

Brand Guidelines



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1.0

Logo



Logo

Logo

The HertzFlow Primary Logo embodies our vision as the "World Leverage Engine." The dynamic cyan emblem uses data flows and frequency bands to form an "H," symbolizing real-time market volatility and deep liquidity. Paired with a minimal, sans-serif wordmark, this high-contrast design reflects our commitment to an institutional-grade, Web3 trading experience. This primary mark should be used across all official touchpoints and dark backgrounds to ensure visual consistency and maximum legibility.



Logo

Logo Mark

Designed for environments where space is highly restricted or where the brand identity is already well-established. As the most distilled visual symbol of the brand, it maintains clear high contrast and recognition even at extremely small sizes.

Common Applications:

Website favicons, DApp/App icons, social media avatars, and as a compact visual indicator within complex UI interfaces or trading terminals.



Horizontal

This is the preferred primary logo for HertzFlow. It should be used in any standard layout with sufficient horizontal space to convey the most complete, professional, and restrained brand image.

Common Applications:

Website navigation bars, product headers, official documentation, business cards, and the bottom logo area of external partnership posters.



Vertical

Ideal for layouts where horizontal space is limited but vertical space is abundant, or in visual compositions that require a centered, symmetrical layout.

Common Applications:

Presentation deck covers or closing slides, vertical event posters or roll-up banners, physical merchandise (like t-shirts or stickers), and square-ratio social media content.



Size

To ensure clarity and legibility, the logo must never appear below the following minimum heights:

Horizontal Logo: not smaller than 8 mm (32 px) in height

Vertical Logo: not smaller than 16 mm (60 px) in height

Logo Mark: not smaller than 6 mm (24 px) in height

Below these sizes, details may be lost. For extremely small applications (e.g., favicons, app icons), we recommended logo mark.



Placement

Horizontal Logo

The horizontal logo serves as the primary version and can be placed in any position within a layout, provided size, clear space, and margin rules are respected.

Vertical Logo

The vertical logo is used in portrait-oriented layouts, narrow spaces, or designs requiring symmetry. It is typically placed in the center of the layout to create balance and a strong visual presence.

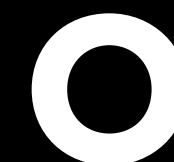
Logo Mark

The logo mark may be used freely in the corners or center of a layout. Clear space and minimum size rules must always be respected to ensure visibility and balance.



Safe Zone

The logo's clear space is defined by its width and height to ensure it always appears clear and uncluttered within any layout. When applying the logo in communication materials, the minimum clear space rules must be strictly followed.



O represents the required minimum clear space.
O is derived directly from the brand mark.

Improper Usage

Never change the size ratio between the logomark and the wordmark, nor should you modify the established spacing (kerning or tracking) between any elements of the logo.

Never apply unauthorized colors, gradients, or secondary palettes to the logo.

To maintain a clean, flat, and modern aesthetic, never add drop shadows, outer glows, bevels, or outlines (strokes) to the logomark or wordmark.

The logo must always be presented on a strictly horizontal or vertical axis as originally designed. Never tilt, slant, stretch, or rotate the logo at any angle.

⊗ Do not alter the proportions or spacing



⊗ Do not alter the color



⊗ Do not apply visual effects or strokes.



⊗ Do not rotate, skew, or distort.



Partnership

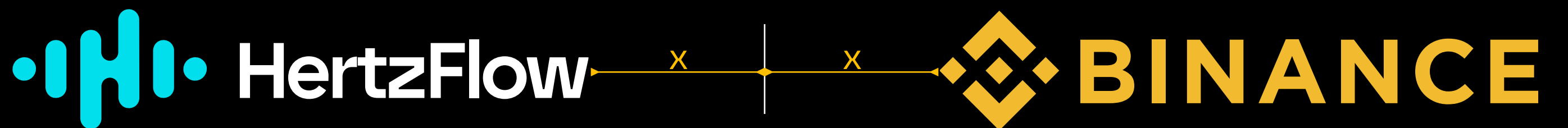
Both logos must be horizontally aligned, using either the visual baseline or center line as reference.

A divider line (vertical bar) is placed between the two logos.

A fixed safe distance must be maintained between the logos, defined as X = the width of four "O" letters.

The logos must be proportionally balanced, with either equal cap height of the text or equivalent visual weight.

The combined lockup (logos + divider) should be treated as a single unit and placed centered as a whole in the layout.



2.0

Typography



Borna

Usage: Brand Materials, Official Website, and App Headings

Borna serves as our primary display typeface. It carries the structural weight and character required for bold brand statements and clear informational hierarchy. Used exclusively for prominent titles and marketing communications, Borna delivers a confident, modern aesthetic that aligns perfectly with a forward-thinking technology brand. Its distinct letterforms create immediate visual impact while maintaining a highly professional tone.

Aa

Borna

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! ? . , : ; @ # \$ % &

Borna

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! ? . , : ; @ # \$ % &

Borna

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! ? . , : ; @ # \$ % &



3.0

Color



Theme

Dark Mode (Primary Theme)

Deep Black: The true black foundation of our primary interface. It maximizes contrast for typography and data, creating an immersive experience.

Vibrant Cyan: Our core identifier. Against dark backgrounds, this energetic cyan highlights critical actions, logos, and key states, symbolizing speed and liquidity.

Light Mode (Secondary Theme)

Clean White: A stark white base that provides a crisp, rigorous canvas for high-legibility data presentation in bright environments.

Muted Teal: Optimized for balanced contrast and comfortable readability against white backgrounds.



Theme Color 01

Black

HEX: #000000

PANTONE: Pantone Black



Theme Color 02

Vibrant Cyan

HEX: #00DFEB

PANTONE: Pantone 3125 C



Theme Color 03

White

HEX: #FFFFFF

PANTONE: Pantone White



Theme Color 04

Muted Teal

HEX: #00C7D2

PANTONE: Pantone 3125 C



Neutral

Our neutral color palette is precisely calibrated to establish a clear, intuitive structural hierarchy across the HertzFlow platform. By using calculated variations of black, white, and gray, we create distinct layers of depth, ensuring that primary content stands out while secondary elements recede, reducing cognitive load in complex data environments.

Dark Mode



Neutral Color 01

Black

HEX: #000000



Neutral Color 02

Dark Grey

HEX: #161616



Neutral Color 03

Grey

HEX: #B3BDD9 20%

Light Mode



Neutral Color 01

White

HEX: #FFFFFF



Neutral Color 02

Light Grey

HEX: #F6F7F8



Neutral Color 03

Light Grey2

HEX: #586795 8%

