



# Steem Brand Guidelines

Usage guidelines for the Steem brand logos, colors, and fonts

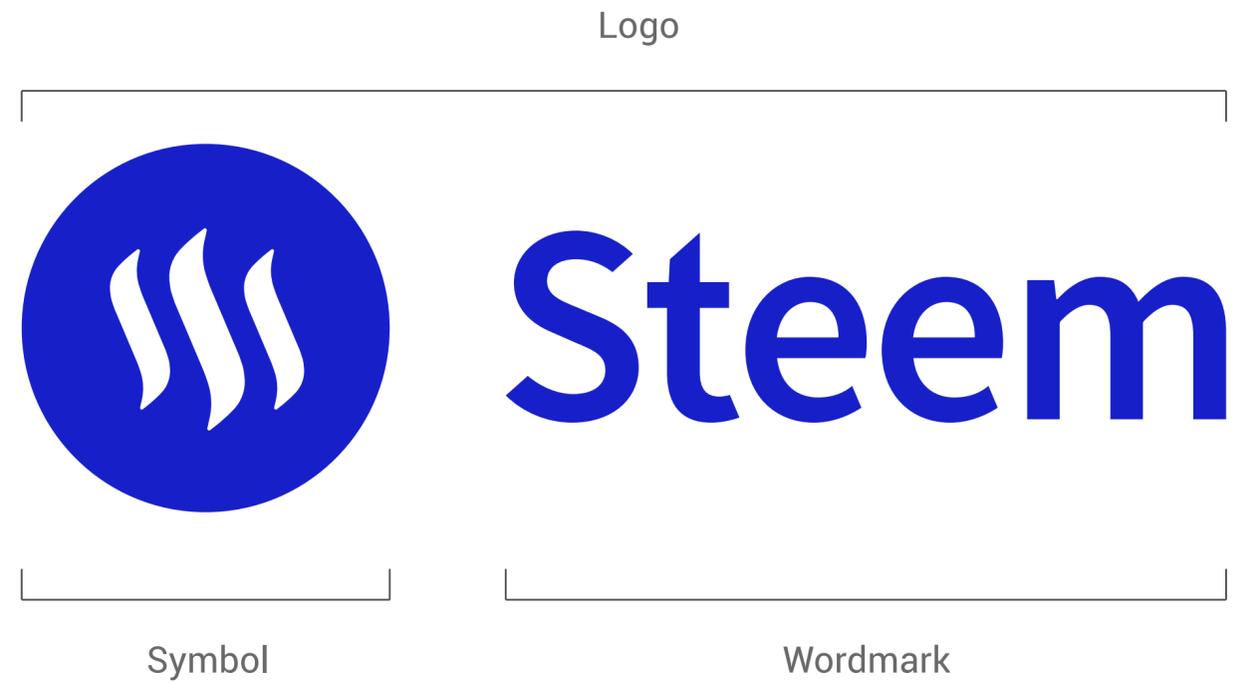
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## Logo

The Steem logo consists of the Steem symbol and a custom wordmark.

It is important to notice that the wordmark can not stand on its own without the symbol. As the symbol is the most recognizable part of the Steem brand.



## Space

Spacing the wordmark and symbol is easy just align the "e" between the symbol and the body of the "S" in the wordmark.



X		X
X		X/2
X	Steem	X/2
X		X/2
X		X

## Wordmark size, exclusion zone

Creating room for the Steem logo to be clearly visible is important.

Just divide the logo in half and use that metric X to define the clear space for the logo. The wordmark should always be proportional to the symbol.

## Treatments

There are different treatments of the steem logo. Depending on the designs the Steem logo needs to fit in to.

### Correct usage examples

Solid deep blue on white background



White logo on oxygen blue background



Gradient logo on white background



White logo on deep blue background



White logo on gradient background

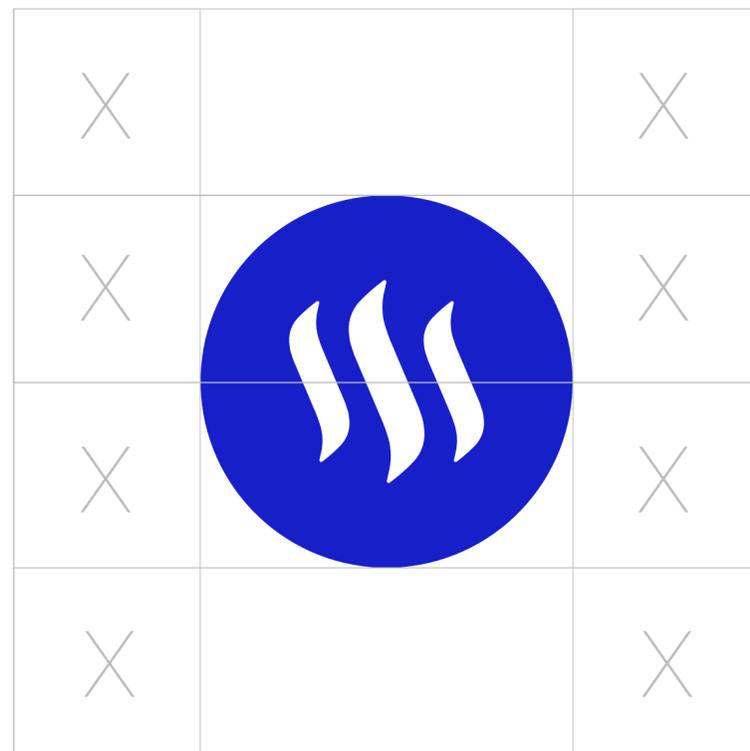


White logo on electric violet background



## Symbol

The Steem symbol is used to represent the currency STEEM. Use the same guidelines as with the logo.



Symbol exclusion zone.

## Correct usage examples

Solid deep blue symbol on white background



White symbol on oxygen blue background



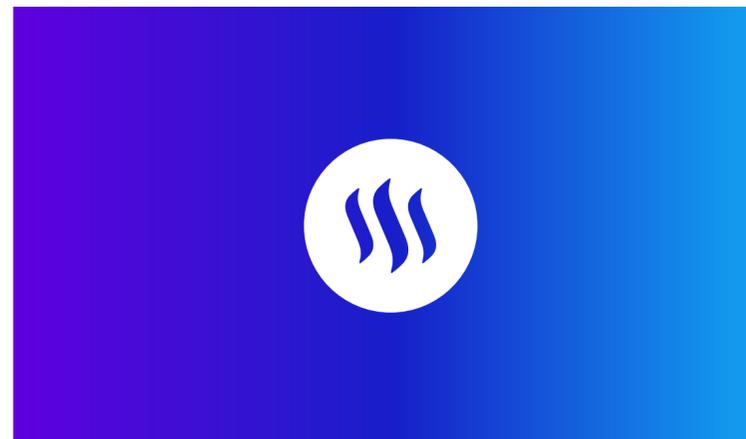
Gradient symbol on white background



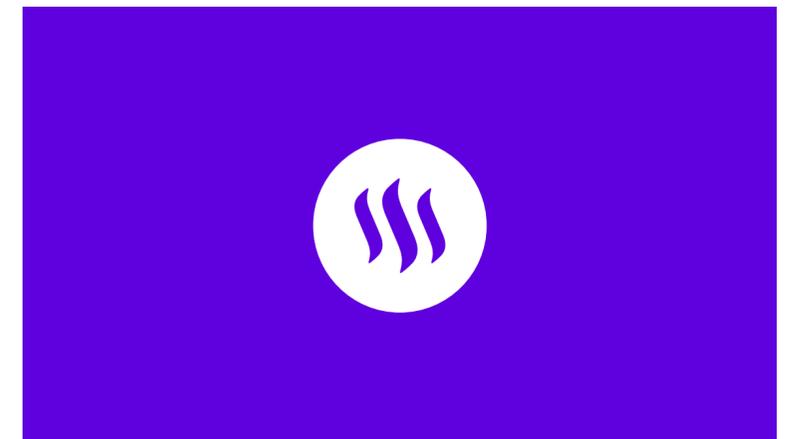
White symbol on deep blue background



White symbol on gradient background



White symbol on electric violet background



## Usage Guidelines

Design advice on how to make your designs look Steem-related.

Please do not edit, modify, distort, rotate, or recolor the logo in ways that are not specified in this guideline.

### Don't



This is the old Steem logo. Do not use it.



Do not place the Steem symbol above wordmark.



Do not recolor the logo any hue outside of the Steem brand colors. See brand colors on page 8.

### Additional Don'ts

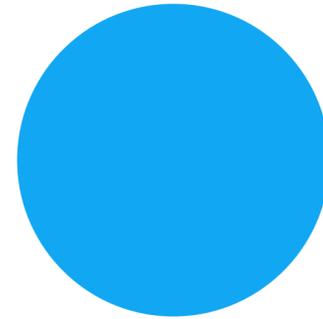
- Use wordmark without the symbol
- Rotate the logo
- Transform, stretch, or squeeze
- Manipulate objects in the logo
- Redraw elements in the logo
- Use outdated color scheme
- Adjust opacity of elements in logo
- Recolor different element in the logo
- Outline logo
- Overlap graphics on top of logo
- Use logo shape as a mask on images
- Manipulate spacing between letters
- Make wordmark all caps

### Do

- Use brand fonts. See fonts on page 9.
- Select a solid version of logo if background is too busy for gradient version
- Use dark logo on light backgrounds
- Use white logo on dark backgrounds

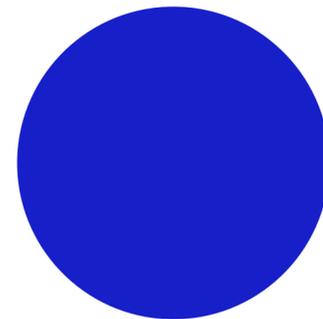
## Colors

Steem's main color scheme is light with strong, bold colors. These colors are used to emphasize elements in the design.



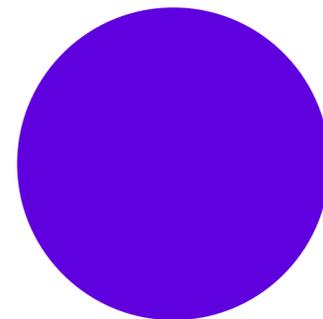
### Oxygen blue

Hex #11A7F2  
RGB 17, 167, 242  
CMYK 93, 5, 0, 0



### Deep blue

Hex #171FC9  
RGB 23, 31, 201  
CMYK 100, 85, 0, 21



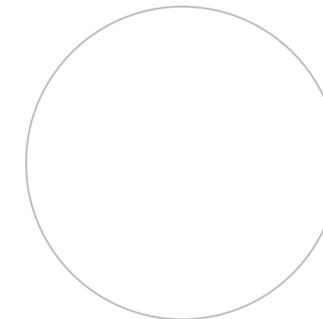
### Electric violet

Hex #5F00DE  
RGB 95, 0, 222  
CMYK 90, 100, 0, 12



### Concrete

Hex #FBFBFB  
RGB 251, 251, 251  
CMYK 0, 0, 0, 2



### White

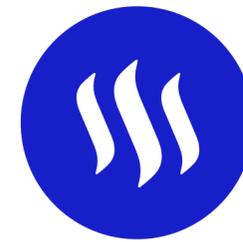
Hex #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

### Note regarding CMYK colors

Some brand colors do not have an exact CMYK equivalent as Steem is a digital first brand. For printing purposes, please refer to these listed CMYK values, but understand that the vibrancy will be lesser than what you view on-screen.

## Fonts (Open-Source)

Steem is a open platform and so is our font choices.  
All fonts are available fro free on Google fonts.



# Steem

Logo:  
Source sans PRO  
(Customized)

# Sample Text

Headlines:  
Raleway

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet  
dolore magna aliquam erat volutpat. Ut wisi enim ad  
minim veniam, quis nostrud exerci tation ullamcorper  
suscipit lobortis nisl ut aliquip ex ea commodo.

Body Copy:  
Roboto