



BRAND GUIDELINE



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01

About



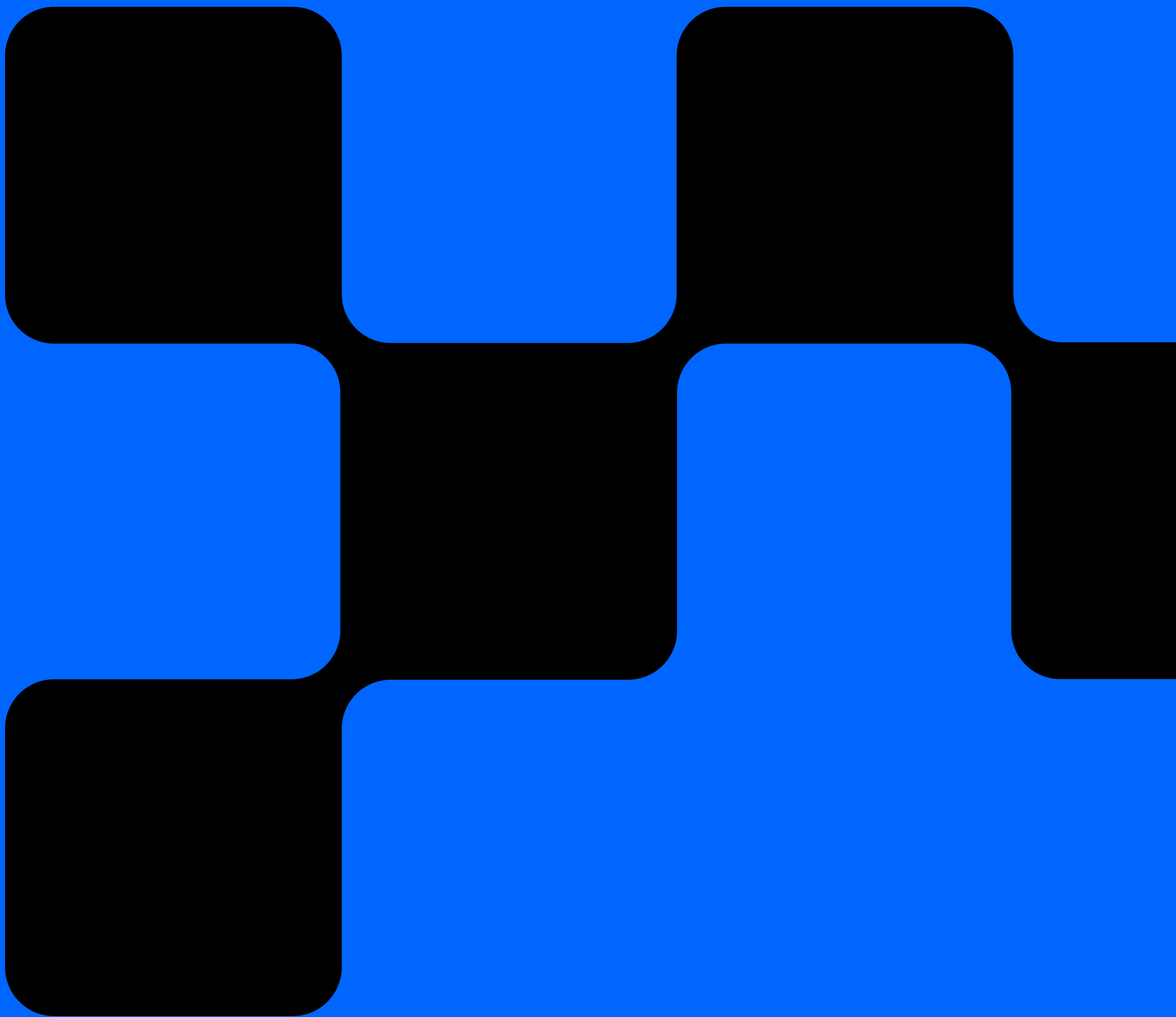
About

Cookie3 pioneers MarketingFi — a transparent marketing economy unlocking value for Web3 users, creators, and businesses. To realize its mission, Cookie3 is building a set of on-off chain performance marketing solutions that connect projects with the right audiences.



02

Logo





Logo

The full logotype is build from symbol and typography based on Brockmann font.

The main logo should be used as often as possible, places where the full version does not fit, justify the use of the symbol alone.





Logo construction

We are preventing area surrounding the logo within which no foreign sign can appear. The reason for such procedure is to ensure that a logo maximizes visibility and impact.

Use single pixel from symbol to determine the minimum amount of safe space. Be sure to follow this rule.





Logo on backgrounds

Depending on your needs, the logo can be used on different backgrounds. In all situations, be sure to use the right contrast so that it stands out appropriately and does not lose readability.

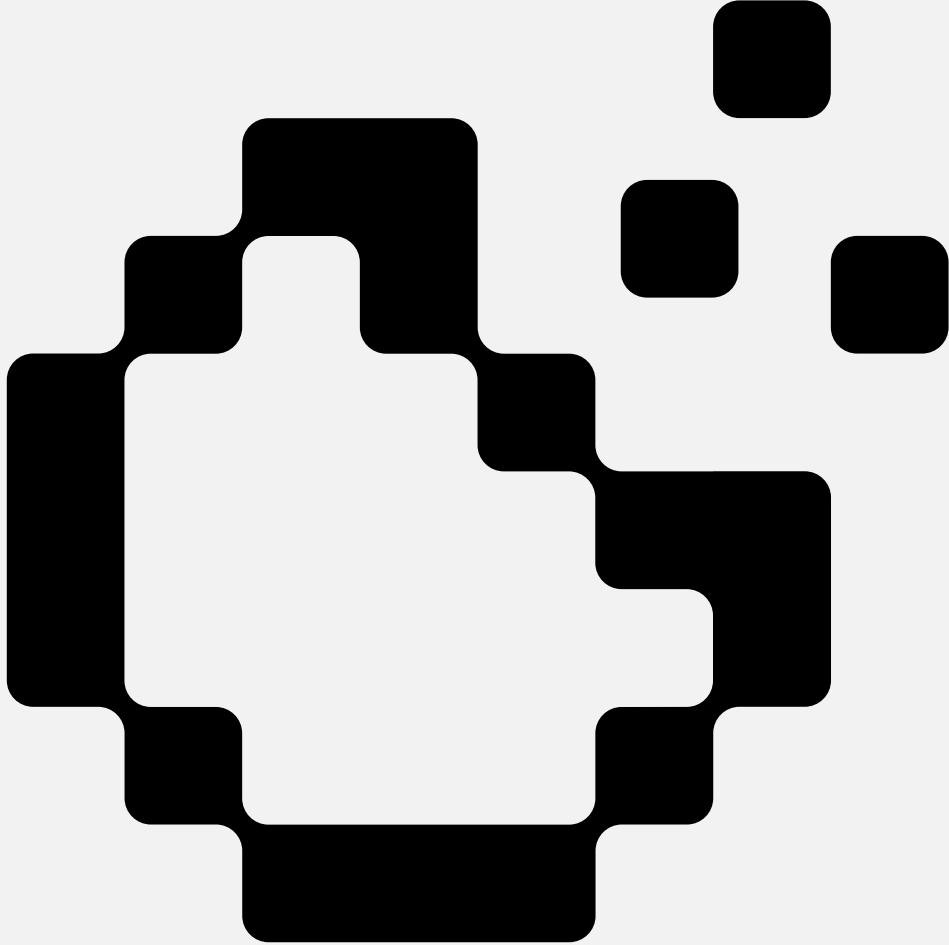
Use colors from Cookie3's palette. If this is not possible, then a monochrome option is allowed.





Symbol

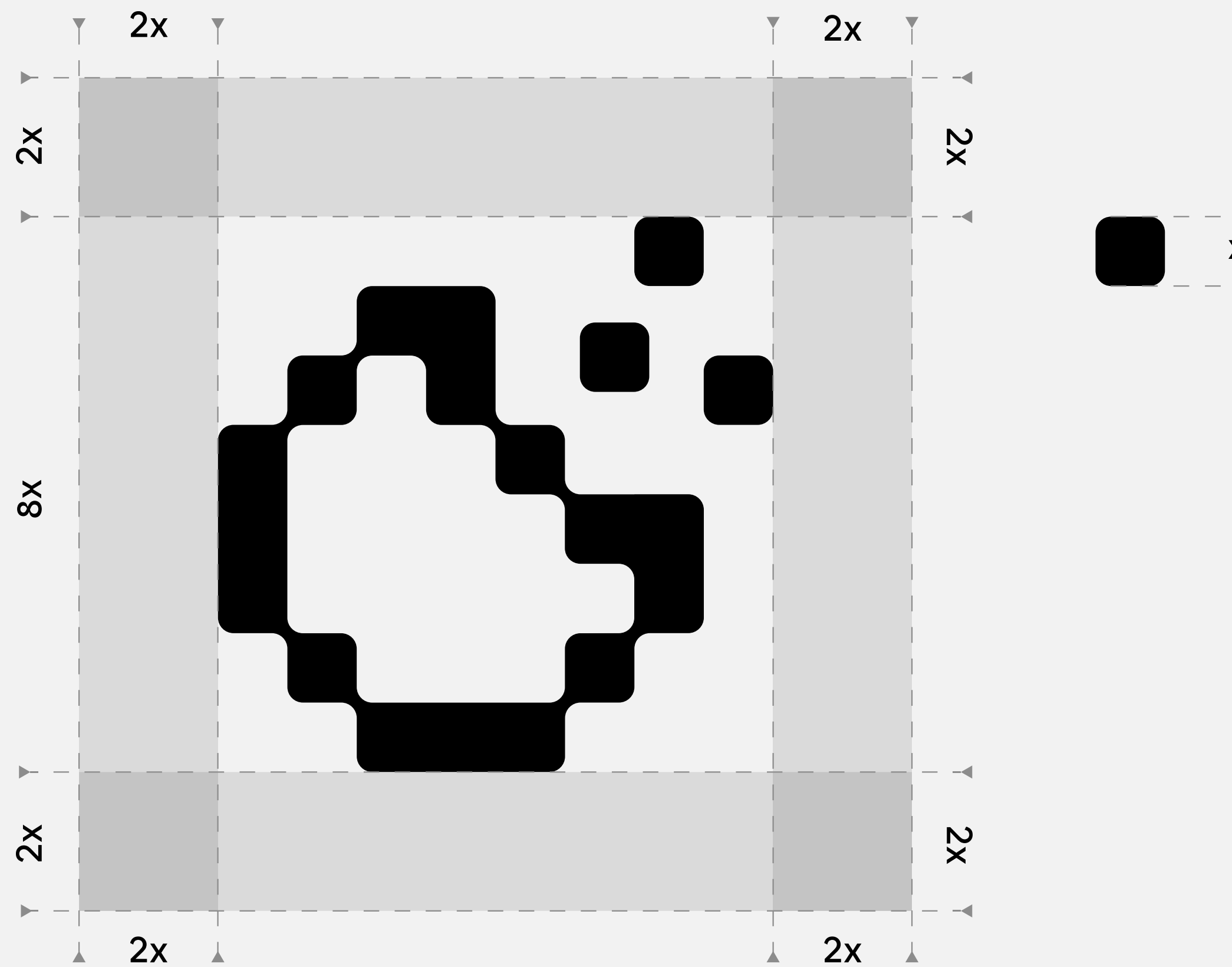
The Cookie3's symbol itself is built from the rounded pixels elements. It depicts a bitten cake, naturally simplified by the method of its construction. The way it is portrayed emphasizes the digital nature of the market in which the brand operates, deliberately drawing away from spurious associations. Cookie crumbs / loose pixels refer to data and its circulation on the network.



Symbol safe space

Symbol should be placed with safe space field preservation, exceptions should have design justification.

Use single pixel from symbol to determine the minimum amount of safe space. Be sure to follow this rule.

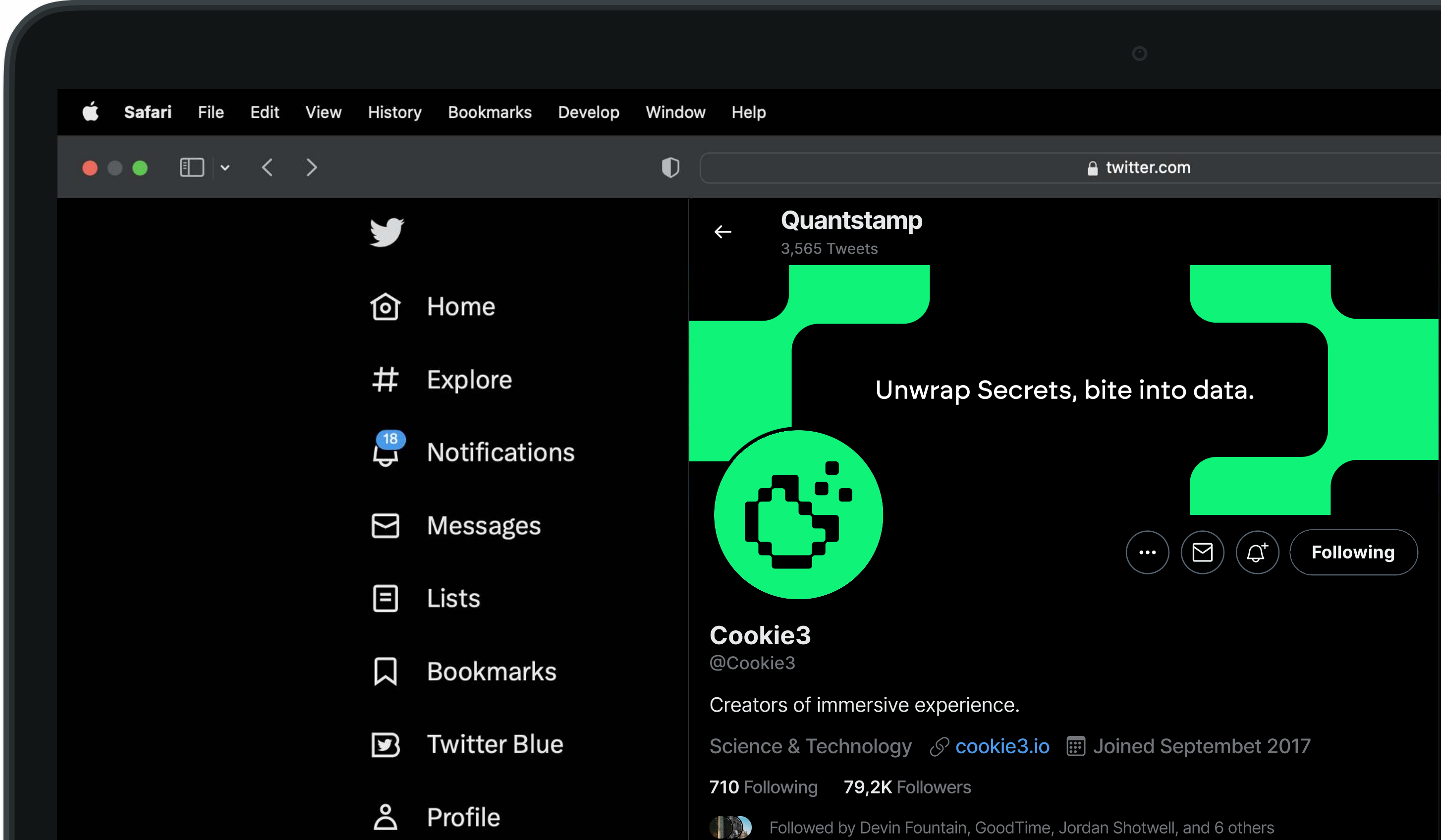
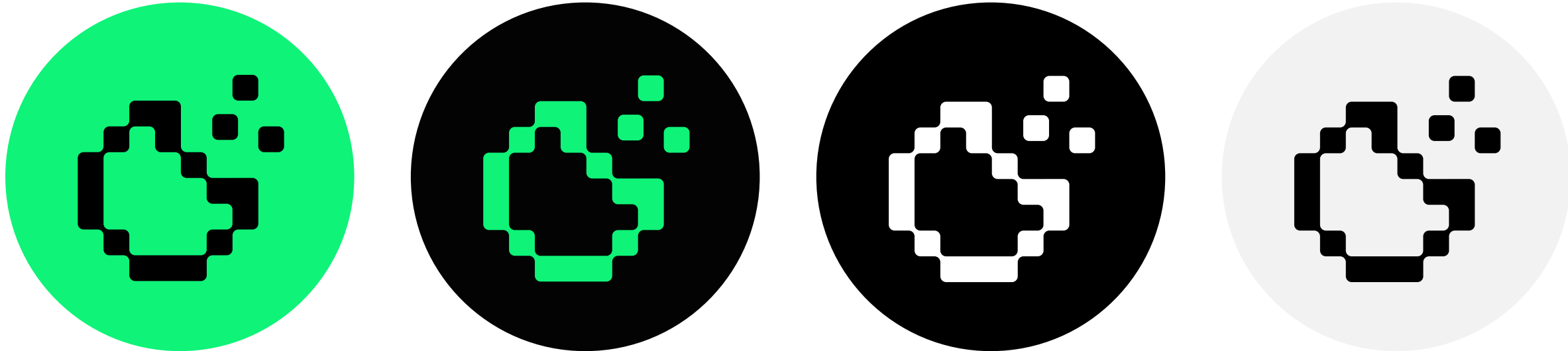


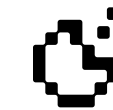


Avatar

Main avatar should have dark symbol and green background to emphasize primary color and solidify the shade's association with the brand.

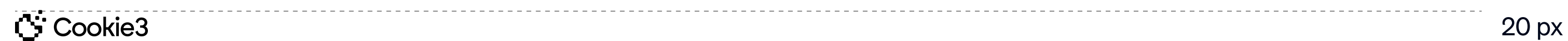
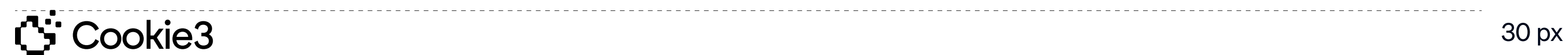
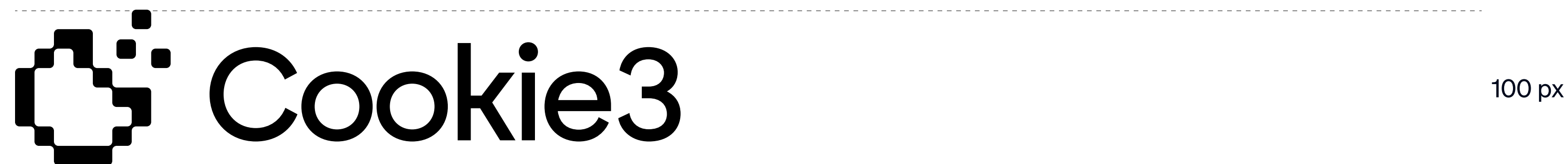
This approach can be adjusted to fit the needs. Remember to reach for monochromatic variants only when necessary.

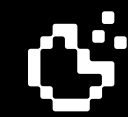




Logo sizing

Cookie3 logo can be scaled, but note that its proportions must always be maintained and it cannot be smaller than the smallest size allowed.





Logo dont's

We are flexible but nevertheless stick to some rules. This is also the case with our logo, so it is not allowed to change it in an unusual way. If you are planning this type of change, know that this is not the way to do it.



Do not overline the logo



Do not separate words in logo



Do not rotate logo



Do not change proportions of logo



Do not put symbol over wordmark



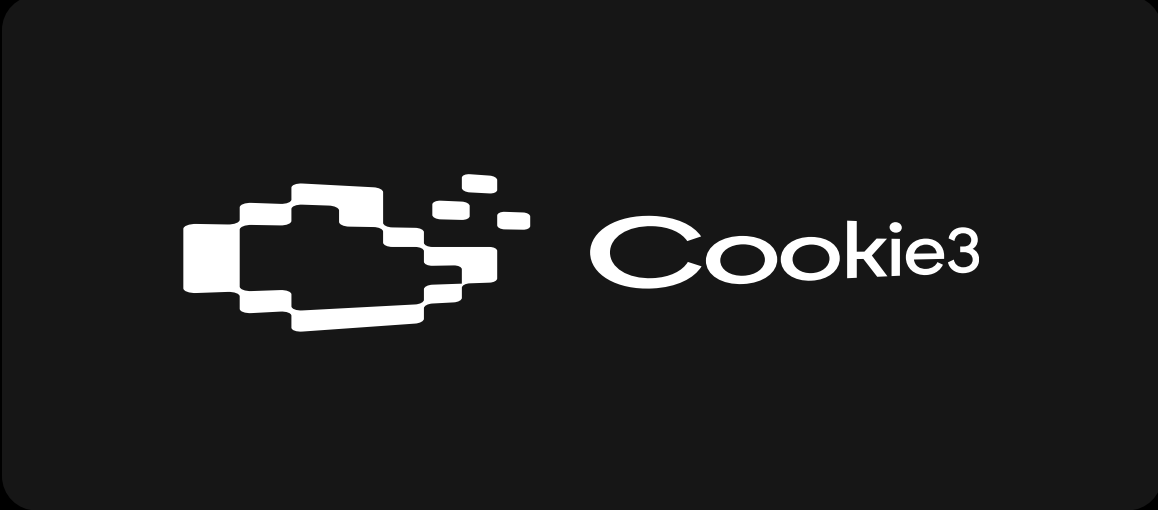
Do not add shadow to logo



Do not blur logo



Do not change proportions between logo elements

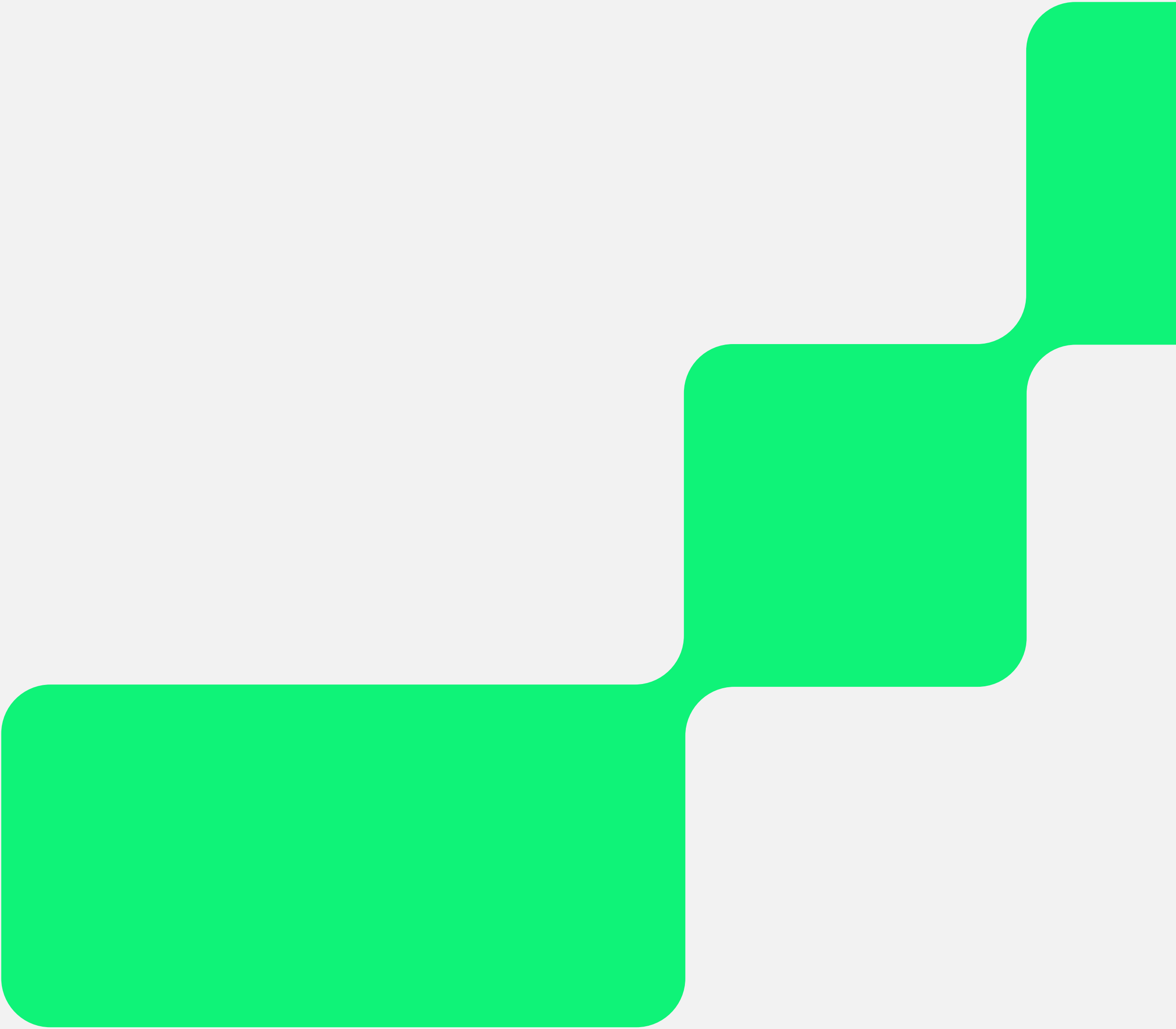


Do not change logo perspective/skew



03

Fonts





Brockmann®



Fonts in use

Cookie3 primary font is Brockmann, a modern geometric sans serif font characterized by its simplicity and extensive functionality.

The design harmoniously combines geometric shapes, striking a delicate balance between formalism and innovation. It embodies technical precision alongside a distinct character, resulting in an austere yet captivating font that radiates personality.

Brockmann

Regular

Aa

Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Secondary font

Cookie3 secondary font is Helvetica Now, a simple, sans-serif, clean Font family created with a modern design and remarkable appearance.

Helvetica Now is an updated version of Neue Helvetica from 2019, check carefully so as not to confuse other typeface versions in the family.

Helvetica Now

Regular

Aa

Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Font in use

Make typography pop by using it dynamically with high contrast. For big headlines, go for Brockmann Regular or Semibold, and for smaller paragraphs, stick to Helvetica Now to keep things readable.

Headline
Brockmann Medium

Insights baked with precision

Bodycopy
Helvetica Now Regular

Cookie3 is your key to unlocking the intricate world of blockchain analytics, providing deep insights into user behavior with precision.

Caption
Helvetica Regular

© COPYRIGHT - COOKIE3 - 2024



04

Colors



Primary colors

The basic color palette is built of strong, bold colors. It is based on an accent shade of green juxtaposed with monochromatic variants. The shades of gray we use are either visibly dark or light, to create a clear contrast to the cookie green.

COOKIE GREEN

#0FF378
RGB (0, 0, 0)

WHITE

#EBEBEB
RGB (0, 0, 0)

ASH

#1E1E1E
RGB (0, 0, 0)

GREY

#0B0B0B
RGB (0, 0, 0)

BLACK

#000000
RGB (0, 0, 0)



Secondary colors

Secondary colors are mainly used to communicate Cookie 3 products. Both yellow and blue are heavily saturated in color, meant to work in use similar to primary green. Shades are assigned to individual products and do not appear together in communications unless used to juxtapose existing Cookie3 products.

Cream should work as a support for monochromatic shades. Do not use it as a leading color.

If in the future it is necessary to select another color for the newly created product, be sure to keep the same character.

CREAM

#EBEBEB

RGB (0, 0, 0)

YELLOW

#E7FE56

RGB (0, 0, 0)

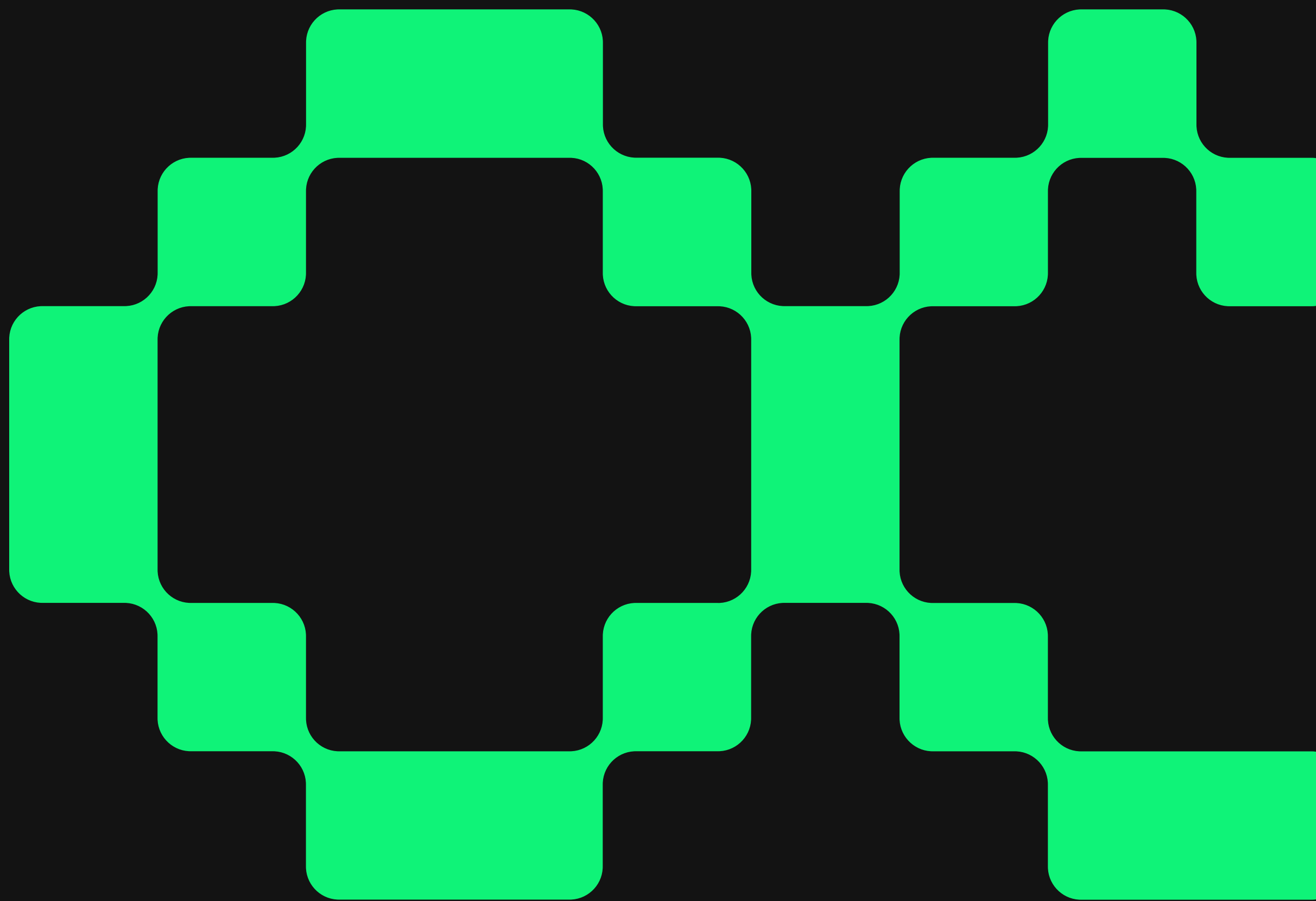
BLUE

#0066FF

RGB (0, 0, 0)



05



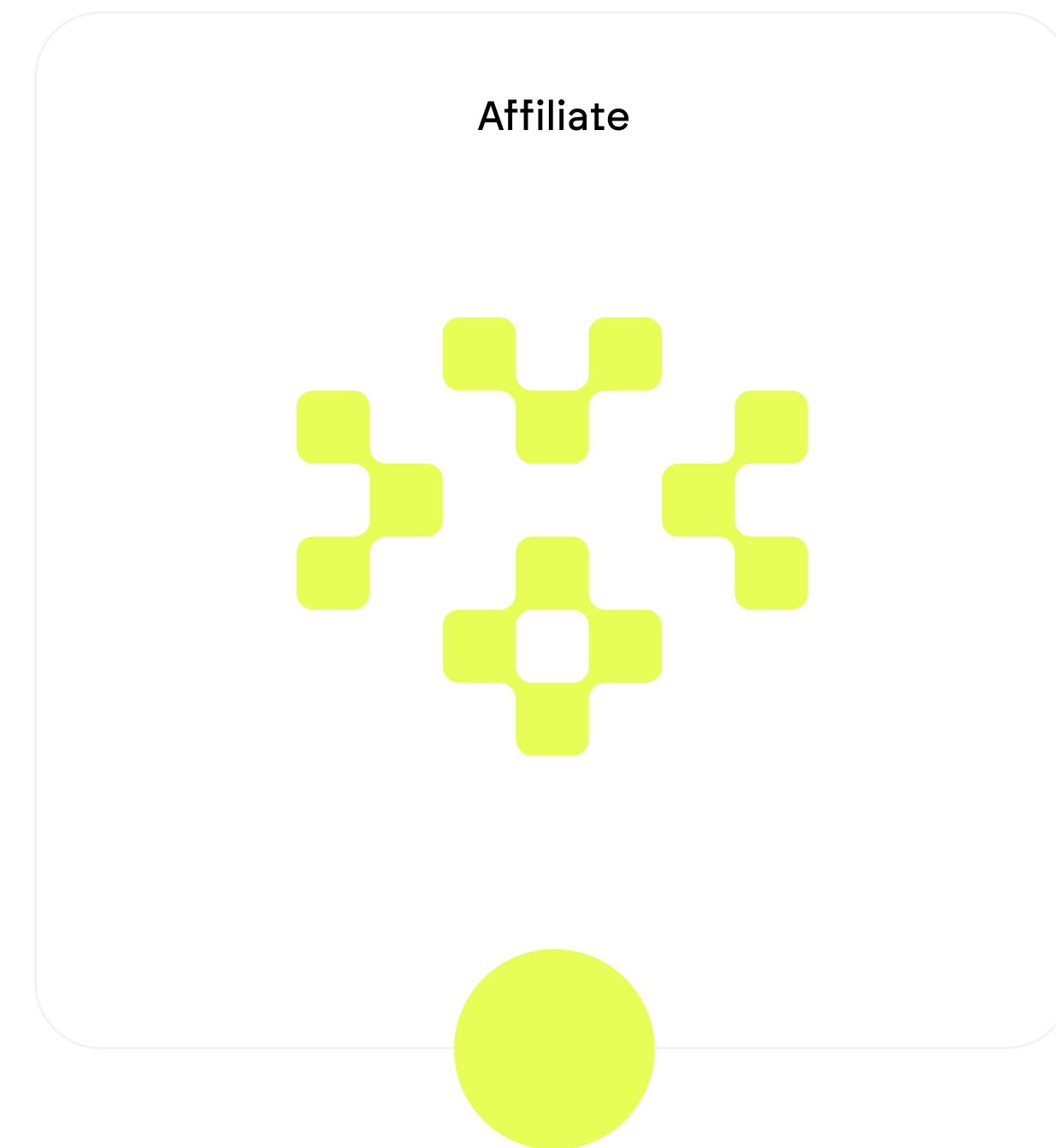
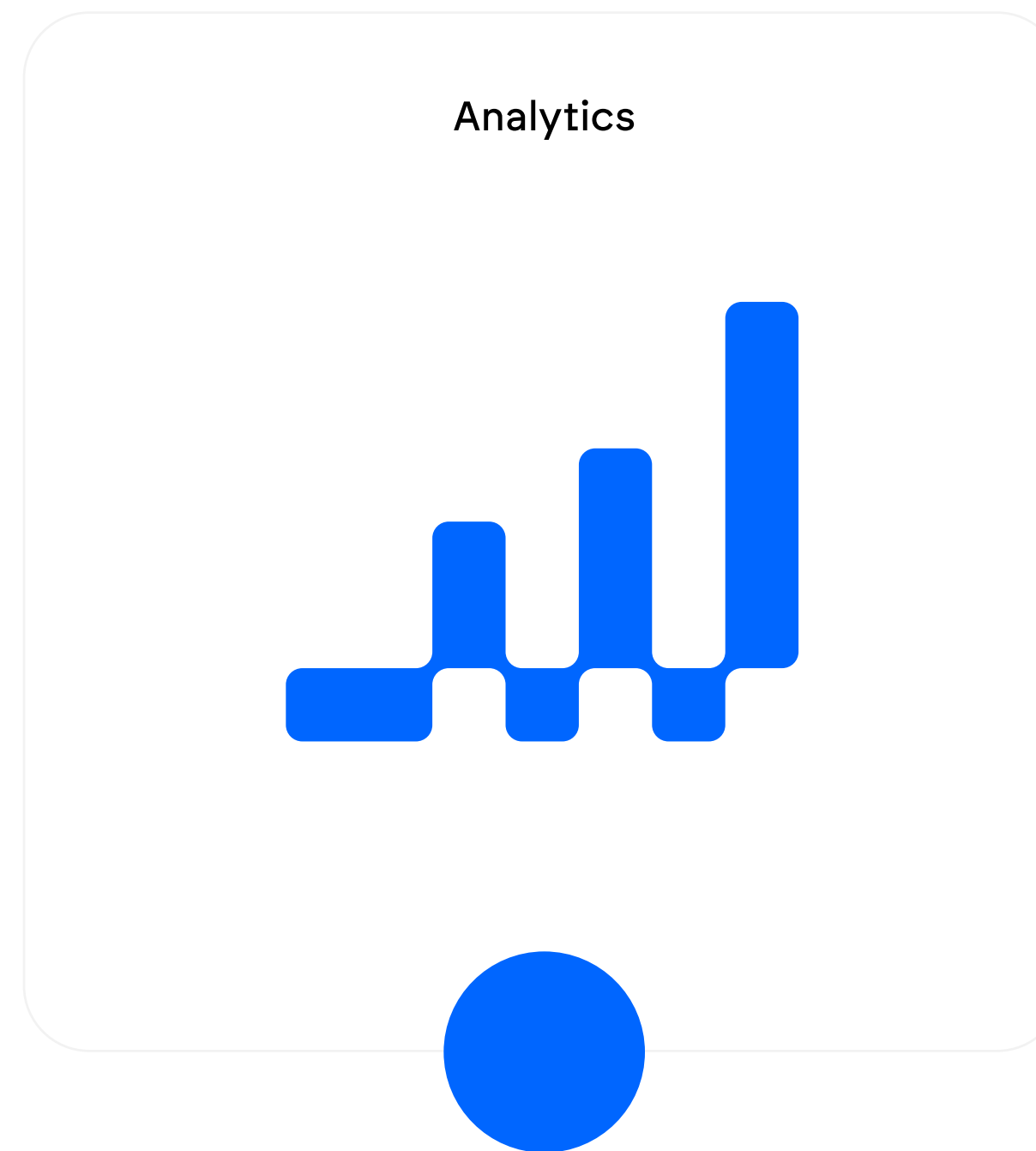
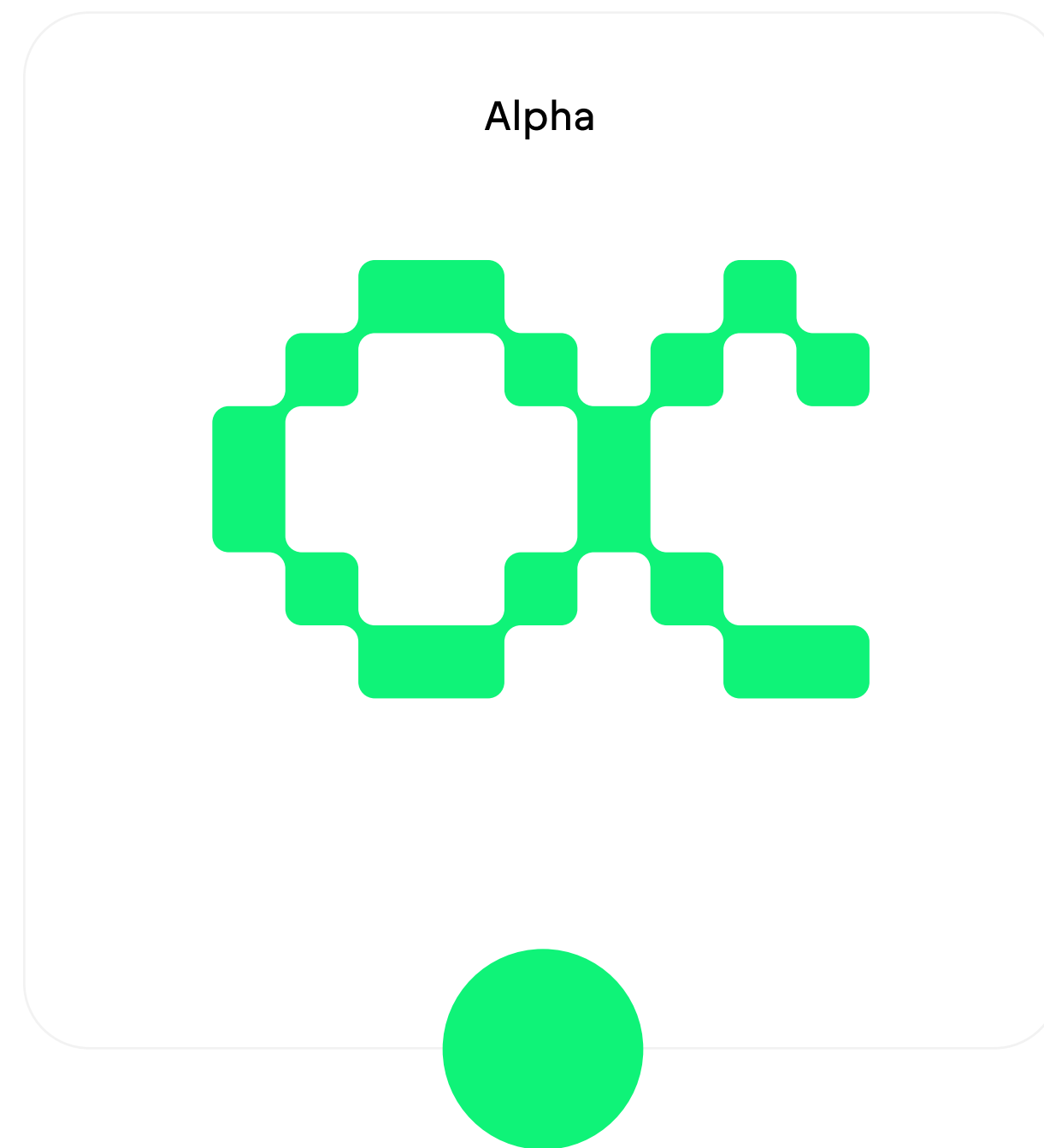
Subproducts



Alternative symbols

Subproducts' symbols are created based on same construct idea. Maintaining a pixelated approach allows the sub-product to be correlated with the parent brand.

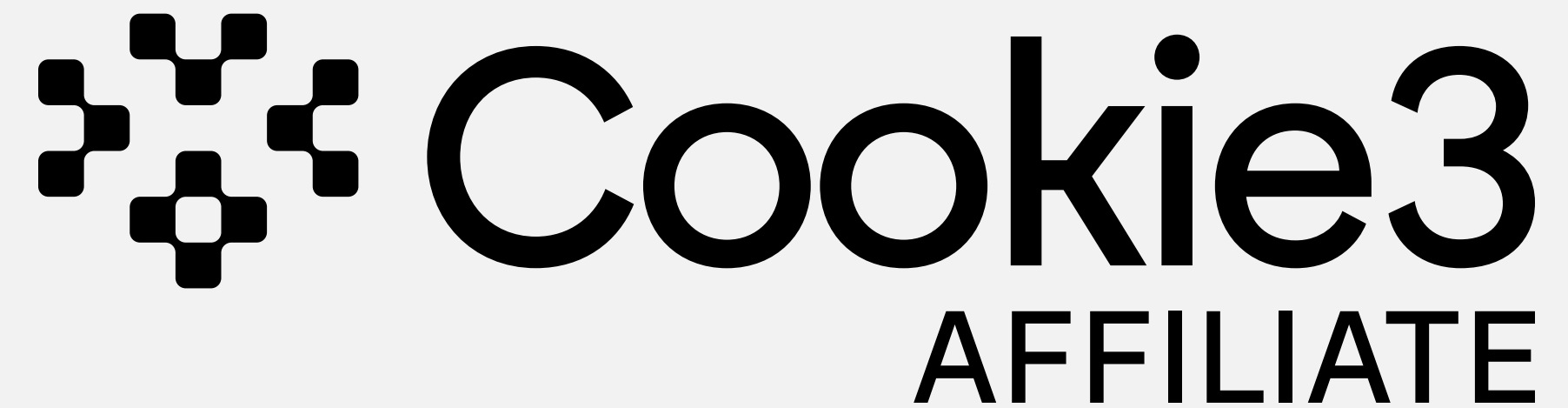
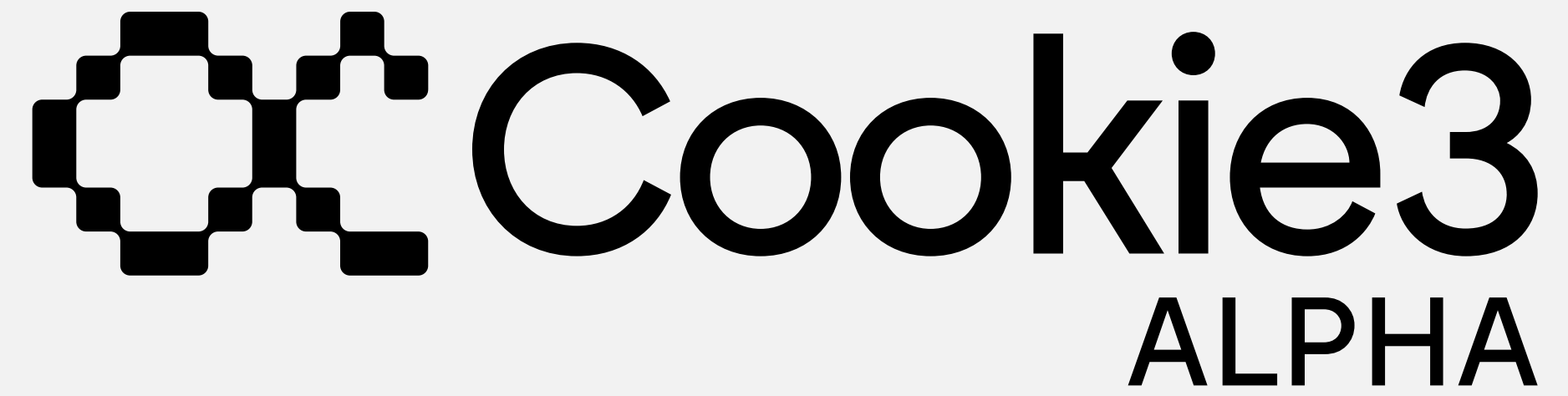
The symbols loosely refer to the use of each platform, such a principle is worth following when creating logos for new sub-brands.





Alternative logos

When building a sub-product logo, we use a separate, dedicated symbol for it. A capitals signature built on the basis of Brockmann font is added to the main brand name. We place it at the bottom of the main logo, align to right side.





Alternative logos

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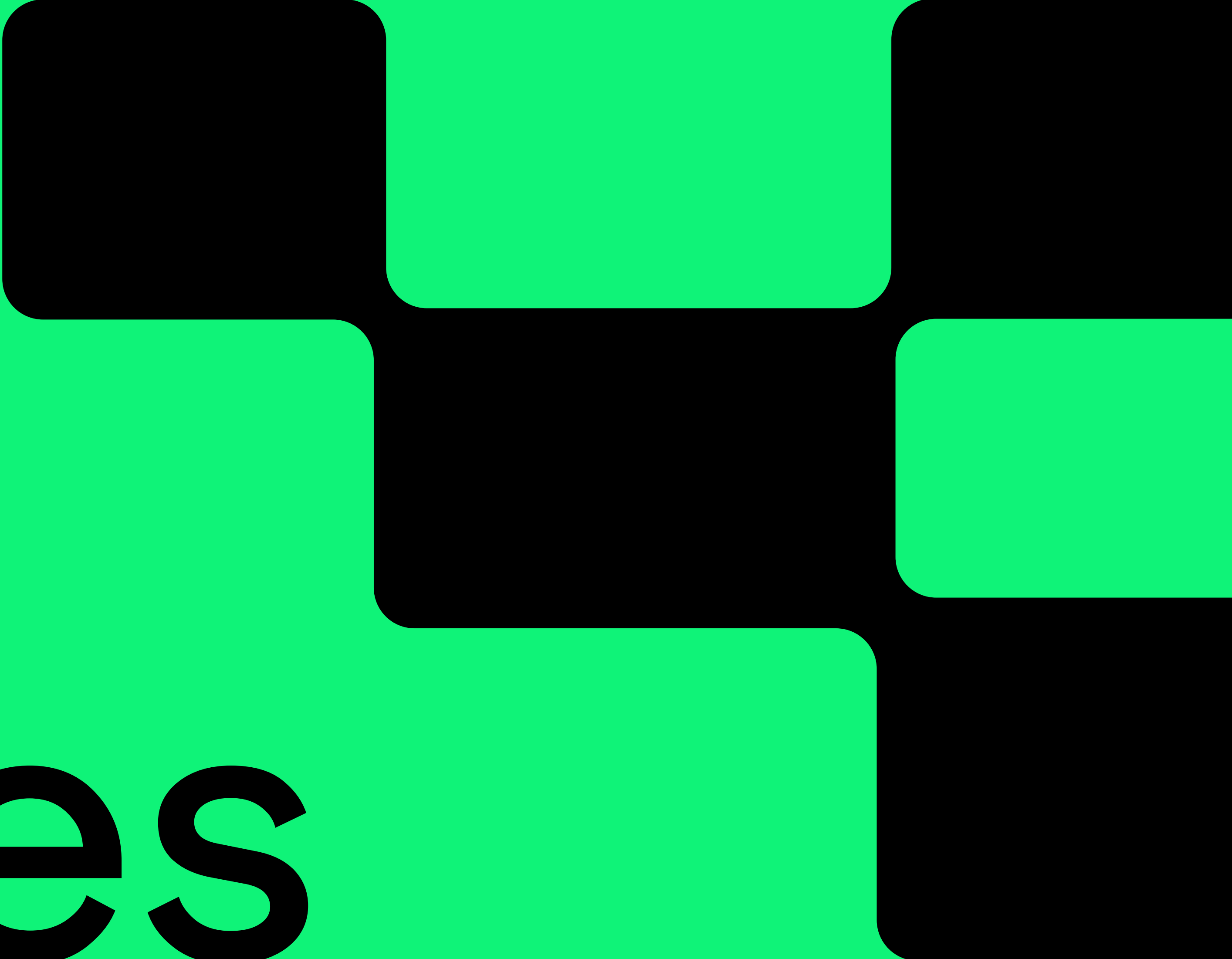
Use single pixel from symbol to determine the minimum amount of safe space. Be sure to follow this rule.





06

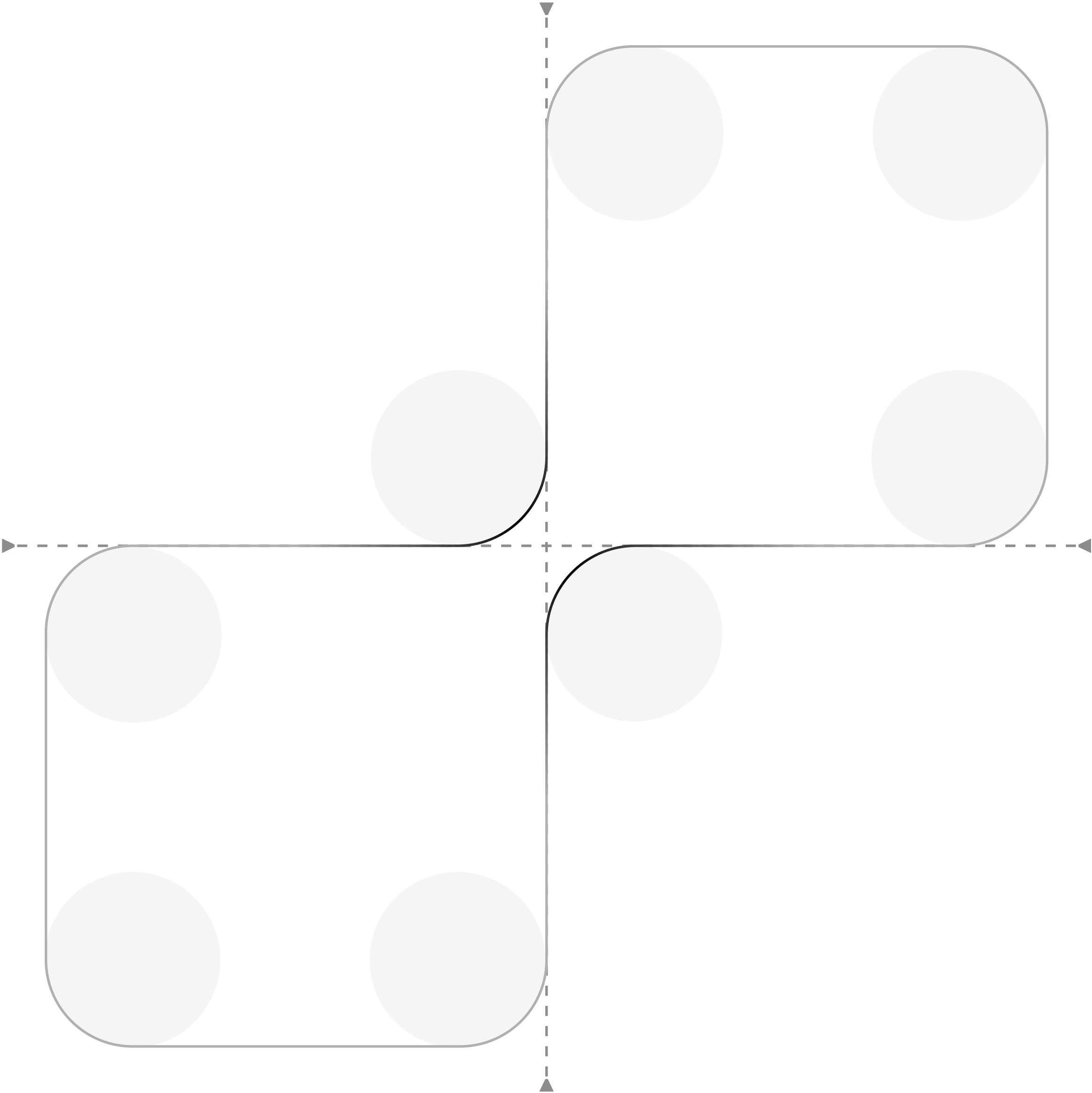
Shapes





Shape construction

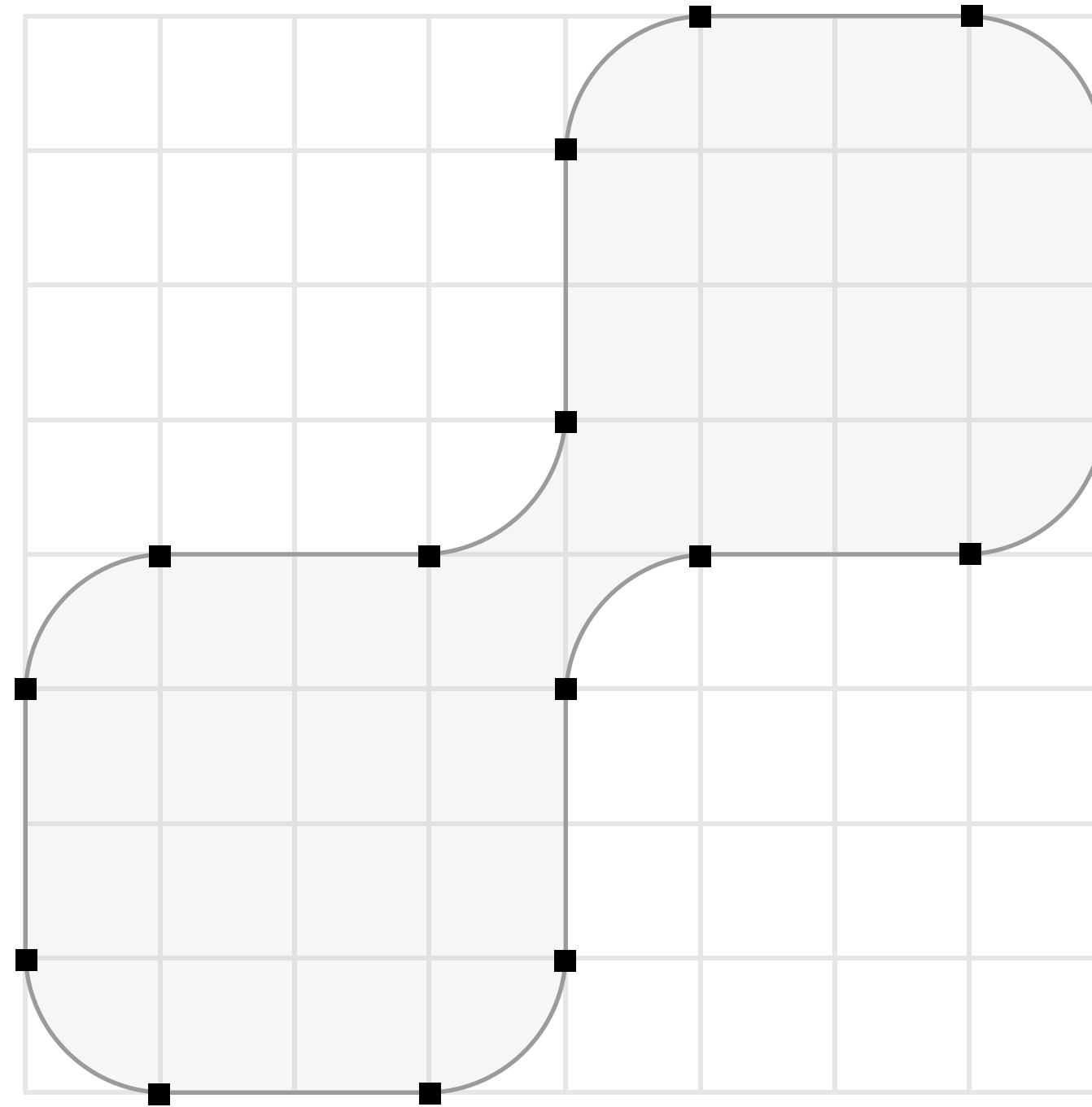
The leading graphic element of Cookie3 branding is a pixel shape composed of a minimum of two rectangles. The elements combine to create a smooth transition between them, keeping the same radius of the rounded sides.



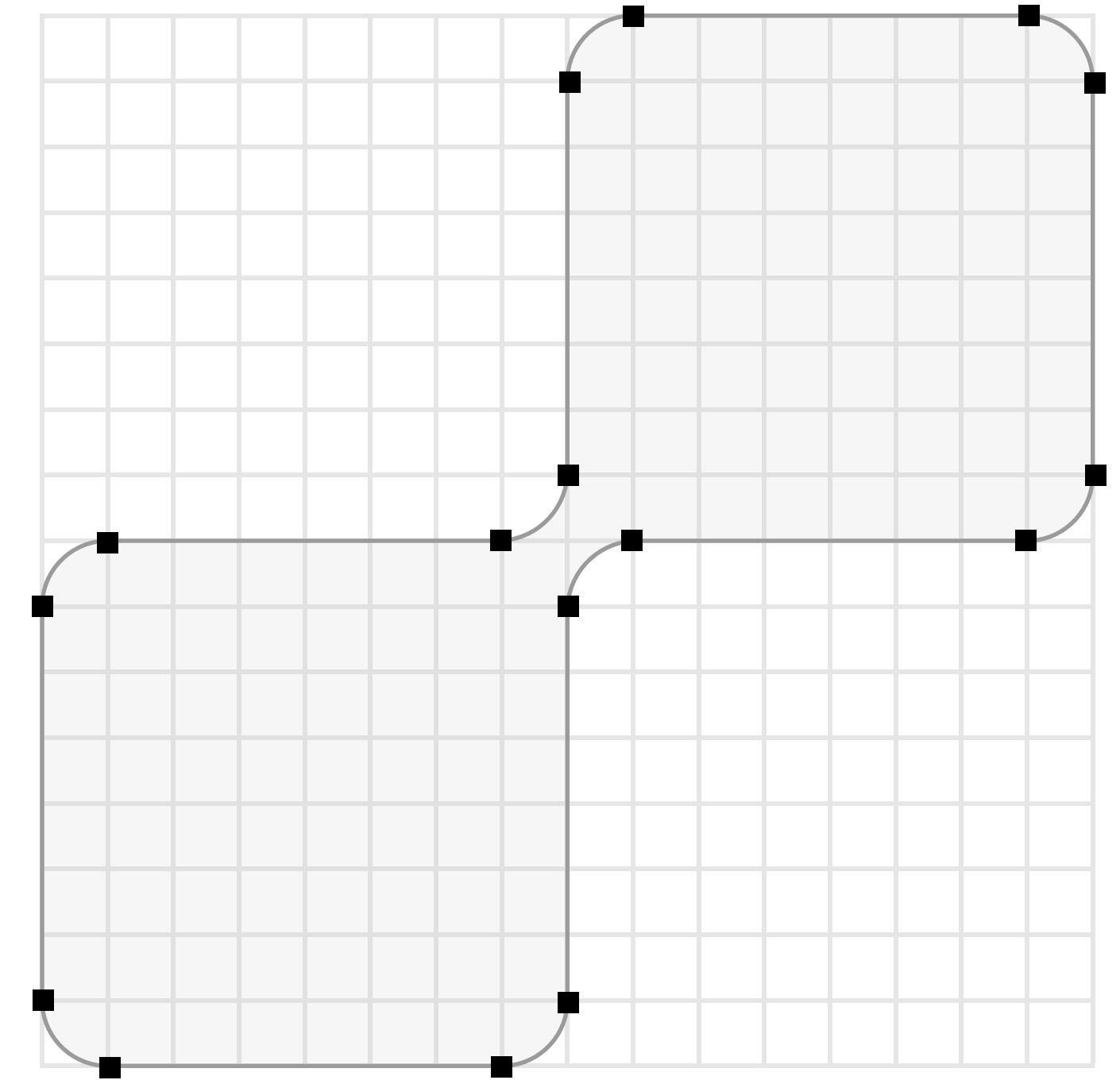


Corner radius

To maintain a recognizable shape, the radius of the rounded corners must be between $1/8$ and $1/4$ of the length of the shorter side of the rectangle. A single value for this indicator is not possible, due to its variability depending on the size of the shape.



Corner radius up to max $1/4$ of the shorter width

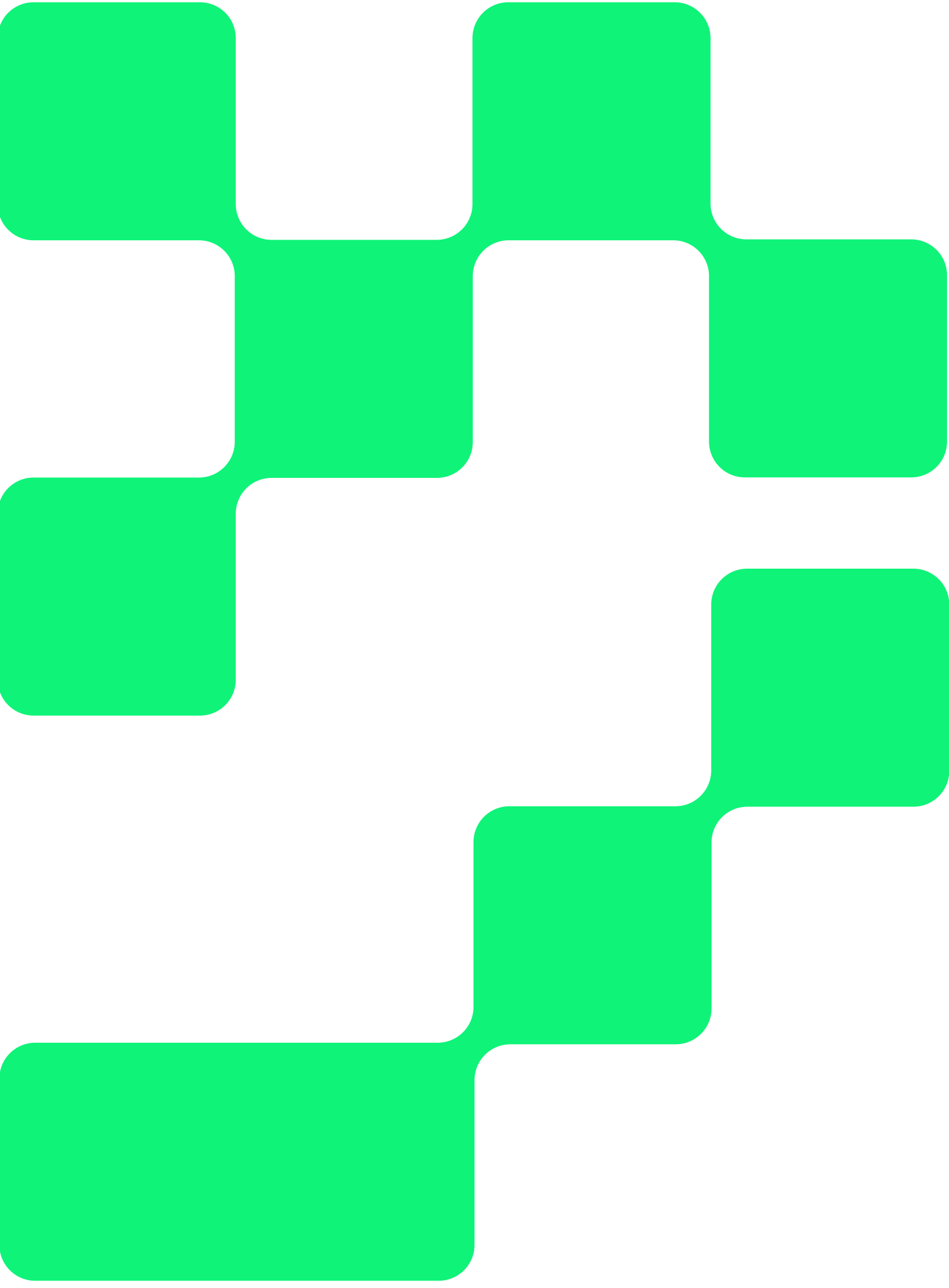
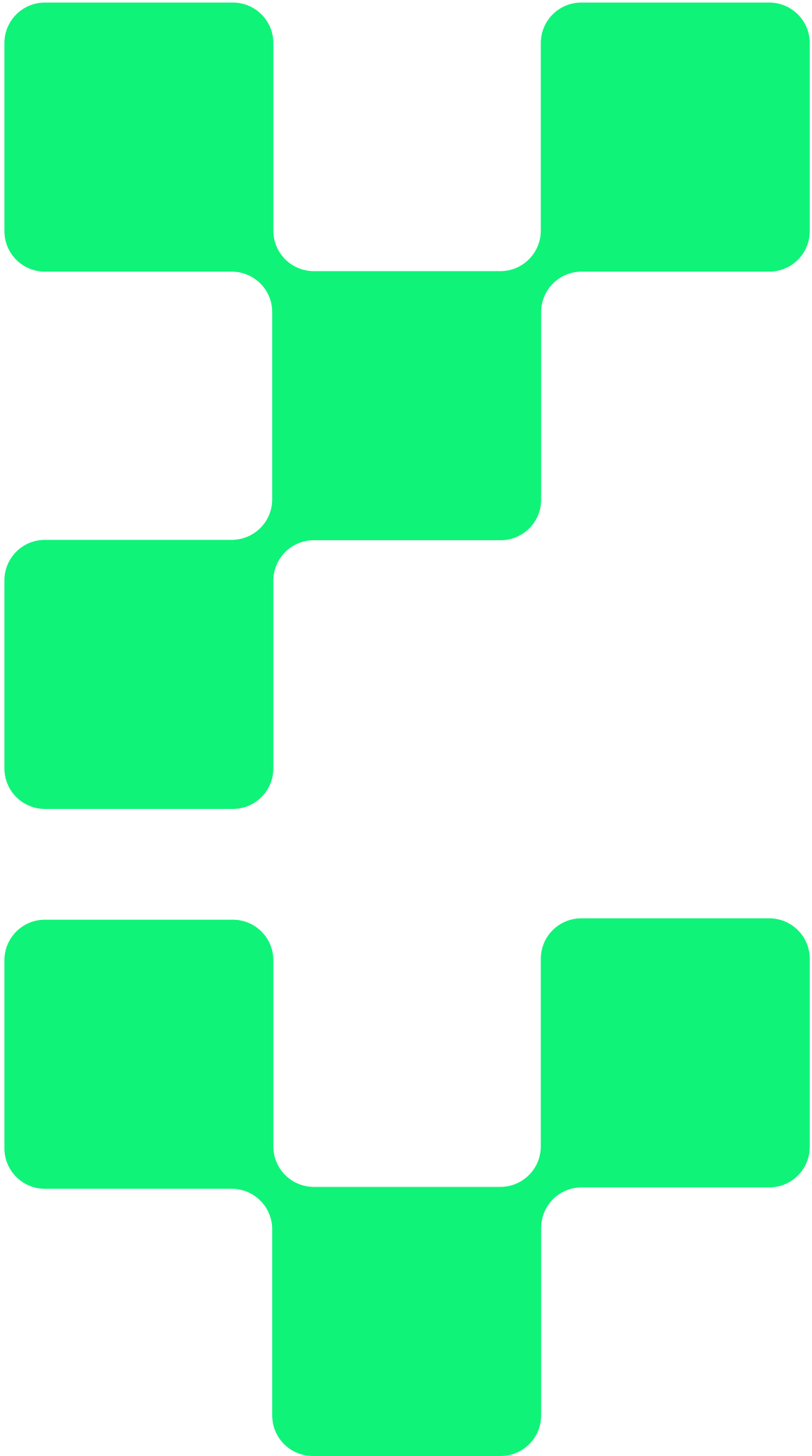


Corner radius down to min $1/8$ of the shorter width



Shape variants

Building variants of shapes is flexible and practically arbitrary. Juxtaposing graphic elements next to each other in a composition, it is worth keeping their variety, so that the design does not become repetitive and monotonous.





07

Layouts

 Cookie3

Unwrap
Secrets,

Insights baked
with precision.

COOKIE3 IS YOUR KEY TO UNLOCKING THE INTRICATE WORLD OF BLOCKCHAIN ANALYTICS, PROVIDING DEEP INSIGHTS INTO USER BEHAVIOR WITH PRECISION.

Cookie3.co

 Cookie3

Bite into
data.

Insights baked
with precision.

COOKIE3 IS YOUR KEY TO UNLOCKING THE INTRICATE WORLD OF BLOCKCHAIN ANALYTICS, PROVIDING DEEP INSIGHTS INTO USER BEHAVIOR WITH PRECISION.

Cookie3.co

ONE WAY

ONE WAY

8 Av

W 37 St

Office
545Eig





Layouts

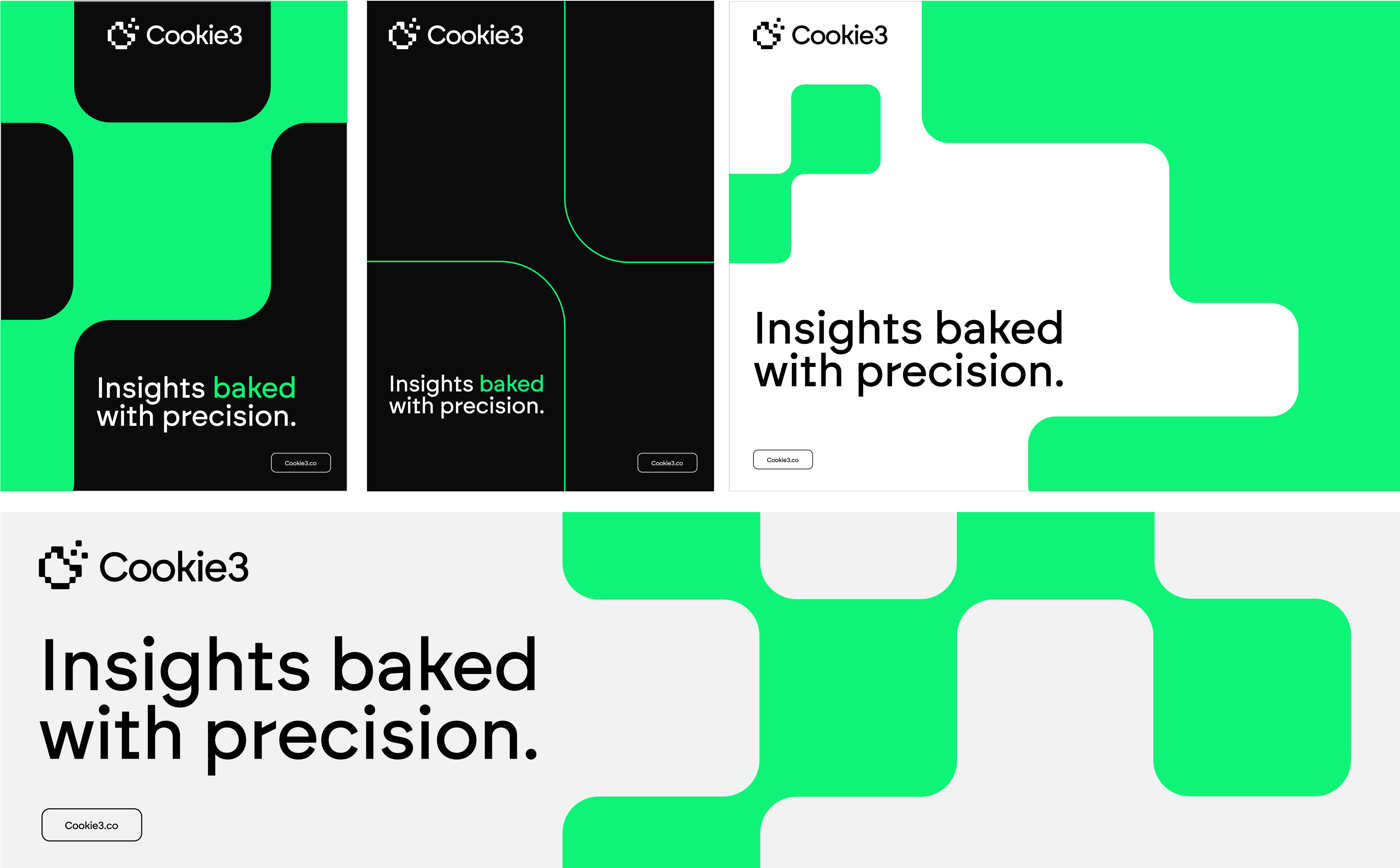
The illustrations follow the style given by the main visuals. Pixel shapes are used as the dominant element of the composition. Visuals allow their use as a filled element, an outline, and a clipping mask. In layouts, it is important to keep space for the message and logo, so that the whole works together in harmony.






Layouts

Cookie3 branding works in both lightmode and darkmode. Both approaches are supported by primary green color or in case of subproducts, other leading color.



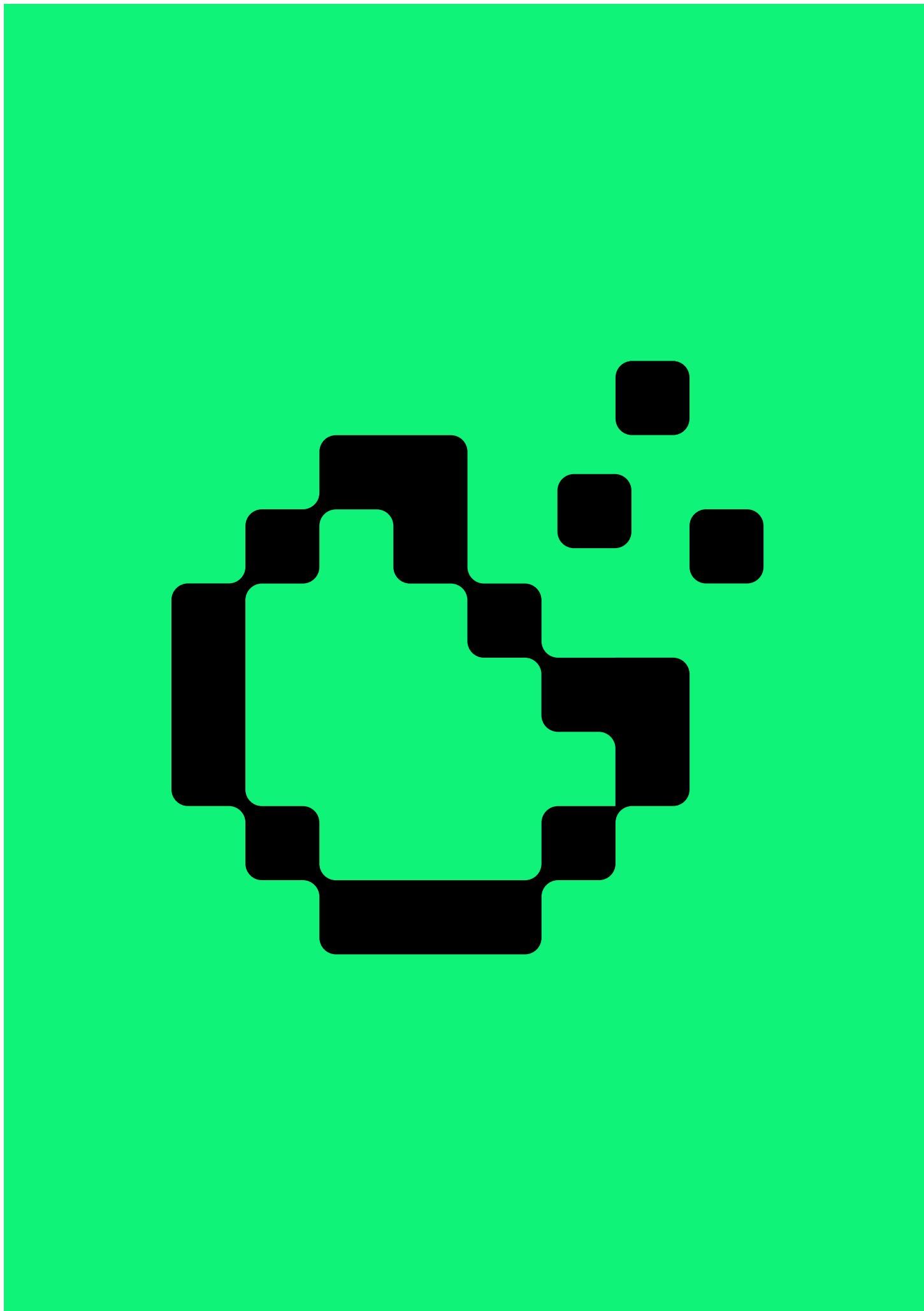


 Cookie3

Insights baked with precision.

Cookie3 is your key to unlocking the intricate world of blockchain analytics, providing deep insights into user behavior with precision.

Cookie3.co



 Cookie3

Unwrap Secrets,

Bite into Data

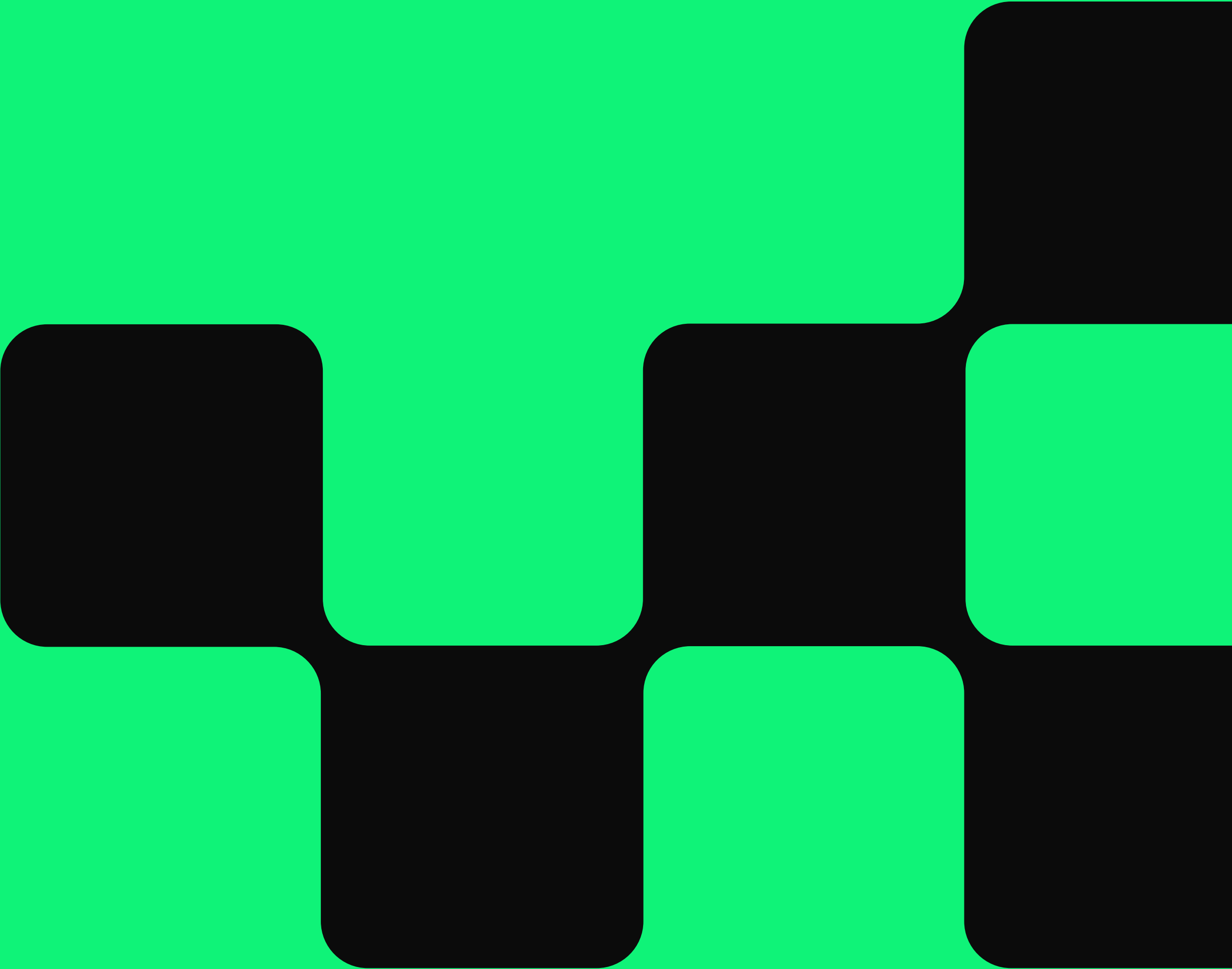
Cookie3 is your key to unlocking the intricate world of blockchain analytics, providing deep insights into user behavior with precision.

Cookie3.co



08

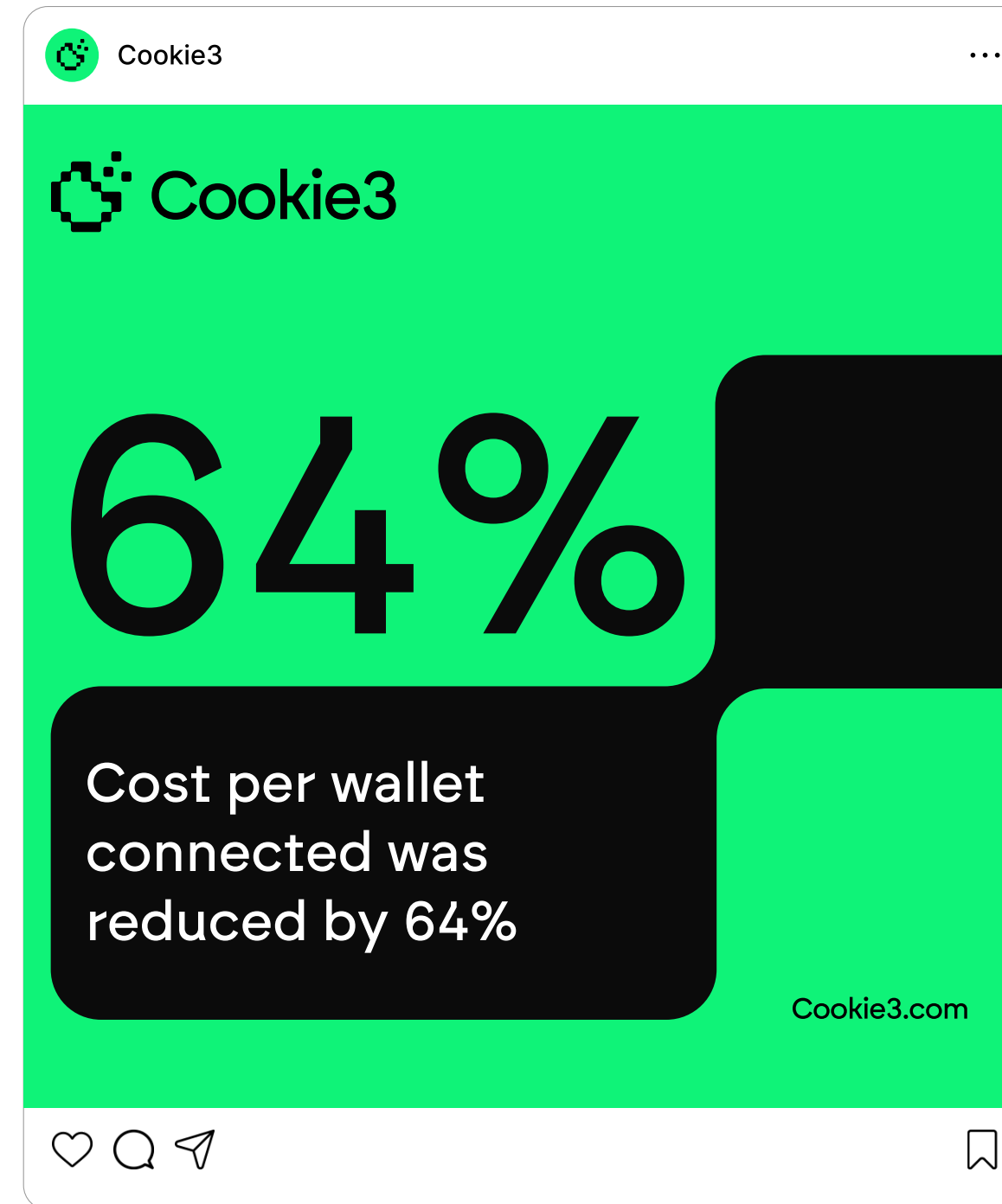
SOMe





Posts

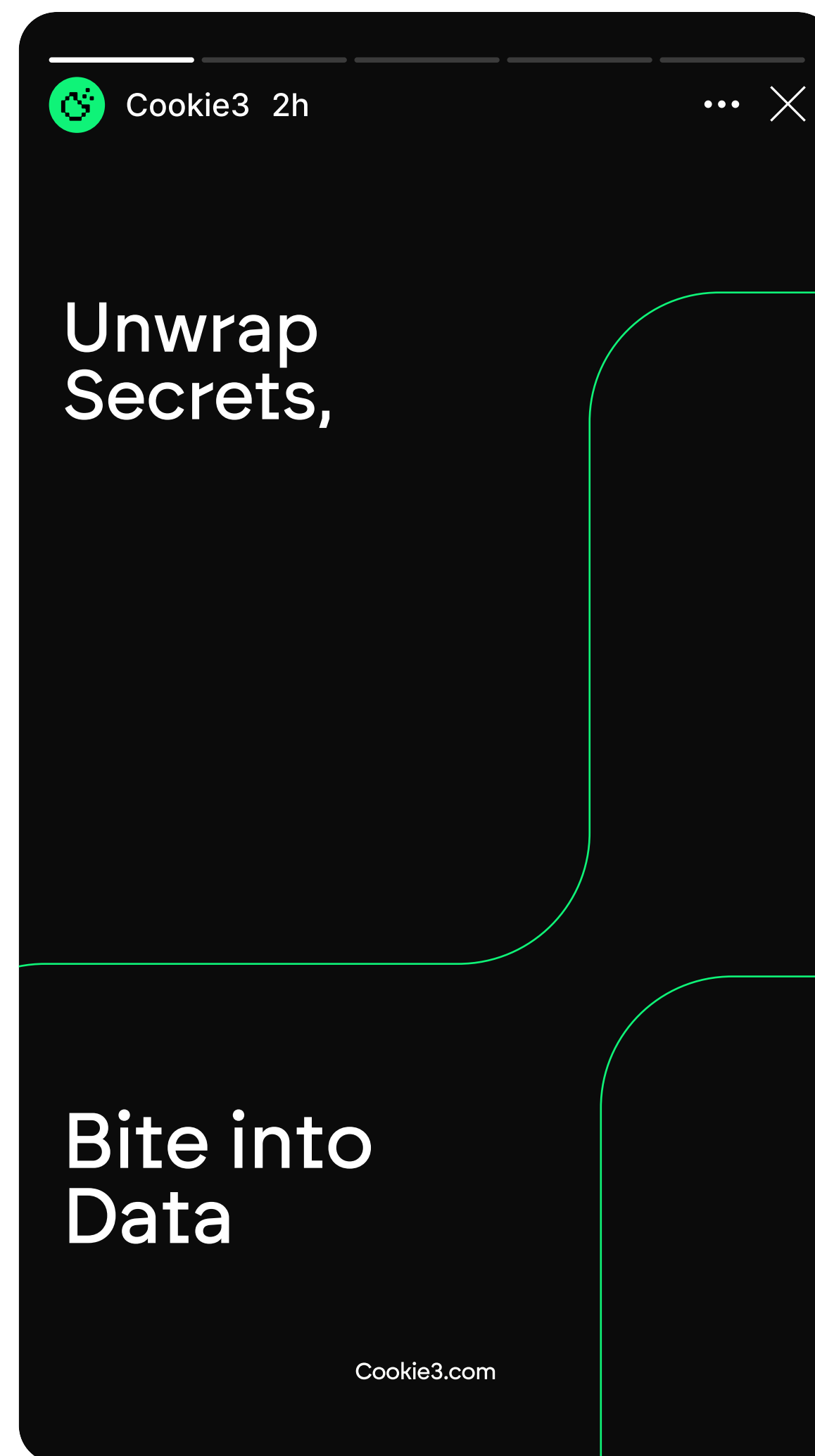
Social media use everything contained in the brandbook, brand layout combined with visuals, divided between light and dark mode creates a consistent and diverse communication.





Instagram stories

Social media use everything contained in the brandbook, brand layout combined with visuals, divided between light and dark mode creates a consistent and diverse communication.





Blog posts

Cookie3 branding supports the use of photos in communications. We recommend using black and white materials, which will not overwhelm the color composition when juxtaposed with primary green.





Twitter post

Social media use everything contained in the brandbook, brand layout combined with visuals, divided between light and dark mode creates a consistent and diverse communication.

The graphic is a dark-themed announcement for a community AMA. It features the Cookie3 logo in the top left. A large, bright green rounded rectangle contains the main title 'First Discord Community AMA'. To the right, a dark rounded rectangle contains a Discord icon and the link 'DISCORD.GG/COOKIE3'. Below the title, a dark rounded rectangle features a profile picture of Krystyna Kozak-Kornacka, her name, and her title 'CMO'. To the right of this, another dark rounded rectangle contains a purple square placeholder for a profile picture, the name 'Antoni Boruszak', and his title 'Marketing Manager'. At the bottom right, a large bright green rounded rectangle contains the text 'Join us on' followed by a calendar icon and the date and time 'Friday, March 1st, 3:00 PM CET'.

Cookie3

DISCORD.GG/COOKIE3

First Discord Community AMA

Krystyna Kozak-Kornacka
CMO

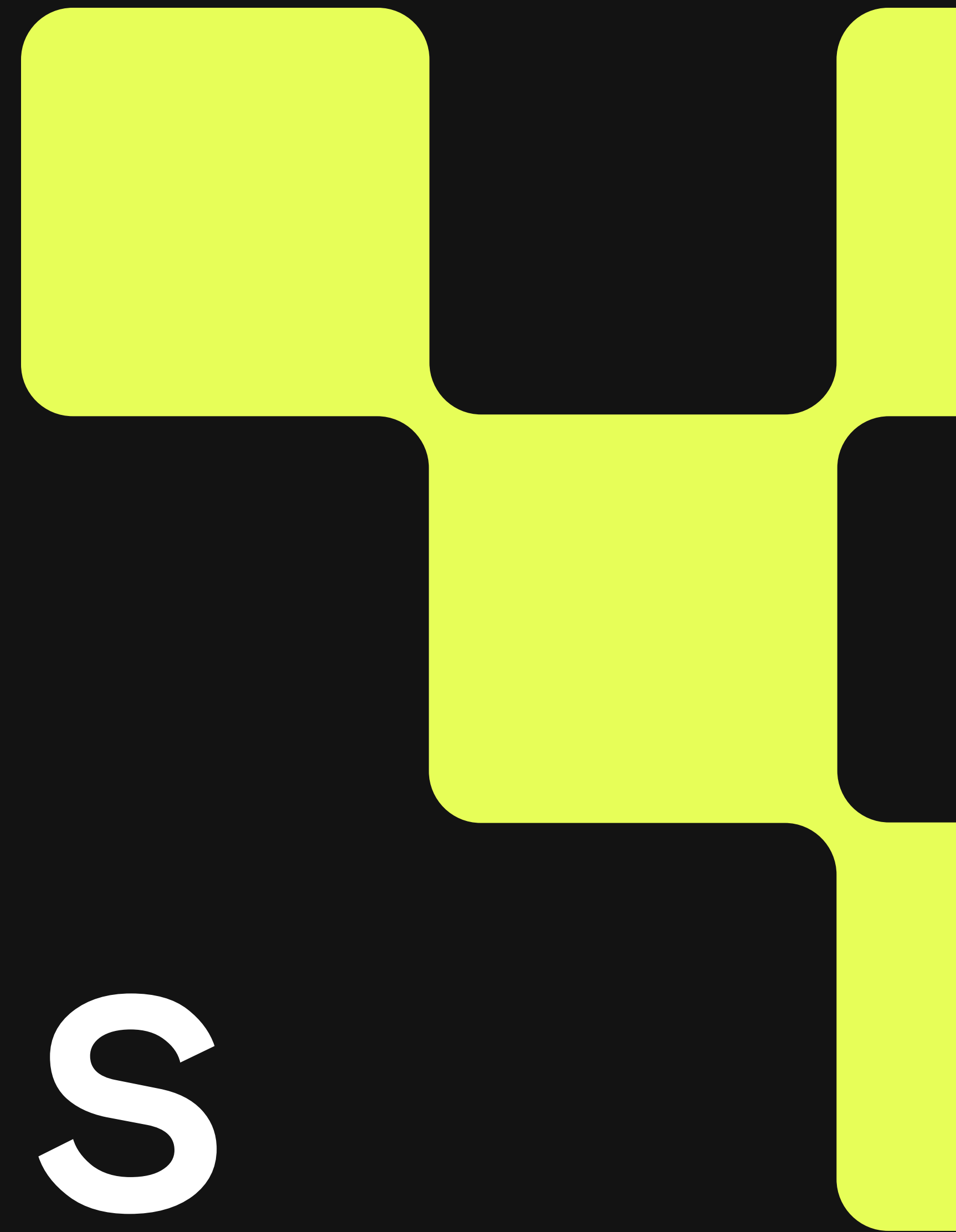
Antoni Boruszak
Marketing Manager

Join us on

📅 Friday, March 1st,
3:00 PM CET



09



Collaterals









If you have any questions regarding Cookie3
Brandbook please reach out to contact@cookie3.com