The 1inch Network

Brand guidelines

Structure

Our logo consists of a symbol and a wordmark.

Symbol

Wordmark

Download logo assets

Symbol

The 1inch symbol is our brand's most common representation. As a globally recognizable image, it transcends languages and cultures.

Wordmark

Our wordmark is clear, human and confident. Reflecting the shape of our symbol, it creates harmony between the two elements. The wordmark anchors our symbol, immediately telling new audiences who we are and what we represent.

Lock-ups

The symbol and the wordmark are used jointly as two lock-ups.

Horizontal

Vertical

Logo colors

These are possible combinations of colors and backgrounds.

Positive - Tonal on Black

Negative - Tonal on color

Monotone - Tonal on White

Monotone - Tonal on Black

Minimum size

Minimum sizes for our logo have been defined. Please don't use an undersized logo.

25mm / 120 px

15mm / 100px

5mm / 30px

Exclusion zone

Specific parameters have been defined for the logo's clear space – the space where no graphic element can be added. All graphic elements should remain outside the exclusion zone.

Horizontal lock-up exclusion zone
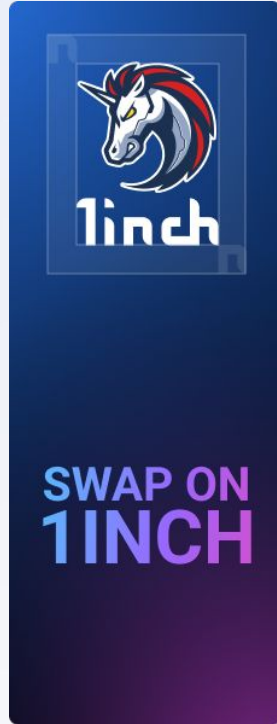

Vertical lock-up exclusion zone

Symbol exclusion zone

Positioning

Banner size ratios

When positioned on banners (with an exclusion zone), our logo should correspond to 80-100% of the width on vertical banners and to 80-100% of the height on horizontal banners.

Possible misuse

As a global sign for our entire community, our logo should be treated with respect. When used by itself, the symbol is flexible, but special attention should be paid when pairing it with our wordmark. These guidelines should be applied when using our symbol and wordmark together.

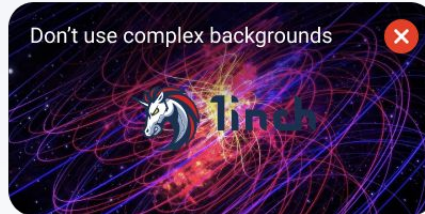|		
Original logo ✅	Don't stretch the logo ❌	Don't create a new lock-up ❌
Don't add new colours ❌	Don't rotate the logo ❌	Don't create an outline version ❌
Don't change the wordmark ❌	Don't use complex backgrounds ❌	Don't add effects ❌

Graphic backgrounds

Graphic backgrounds can be used in a variety of ways, adding color and making images more interesting. They have block areas facilitating the addition of text, illustrations, diagrams and graphs. Below are shown the backgrounds we use. They are available in a range of colors and in vertical, as well as horizontal formats.

Illustrations

These are some examples of illustration styles that can be used.

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