Open is better.

The Open Application Network is a new shared infrastructure for the world’s digital activities, founded on the belief that the closed way that software is designed and built today is undermining the potential of the internet to make our world more secure, connectable, and fair.
Brand Positioning

We believe that tomorrow’s success stories won’t be built on yesterday’s platforms, which are susceptible to data breaches and the mishandling of customers’ data; censorship and anti-competitive behavior; and serious inconveniences and frictions for users.

All around the world, concern is mounting about the runaway power and misaligned incentives of technology platforms. Better data practices and operations are becoming fundamental to business growth and safe operations. But few tech entrepreneurs are ready for this. The OAN provides tools for those who want to start thinking about what they can do differently, and sets them up to succeed in the future.
Logo (Primary)
Native

Our primary brand logo is shown on the right in its native setting, consisting of the symbol and text elements.

The primary logo should be set as Charcoal over Cream (left) but may also be set as Cream over Charcoal if using a dark background.
Logo (Primary)
Symbol

The primary logo symbol may be isolated and used on its own in a variety of scenarios where the text elements are not needed or are deemed illegible.
Logo (Primary)  
Clear Space

Placement of the logo is key to its impact and effectiveness. Always ensure that you leave the minimum ‘clear space’ around the logo to give it the breathing room it requires, whether that be over a coloured background, over a photo or over video. If the clear space rule is applied properly, the logo should never touch the content border of any graphic canvas nor contain any other visual elements.

The minimum clear space is calculated based on the height of the lowercase ‘w’ from the ‘Network’ text. In our case, the minimum clear space should be 3 times the total x-height of the lowercase ‘w’, shown on the right diagram.

\[ W \times \text{x-height} \]
Logo Primary
Clear Space

The minimum clear space for the OAN symbol is calculated by the height of the circle shape. In this case, the clear space is 2 times the height of the circle on all sides.

[Diagram showing the logo with clear space dimensions]
Logo (Secondary)
Native

Our secondary logo can be used in place of the primary logo when applicable - as a complementary graphic element to a photo or image, or as a general replacement for the primary logo when “The Open Application Network” text is not required to be in focus.

The secondary logo can be used in various collateral applications such as, but not limited to apparel, tote bags, posters, animations, etc.
Logo (Secondary)
Clear Space

The minimum clear space for the secondary logo is not calculated using a letter, but by using half the height or width of the ‘O’ circle shape.
The Aion brand logo is show on the right in its native setting.

Although the Aion logo can be used in both colour settings, it should be primarily set as Charcoal over Cream, opposite to the setting of The Open Application Network primary logo.

When Aion is written in headlines or body copy please do so in sentence case (Aion) and not in all caps (AION) like it has appeared in the past.
The Aion symbol is drawn directly from the full Aion logo and may be isolated and used on its own in a variety of scenarios. The Aion symbol acts as a graphic element that can be used in brand collateral, as well as being the official Aion currency glyph.
Logo (Aion)
Clear Space

The minimum clear space for the Aion logo is calculated based on the height of the lowercase 'n' from the 'Aion' text. In this case, the clear space is the height of the 'n' on all sides of the logo.
Logo (Aion)
Clear Space

The minimum clear space for the Aion symbol is calculated by the height of the circle shape. In this case, the clear space is 3 times the height of the circle on all sides.

3x
Logo
Products

When designing product logos under the OAN umbrella, follow the format of the current product logos displayed on the right.

The 4 products to the right have corresponding colour swatches attached to them which are covered later in this guide.

Open Economy
Open Identity
Open Governance
Open Funding
When using any of the OAN family of logos in a scenario that forbids any use of colour, a monochrome (black & white) application is acceptable if required by the demanding media.
Logo Usage

Rules

1. Do not stretch or alter the logo in any way, shape or form.
2. Do not use foreign colour swatches with any logo element.
3. Do not use gradients or shading.
4. Do not rotate the logo.
5. Do not place the logo in any graphic shape or border.
6. Do not adjust the transparency of the logo.
7. Do not change the size of the individual logo elements.
8. Do not use the text elements of the logo on their own.
9. Do not apply an outline effect any of the logo elements.
10. Do not apply drop shadows, filters or any graphic effects.
11. Do not reposition any elements.
12. Do not type out the logo text.
13. Do not create repeating patterns with any of the logo elements.
14. Do not render under poor resolution or sharpness.
15. Do not violate the clear-space.
16. Do not place logo over imagery or graphics that deem it illegible.
Our colour palette consists of two main swatches in Charcoal and Cream, accompanied by a suite of hues (nicknamed "the warm spectrum"). When designing for print, try to ensure you test each colour by printing out proofs before sending off for production. RGB and CMYK colour values rarely match perfectly, and always require some adjustments in each individual scenario.

**Charcoal**
- HEX: #1C1C1C
- RGB: 28 / 28 / 28
- CMYK: 72 / 66 / 86 / 77

**Cream**
- HEX: #E1DCCD
- RGB: 225 / 220 / 205
- CMYK: 11 / 10 / 18 / 0

**Fire**
- HEX: #F54119
- RGB: 245 / 65 / 25
- CMYK: 0 / 89 / 100 / 0

**Tiger**
- HEX: #FF5500
- RGB: 255 / 85 / 0
- CMYK: 0 / 81 / 100 / 0

**Valencia**
- HEX: #FF7800
- RGB: 225 / 120 / 0
- CMYK: 0 / 96 / 100 / 0

**Butterfinger**
- HEX: #FF9800
- RGB: 255 / 156 / 0
- CMYK: 0 / 46 / 100 / 0

**Solei**
- HEX: #FFB900
- RGB: 255 / 185 / 0
- CMYK: 0 / 30 / 100 / 0
The OAN product logos are shown on the right with their accompanying colour swatch to be used when producing media focusing on that particular product. For example, if designing a sub-page on a website dedicated to Open Economy, the ‘green’ swatch on the top left would be used as the highlight and/or background colour, alongside the core Charcoal and Cream.

- **Open Economy**
  - HEX #2DC93C
  - RGB 45 / 201 / 60
  - CMYK 11 / 10 / 18 / 0

- **Open Identity**
  - HEX #C61857
  - RGB 198 / 24 / 87
  - CMYK 18 / 100 / 52 / 3

- **Open Governance**
  - HEX #00AEEF
  - RGB 0 / 174 / 239
  - CMYK 69 / 14 / 0 / 0

- **Open Funding**
  - HEX #586FE1
  - RGB 88 / 111 / 225
  - CMYK 71 / 60 / 0 / 0
Colour

Backgrounds

Our logo is primarily displayed as its native Charcoal over Cream, but may be set in the following combinations when desired:

1. Charcoal over Cream
2. Cream over Charcoal
3. Cream or Charcoal over Photo
4. Charcoal over Soot
Colour Usage

Warm Spectrum as Highlight

When using the OAN warm spectrum as highlight treatment, ensure that each bar of colour is of equal width in its group, and that it takes up no more than 5% of the total width or height of the full background.

Warm Spectrum as Background

When using the OAN warm spectrum as a group in a background application, always ensure that the total area first 4 colours (Fire, Tiger, Valencia, Butterfinger) span from a minimum of 20% and a maximum of 40% of the width or height of the full background, leaving the remaining 80% of the background for Solei. The OAN warm spectrum is primarily set in a vertical direction, but may be used in a horizontal direction for specific compositions.
Colour Usage

Colour as Background

When using colour for backgrounds and other large areas that require saturation, only use Solei. Do not ever use any of the other swatches contained within the warm colour spectrum.

Secondly, if deciding to use Solei as a background colour, do not incorporate swatches other than Charcoal (with the exception of Cream, which may be used for website button rollovers).

Solei

HEX #FFB800
RGB 255 / 185 / 0
CMYK 0 / 30 / 100 / 0
Colour Usage

Colour as Highlight
When using a colour swatch for a highlight such as a website button rollover, icon, shape, etc., only use Fire. Do not use any of the other swatches contained within the warm colour spectrum.

Fire
HEX #F54119
RGB 245 / 65 / 25
CMYK 0 / 99 / 100 / 0

Valencia
HEX #FF7800
RGB 255 / 120 / 0
CMYK 0 / 66 / 100 / 0
Typography is one of the most important parts of the brand voice, in a visual sense. It must be meticulously executed with care according to the proper specifications.

Our brand typeface is called Aion Aeonik.

The Bold weight should be used for all headlines and titles, sub-headlines and certain call-to-actions. It must never be set in all caps unless forced to do so under a rare and specific media requirement.

The Regular weight should be used for sentences, paragraphs, labels and lists.

Aion Aeonik

Aion Aeonik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Aion Aeonik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

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The Quick Brown Fox Jumps Over the Lazy Dog

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The Quick Brown Fox Jumps Over the Lazy Dog
Typography
Spacing

Ensuring proper line and letter spacing when composing text blocks is another important element of the brand typography.

When setting headlines and larger blocks of text, use a -10 tracking setting (letter spacing) and at the very most a -25 tracking setting. Headlines set at larger sizes will require a larger tracking setting, whereas smaller sizes require a smaller tracking setting. This is left to the creator’s discretion.

When setting body copy or descriptions, the default line and letter spacing settings should be used.

The examples on the right show proper and improper spacing settings.

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**Headlines**

✅ The Quick Brown Fox Jumps Over the Lazy Dog

❌ The Quick Brown Fox Jumps Over the Lazy Dog

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**Body Copy**

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The Aion Aeonik Bold and Regular font weights include additional characters (glyphs) that may be used to complement certain bodies of text. These can be accessed through the special characters or glyphs menu in most programs.

The Aion currency symbol is included in the glyphs character set and may be used in place of the vector file in digital settings.

<table>
<thead>
<tr>
<th>Aion Aeonik Bold</th>
<th>Aion Aeonik Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
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<tr>
<td>1 2 3 4 5 6 7 8 9 0</td>
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</tbody>
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Graphic Devices
Iconography

When designing or sourcing icons to use within a brand composition, please follow the visual direction in the examples on the right. Icons should feel like a cohesive family when used in groups, and should never feel like they sway from our distinct visual style.

The overall approach for iconography is flat, minimal and bold.

Correct

- Bold
- Flat
- Chunky
- Sharp Corners
- Solid Shapes

Incorrect

- Light
- Outlined
- Thin
- Rounded Corners
- Open Shapes