

POAP BRANDBOOK

2023 - Short Version



Index

Welcome to the Brand book. This is where the **POAP** universe begins. We invite you to travel from the foundational axes of the brand to its most remote applications. Creating from this experience a precious, unique and incomparable moment.

01 Logo ~~~~~ Primary LOGO Anatomy and Clear Space Clear space Minimum size Monochrome Dont's	page 03
02 Typography ~~~~~ Rubik	page 09
03 Color Palette ~~~~~ Brand Colors Secondary Colors	page 11
04 Partnerships ~~~~~ Co-branding guidelines Multiple Logos	page 14
05 Integrators ~~~~~ Power by POAP Badges	page 19

01 LOGO

Primary LOGO

Construction and Anatomy

Clear space

Minimum size

Monochrome

Dont's

PRIMARY

Logotype

The **POAP** logo was designed to resemble a universally-understood item associated with positive actions: the rosette award ribbon. These are typically used to identify best in class and symbolize excellence. The rosette insignia makes the logo easily recognizable while offering great flexibility for multiple applications across a wide range of branding needs.

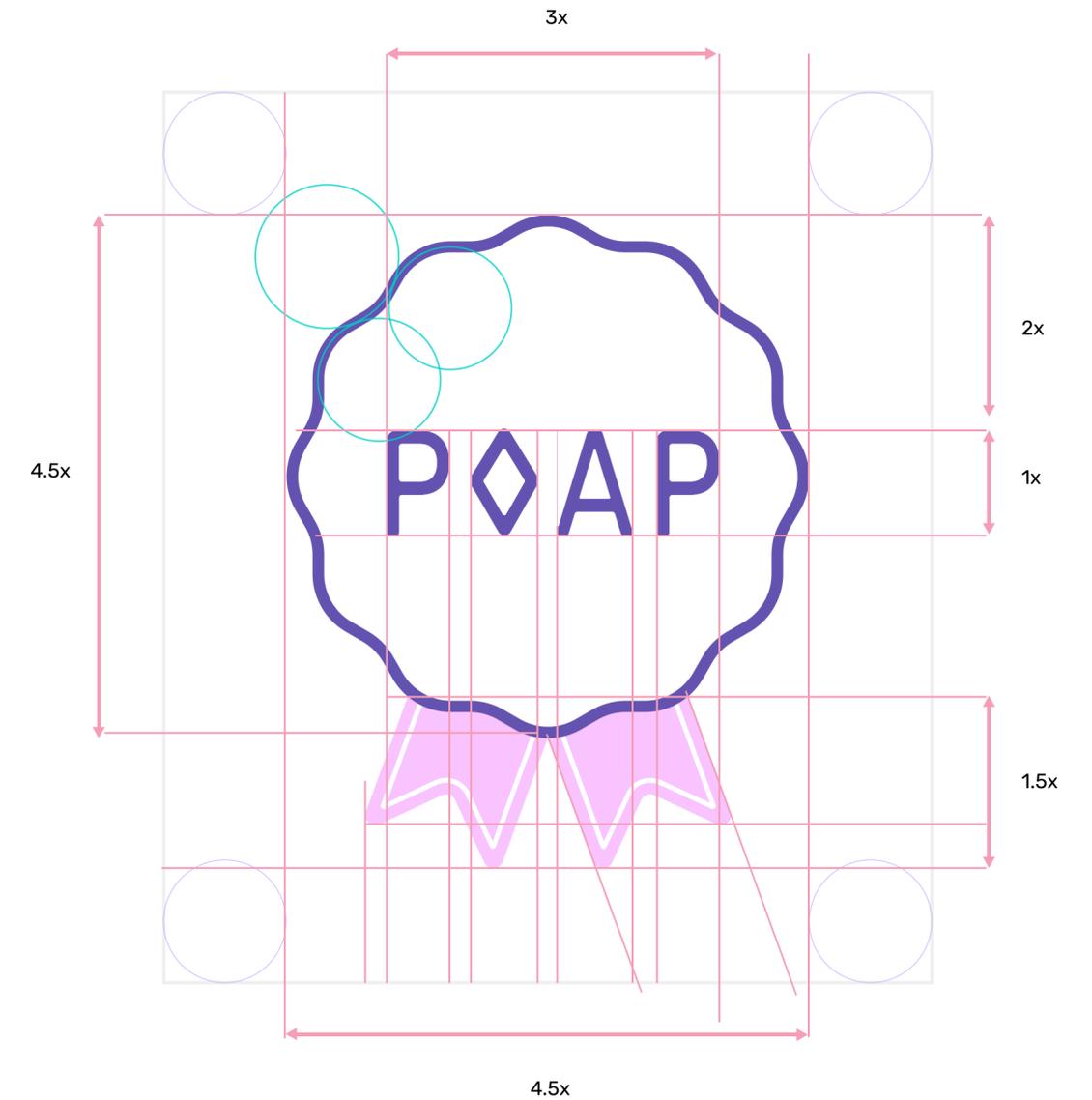
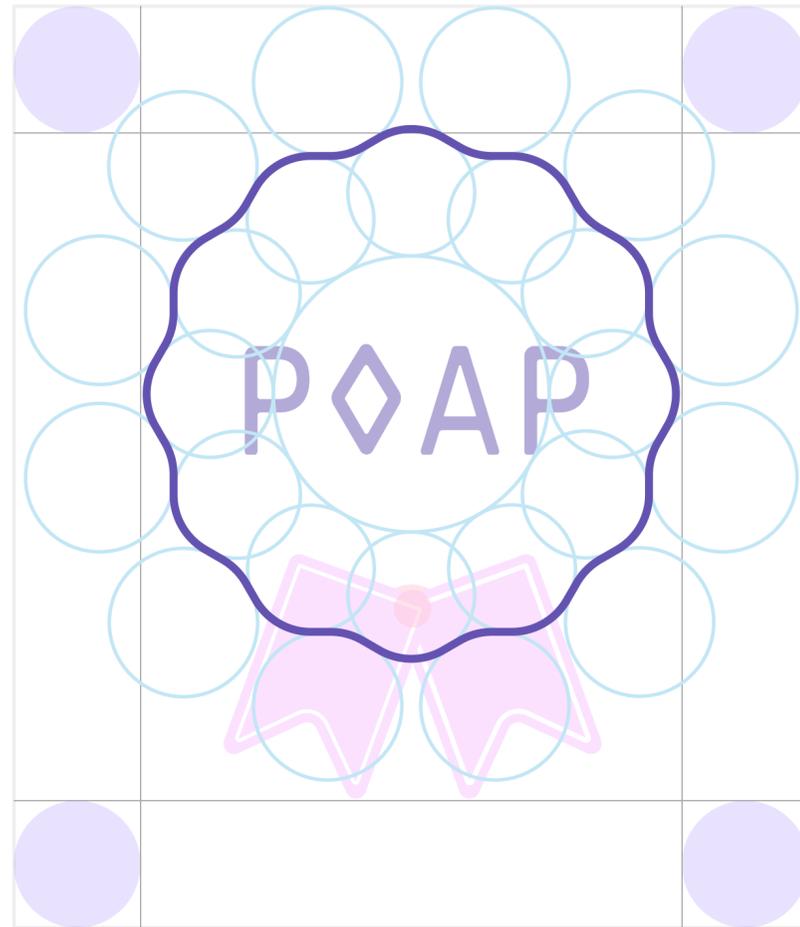
[Download](#)



POAP® and **PROOF OF ATTENDANCE PROTOCOL®** and the **POAP rosette badge icon**  are registered trademarks of **POAP Inc** in the United States and other countries. All rights reserved.

ANATOMY AND CLEAR SPACE

(also called exclusion zone, safety space, padding, etc).
Maintain an adequate amount of padding (or clearspace) around the logo to maximize logo legibility and maintain integrity. Clearspace around the POAP logo is critical in order to separate our logo from other communication elements and ensure clarity and prominence.



MINIMUM SIZE

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.

There's a specific logo for small sizes and should be used when the logo is rendered at a size between 60px wide and 48px wide.

In these cases the logo will be used without the internal double ribbon.

If the logo is printed, the minimum size is 12mm/0.47in to be legible.



POAP Logo Small Size



MONOCHROME

Logotype

In cases where the logo needs to be presented in one color, we recommend using one of these approved monochrome assets. If a specific alternate color is required, please consult with the Branding Design Team for custom applications.



DONT'S

Below are some common errors to avoid when using the POAP logo. This is not an exhaustive list. As a general rule, avoid making adjustments to the logo. We recommend that you use only the files supplied by POAP.



Don't
Add gradients.



Don't
Add drop shadows.



Don't
Place the logo over a
busy background.



Don't
deconstruct the logo.



Don't
Add special effects.



Don't
Skew, rotate, or
stretch.



Don't
add stroke outline.



Don't
invert the colors



Don't
Mask or Crop



Don't
fill with patterns or
imagery



Don't
random textures



Don't
Change Colors

02

TYPOGRAPHY



Font Family

TYPOGRAPHY

We chose the Rubik typeface family because of its adaptability to our needs. It is a newer sans serif that's easy to read, has a wide range of weights, and has letterforms that convey a fun tone while still maintaining legibility.

[Download](#)



a b c d e f g h i j k l m n o p q r s t u
v w x y z 1 2 3 4 5 6 7 8 9 0

RUBIK EXTRABOLD
RUBIK BLACK

For special cases such as titles or covers we allow the use of border and envelope on the ExtraBold and Black variants

Aa Bb Cc Dd

03

COLOR PALETTE

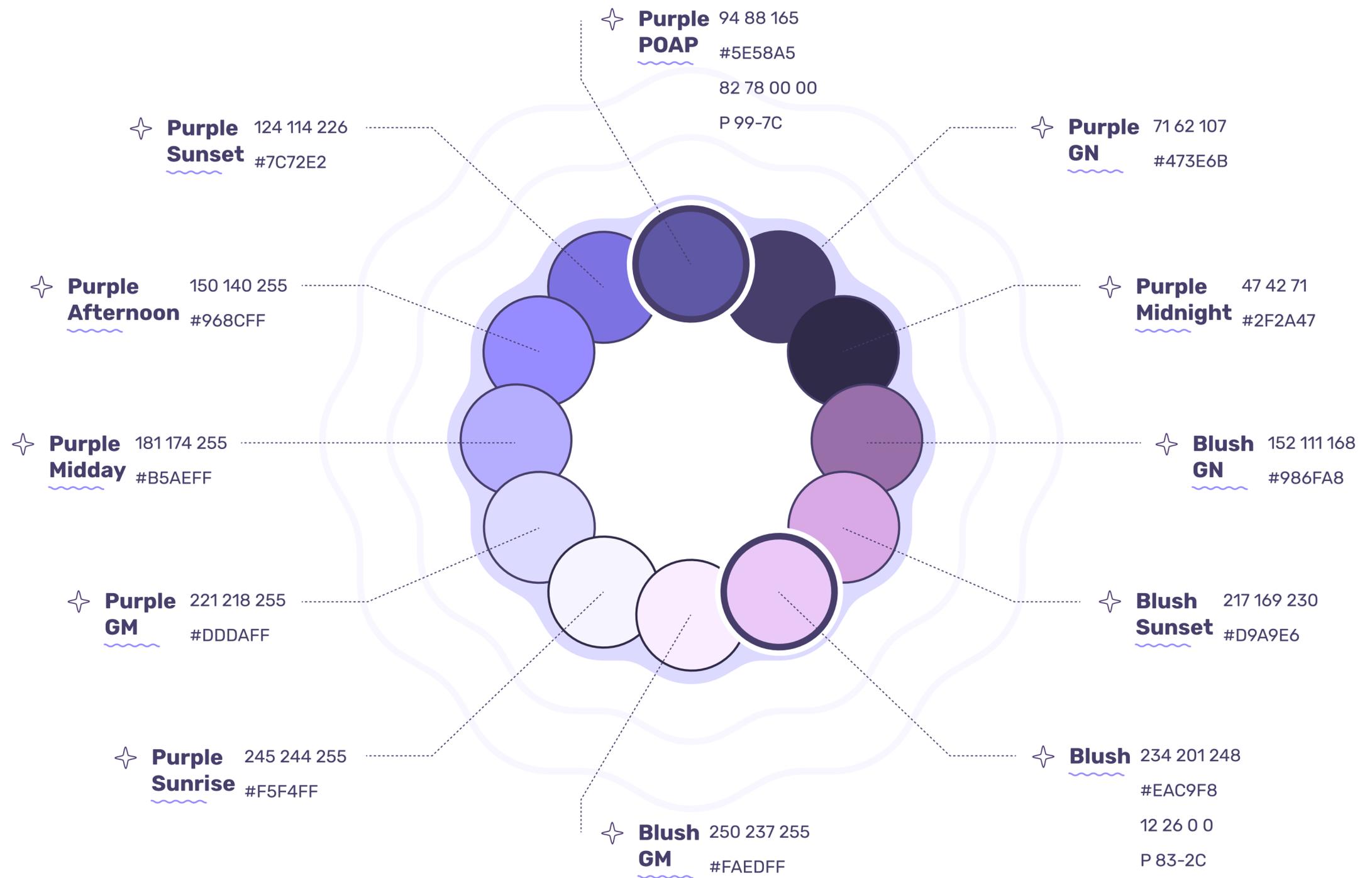


Brand Colors

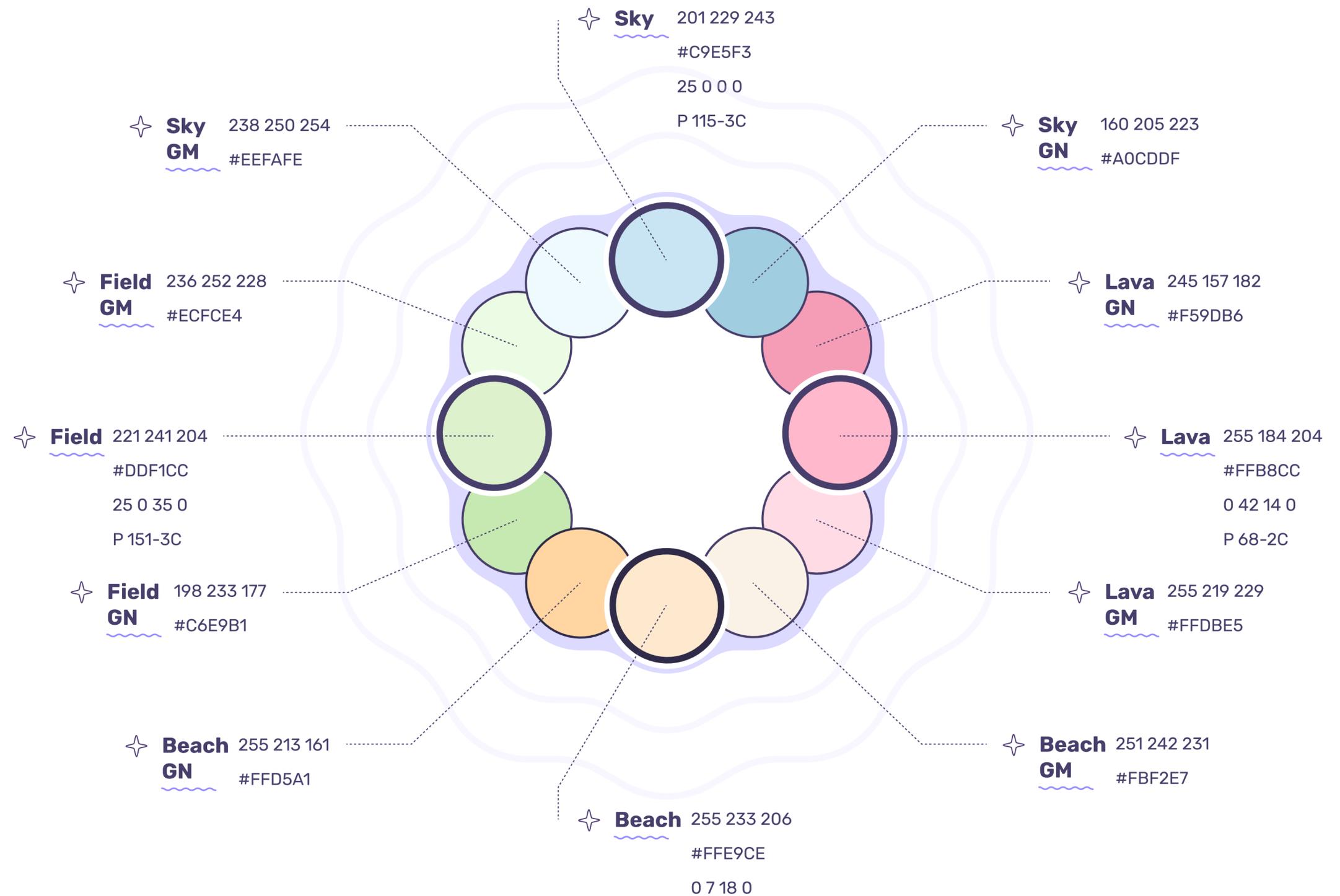
Secondary Colors

PRIMARY COLORS

Color is a vital part of our brand. Color serves to reinforce our design principles and give POAP the unique and memorable identity that we are looking for.



SECONDARY COLORS



04 PARTNERSHIPS

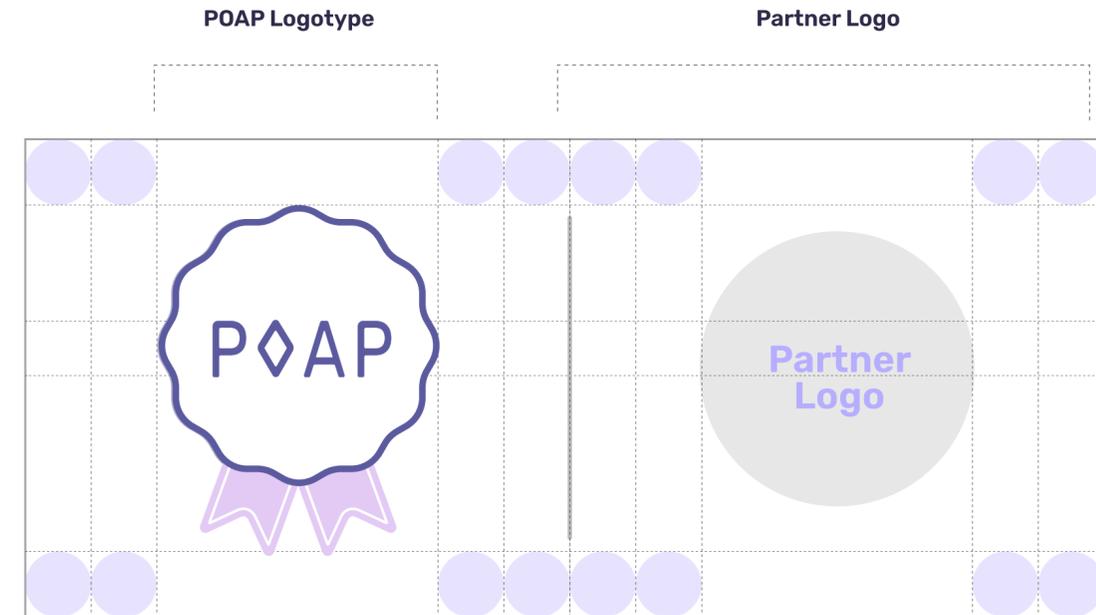


Co-branding guidelines
Multiple Logos

CO-BRANDING

POAP partners with various organizations. When co-branding with POAP, the associated brands will follow these guidelines, regardless of brand domain. These guidelines are to be used in addition to all POAP logo usage requirements.

- Use the default logo against a white background when possible.
- Use logos in a horizontal position when possible.
- We recommend using icon logos across all brands to generate a better composition among the associated brands.
- Make both logos the same visual size.
- Separate the logos by the distance four circles

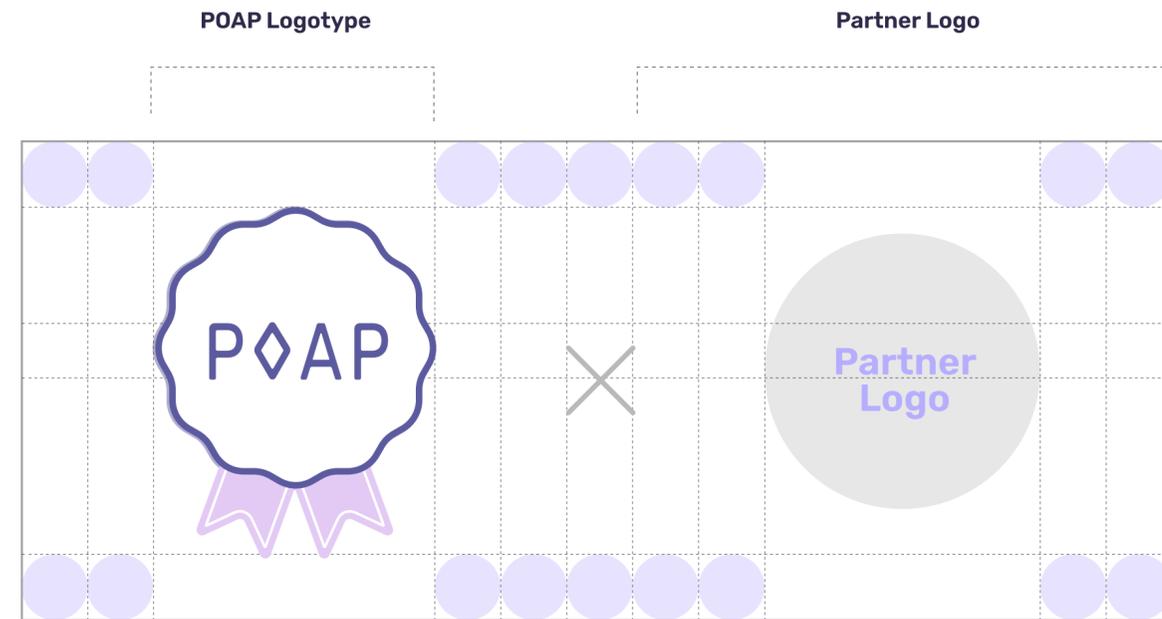


Application Examples



CO-BRANDING

Alternatively, we also recommend using an "X" sign in between logos.

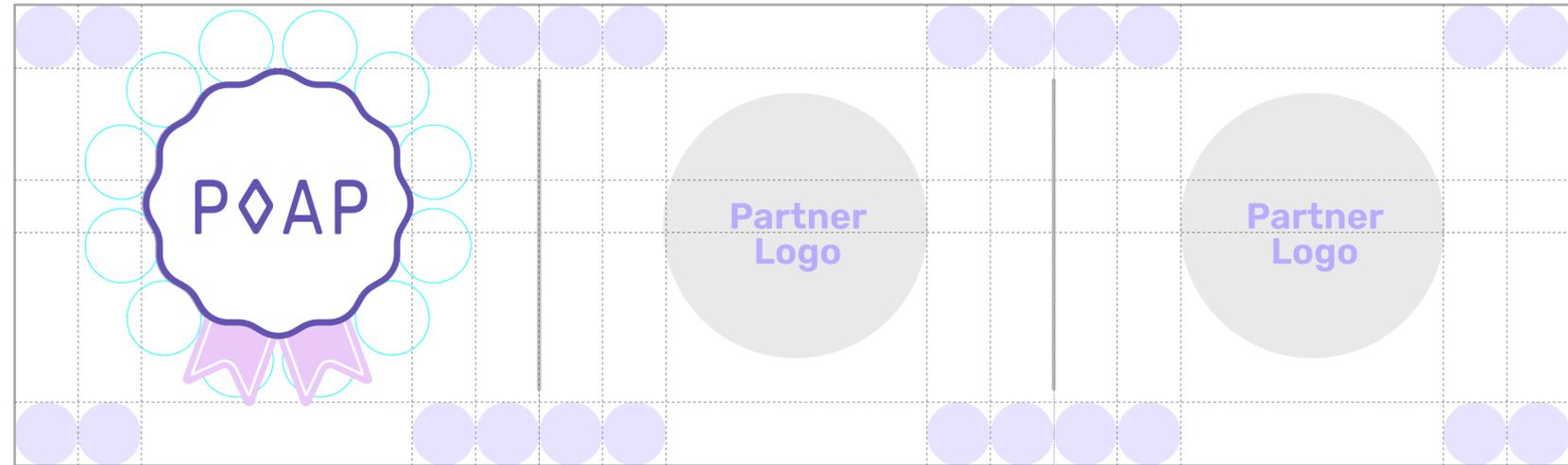


Application Examples



MULTIPLE LOGOS

If multiple partnership logos are required, we recommend using our POAP logo in a horizontal aspect ratio. The **POAP** logo should always appear on the left of the other logos displayed so the POAP logo reads first. There should be equal margins and rules separating it from the associated logos.

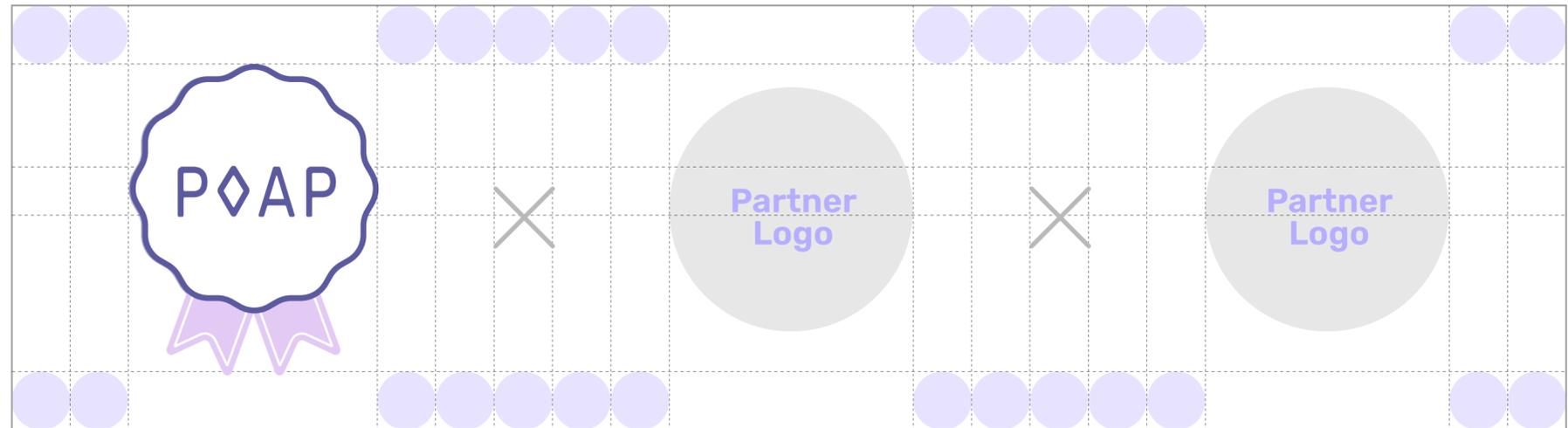


Application Examples



MULTIPLE LOGOS

Alternatively, we also recommend using an "X" sign in between logos.



Application Examples



05 INTEGRATORS



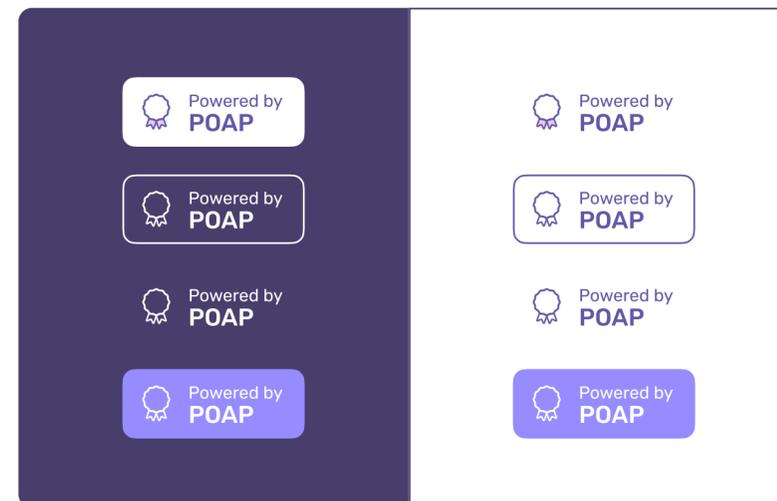
Power by POAP Badges

POWER BY POAP BADGE

When integrating **POAP** technology into another platform, it is important to maintain a consistent and cohesive brand experience for users. To achieve this, we recommend utilizing a "Powered by POAP" badge in the platform's branding.

The badge should be prominently displayed on the platform and adhere to the same guidelines as the **POAP** logo. It is recommended that the badge be placed in a location that is visible and easily recognizable to users.

[↓ Download](#)



POAP® and **PROOF OF ATTENDANCE PROTOCOL®** and the **POAP rosette badge icon**  are registered trademarks of **POAP Inc** in the United States and other countries. All rights reserved.



POAP BRANDBOOK 2023
Short Version

