



# TAP Protocol

Brand Guidelines

2024

## Logomark

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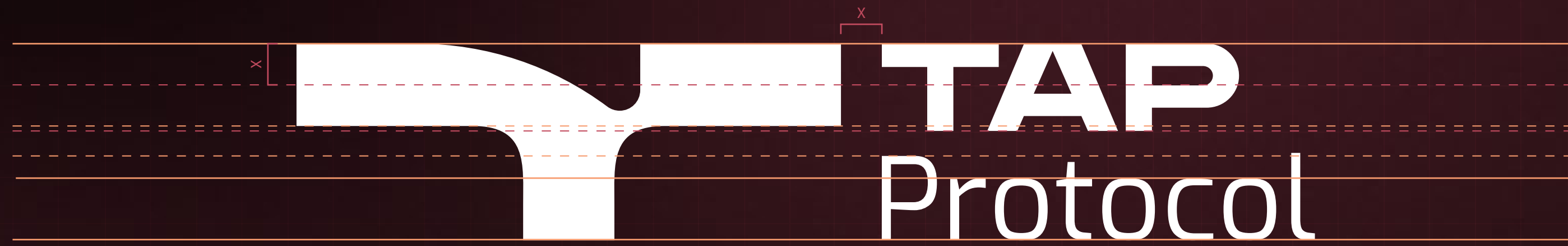
Our logomark is an abstract form of the letter T. It is designed for instant recognition, functioning effectively as both a clear identifier and a visual asset in our internal communications – especially for audiences already acquainted with the Tap Protocol context.



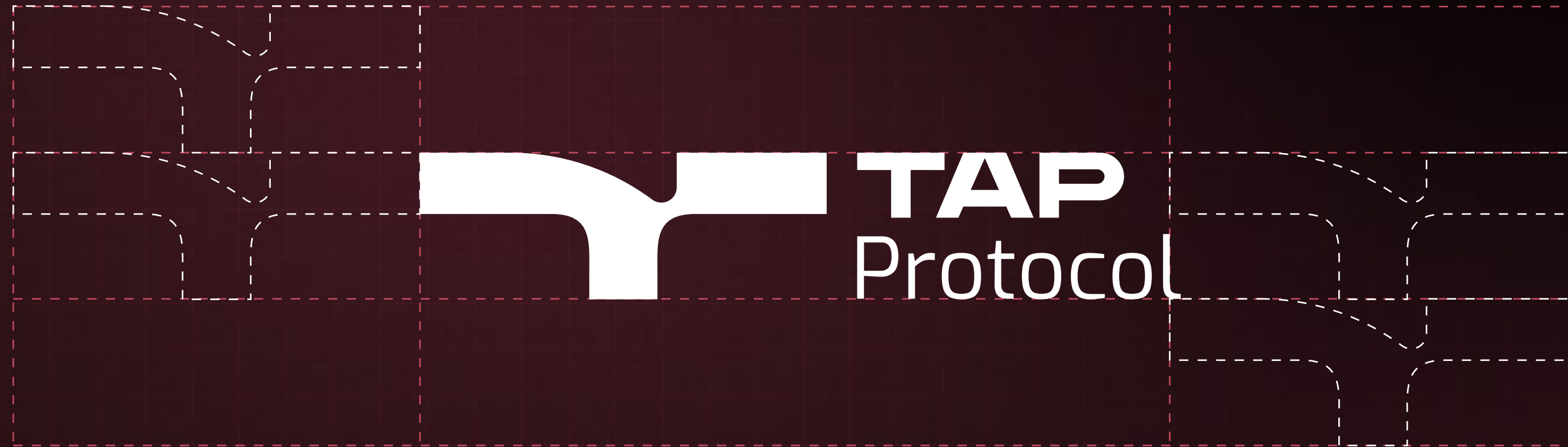


**The wordmark is generally not used without the logomark.** However, the wordmark has been optically adjusted to ensure an even rhythm between the letters.

The Tap Protocol wordmark is a modern, typographic expression of the brand's identity. Its clean lines and balanced proportions ensure clarity and adaptability across all mediums. Designed for both strength and simplicity, the wordmark embodies the brand's innovative and professional nature, while maintaining flexibility for digital and print use.



The Tap Protocol logo combines a strong logomark with a clean wordmark, creating a cohesive identity. The well-considered spacing between the two elements ensures balance and legibility, allowing each to stand out without overpowering the other. This clear separation enhances adaptability across digital and print formats, while maintaining a professional and modern aesthetic that reflects the brand's innovative approach.



To ensure the Tap Protocol logo maintains its visual integrity and impact, a minimum clear space must be respected around the entire logo. This clear space is defined by the height and width of the “T” from the logomark, which should be kept free of any other graphic elements or text. By maintaining this distance, the logo is protected from being overcrowded, ensuring clarity and prominence across all applications.

This clearance rule helps the logo stand out in both digital and print environments, maintaining its legibility and professionalism, regardless of the surrounding content.





This graphic illustrates the Tap Protocol logo positioned at the edge of its designated clearance zone, defined by the height and width of the “T” in the logomark. Surrounding lines mark the minimum space required to maintain visual integrity and legibility.

The adjacent Track Network logo provides context, showcasing the importance of adhering to clearance guidelines. Proper spacing around both logos ensures they remain distinct and impactful, enhancing their overall professionalism.

## Logo Minimum Size



MIN. Width 25MM

### For print

Small formats 25mm - Large formats 120mm



MIN. Width 112PX

### For screen

Small formats 112px - Large formats 250px

The minimum size for the Tap Protocol logo is crucial to maintaining its clarity and impact across various applications. By adhering to the specified dimensions, the logo retains its distinctiveness and legibility, ensuring it is easily recognizable, even at smaller scales. This guideline safeguards the integrity of the brand's visual identity, allowing for consistent representation in both digital and print formats. Maintaining the minimum size is essential for delivering a professional and cohesive brand experience.

Proper usage of the Tap Protocol logo is essential for maintaining brand integrity and recognition. However, common misuse can compromise its visual impact and diminish the brand's professionalism. This section outlines frequent mistakes to avoid, ensuring that the logo remains consistent and effective in representing Tap Protocol across all mediums.



Don't alter the colors of our logo.



Don't stretch, squeeze or rotate our trademarks.



Don't outline our logo.



Don't add shadows to our logo.



Do not set the logo in stroke.



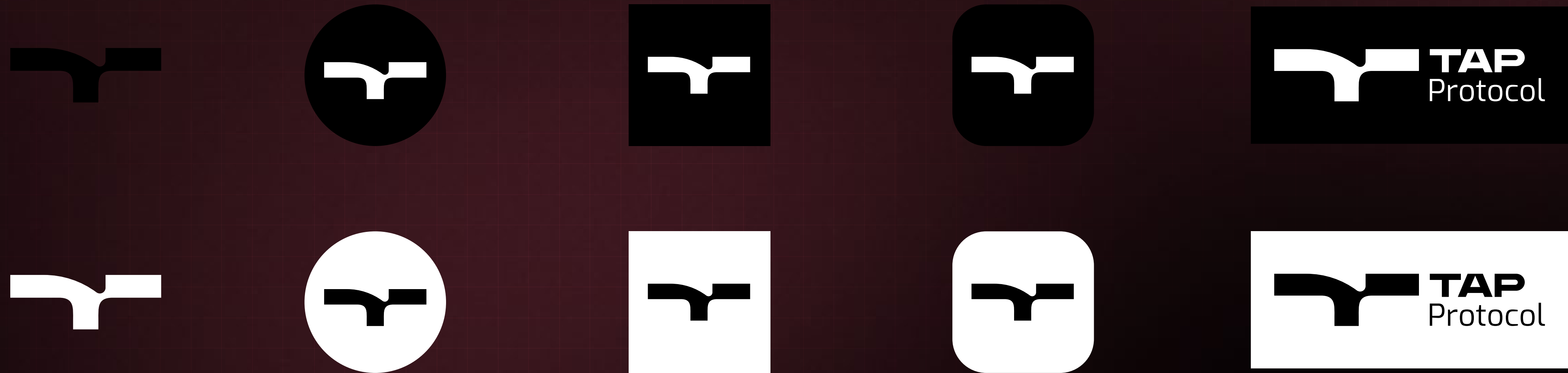
Don't use multiple gradients.



## Avatars and icons

The icons showcase the “T” logomark in four color variations, including black and white. These simplified designs enhance brand versatility and recognition across digital platforms.

Presented in both circular and square formats, the circular icon offers a modern look, while the square icon conveys stability. Together, they serve as essential visual tools for representing Tap Protocol in social media and other digital environments, reinforcing the brand identity effectively.



The Tap Protocol logo is designed to be adaptable across various backgrounds, ensuring consistent visibility and impact. The white logo against a black background emphasizes elegance and modernity, creating a striking contrast that enhances recognition. Conversely, the black logo on a white background conveys professionalism and clarity, maintaining a clean aesthetic.

These color variations allow the logo to maintain its integrity and visibility in different contexts, reinforcing the brand's identity while ensuring it stands out in both digital and print applications.



The grayscale palette offers a range of shades from light to dark, enhancing versatility and depth in design. It provides a consistent backdrop that complements the primary colors, ensuring clarity and professionalism across various applications.



Deep Malbec features three closely related shades that add richness and depth to the brand. These variations can be used interchangeably to create visual interest while maintaining a cohesive look. Ideal for backgrounds and accents.





Crimson Rose embodies passion and energy, providing vibrant tones that enhance visual appeal. This color is perfect for highlights and accents, adding a dynamic touch to designs while reinforcing the brand's lively identity.



A warm and creative hue, Coral Flame radiates energy and draws attention. This color is ideal for creating inviting designs, effectively used in backgrounds or accents to enhance the brand's cheerful and approachable image.



## Tangerine Dream Colors

A vibrant and refreshing hue, Tangerine Dream brings a sense of energy and optimism. This color is perfect for adding a playful touch to designs, making it ideal for accents and highlights that enhance the brand's dynamic personality.



# ENIGMA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Enigma is characterized by its bold, modern aesthetic, providing a strong visual presence that captures attention. This typeface is specifically designed for titles and key messages, ensuring clarity and impact in every application. Its geometric forms and clean lines convey authority and professionalism, making it well-suited for both digital and print mediums.

Enigma's versatility allows it to maintain readability at various sizes, enhancing the overall design without sacrificing style. By integrating Enigma into the Tap Protocol brand, we reinforce a contemporary identity that resonates with innovation and confidence.



# EXO

abcdefghijklmnopqrstuvwxy  
z  
123456789

Exo combines a modern design with a touch of elegance, making it a standout choice for body text and supplementary content. Its clean, geometric structure ensures high legibility, allowing for effective communication across various media. This typeface is designed to convey a sense of forward-thinking innovation, aligning perfectly with the essence of Tap Protocol.

The subtle curves and open forms of Exo enhance readability, making it suitable for both digital and print environments. By integrating Exo into our branding, we create a cohesive visual identity that is both approachable and professional, reflecting the brand's dedication to clarity and user engagement.

For special highlights use **ENIGMA**

Leading: 100 to 120% - Tracking: 0

For headings use **Exo SemiBold**

Headings: Exo SemiBold - Leading: 100 to 120% - Tracking: 0 to -4%

For bodycopy use **Exo Regular**

BodyCopy: Exo Medium - Leading: 100 to 130% - Tracking: 0 to -2%



TAP Protocol HACKATHON COMPETITION  
**FINALIST LIST** 2024  
bitcoin amsterdam October 9th & 10th

TAP Protocol  
Developer Docs

TAP Protocol  
The A-Z of the most programmable L1 Bitcoin Protocol

Bitcoin DeFi becomes a reality  
TAP Protocol

TAP Protocol  
**MOST PROGRAMMABLE ON L1 BITCOIN**



Proper use of typography is essential for maintaining the integrity of the Tap Protocol brand. However, common mistakes can undermine clarity and consistency. This section highlights frequent typographic misuses to avoid, ensuring that our brand communication remains effective and professional.

### Do not use

variations of **Exo** like **bold**, **extra bold**, or **black** in body text unless they are for highlighting specific sections.

**Too tight**

**Too loose**

**RESPECT LINE  
SPACING**

**DO NOT  
EXAGGERATE**

*Don't use new fonts*





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