



HUMANITY



Brief

The logo should reflect the ideas of community, members connection and mechanism to ensure effective communication by validating the reputation.

Key elements

1. about people
2. a free social network based on reputation
3. a social network that belongs to people, not to an external entity, through blockchain
4. modern
5. the idea of DNA
6. freedom, independence, blockchain, reputation

The whole visual construction should validate the idea of harmony, freedom and benefits brought by reputation, created by positive impact on this network.



HUMANITY



HUMANITY



 **HUMANITY**

 **HUMANITY**

 **HUMANITY**

 **HUMANITY**





Culori principale



cmyk (45, 19, 19, 0)
rgb (143, 178, 191)
#8fb2bf



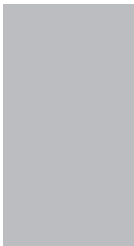
cmyk (5, 25, 99, 0)
rgb (242, 189, 29)
#f2bd1d



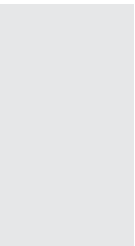
Black **80%**
rgba
(0, 0, 0, 0.8)



50%
rgba
(0, 0, 0, 0.5)



30%
rgba
(0, 0, 0, 0.3)

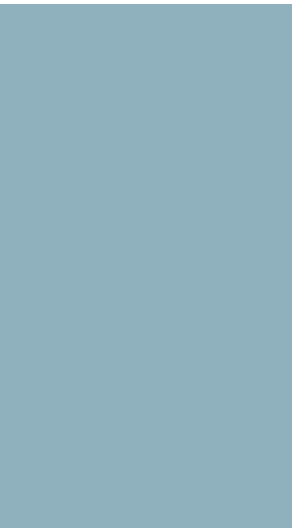


10%
rgba
(0, 0, 0, 0.1)

Culori secundare

The logo can be in any color, depending on the context in which it is displayed. It is very important that the geometry always remains the same

Example



cmyk (45, 19, 19, 0)
rgb (143, 178, 191)
#8fb2bf



cmyk (5, 25, 99, 0)
rgb (242, 189, 29)
#f2bd1d





It is necessary to use a protection space for the logo.
This is identified by placing the word HUMANITY on the
sides.



Minimum spacing - the rule also applies to the logo
placed on a colored background.



Logo spacing

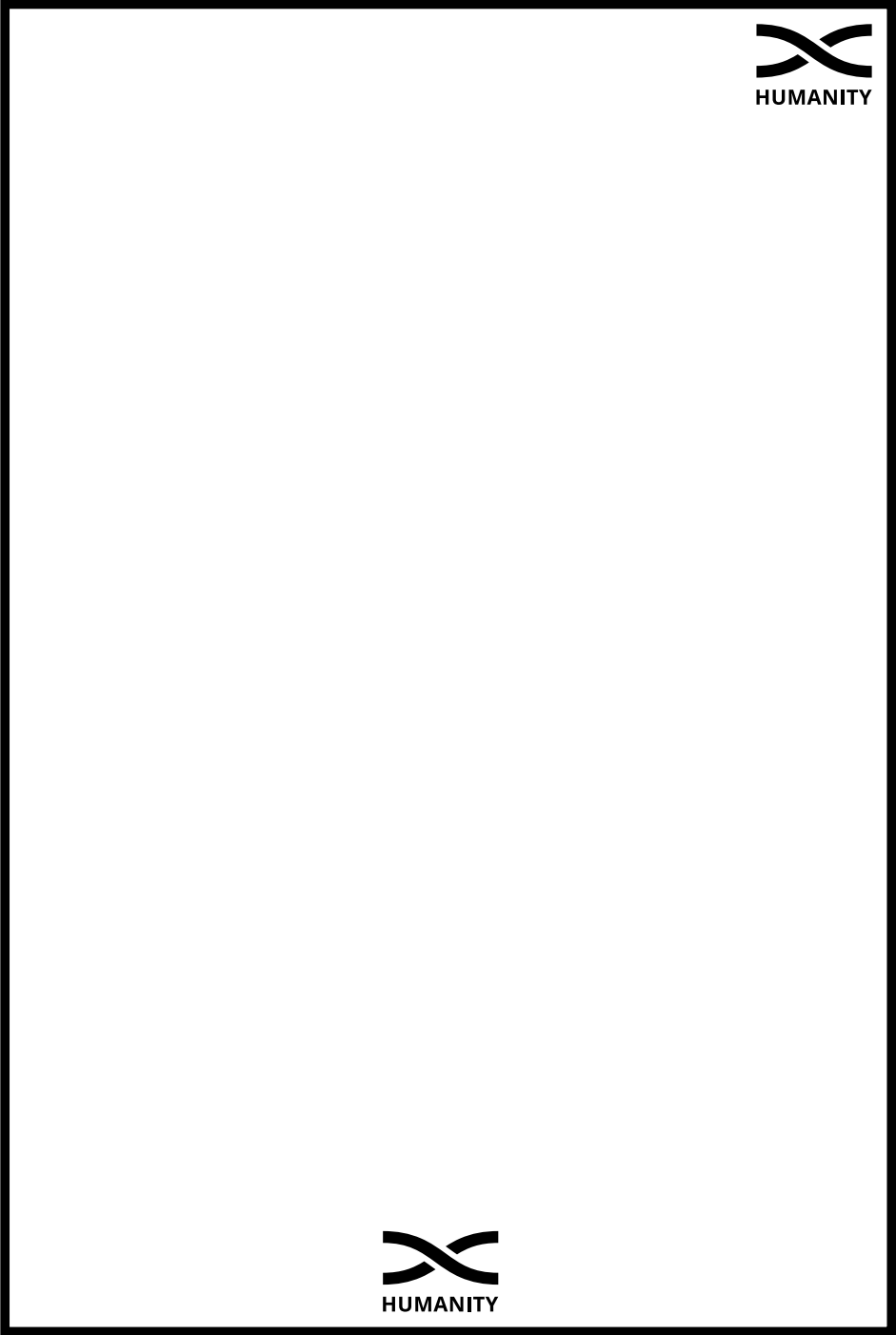


Logo spacing

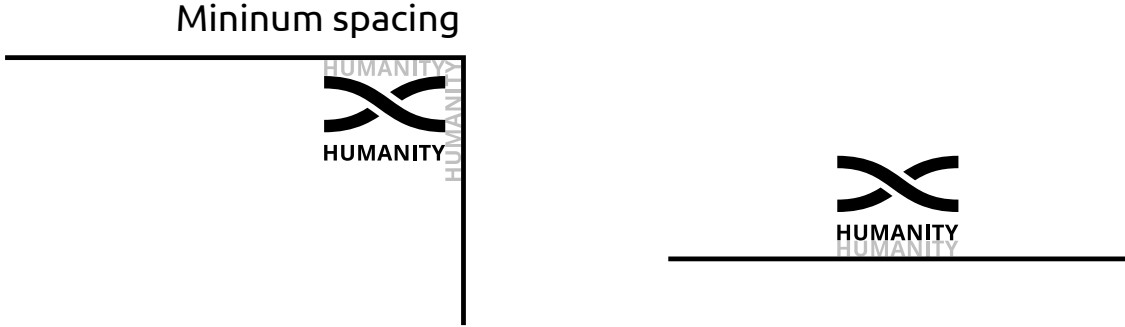
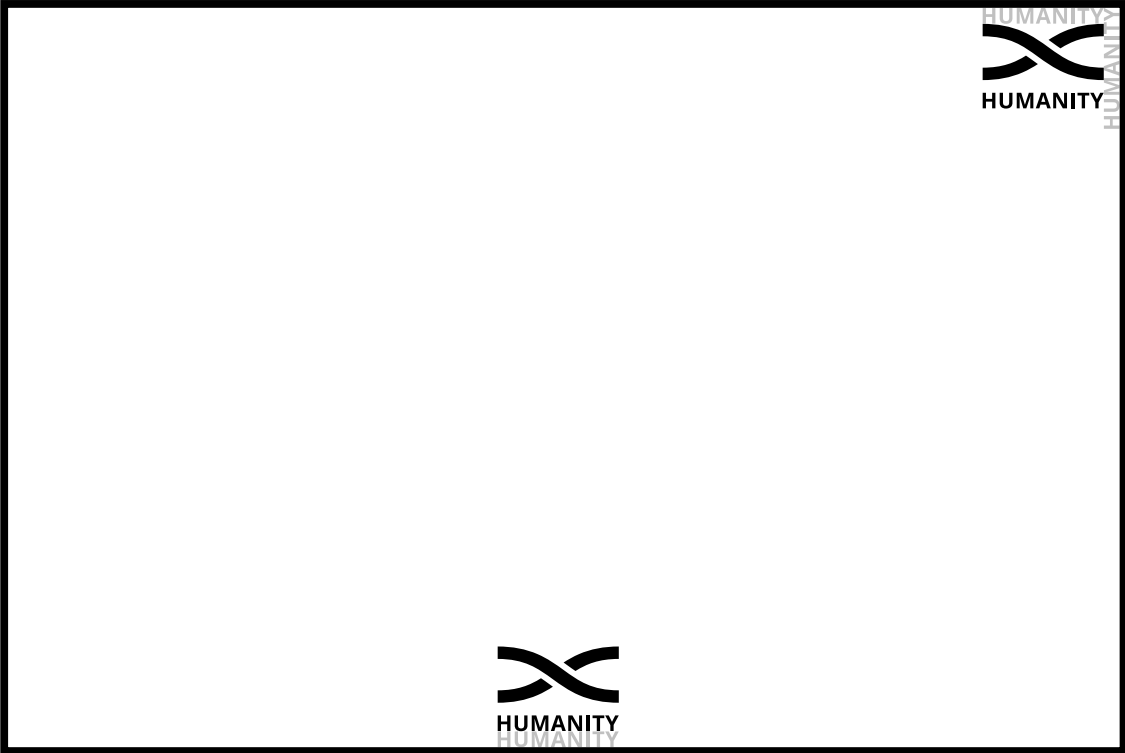
Example of the minimum logo size. Below the logo is dimensioned at 1.5 cm on the long side



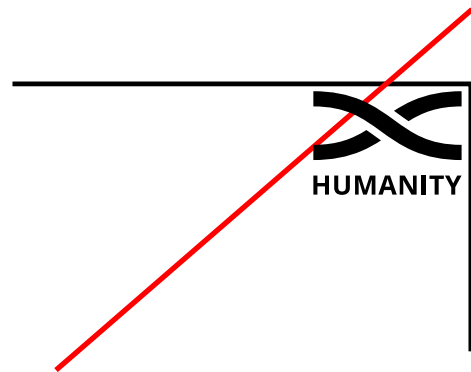
It is necessary to use the logo at a size of at least 1.5 cm on the long side. Using it on a smaller scale will make it difficult to visualize and identify.



Logo positioning



Logo positioning



In the case of images, it is recommended to use the colored logo only in light areas, NOT in areas with a lot of background color.

How not to use the logo

Ubuntu

Fira Sans fbody text font - will be used in online / offline areas with a lot of text. It is very easy to read and harmonizes with the **Ubuntu** font.

For Titles and for highlighting information we will use **Ubuntu**. For texts that will be placed over images we will use

Fira Sans and/or Ubuntu.

Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

Ubuntu bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz



Facebook cover



LinkedIn cover



Twitter cover



Social Media logo



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An invitation to change the game

Imagine a global **decentralized network**, owned by users through the power of blockchain. Imagine a place where data privacy is granted through the fundament of the system. Imagine a place where **user reputation** will be managed by the network through blockchain, where **fake users or fake news** cannot exist. Image a place of trust, of truth and **a place of charity**, where **positive behavior** is not only promoted and respected, but also rewarded.

[Read more and join us!](#)



The background of the banner features a series of vertical lines in shades of brown and tan, creating a textured effect. Overlaid on this are several large, semi-transparent, curved shapes in a darker brown color, which add a sense of depth and movement to the design.

Create impact, join us!

Xhumanity is a platform that will change the way we interact and behave on social networks, is a platform owned by users with a pure aim to generate positive impact from our actions on a social network. Be part of this movement and change the world!

Sign-up and create a positive impact!



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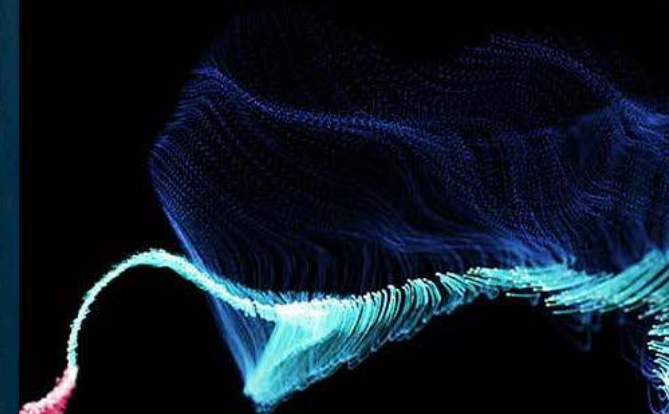
REIMAGINE

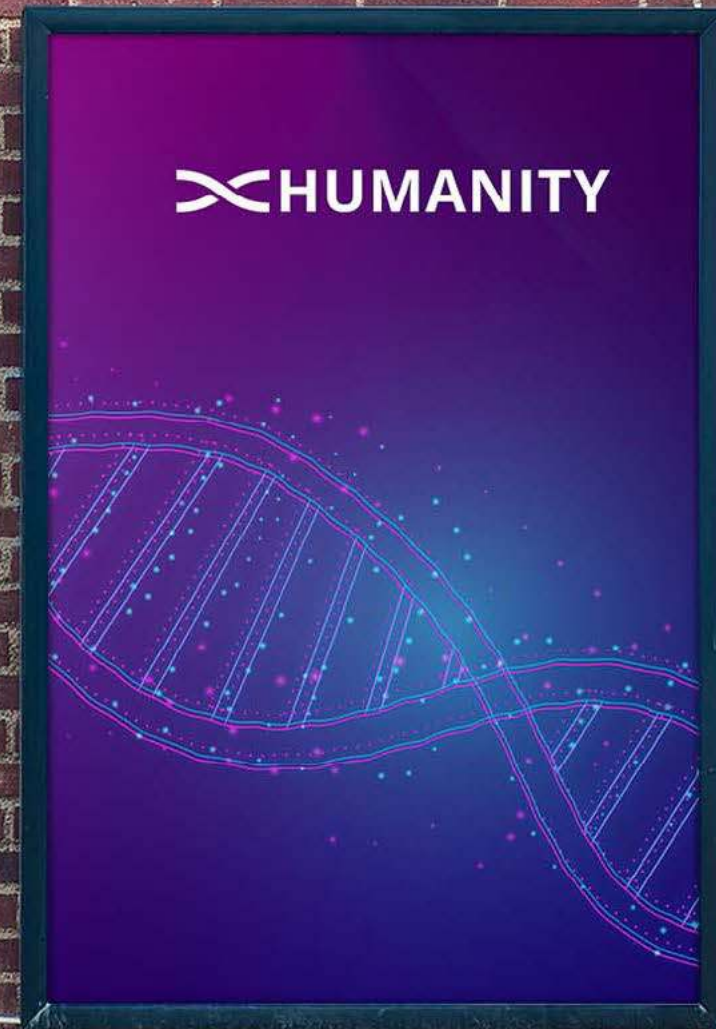
humanity digital social interaction

 HUMANITY





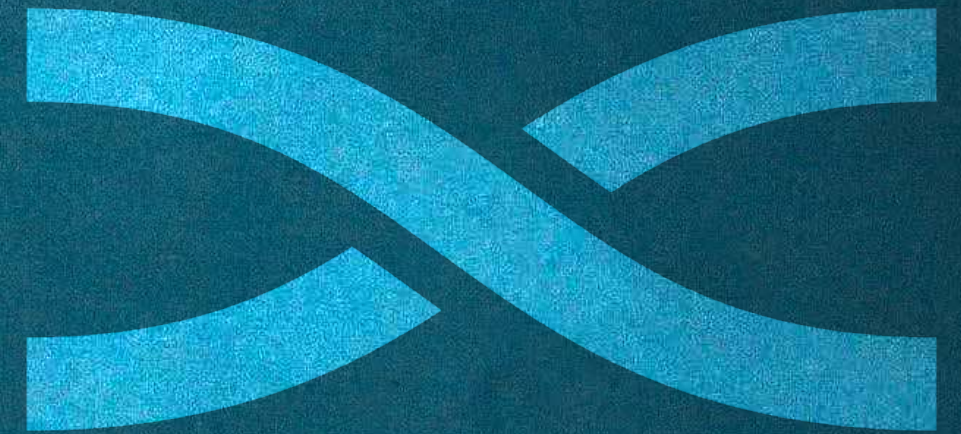




LEAVE NO ONE BEHIND



HUMANITY



HUMANITY





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