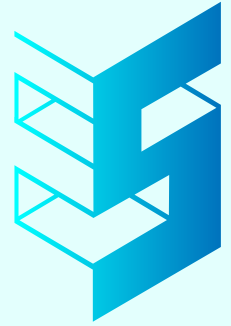


# EthStaker

Brand Guidelines 2022, Version 1.0.0

January 2022



# EthStaker

Brand Guidelines V 1.0.0

January 2022

The ETHStaker Community did not happen overnight, nor by accident. Originally formed by u/superphiz and u/LamboshiNakaghini as a Reddit-based community has quickly grown to multiple online platforms, with more than 6000 followers around the globe to support Solo Stakers on Ethereum 2.0.

The ETHStaker Community's exponential growth is due to the core moderators firm enforcement of their community rules:

## About EthStaker

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### Welcoming First, Knowledgeable Second

The ETHStaker is a community first and foremost. The primary goal of the Ethstaker community is to support Ethereum 2 community growth and to provide welcoming support to all users. We're exhaustively kind to every user. This community is welcoming first and knowledgeable second.

Solo Staking doesn't have to be a difficult or lonely experience – the ETHStaker Community was created to make the Solo Staking journey easier by having an inviting support network by helping each other walk-through various technical issues, discuss theory, host special events (quiz shows, workshops, community calls, etc.) and have a good time in the process.

### Third-Party Neutral

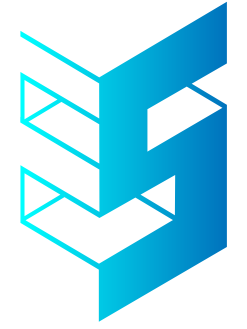
The ETHStaker community is fueled by passion and volunteers – not shilling. We feel a sense of responsibility to act as a beacon of light in what can sometimes feel like a dark forest of an ecosystem. It's still early days and we're all learning together. As the ETHStaker community, we'll always advocate for doing-your-own-research first, but we've also taken a proactive approach as a community to publish our own findings.

By being radically transparent as a community and ethically aligning ourselves with the spirit of Ethereum, we're able to learn together and help propel the overall ecosystem forward. As ETHStaker community members we'

### Active Participation

The ETHStaker community wouldn't be what it is today without the active participation of our members. It is encouraged by all of our members to share knowledge gained through their experiences as Solo Stakers. Everything is done with transparency for everyone in the community to gain from.

As we learn together the ETHStaker Core Moderators compile the information to be published for everyone to use and promote.



# EthStaker

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**01 TOOLKIT**

**02 ICON**

**03 SIGNATURE**

**04 LOGOTYPE**

**05 COLOUR PALETTE**

**06 ICON COLOUR**

**07 TYPEFACE**

**08 EXCLUSION AREA**



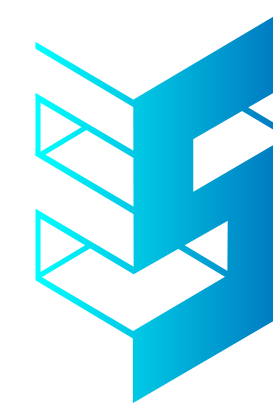
# EthStaker

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## 01 TOOLKIT

A set of components combined together to create the unique look and feel of the EthStaker brand

EthStaker Icon



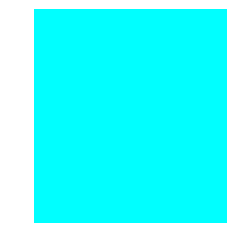
Logotype

EthStaker

Colours



#FFFFFF



#00FFFF



#0071BC



#333333

Typeface

Font Family: Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Background



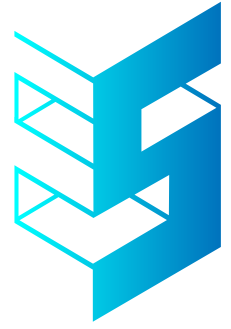
#FFFFFF



#E3FFFD

Tone of Voice

Welcoming, Knowledgeable, Transparent



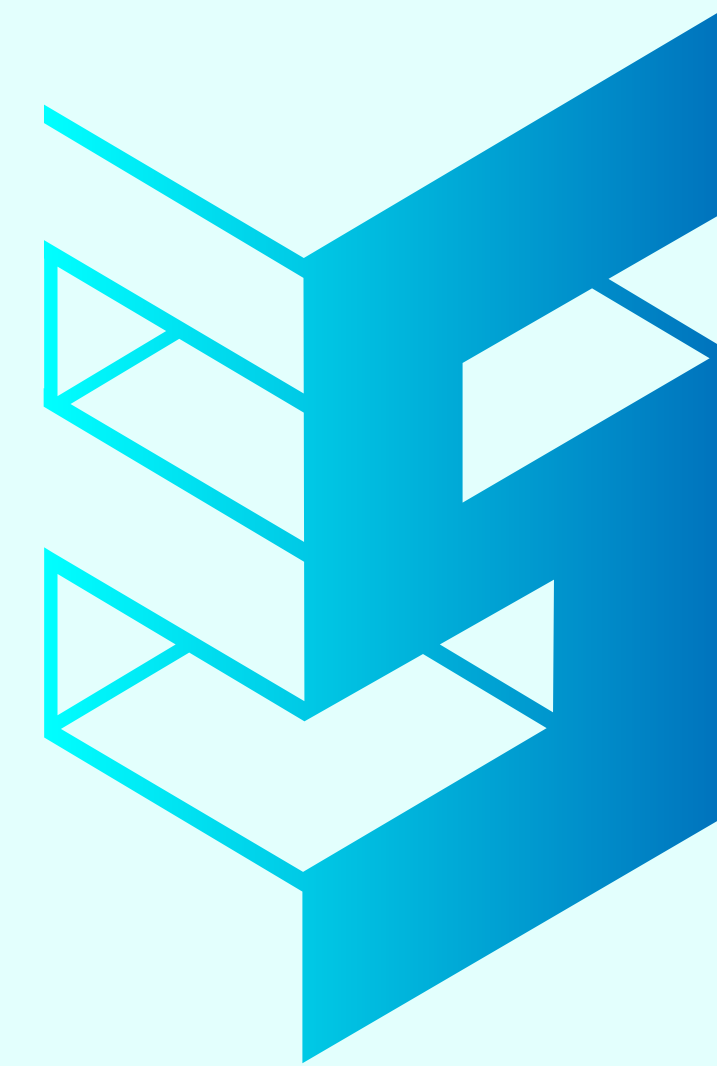
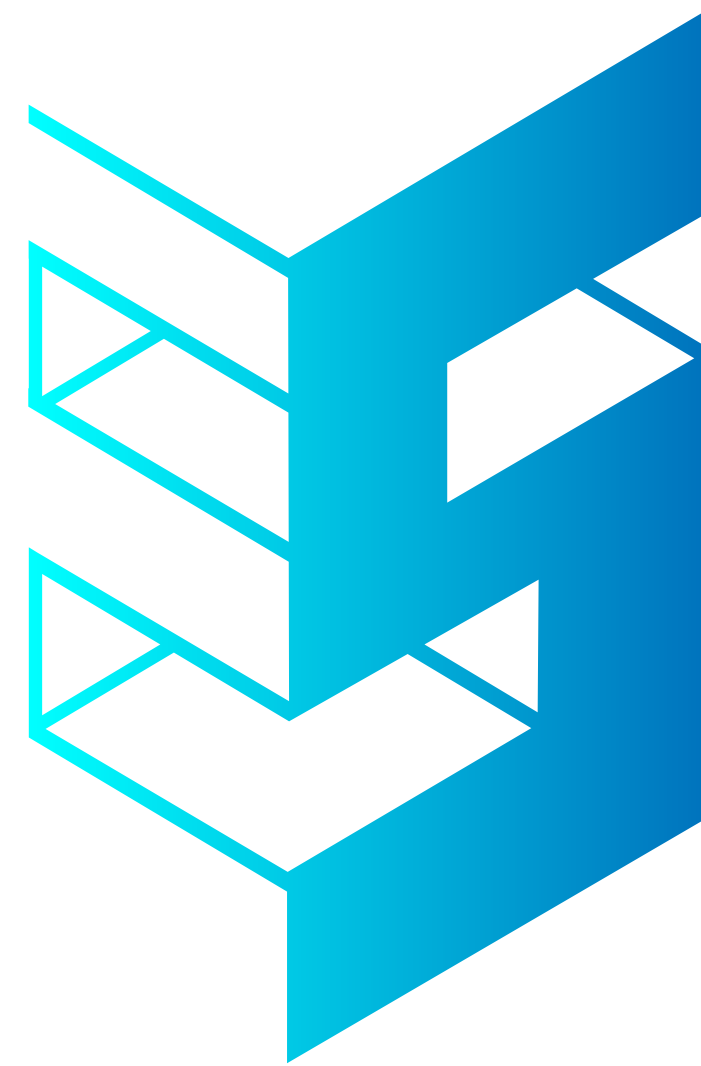
# EthStaker

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02

## ETHSTAKER ICON

The EthStaker icon is our unique and distinctive brand signal. It should never be redrawn, rearranged or distorted. It should be used only in the colour variants available in this document.



On Hex #E3FFFD background



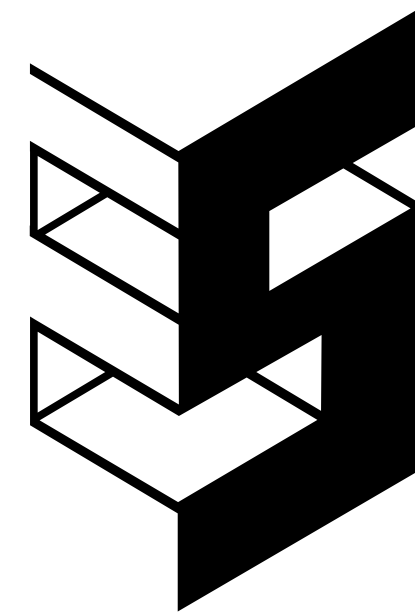
# EthStaker

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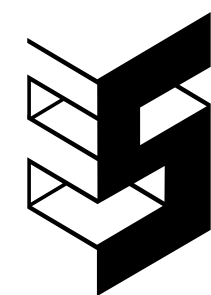
03

## ETHSTAKER SIGNATURE

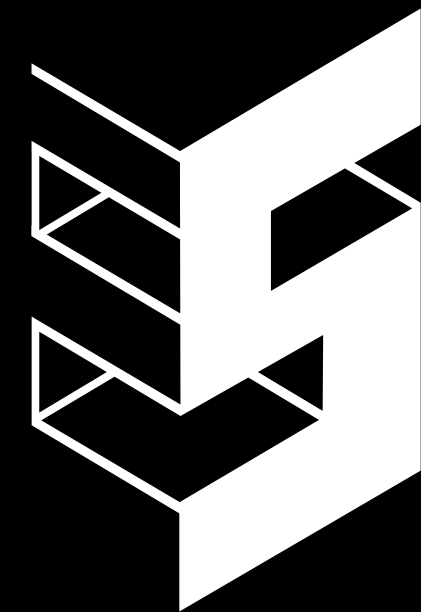
To help cover all circumstances, we have developed an all white signature and an all black signature.



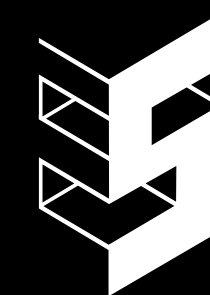
EthStaker



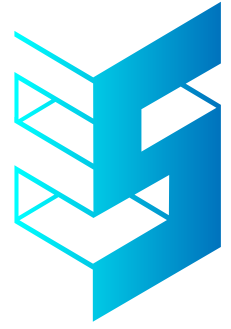
EthStaker



EthStaker



EthStaker



# EthStaker

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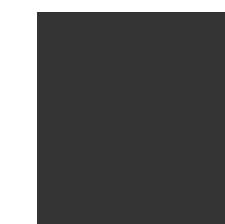
04

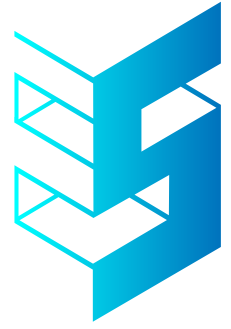
## LOGOTYPE

The logotype remains a constant bridge between the EthStaker identity and presentation. Its weight and letterspacing should never be altered in any way and its relationship to the EthStaker Icon should be presented as established in these guidelines.

# EthStaker

HEX #333333

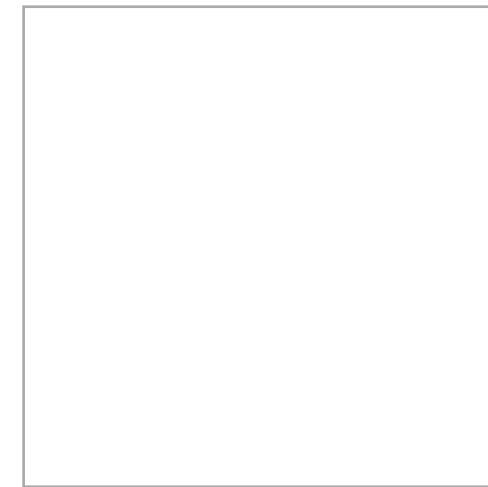




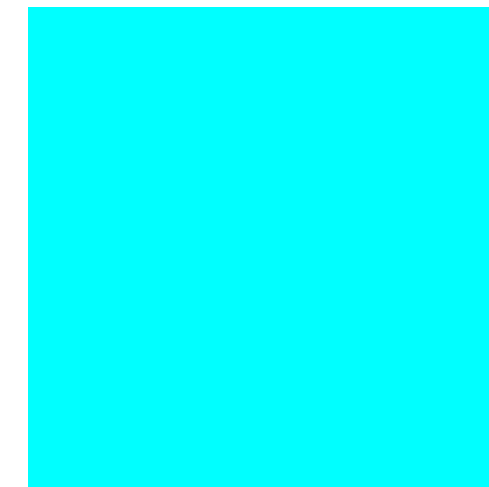
# EthStaker

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## 05 COLOUR PALETTE



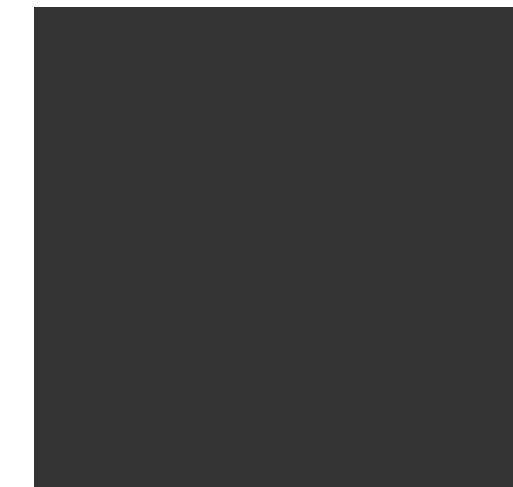
#FFFFFF  
255 255 255  
0 0 0 0



#00FFFF  
0 255 255  
52 0 13 0



#0071BC  
0 113 188  
87 53 0 0

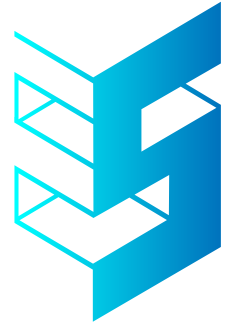


#333333  
51 51 51  
69 63 62 58



#E3FFFD  
227 255 253  
9 0 2 0





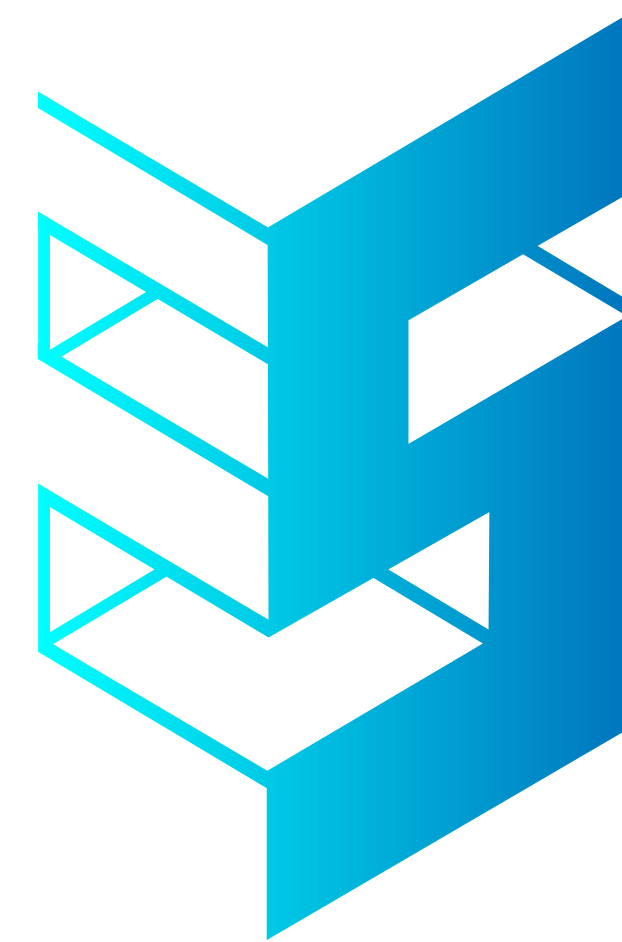
# EthStaker

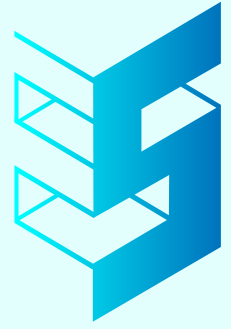
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## ICON COLOUR

The EthStaker Icon's default color is a gradient between the two primary colors.





# EthStaker

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07

## TYPEFACE

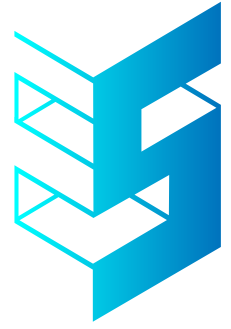
The EthStaker Brand uses the Montserrat font family for headlines and body text.

Different typeweights are used for specific purposes.

Montserrat Regular

**MONTSERRAT BOLD ALL CAPS**

Montserrat Light for paragraph text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



# EthStaker

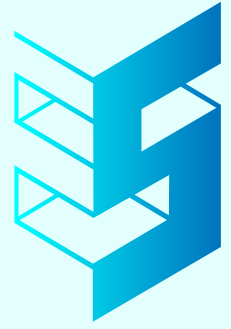
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## EXCLUSION AREA

To enable the EthStaker signature to appear prominently without interference, a minimum exclusion area is established which is to be left clear of other graphic elements or text that might conflict or lessen the impact of the logo.





# EthStaker

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## Artwork Integrity

The icon, signature and logotype are unique to the **EthStaker** brand.

Our branding elements must always be reproduced from original digital artwork supplied by **Unvetica.com**