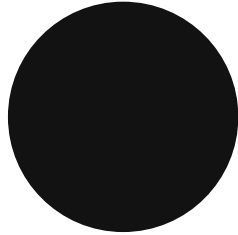
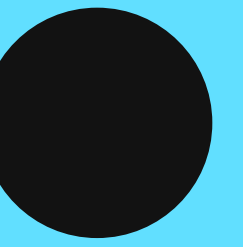


Brand Guidelines

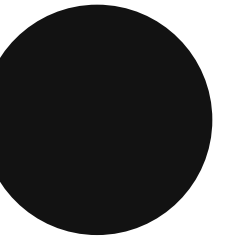


Contents

- 02 Logo Design
- 11 Typography
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- 20 Applications



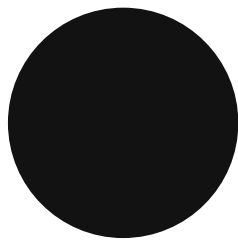
Logo Design



Wordmark

This is our primary logo design.

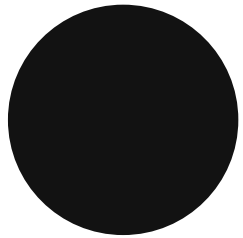
Linea'



Icon

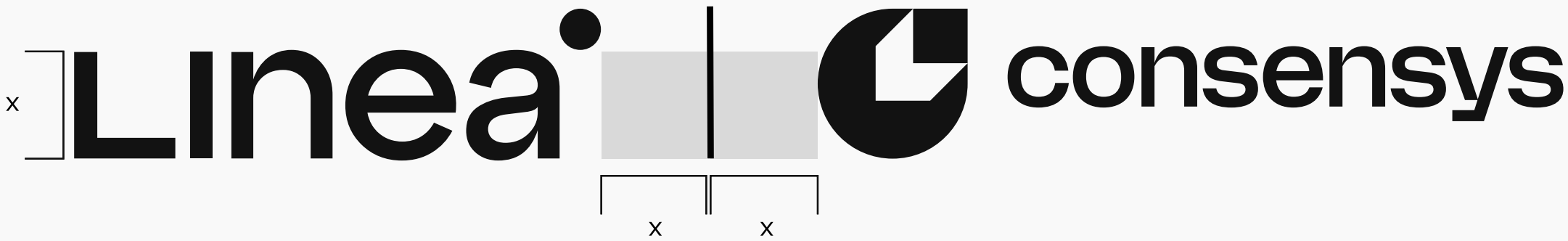
This is our primary icon.

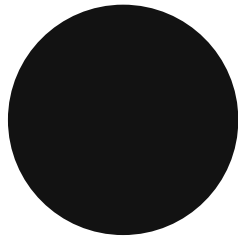




Clearspace

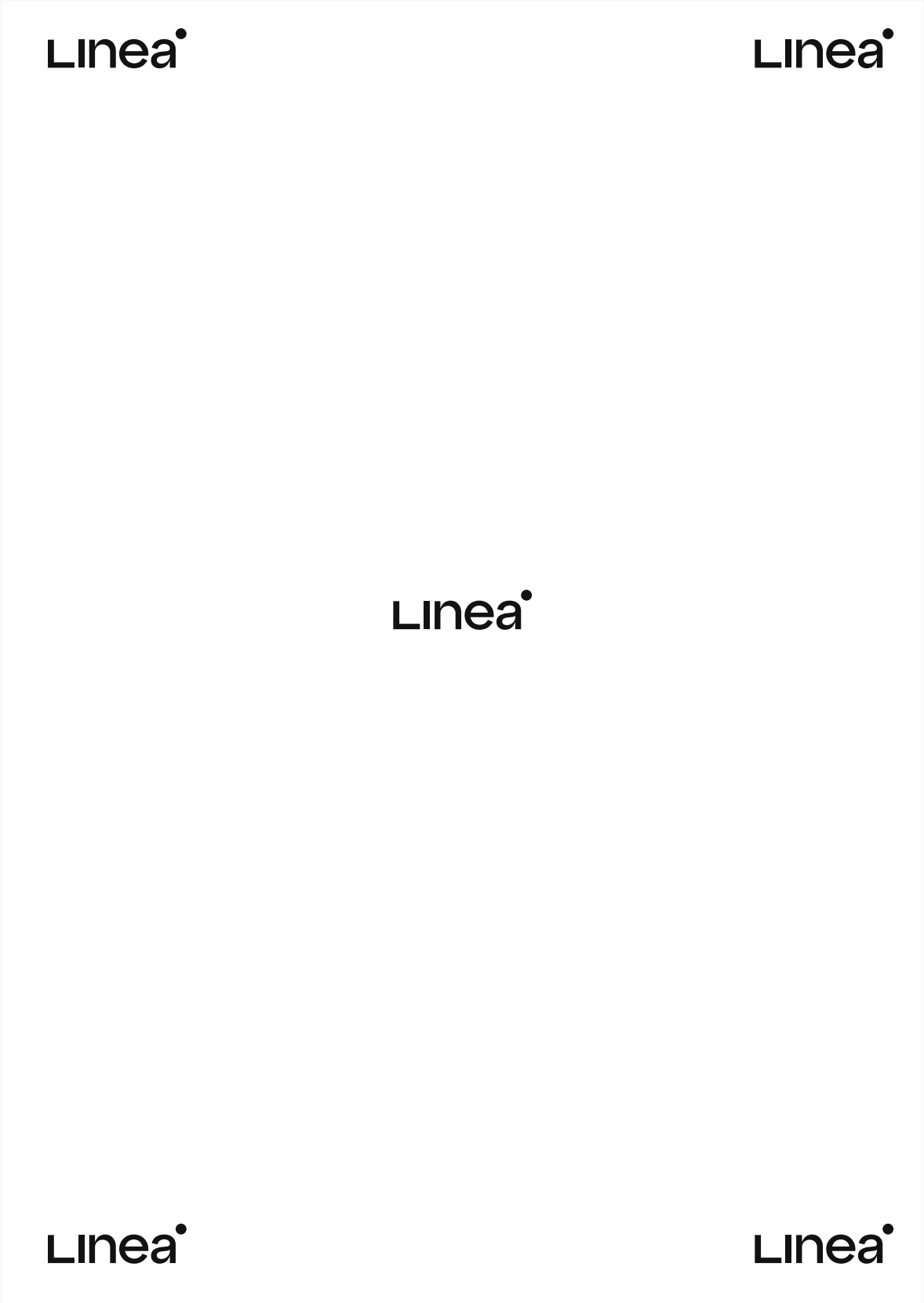
This is the minimum required clearspace around our logo to ensure legibility.

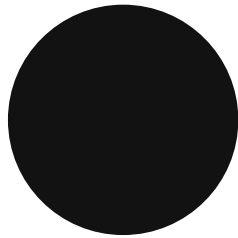




Positioning

The logo can be positioned in all four corners as well as in the middle of any given layout. However, there should only be one instance of the logo.

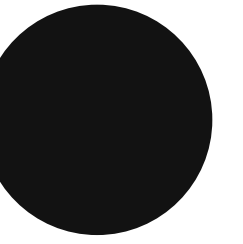




Minimum Size

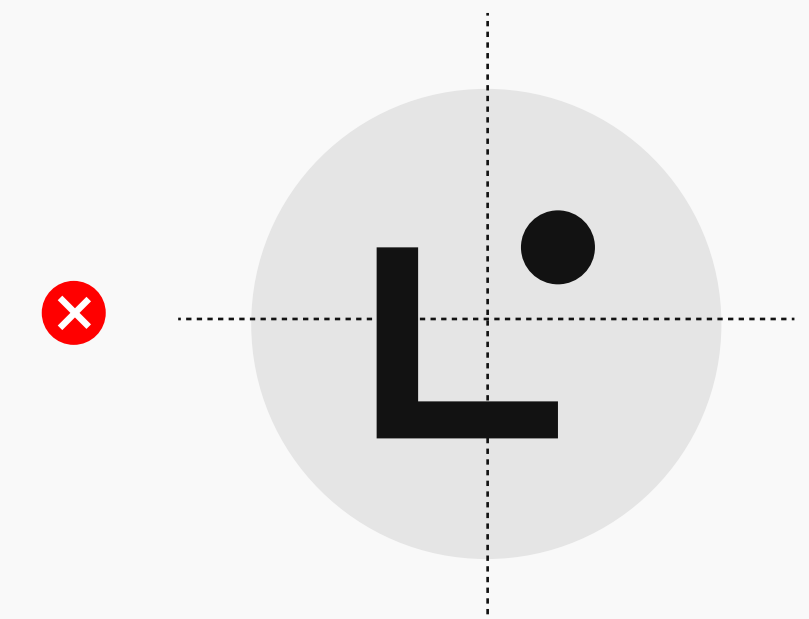
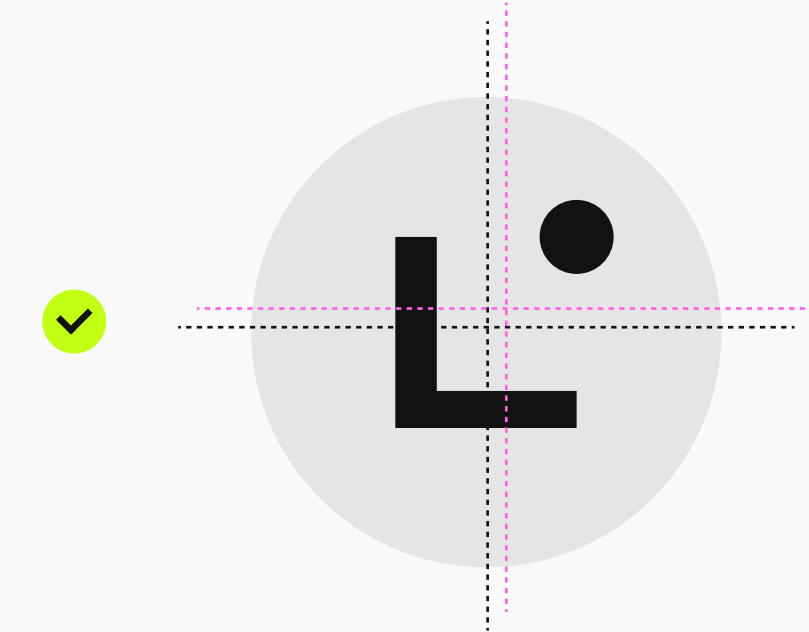
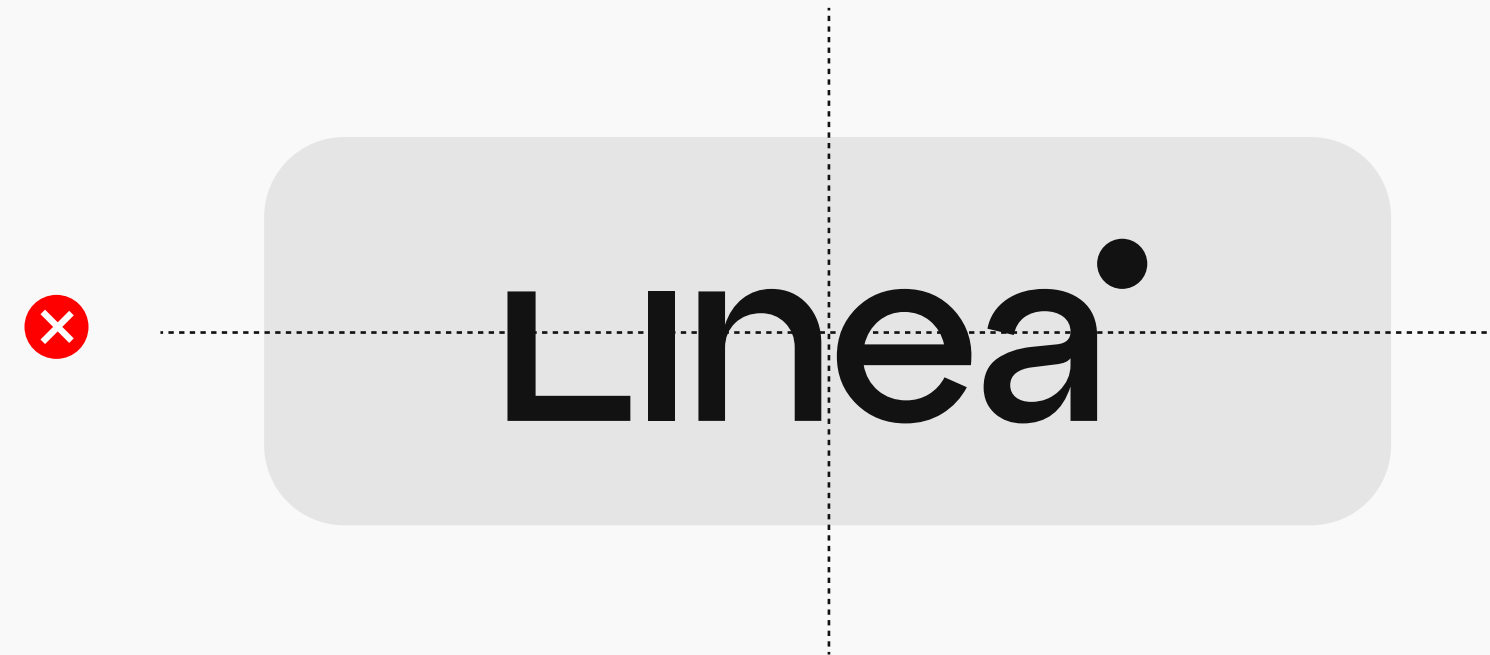
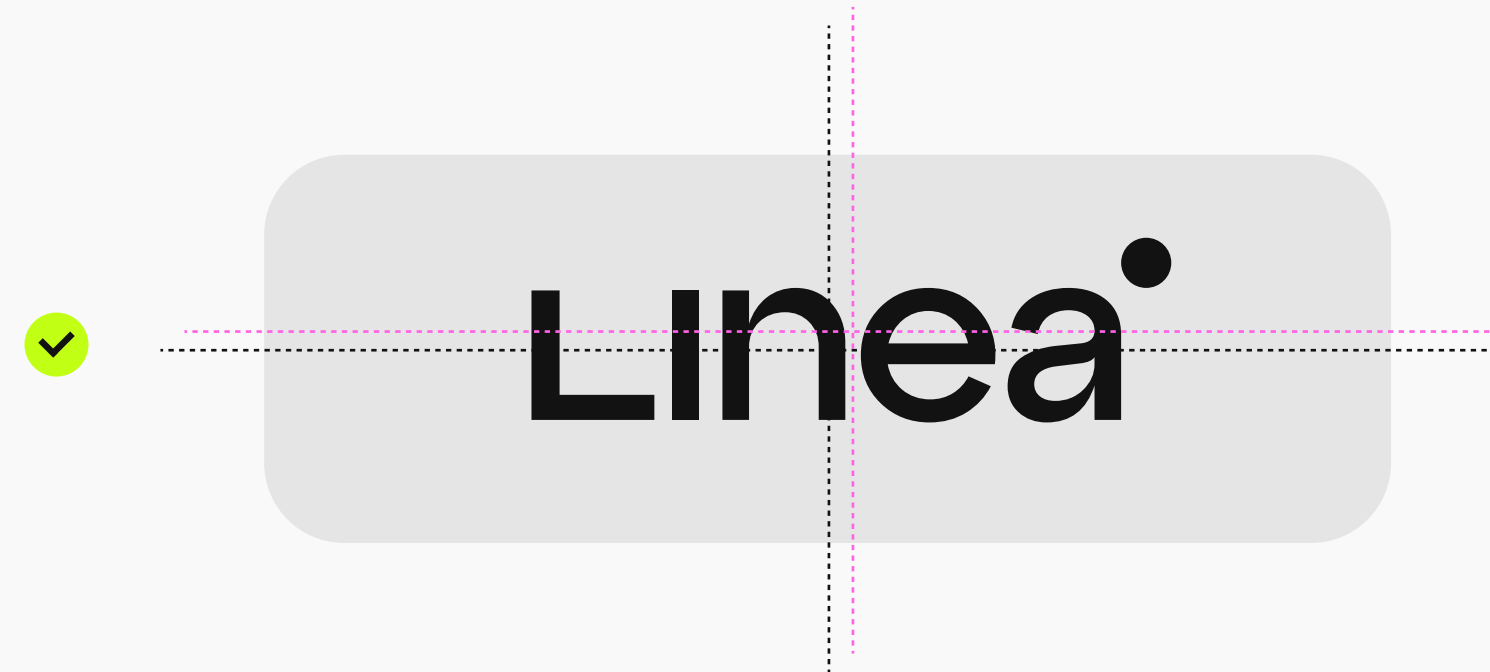
To ensure legibility and accurate reproduction of the logo across all screen sizes, the logo should not be used at sizes below 100px wide.

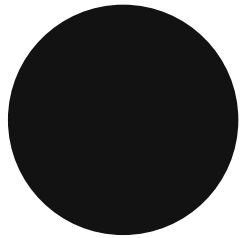




Optical Alignment

In some cases, our logo and icon require optical alignment to ensure optimal visual presence. This is done by ignoring the dot in the top right corner and aligning the word “Linea” or the letter “L” in the icon.



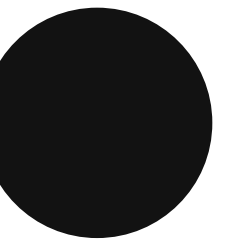


Layout Alignment

When aligning our logo or icon the dot in the top right corner should be ignored.

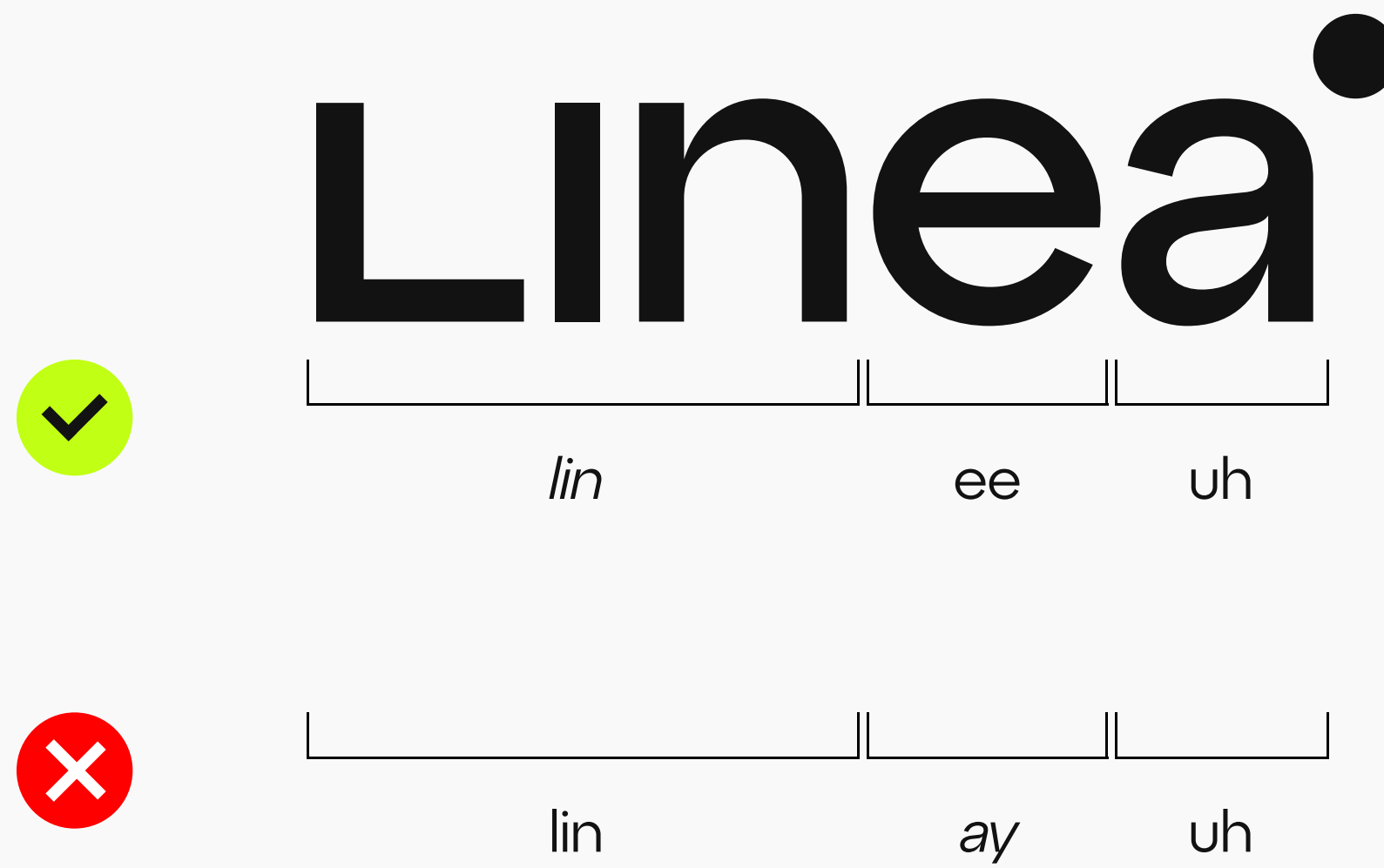
To ensure that the dot is not too close to the edge we should always add a margin of 1.5x the height of the letter “L” in our logo.

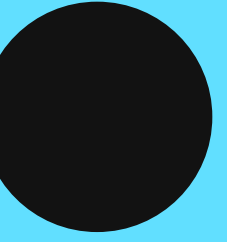




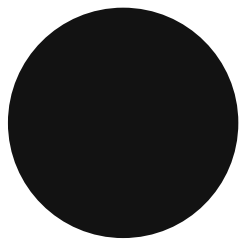
Pronunciation

The correct pronunciation of the word is “lin-ee-uh” as opposed to “lin-ay-uh”





Typography



Fonts

Atyp Display is used for titles and large pieces of copy.

Atyp Text is used for smaller pieces of copy such as body text.

Aa

Atyp Display Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

Aa

Atyp Text Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

Aa

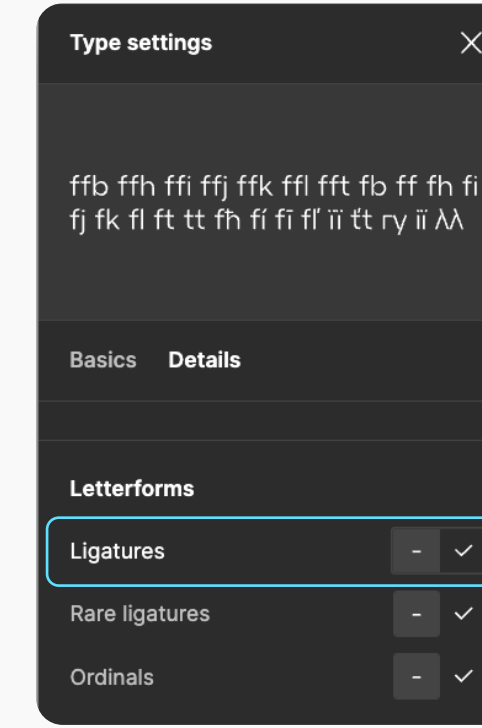
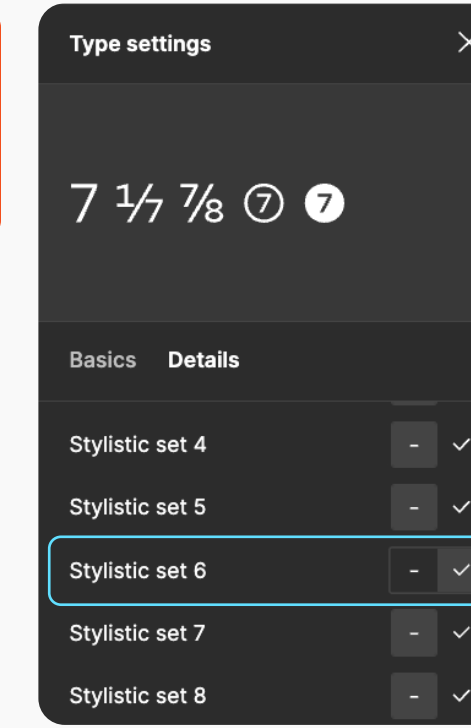
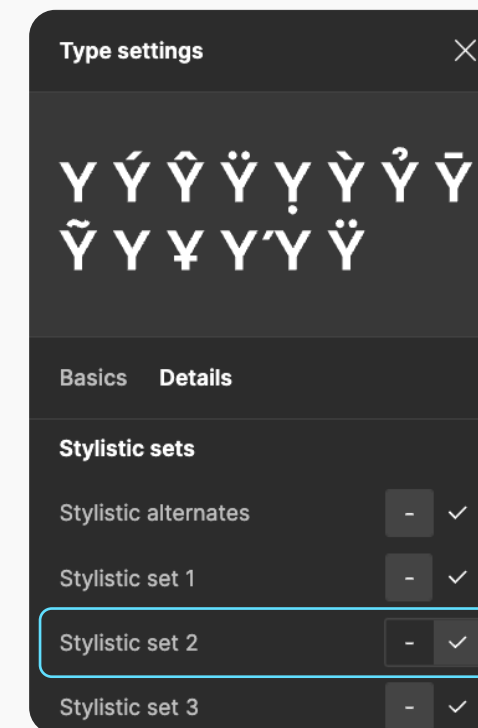
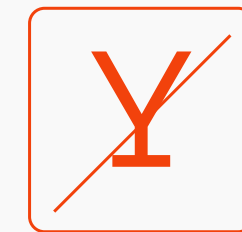
Atyp Display Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

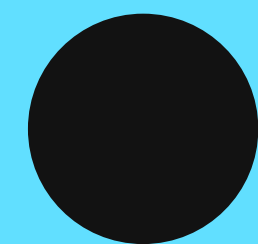
Aa

Atyp Text Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

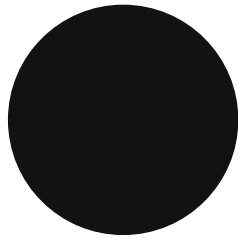
Stylistic Alternates

Do not use the default Atyp uppercase Y, 7, fl ligatures. Instead, select the stylistic alternate shown here.





Colours



Primary

Our primary palette features black, cyan and white.

Black

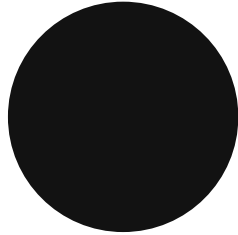
RGB: 18 18 18
HEX: 121212

Cyan

RGB: 97 223 255
HEX: 61DFFF

White

RGB: 255 255 255
HEX: FFFFFFFF



Secondary

Our secondary palette features blue, red, green, pink, black and grey.

Blue

RGB: 1 40 176
HEX: 0128B0

Red

RGB: 242 66 12
HEX: F2420C

Green

RGB: 193 255 20
HEX: C1FF14

Grey #3

RGB: 80 80 80
HEX: 505050

Pink

RGB: 255 98 230
HEX: FF62E6

Black #2

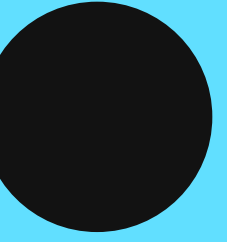
RGB: 29 29 29
HEX: 1D1D1D

Grey

RGB: 192 192 192
HEX: C0C0C0

Grey #2

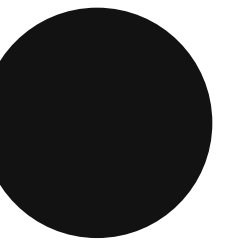
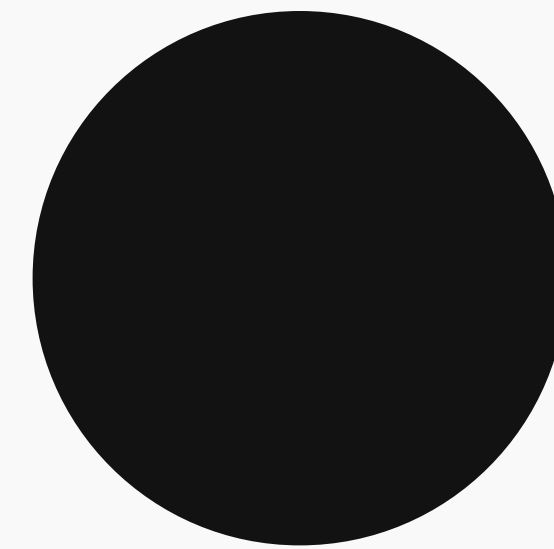
RGB: 229 229 229
HEX: E5E5E5

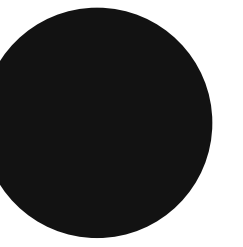


Visual Treatment

Circle

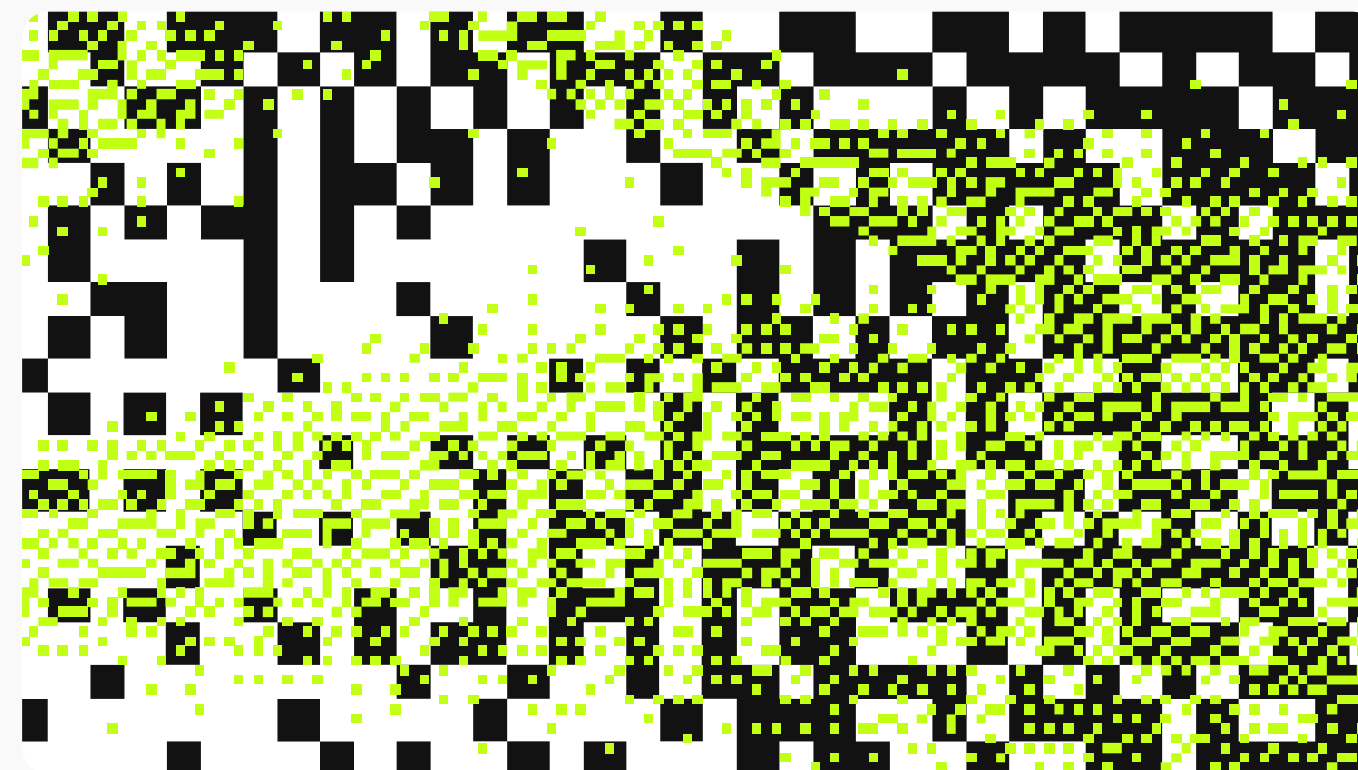
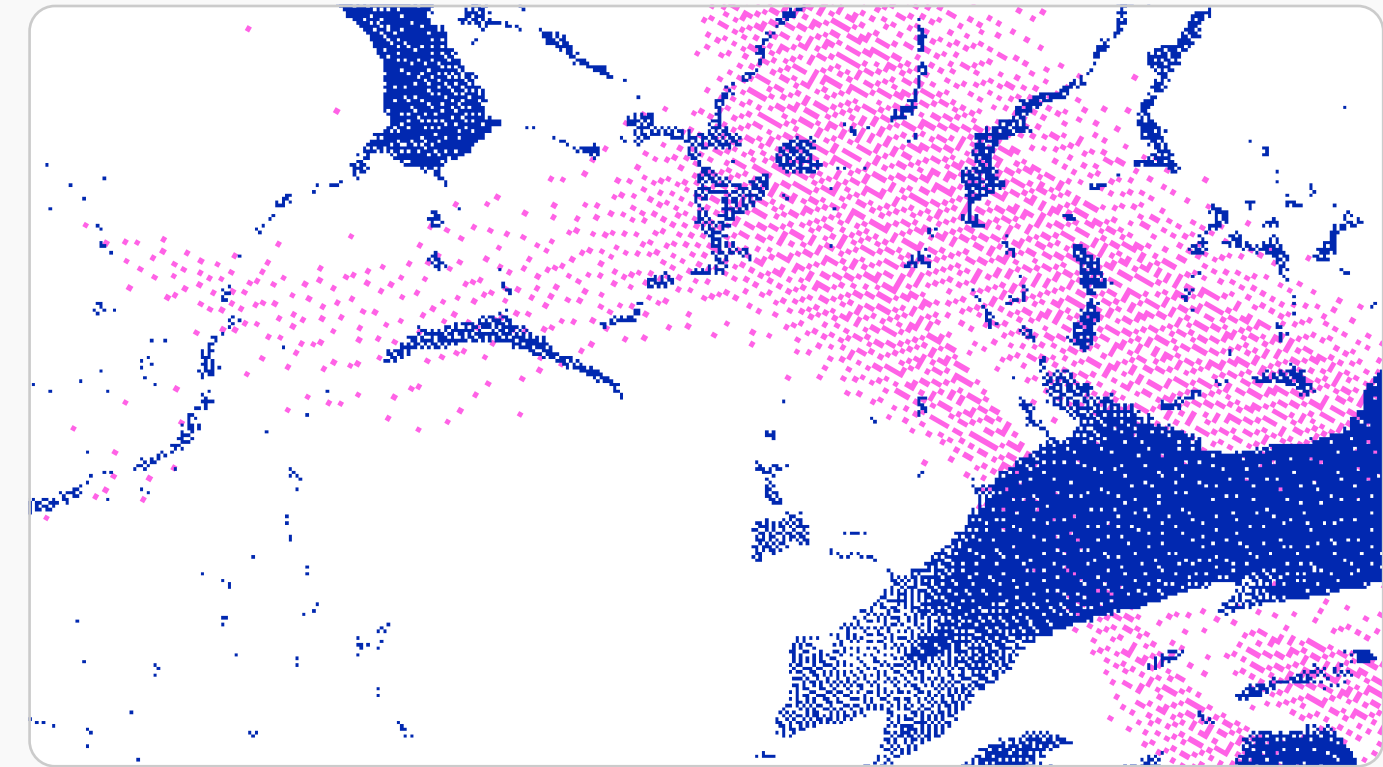
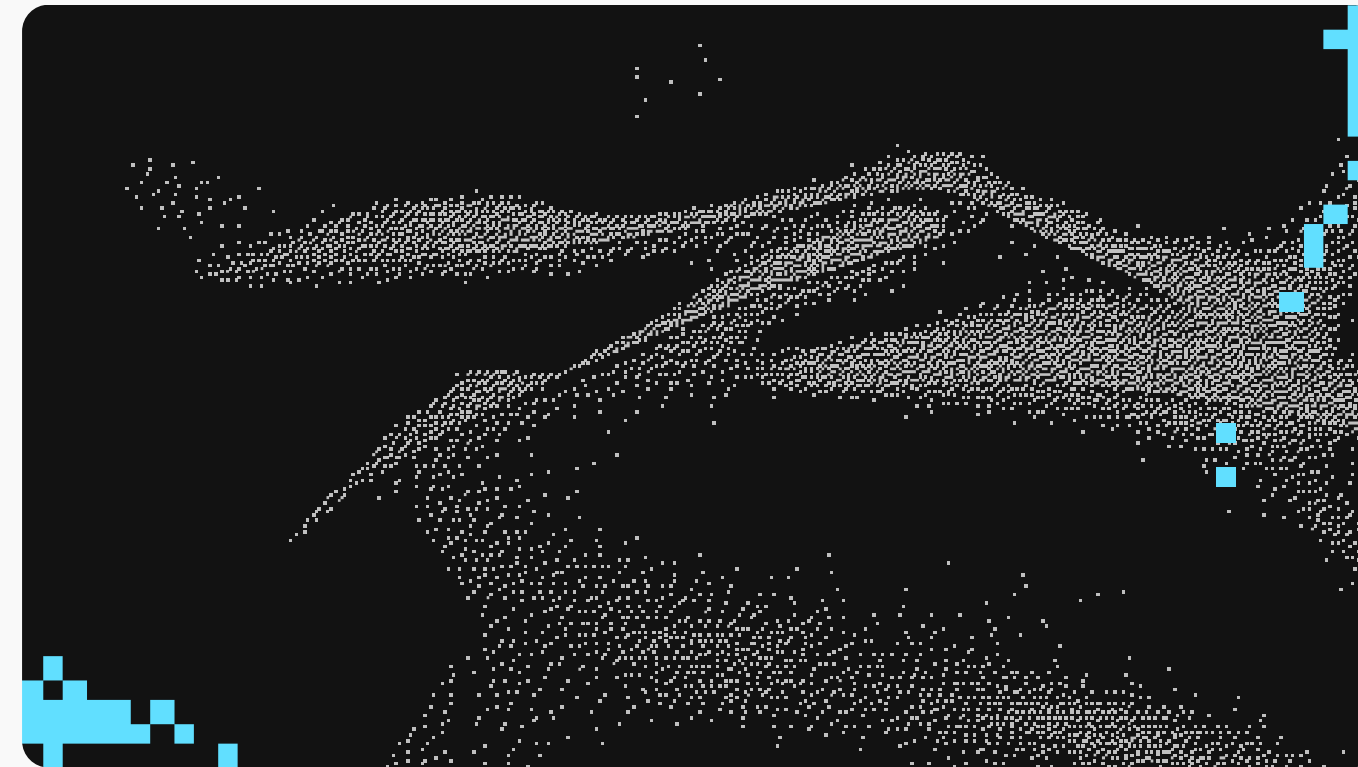
We use the circle as a focal point in design compositions, a complimentary piece or as a device that informs the layout of the canvas.

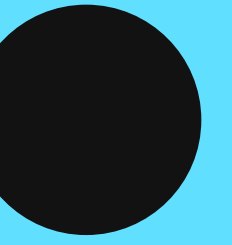




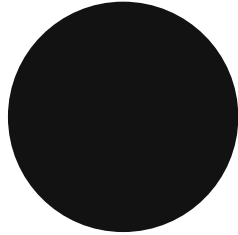
Bitmap

We use overlapping bitmap images to support our visual communication.





Applications



Linea

A developer-ready zk rollup for scaling Ethereum dapps

GET STARTED

READ THE DOCS

Scale Ethereum dapps with the tools you know and love

L1

TX

TX

TX

Low fees

Unlock user engagement

L2

TX

TX

TX

TX

TX

TX

TX

TX

TX

TX

TX

TX

TX

TX

TX

EVM equivalent

Fully compatible with existing tools, infrastructure, IDEs and wallets

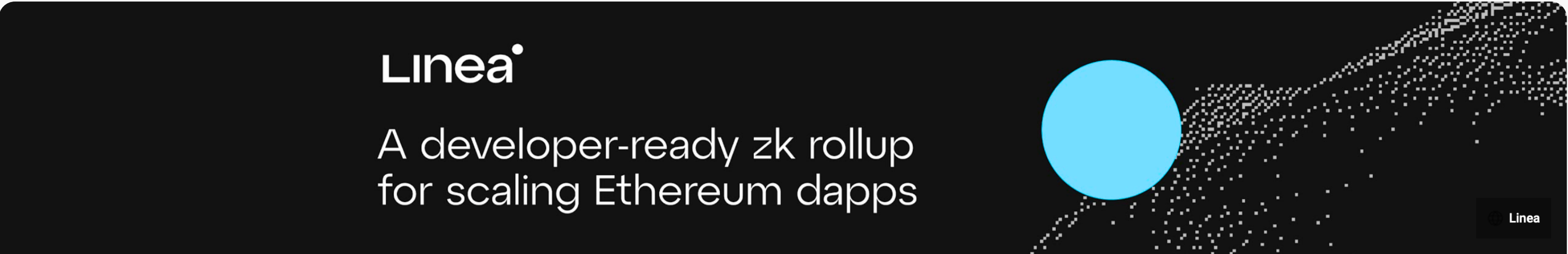
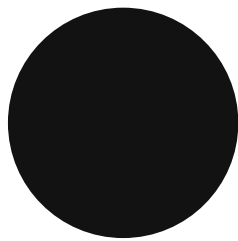
Secured by Ethereum

Backed by the security of Ethereum and a decentralized community of more than 500k validators

Next gen scalability

Award-winning prover generates zk proofs with industry-leading speed

May 2023



Linea
@LineaBuild 133 subscribers 4 videos
A developer ready zk rollup powered by ConsenSys. Enabling the next gene... >

Subscribe



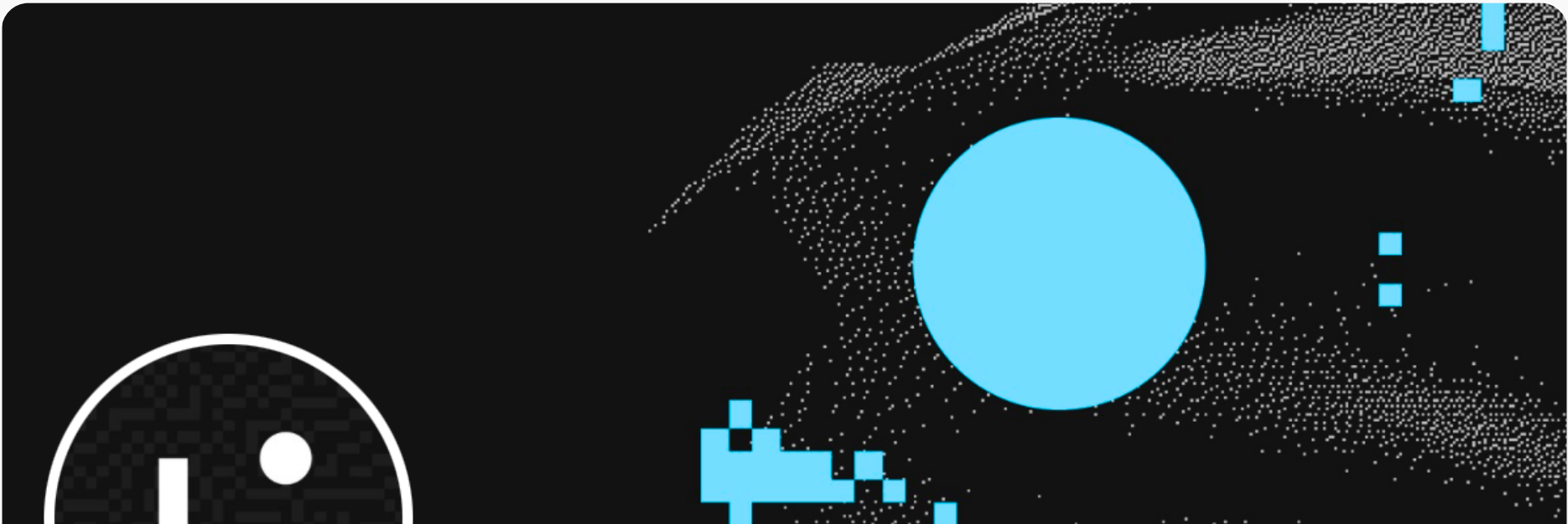
How to deploy a smart contract on Linea with Foundry
116 views • 13 days ago



How to deploy a smart contract on Linea with Hardhat
206 views • 13 days ago

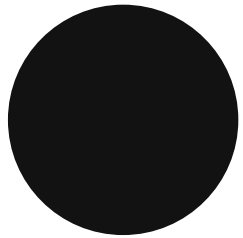


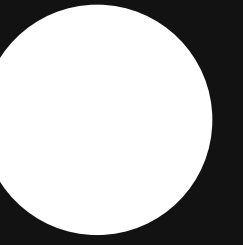
How to deploy a smart contract on Linea with Truffle
782 views • 13 days ago



... Following

Linea
@LineaBuild
A developer ready zk rollup powered by @ConsenSys, enabling the next generation of Ethereum builders.





Thanks