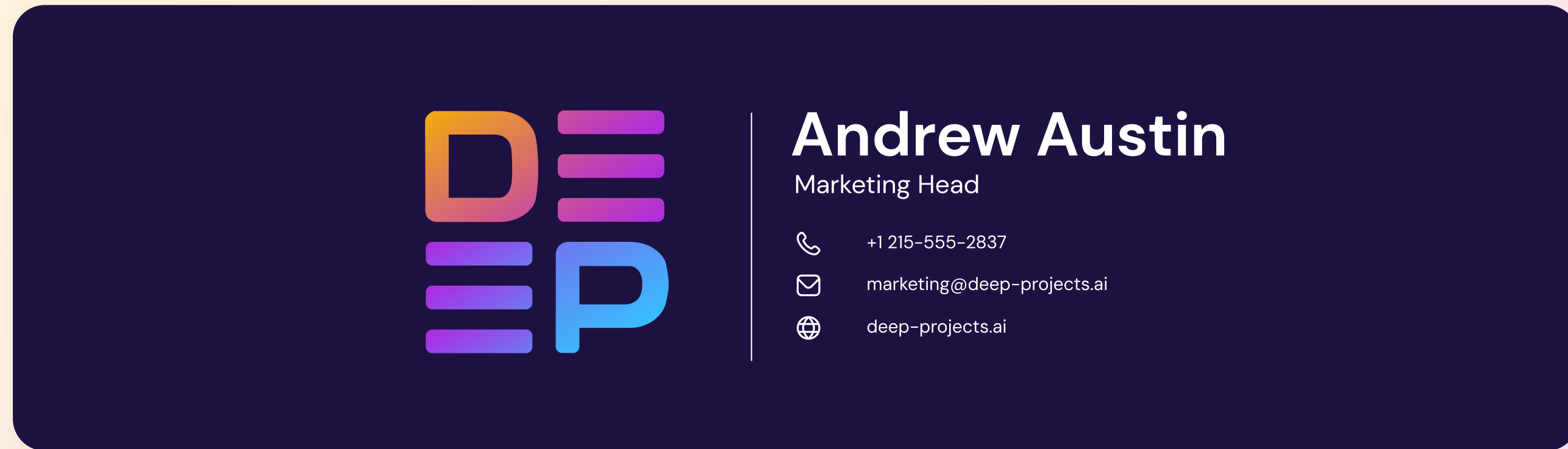
Learn More

Brand Collaterals.

T-shirt



Email Signature



Letterhead



DEEP

+1 215-555-2837
info@deepfunding.ai
Deepfunding.ai

Banner



Roll up/ Standee



Thank You

For special requests or questions
please contact marketing@deep-projects.ai

