

# ANUBIS

## ANUBIS BRAND VISUAL GUIDE



ANUBIS



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# LOGO Meaning

The design is inspired by a minimalist variation of the ancient Egyptian Eye of Horus, which in mythology represents protection, omniscience, and rebirth, aligning with ANUBIS's security and ecosystem-building attributes as a crypto project. The highly saturated fluorescent lime green against a black background creates a strong visual impact, conveying both the high energy and pioneering spirit of the cryptocurrency field and subtly echoing the color symbolism of "life and rebirth" in ancient Egyptian civilization.



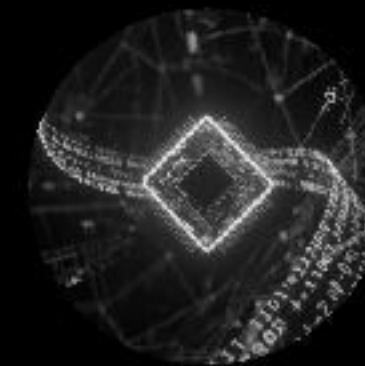
Eye of Horus



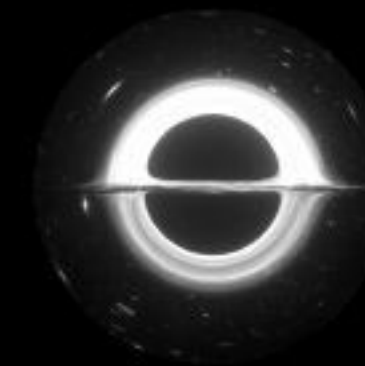
→



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Black hole accretion disk

# Standardized Cartography

In the competitive web3 industry, standardized logo drawing matters. It ensures a consistent logo image across global media, boosting brand recognition. Precise drawing shows professionalism, enhancing credibility. Also, it adapts to diverse channels, maintains visual integrity, and helps brand dissemination.



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# Standard LOGO

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ANUBIS's standard logo is the core of its brand visual identity. Derived from a minimalist transformation of the "Eye of Horus," it aligns with ANUBIS's security and ecosystem-building attributes as an encryption project, making it highly recognizable. It echoes the decentralized nature of Web3 projects; the central diamond-shaped dot represents the network's core hub, signifying ANUBIS's crucial position within the ecosystem.



# Standard Combination

The ANUBIS logo consists of two parts: graphics and text. The logo combination is limited to only two types, as shown in the image below (vertical standard logo and horizontal standard logo). It should be used in different scenarios and should not be arbitrarily modified, rearranged, or redrawn in a deformed manner.



Vertical Standard Mark



Horizontal Standard Mark

# Partner Combination

ANUBIS's joint logo is an important symbol of the collaboration between brands and partners, and the joint logo must be used in all projects, promotional materials and digital platforms involving the two partners, and must strictly adhere to the established guidelines of the two parties.



# Limitations

It is important to follow the usage and restrictions described in this specification in order to ensure the integrity of the brand logo and maintain brand consistency. When using the brand logo, it is advisable to avoid various non-standard usage styles as shown in the following image.

✗ Random compression



✗ Low resolution/blurry



✗ Change font



✗ Change color



✗ Change combination



✗ Add stroke



# Brand Color

The brand color plays a central role in ANUBIS' brand visual communication. This page shows the brand's standard colors and color swatches; these colors can be used in any brand-related derivative materials. The choice of fluorescent green as ANUBIS' brand color is ingenious. Its bright, eye-catching, and visually impactful qualities perfectly complement the cutting-edge and dynamic nature of blockchain technology.

## GREEN

HEX #87DB00

## BLACK

HEX #191818

## GRAPHITE

HEX #545454

## GRAY

HEX #C6C6C6

## WHITE

HEX #FFFFFF

# Background Color

Full-color logos are recommended to be used as representative logos. It is recommended to use a full-color white font or white silhouette logo on a dark background, and a full-color black font or black silhouette logo is recommended to use a full-color black font or a black silhouette logo on a light background, refer to the image below as a reference.



# Gradient Application

Using appropriate color proportions ensures that all users correctly recognize the ANUBIS brand. ANUBIS green should be the primary brand color; other secondary colors will facilitate the use and expansion of the application system.



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# Chinese & English Fonts

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A brand-specific font style helps establish a brand's unique aesthetic. OPPO Sans, as ANUBIS's official font for both Chinese and English, is used in the brand's products and visual communication, due to its aesthetic appeal and the fact that the font is free for commercial use.

# OPPO Sans

## OPPO Sans LIGHT

一條把隱私寫進共識的公鏈

ANUBIS相信，只有當隱私成為預設設定，區塊鏈才能真正服務現實世界

## OPPO Sans REGULAR

一條把隱私寫進共識的公鏈

ANUBIS相信，只有當隱私成為預設設定，區塊鏈才能真正服務現實世界

## OPPO Sans MEDIUM

一條把隱私寫進共識的公鏈

ANUBIS相信，只有當隱私成為預設設定，區塊鏈才能真正服務現實世界

## OPPO Sans SEMIBOLD

ANUBIS, a public blockchain that incorporates privacy into its consensus mechanism, believes that only when privacy is a pre-defined feature can blockchain truly serve the real world.

## OPPO Sans BOLD

ANUBIS, a public blockchain that incorporates privacy into its consensus mechanism, believes that only when privacy is a pre-defined feature can blockchain truly serve the real world.

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## Other Languages

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A brand-specific font style helps establish a brand's unique aesthetic. NotoSans, ANUBIS's brand font for multiple languages, features elegant and simple strokes and covers various language applications, making it suitable for use in brand products and brand visual communication.

# Noto Sans

### Noto Sans SC LIGHT

プライバシーをコンセンサスメカニズムに組み込んだパブリックブロックチェーンである ANUBIS は、プライバシーが事前に定義された機能である場合にのみ、ブロックチェーンが真に現実世界に役立つことができると考えています

### Noto Sans SC REGULAR

プライバシーをコンセンサスメカニズムに組み込んだパブリックブロックチェーンである ANUBIS は、プライバシーが事前に定義された機能である場合にのみ、ブロックチェーンが真に現実世界に役立つことができると考えています

### Noto Sans SC MEDIUM

プライバシーをコンセンサスメカニズムに組み込んだパブリックブロックチェーンである ANUBIS は、プライバシーが事前に定義された機能である場合にのみ、ブロックチェーンが真に現実世界に役立つことができると考えています

### Noto Sans SC SEMIBOLD

개인정보 보호 기능을 합의 메커니즘에 통합한 공개 블록체인인 ANUBIS는 개인정보 보호가 사전에 정의된 기능일 때 비로소 블록체인이 진정으로 현실 세계에 기여할 수 있다고 믿습니다

### Noto Sans SC BOLD

개인정보 보호 기능을 합의 메커니즘에 통합한 공개 블록체인인 ANUBIS는 개인정보 보호가 사전에 정의된 기능일 때 비로소 블록체인이 진정으로 현실 세계에 기여할 수 있다고 믿습니다

### Noto Sans SC BALCK

개인정보 보호 기능을 합의 메커니즘에 통합한 공개 블록체인인 ANUBIS는 개인정보 보호가 사전에 정의된 기능일 때 비로소 블록체인이 진정으로 현실 세계에 기여할 수 있다고 믿습니다

# Number Font

A brand-specific font style helps establish a brand's unique aesthetic. Orbitron, as ANUBIS's brand-specific digital font, is used in the brand's products and visual communication due to its beautiful appearance and the fact that the font is free for commercial use.

Orbitron

**Orbitron REGULAR**

1234567890!@#\$%&\*()?+ -=,.<>:();

**Orbitron BOLD**

1234567890!@#\$%&\*()?+ -=,.<>:();

**Orbitron MEDIUM**

1234567890!@#\$%&\*()?+ -=,.<>:();

**Orbitron EXTRABOLD**

1234567890!@#\$%&\*()?+ -=,.<>:();

**Orbitron SemiBOLD**

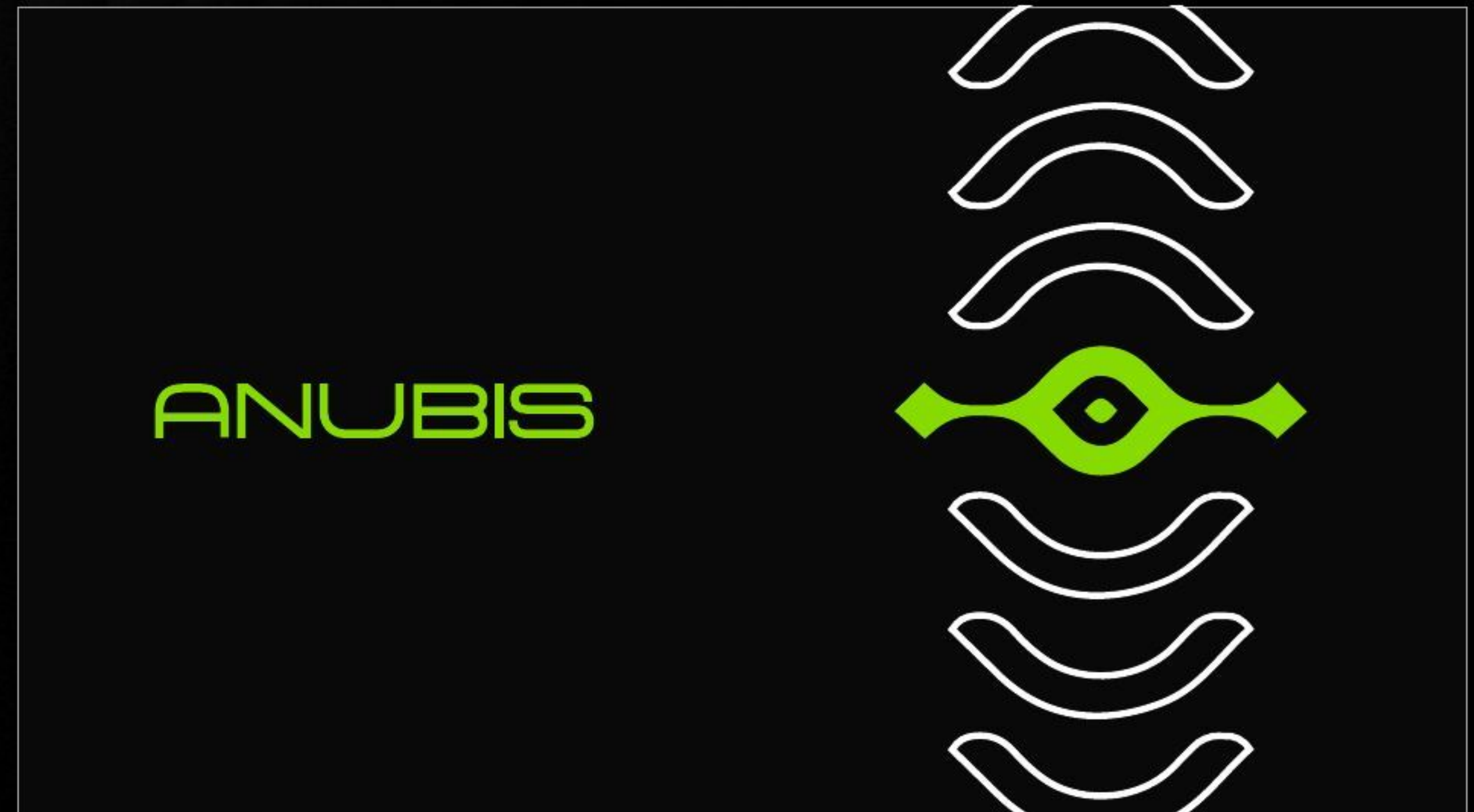
1234567890!@#\$%&\*()?+ -=,.<>:();

**Orbitron BLACK**

1234567890!@#\$%&\*()?+ -=,.<>:();

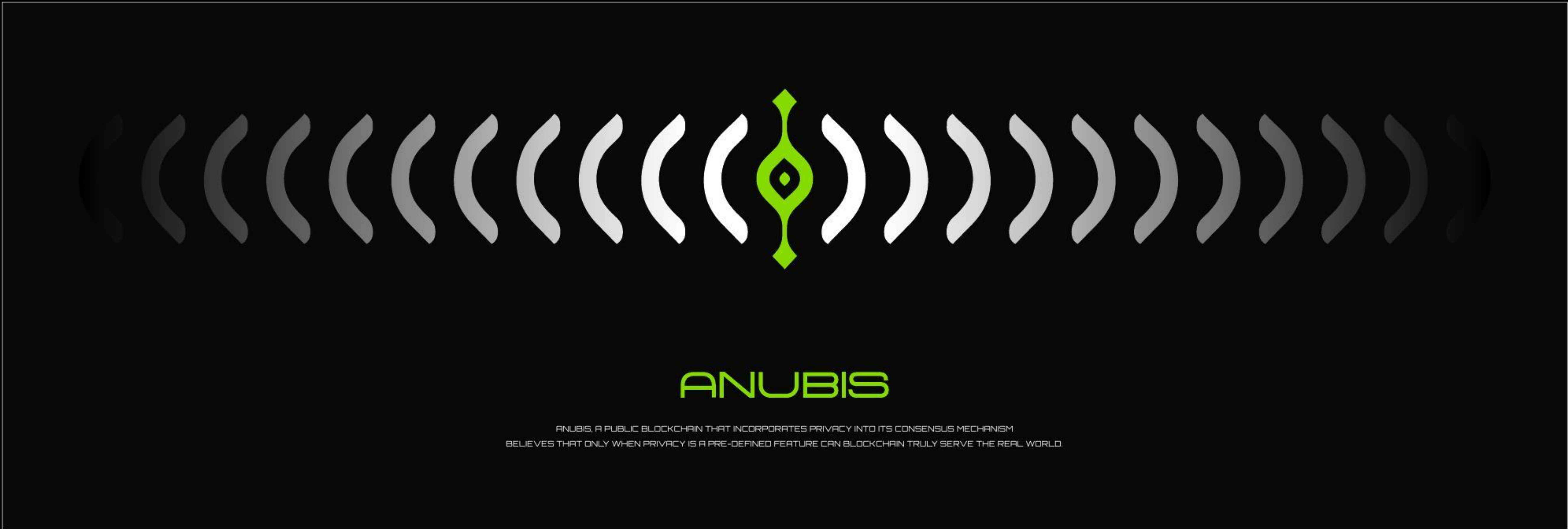
# Auxiliary graphic concept

Auxiliary graphics are designed to complement the brand logo and enhance the overall visual identity. These graphics are inspired by the logo's own blockchain-related concepts, such as network nodes, data flows, etc. It can be used with a variety of flat materials.



# Auxiliary Graphics

Auxiliary graphics are designed to complement the brand logo and enhance the overall visual identity. These graphics are inspired by the logo's own blockchain-related concepts, such as network nodes, data flows, etc. It can be used with a variety of flat materials.







A public blockchain that incorporates privacy into its consensus mechanism

Since 2020

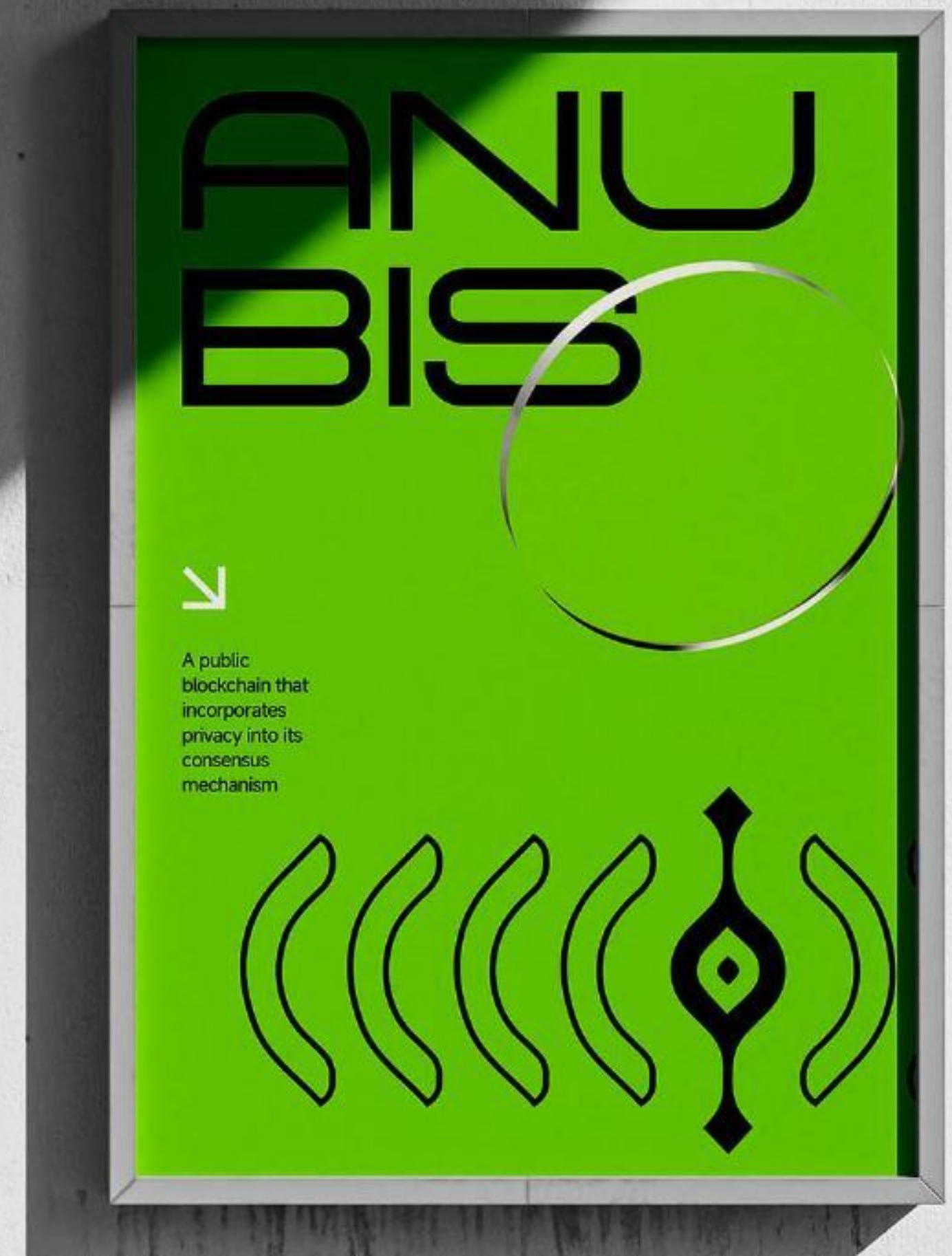
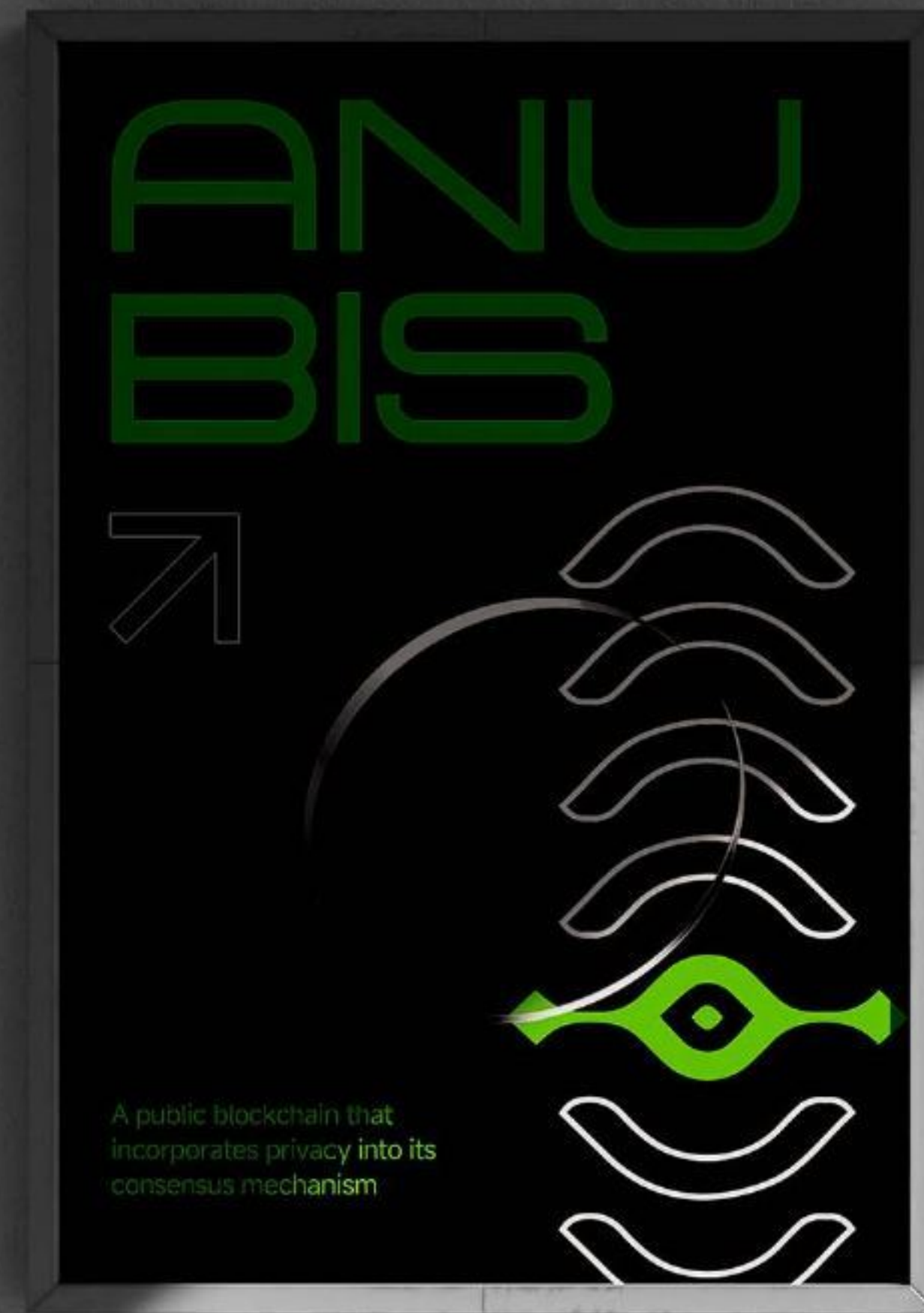
Tote Bag

ANUBIS®











# ANUBIS ↘



A public blockchain that incorporates privacy  
into its consensus mechanism





ANUBIS



