WHARF

Brand Guidelines

Shipping a great brand starts with a solid guideline.

Wharf brand goals

- Convey the idea of a reliable place to start
- Feel approachable and encouraging
- Make new developers feel welcome
- Be easily recognizable in the community

Wharf

\'(h)wȯrf\

Definition

1. A structure that is built along the shore of navigable waters, so that ships can load and unload cargo or passengers.

2. A complete framework of intuitive and reliable developer tools for building web-based apps on Antelope blockchains.

Design direction

- **Digital**

  Visually references classic code terminals

- **Friendly**

  Rounded, soft and welcoming

- **Nautical**

  Subtly inspired by wharfs

Tagline

Shipping great code starts with a solid platform.

One-sentence description

Wharf provides intuitive and reliable developer tools that make it easy to build Antelope-based web apps.

One-paragraph description

Wharf is a complete framework of intuitive and reliable developer tools for building web-based apps on Antelope blockchains. Wharf's modular and user-focused code packages make it easy to turn your idea into reality — whether you want to create a wallet, mint NFTs, design a DeFi protocol, or build something entirely new.

Mission

Wharf aims to simplify the developer experience on Antelope chains by providing developers with high-quality modular software development kits that can be adapted for any Web3 project.

Vision

We envision a world where Antelope chains thrive as a hub for innovation and creativity, where developers have the tools to build any web-based project they can imagine on the blockchain.

Who the brand speaks to

- Web developers who are new to blockchain
- Web developers who are new to Antelope
- Experienced Antelope developers

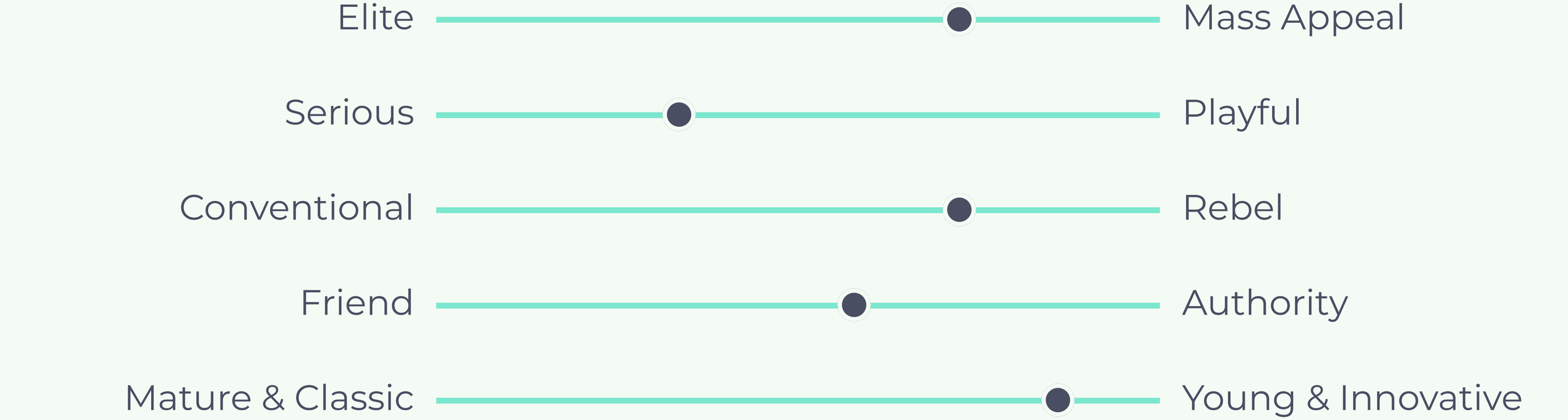
Personality

Engaging teacher.

The brand embodies the atmosphere of a good classroom, where you’re learning and empowered to do things, and having fun while you’re at it. Wharf meets you where you are, and encourages you to go further and try new things.

Tone of voice

Accessible, empowering, reliable.



Key messages

- Code your apps quickly and easily: WharfKit takes care of the complexities of building on Antelope for you.
- Build an app your users will love: Turn your users into your fans, with pre-built UX flows that make it simple to use the blockchain.
- Stop reinventing the wheel: Benefit from the knowledge of expert Antelope developers.
- No need to overcomplicate your code: Reduce the impact to your app by hand-picking the code packages that suit your project best.

Digital brand namespace

- Website: https://wharfkit.com
- Github: https://github.com/wharfkit
- Twitter: @WharfKit

Wharf kit structure

Starter Kit

Account Kit | **Contract Kit** | **Session Kit**

WHARF

Shipping great apps starts with a solid platform.

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Shipping great code starts with a solid platform.

WHARF

Wharf provides intuitive and reliable developer tools that make it easy to build Antelope-based web apps.

Wharf Blue

#494E62

Reef Turquoise

#7BE7CE

Seafoam Mint

#B2F2E1

Swell Mist

#F4FAF4

WHARF

A stable foundation
for web3 developers.

WHARF

Initiate Signing Request

WHARF

WHARF

WHARF

Logo Full color

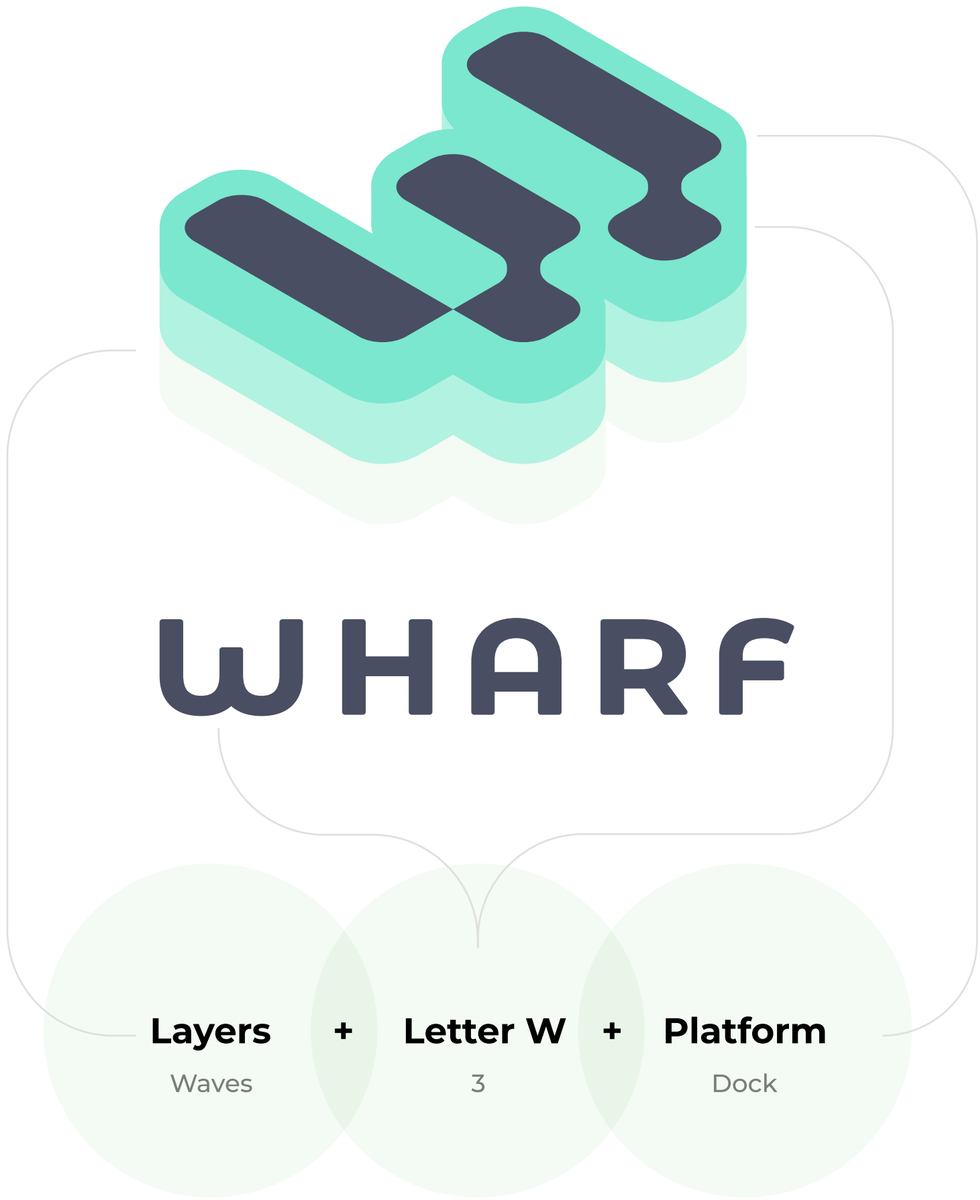
Logo Black and White

Logo greyscale

Logo elements

The logo consistst of the layered wharf symbol and the brand name.

The design direction combines elements of classic code terminals and rounded, soft visuals with subtle nautical influences. This creates a modern, yet welcoming and accessible look. There are also subtle references to web3 within the design.



Isometric grid

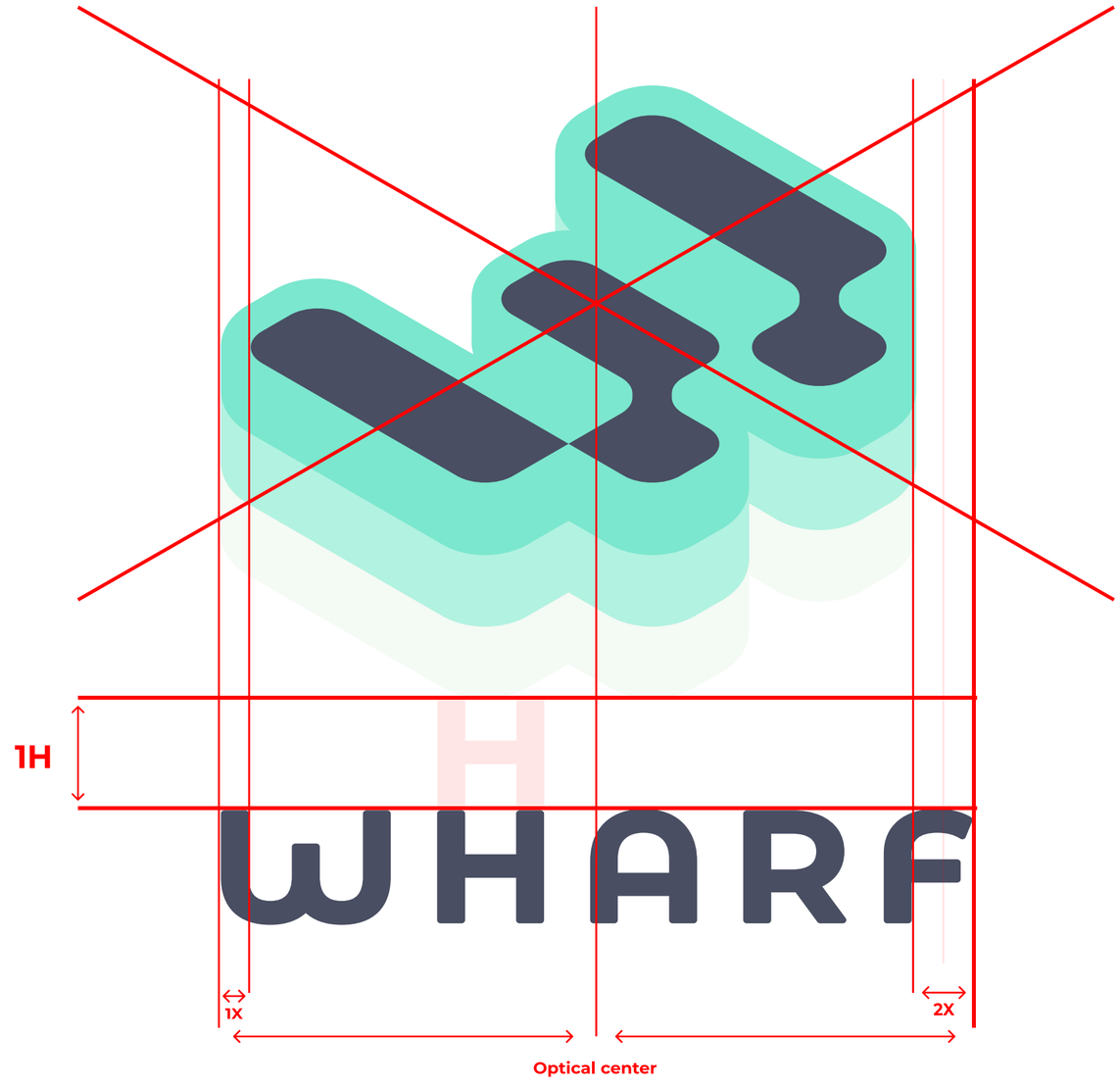
Wharf utilizes a 60° grid for graphics and layouts.

The 60 degree angles should be used consistently to achieve the isometric 3D effect of the Wharf symbol. These angles can be used without the 3D depth as well.

Symbol and font optical alignment

For achieving optical balance in the logo, the text is slightly bigger than the symbol.

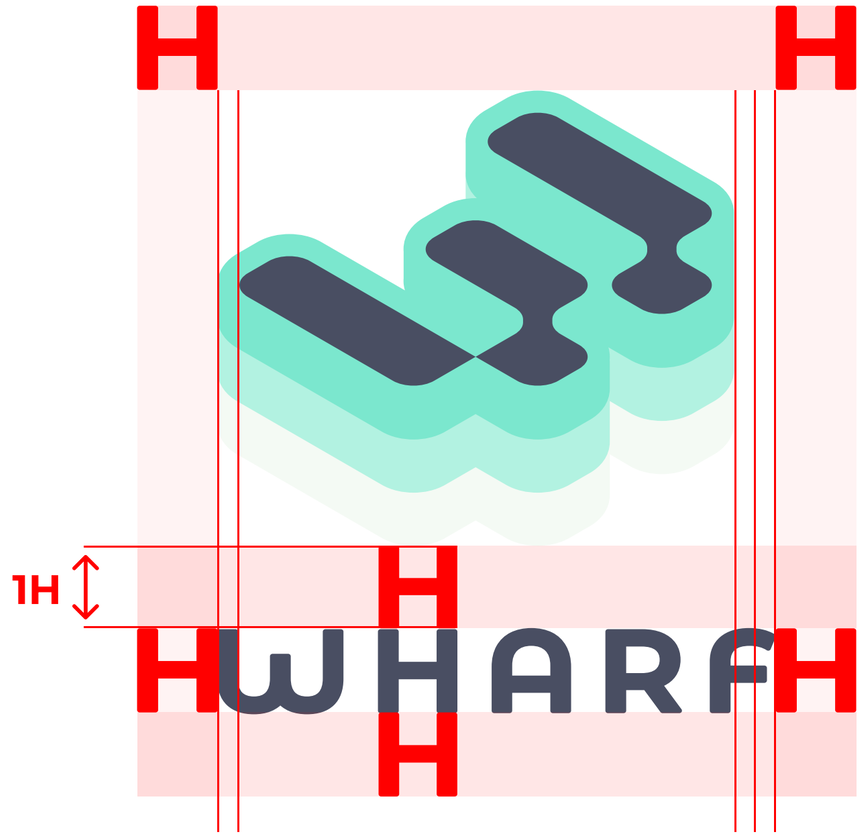
Please note that the logo is smaller and the text overshoots it to the right. If this is not done, the logo will feel unbalanced. This is a correction due to the isometric symbol.

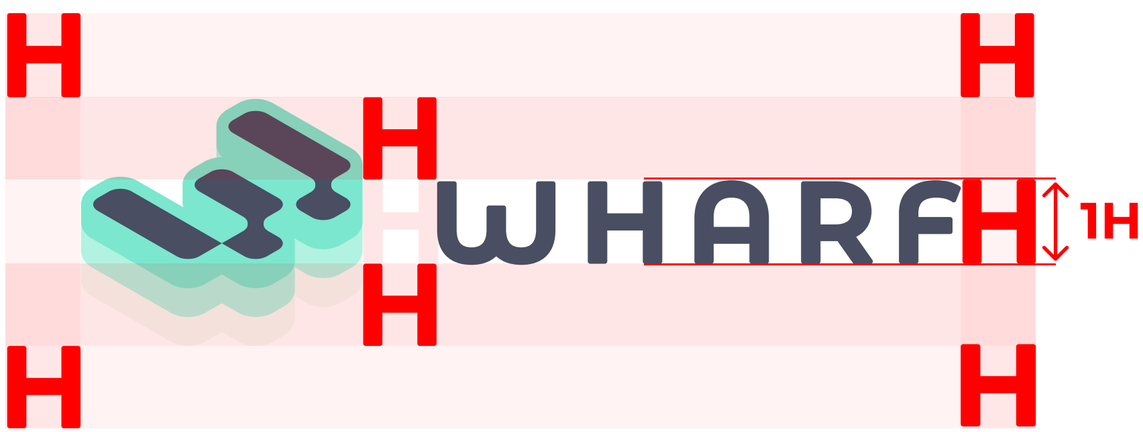


Logo clearspace

Use the H to calculate clearspace.

Clearspace is easy to calculate: just use the H in the Wharf logotype and add its size as padding around the logo.





Logo Do's and Don'ts

Don't
Add special effects.

Don't
Add gradients.

Don't
Multiply the logo.

Don't
Reduce the outline stroke.

Don't
Add drop shadows.

Don't
Use random textures.

Don't
Change the orientation or skew, rotate, and stretch the logo.

Don't
Add elements.

Don't
Use super graphics or overemphasize the logo.

Don't
Stack multiple logos.

Don't
Use other colors.

Don't
Lock up the logo with copy or other logos.

Primary Brand Colors

Wharf Blue

HEX: #494E62

RGB: 73-78-98

CMYK: 26-20-0-62

Reef Turquoise

HEX: #7BE7CE

RGB: 123-231-206

CMYK: 47-0-11-9

Seafoam Mint

HEX: #B2F2E1

RGB: 178-242-225

CMYK: 26-0-7-5

Swell Mist

HEX: #B2F2E1

RGB: 244-250-244

CMYK: 2-0-2-2

Black

HEX: #000000

RGB: 0-0-0

CMYK: 0-0-0-100

White

HEX: #ffffff

RGB: 255-255-255

CMYK: 0-0-0-0

Brand Gradient

Use the brand colors to create Wharf gradients.

This gradient is a example and not a requirement. You may use different color combinations to create suitable gradients for your use case.

Type

Wharf headlines are set in Montserrat.

Typeset all body text in Inter.

Montserrat

Headline font

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

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

± ! @ # $ % ^ & * ( ) _ + - = § £ ™ ¡ ¢ ∞ § ¶ • ª º – ≠

Inter

Content Font

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

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

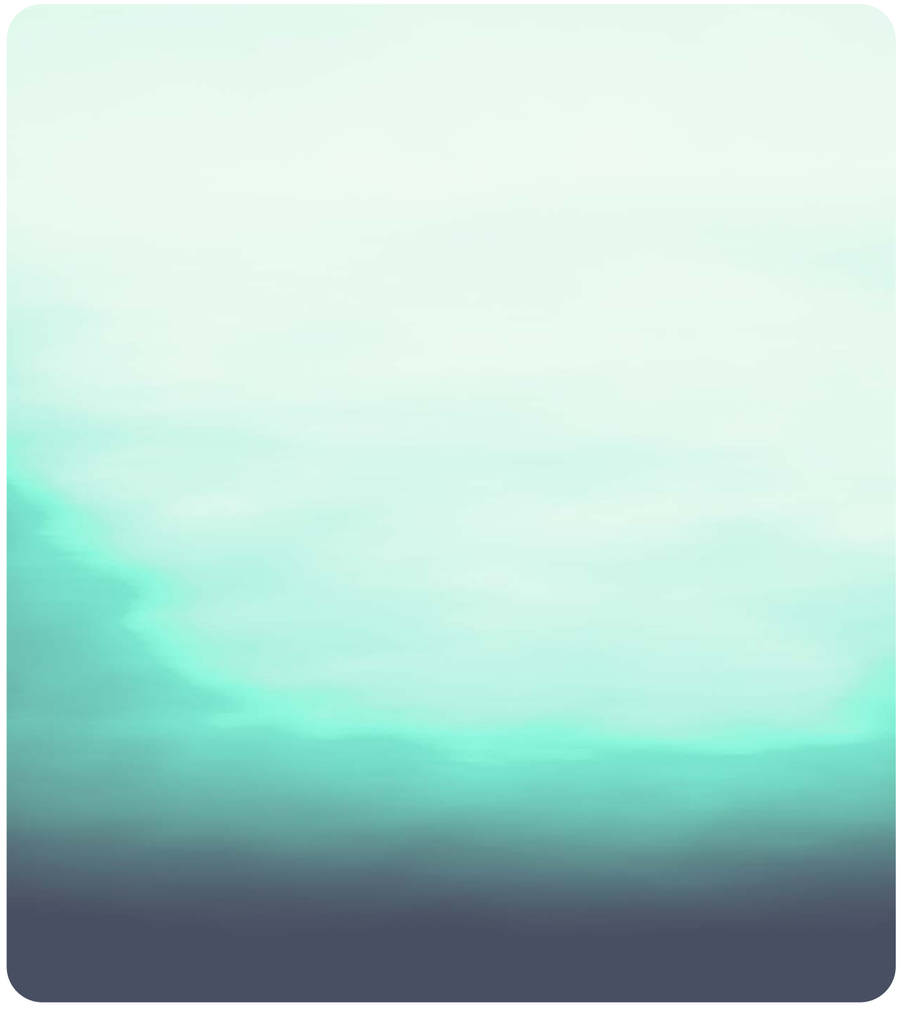
1 2 3 4 5 6 7 8 9 0

± ! @ # $ % ^ & * ( ) _ + - = § £ ™ ¡ ¢ ∞ § ¶ • ª º – ≠

Imagery

Gradients are a vital part of Wharf imagery.

Wharf imagery expresses the graphical abstraction of what a wharf is. Wharf is a platform to assist ships in the transition between land and sea. Use these images as inspiration to create new graphics. The isometric style can be applied to illustrations as well.

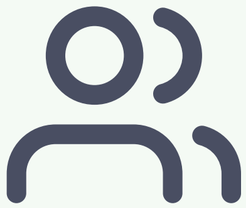


Icons

We are embracing opensource at every level, leveraging community driven design

Lucide.dev is an open source icon library for displaying icons and symbols in digital and non-digital projects. It contains over 500 Vector (svg) files. To make it easier to use these icons in projects, Lucide provides several official packages.

Lucide

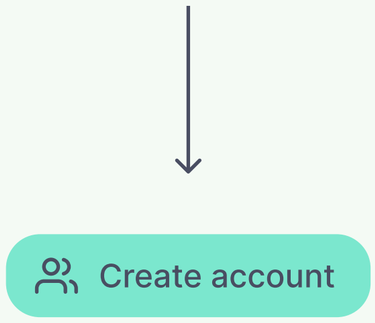


Standard icon system

Line icon

Variable stroke width

Applicable to web and apps



Example buttons

Isometric

Graphics in icon style

60° grid

3D Isometric

Applicable to graphics

Example Illustrative graphics

Thank you!

Missing something from the brand guidelines? Get in touch and we will help you out. Send an email to

aaron@greymass.com

We made this for the Antelope community!