

Rootstock



brand

guidelines

V1.0 2022

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03 **Logo**

04 **Typography**

05 **Colour**

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07 **Nametags**

08 **Brand in use**

One community.

One brand.

The Rootstock brand identity has to do many jobs – helping people understand what it is, shape what they think of it, and ultimately influence whether they'll build with it.

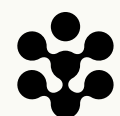


These guidelines make getting involved in using the Rootstock brand easier.

Through careful application, Rootstock will become a recognizable, trustworthy and compelling brand, wherever it shows up in the world.

People will notice Rootstock for all the right reasons, and it can keep growing, and keep pushing what's possible on Bitcoin.

Here's how you can help...



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Our tone of voice

An important part of the Rootstock brand is how it sounds. The voice of Rootstock should be the voice of the community. An easy way to sum this up is to be friendly and optimistic.

The Rootstock tone is friendly and optimistic

Use everyday, conversational language that makes everyone feel relaxed and welcome

Be transparent and honest with the community so everyone feels equal and included

Be open-minded about new ideas or developments in the industry and approach them with respect and curiosity

Focus on positives to make sure your writing leaves people feeling excited about the possibilities of Rootstock

While it's fine to draw comparisons, aim to talk more about the benefits of Rootstock than the failings or flaws of other platforms

Make bold statements that are confident and inspiring about what can be achieved by building on Bitcoin



Messaging bank

Not sure where to start with writing copy, or just don't have the time to do it? In this messaging bank you'll find copy lines that cover some of the key topics you might need to write about.

The messages are split into two categories – literal and creative. The literal options are helpful when you need simple, clear explanations (e.g. for scripts, webinars or blogs), while the creative lines are great when you want to grab attention (e.g. signage at events, merch, social media posts). In some cases you might want to use a combination of both.

Feel free to copy (or translate) them directly. It'll make your life easier and make the messaging more consistent.

What Rootstock is

LITERAL

The smart contract platform backed by Bitcoin and bursting with possibilities

Secure smart contracts, built on Bitcoin

dApps built on Bitcoin. Powered by community.

The planet's most secure smart contract platform for building apps and digital assets on Bitcoin

A platform and a community for developers and fintech entrepreneurs who want to build the future on Bitcoin

LITERAL

One of only two Bitcoin sidechains, Rootstock combines the compatibility of Ethereum with the power and community of Bitcoin

CREATIVE

Taking Bitcoin to the next level

Same Bitcoin. More opportunities.

Enabling secure contracts. Enabling new possibilities.

Smart contracts just got smarter

Your Bitcoin sidechain, sorted

Your foundation for building the future



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What Rootstock does

LITERAL

Supporting DeFi Apps to serve the underbanked

Developing a freer financial future

Building on Bitcoin for a better economic system

Building together for a more decentralized world

Expanding, protecting and enhancing the Bitcoin network

Powering projects that empower the underbanked

CREATIVE

Building for billions

DeFi done right

For the underbanked.
For a fairer future.

Proving what's possible with Bitcoin

Opening up the world with open source

Our world, built our way



Messaging bank

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Feel free to copy (or translate) them directly. It'll make your life easier and make the messaging more consistent.

What makes Rootstock special

LITERAL

The only network where smart contracts are backed by Bitcoin

Giving developers a place to build beyond Ethereum

The security of Bitcoin with the compatibility of Ethereum

Cheaper gas fees than Ethereum and a higher hash-rate than Bitcoin

Practically-instant payments.
Greater compatibility.
Higher scalability.

A true Bitcoin sidechain

CREATIVE

The high-speed sidechain

Smart contracts don't get more secure than this.

Lower fees.
Larger possibilities.

The speed, security and scalability to make your idea a reality.

The idea is yours.
And so is the choice of where to build it.

Harder. Better. Faster. Stronger.



Messaging bank

Not sure where to start with writing copy, or just don't have the time to do it? In this messaging bank you'll find copy lines that cover some of the key topics you might need to write about.

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Feel free to copy (or translate) them directly. It'll make your life easier and make the messaging more consistent.

The Rootstock community

LITERAL

The community-owned
smart contract platform

For fintech engineers
building the future

Supporting each other to
support the unbanked

Developing DeFi, together

Build together. Grow together.
Be a force for good together.

Like-minded fintech developers,
building on Bitcoin

CREATIVE

Think like us? Build with us

Your sidechain.
Your support team.

Strength in numbers

Building for our communities,
as a community

Coming together to
decentralize finance

A brave new world of Bitcoin



Copy Checklist

Not sure if your copy is hitting the mark?
Try running through these six questions

Ask yourself...

Is the point of the communication clear?
Make sure you lead with the most important information

Are the sentences short and the copy as concise as possible?
Ask yourself whether everything is relevant and necessary

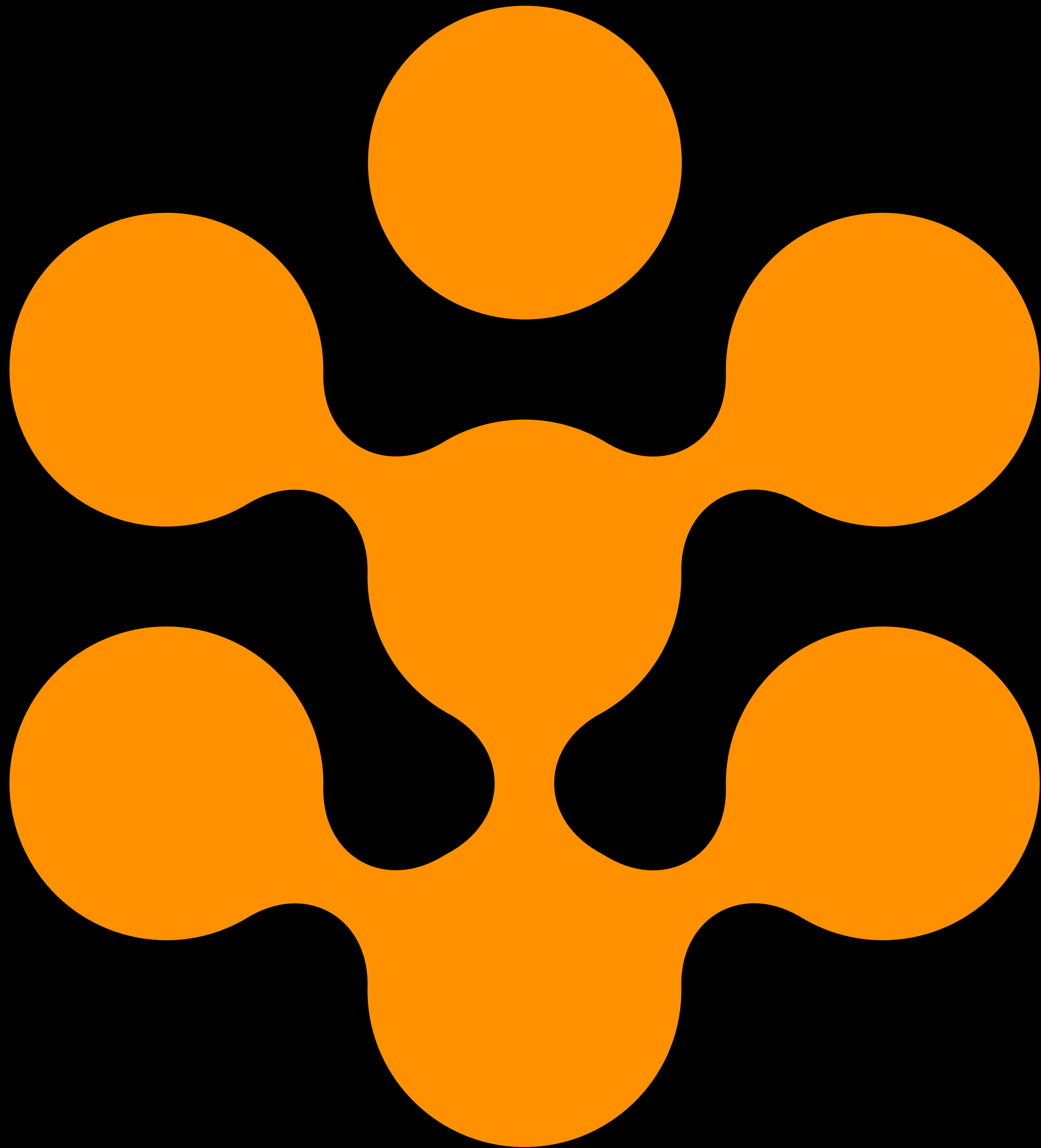
Is it clear and honest?
See if you can make anything more specific

Is it attention grabbing or engaging?
It should be interesting enough to make you stop scrolling and read to the end!

Does it sound conversational and friendly?
Try using contractions (you're instead of you are) and swapping formal words for everyday words (e.g. "assist" - "help")

Does the copy leave you feeling positive?
Try rephrasing it or adding something extra that reassures or gives hope





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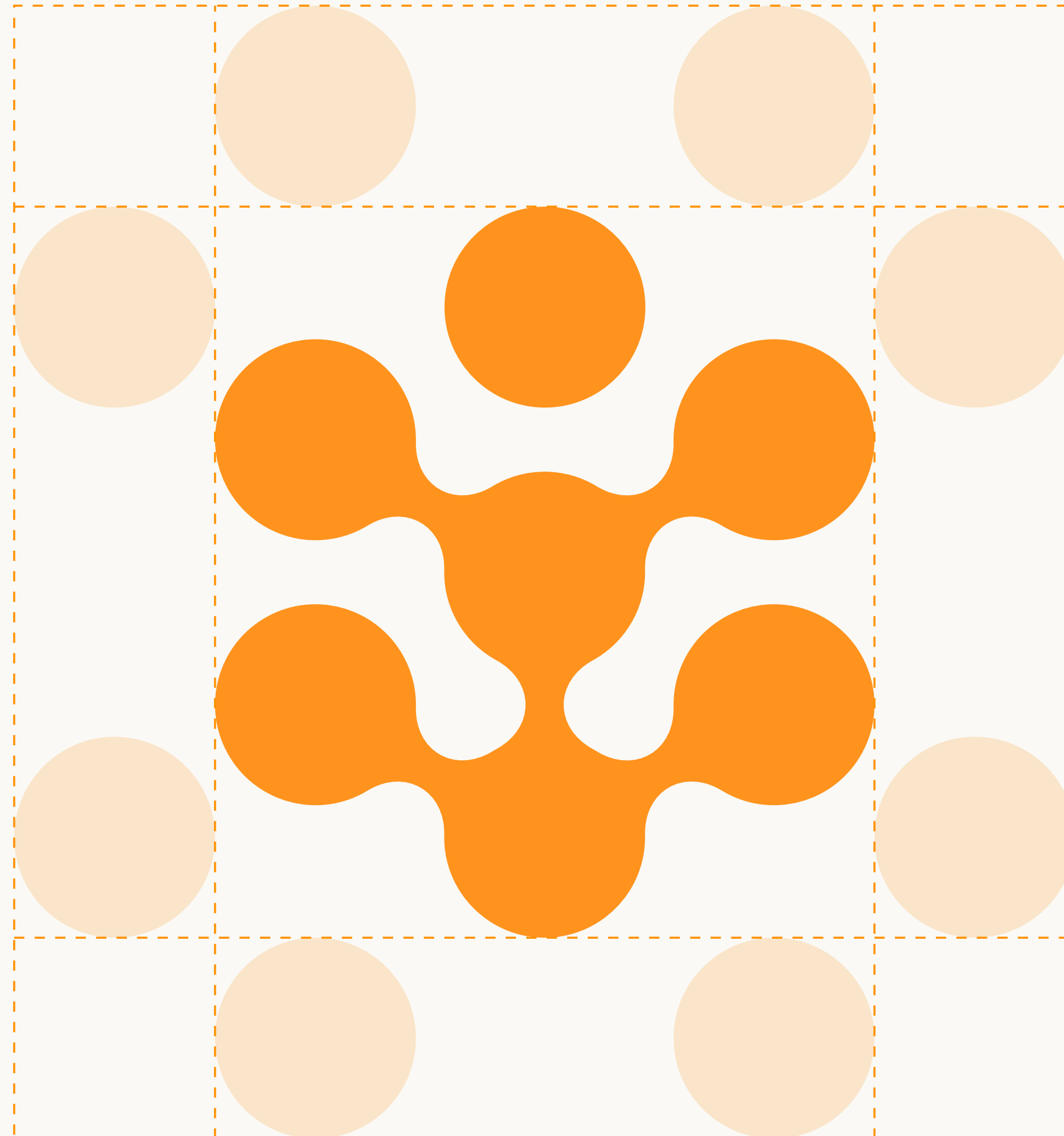
The logo

The Rootstock logo acts as a visual shorthand for the brand. The logo represents decentralisation, the community and the connections made with Rootstock.



Logo spacing

There should always be sufficient clear space around the logo. Where possible, the logo should be used at sizes larger than 32 pixels tall.

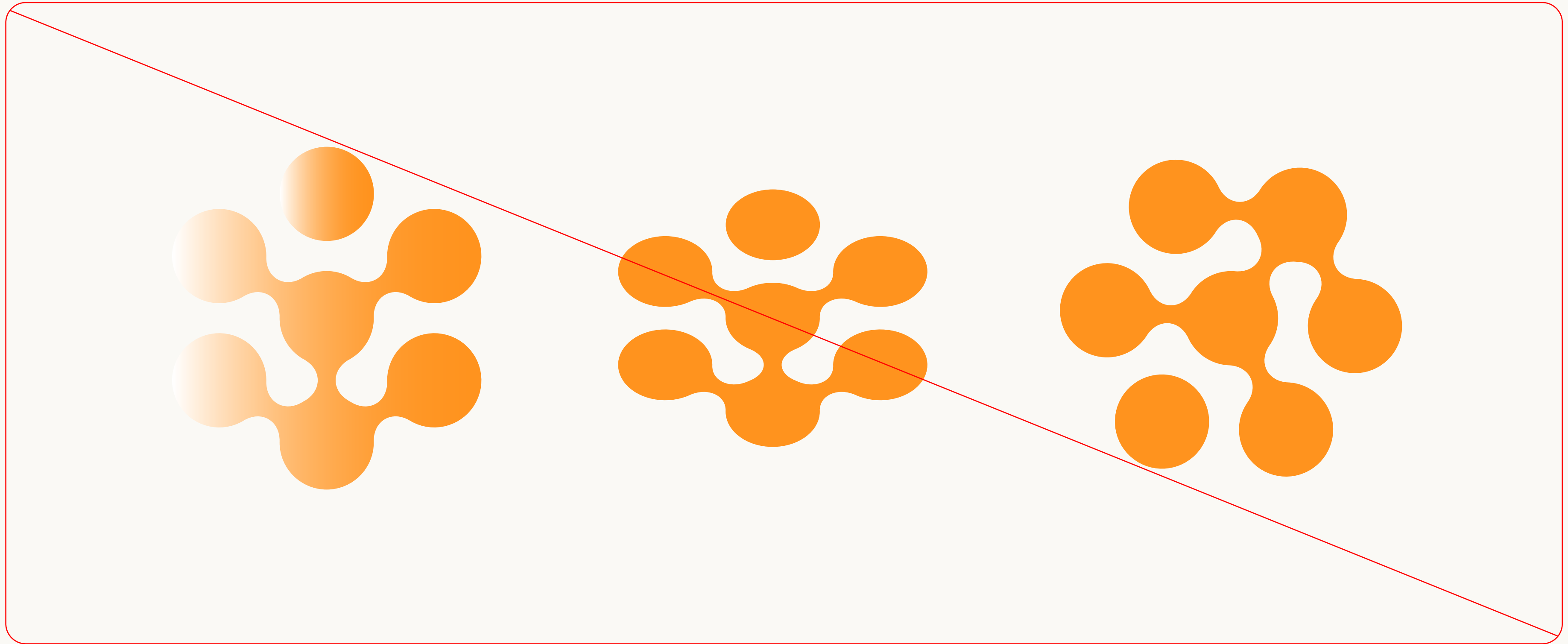


 ¹ 32px minimum



Things to avoid

The logo should be used consistently where possible. In its flat form, the logo shouldn't be stretched or distorted.



Logo lock-up

Where there is space, the Rootstock logo lock-up should be used. The lock-up provides instant brand recognition for those new to the brand.



Lock-up spacing

Spacing should always be considered when utilising the lock-up for maximum legibility and clarity.



Using the logo


The Rootstock logo can be used in many applications, including social media, where users are already familiar with the brand.











 **Rootstock**

Harder

Better **Faster**

Stronger

Harder for governments to control.
Better scalability. Faster transactions.
Stronger network.

[Join us](#)



Aa

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The typeface

Rootstock Sans is used for all brand communications. The typeface is modern, bold and rooted in technology. The brand typeface is used for all headlines and tags.

Rootstock Sans

A a B b C c D

FUNCTIONAL

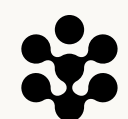
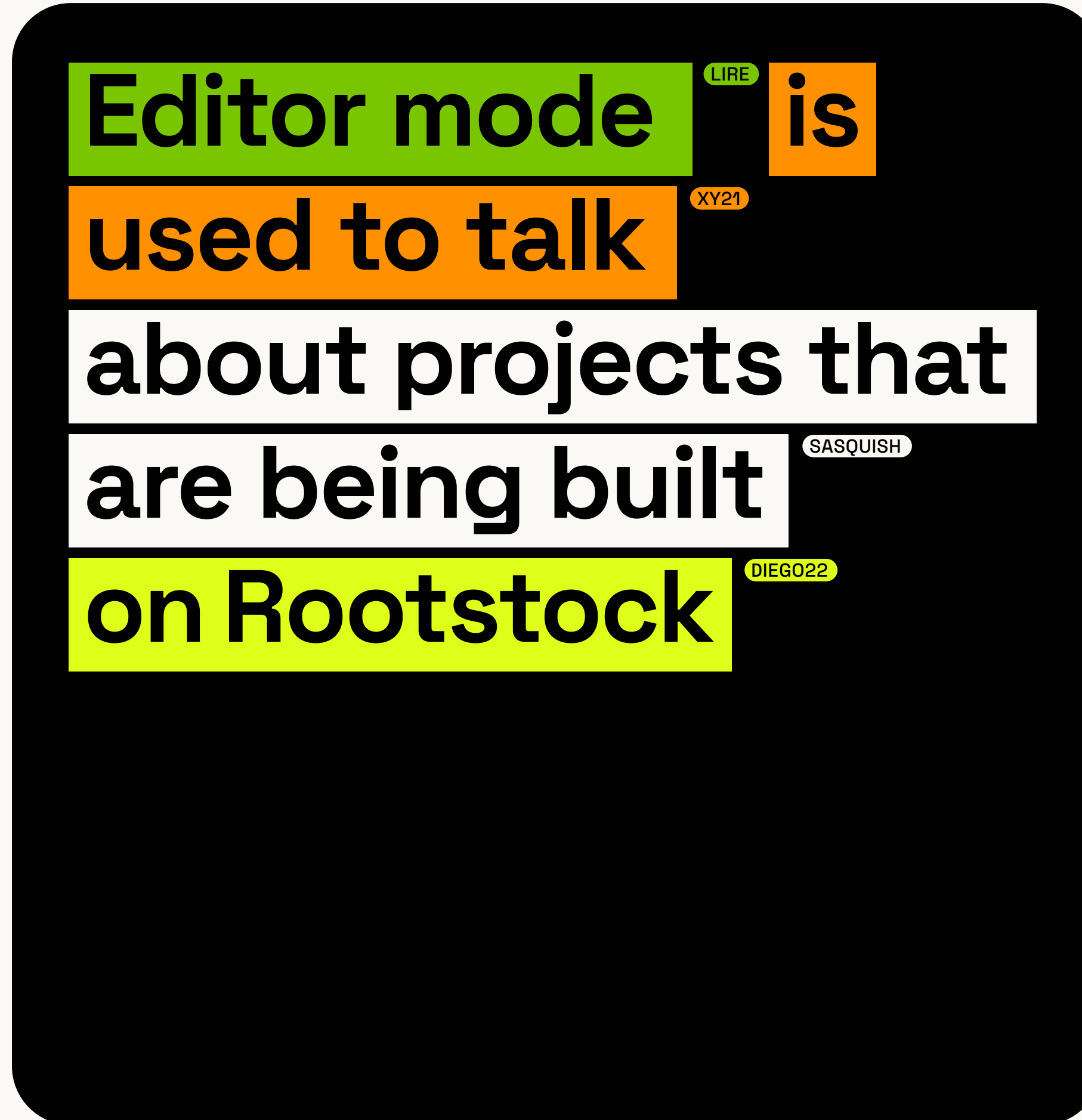
UTILITARIAN

1 2 3 @ ! * #



Typography modes

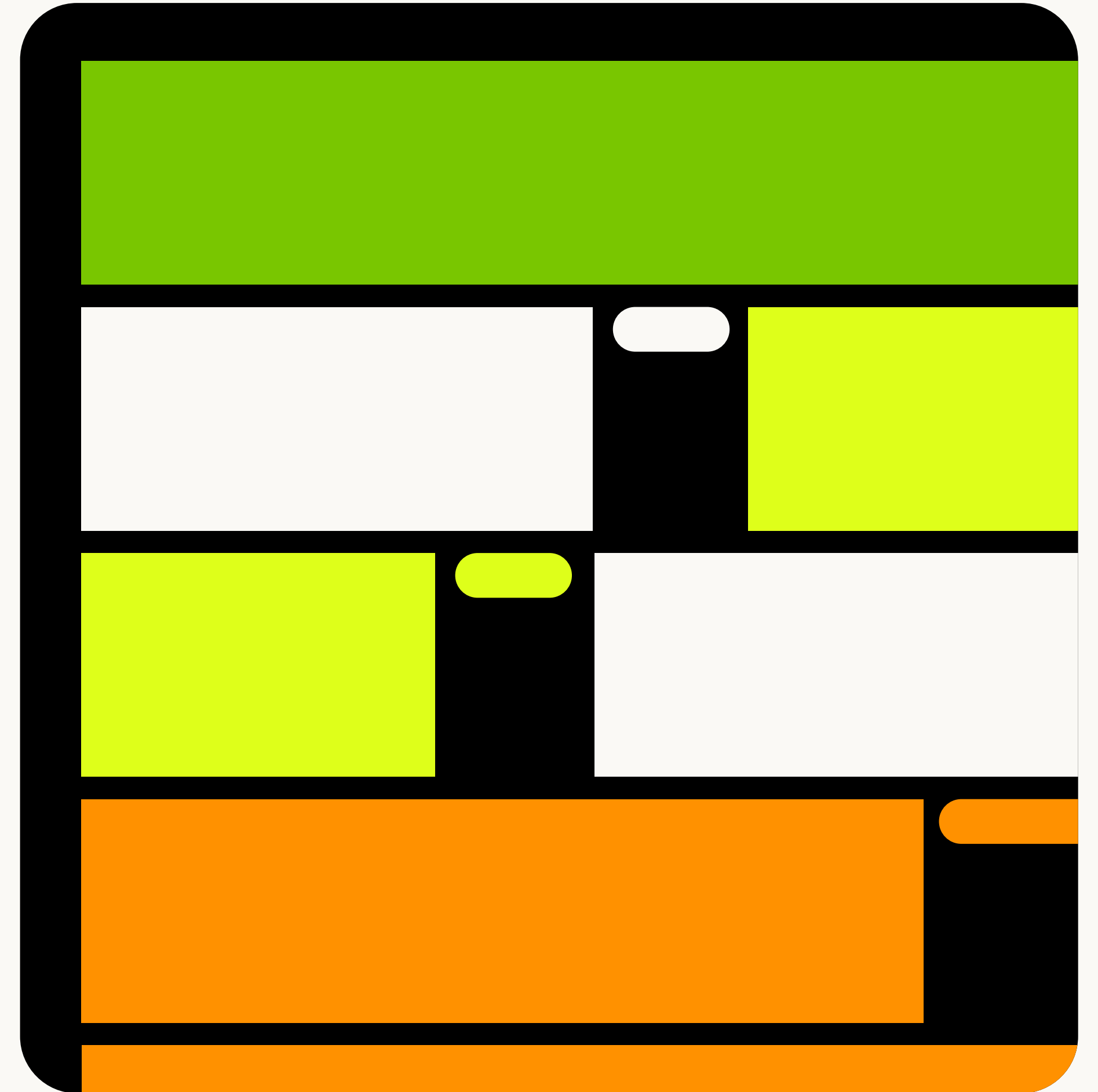
The Rootstock brand utilises two typography modes. Editor mode features coloured boxes on a black background. Published mode makes use of coloured text on an off-white background. These two formats create two distinct sides to the Rootstock brand.



Scaling and name tags

In editor mode, name tags are used to show the Rootstock community working together. At smaller scales however, colour only is used to show community action.

Using name tags is optional throughout communications. Name tags should be primarily used where typography is the main element of a composition to avoid visual clutter.

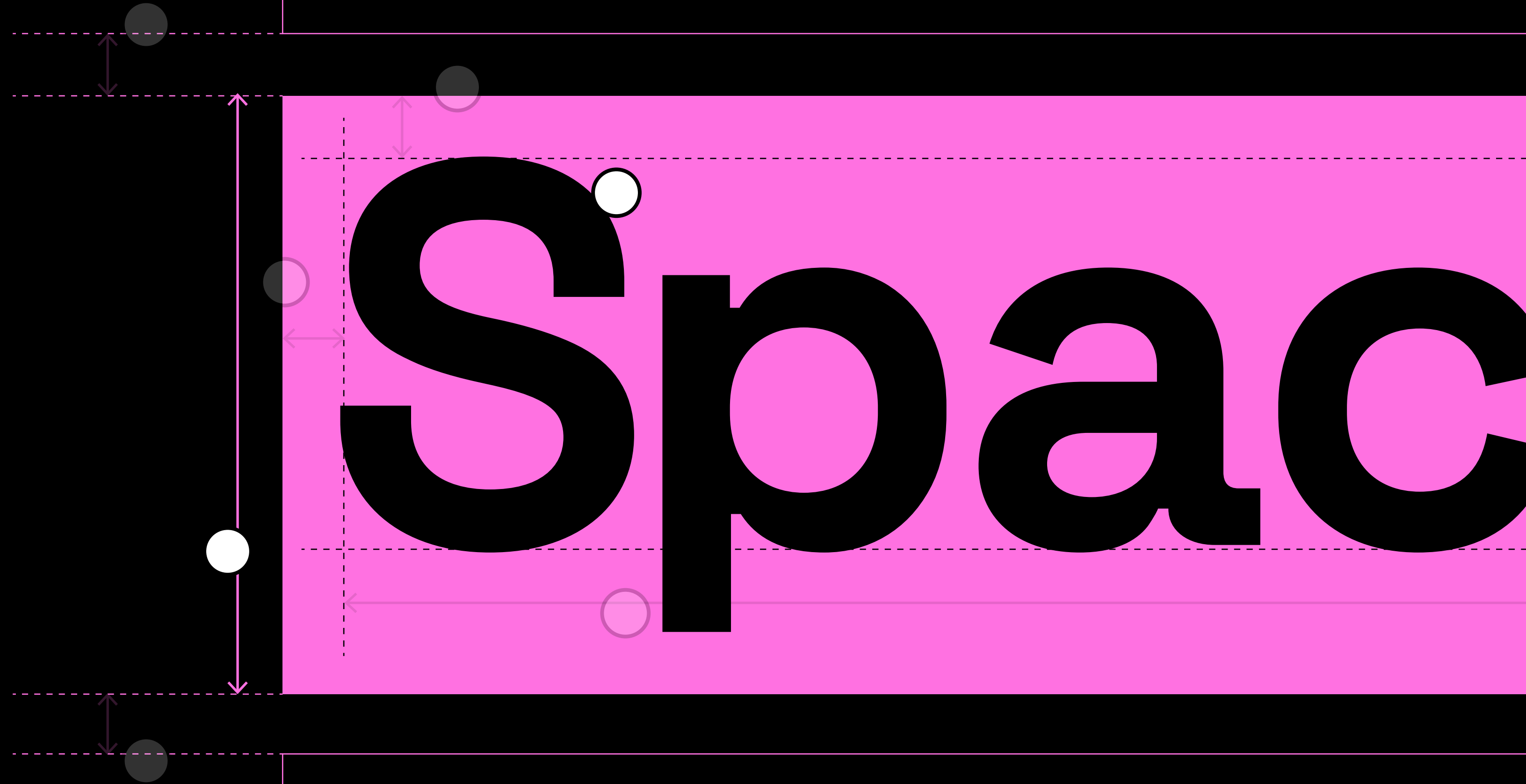


Box scaling

Typography must be properly spaced within boxes in editor mode.

Box height = 110% point size

Example:
Pt size = 100pt
Box height = 110px

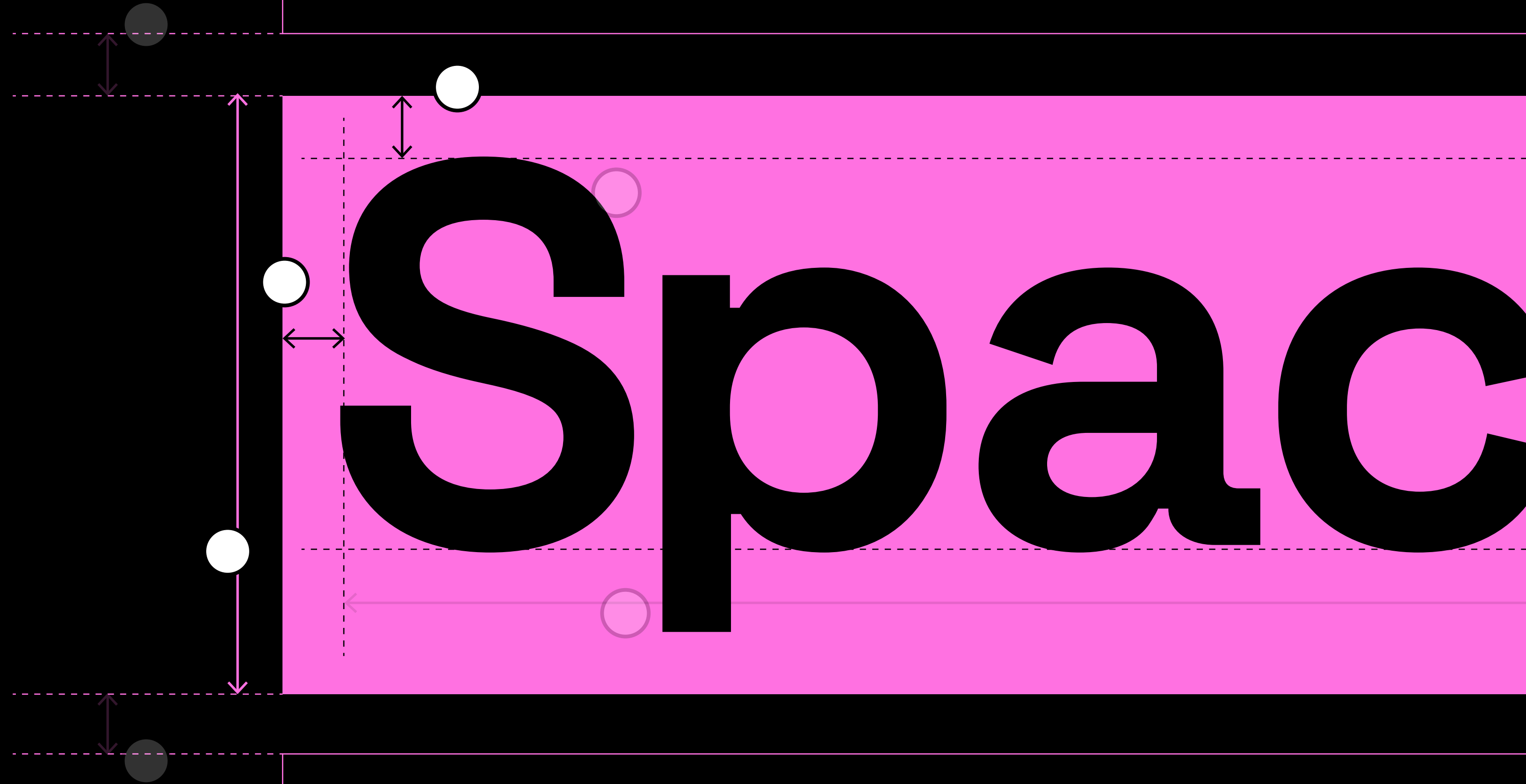


Box spacing

To achieve perfect spacing, follow these rules:

Spacing is 10% of box height

Example:
Box height = 110px
Spacing = 11px

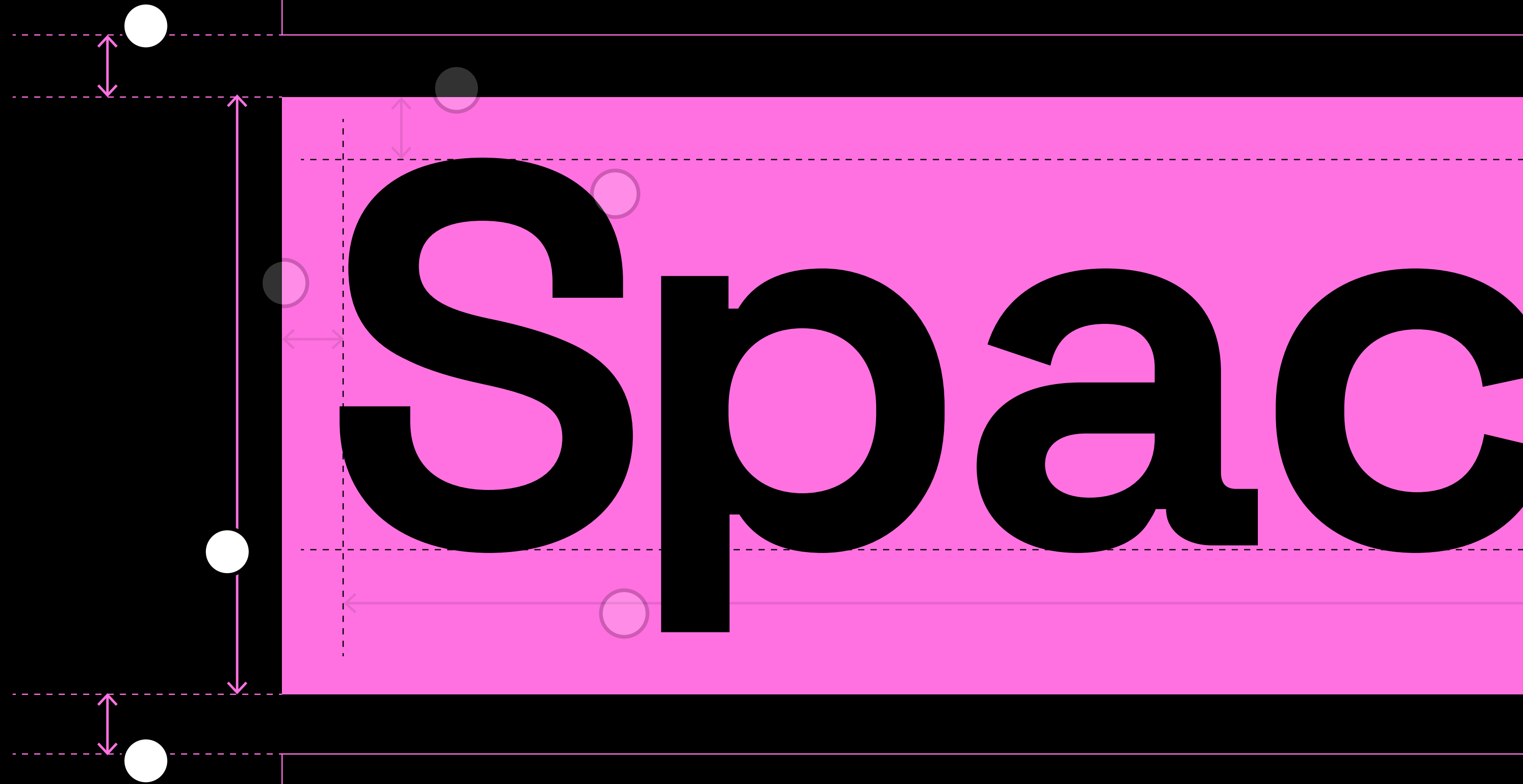


Adjacent box spacing

Adjacent box spacing is the same as in-box spacing.

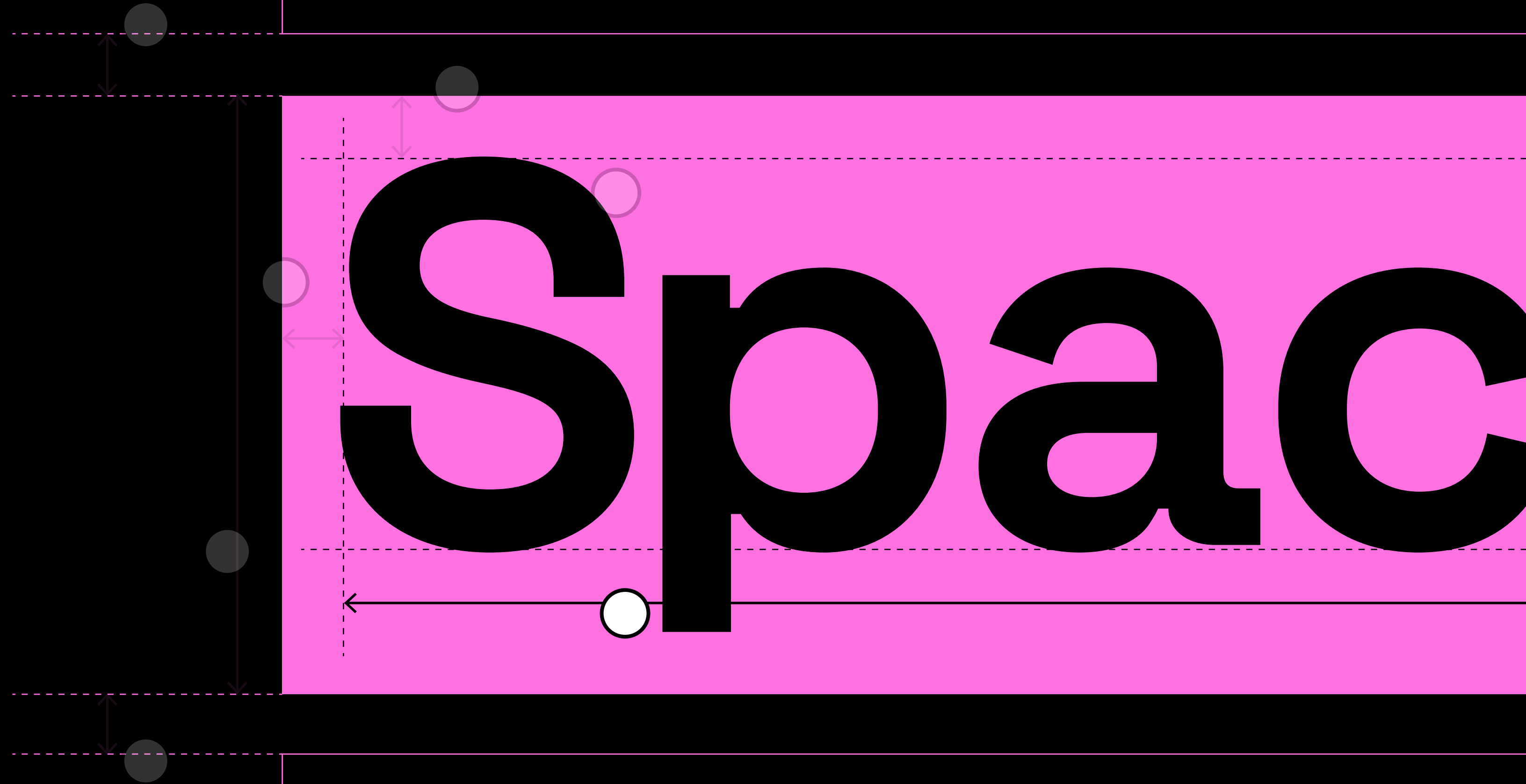
10% of box height

Example:
Box height = 110px
Spacing = 11px



Tracking

To maintain consistency, tracking is set to -25 for text inside boxes.



Tracking and leading - published mode

In published mode, tracking and leading are as follows:

Leading is 110% pt size

Example:

Pt size = 100

Leading = 110pt

Tracking is set to -25



Body copy

Rootstock Sans Body is used for all body copy in the Rootstock brand. Tracking for body copy should be set to -20, leading should equal 120% type size.

Example:
Pt size = 40
Leading = 48

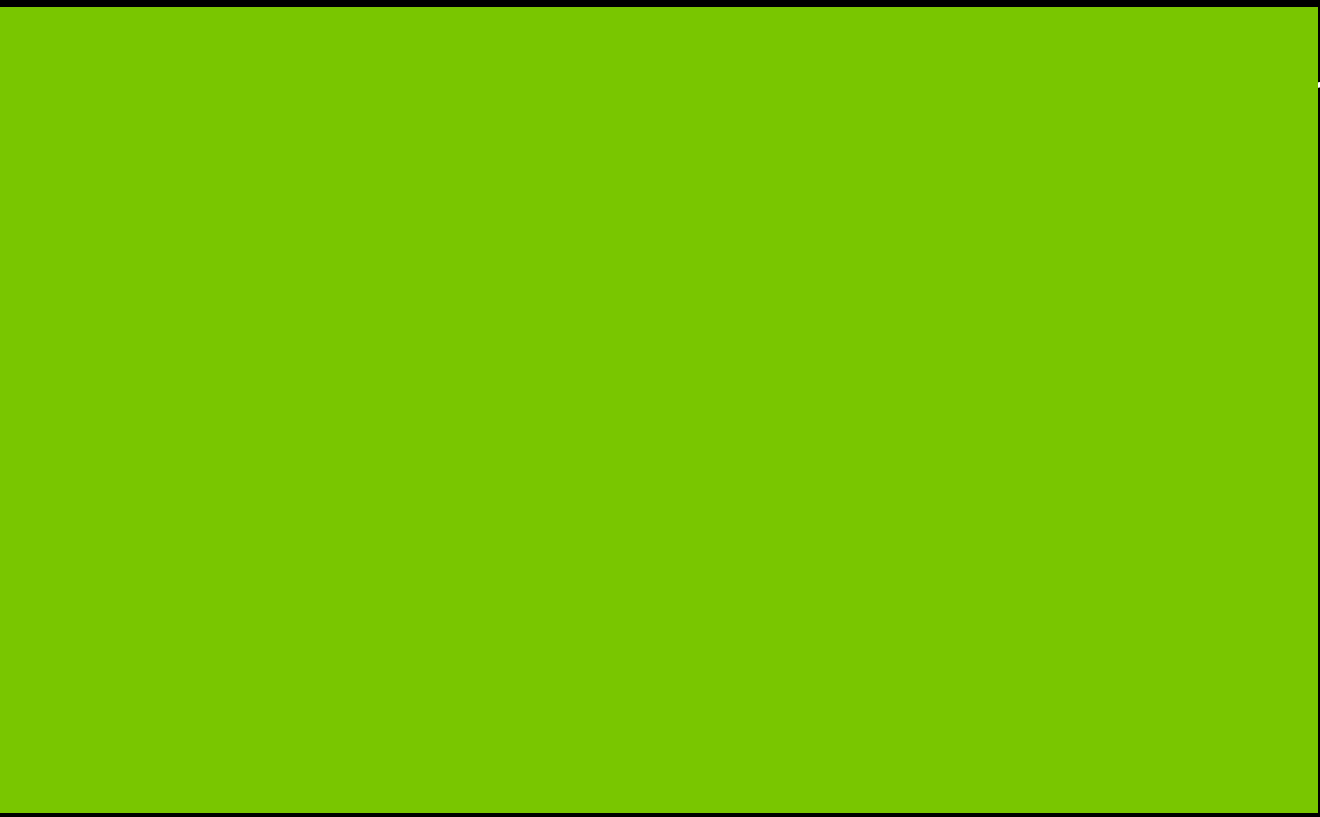


37% Discord's guide to growing blockchain



Body copy

Rootstock Sans Body is used for all text that is not a headline, sub heading or tag. For any long form text, Rootstock Sans Body should be used for maximum legibility. All body text should be either black or off-white.



1.0 Use body copy to pull out information from illustrations and text. The use of lines leads the reader to clear and concise explanations around topics.



CTAs

CTAs take inspiration from the schematic style of illustration used throughout the Rootstock identity. CTAs should consist of two strokes that produce a three dimensional effect.



CTAs

CTAs can be used alongside body copy, tags and headlines.

1.0 TROPYKUS

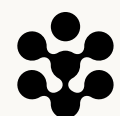
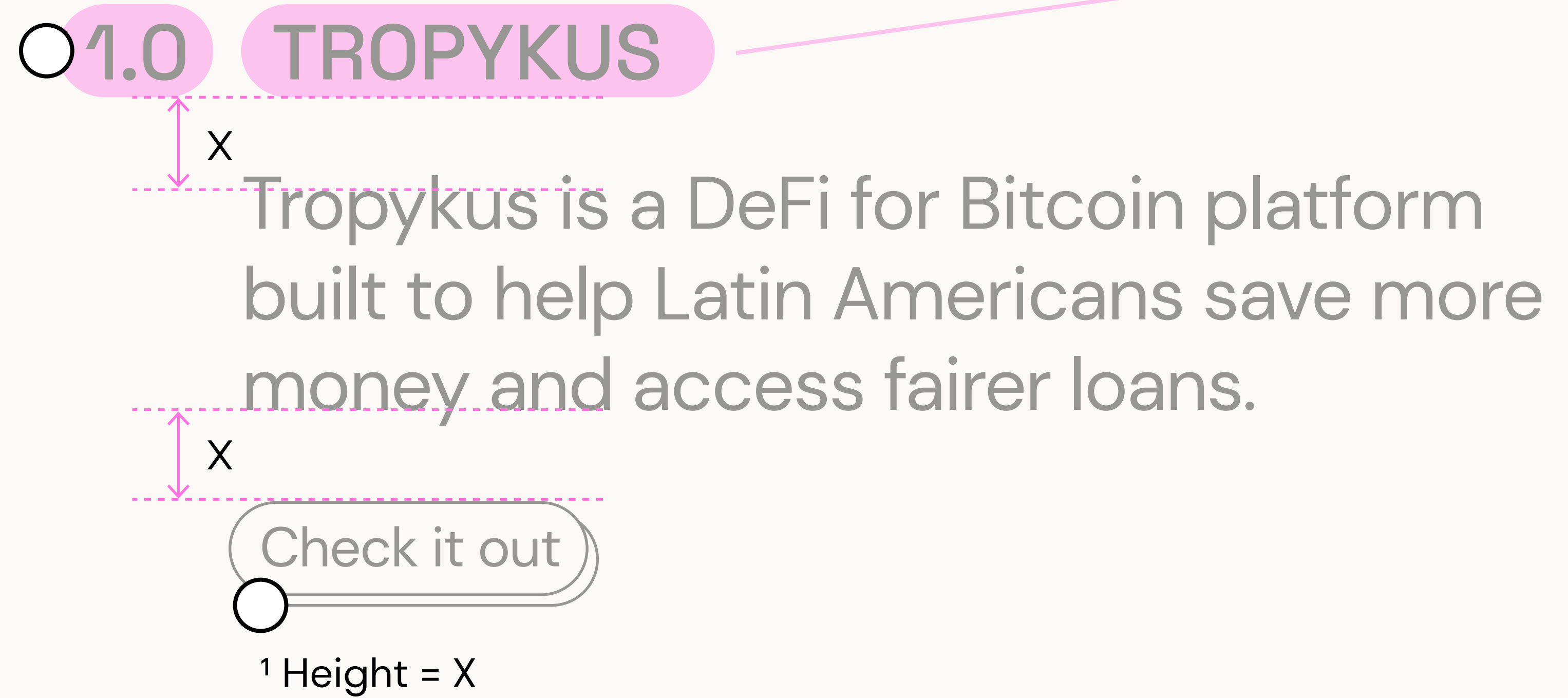
Tropykus is a DeFi for Bitcoin platform built to help Latin Americans save more money and access fairer loans.

Check it out



CTAs

To ensure consistency, spacing between tags, body copy and CTAs should equal the height of both tags and CTAs.



Use

Develop

Integrate



Community

Blog

English

Meet the dApps built on Bitcoin

1.0 TROPYKUS

Tropykus is a DeFi for Bitcoin platform built to help Latin Americans save more money and access fairer loans.

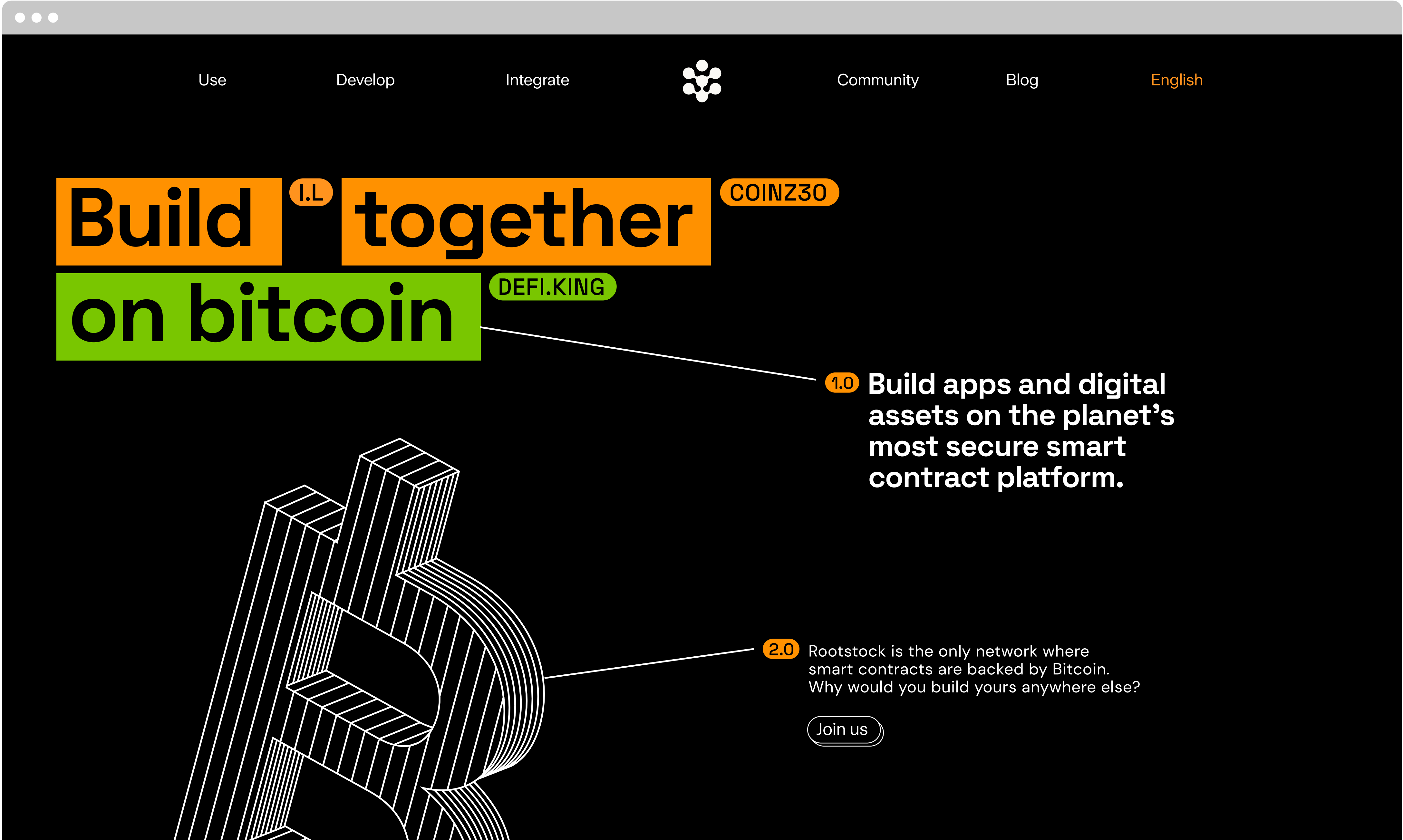
[Check it out](#)

2.0 LIQUALITY

Liquidity is the first multi-chain browser extension wallet that offers a secure way to swap cryptocurrencies between BTC, DAI, and ETH with minimal risk and fees.

[Take a look](#)

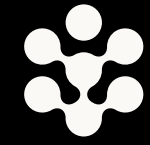




Use

Develop

Integrate



Community

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English

Build ^{I.L} **together**

COINZ30

on bitcoin

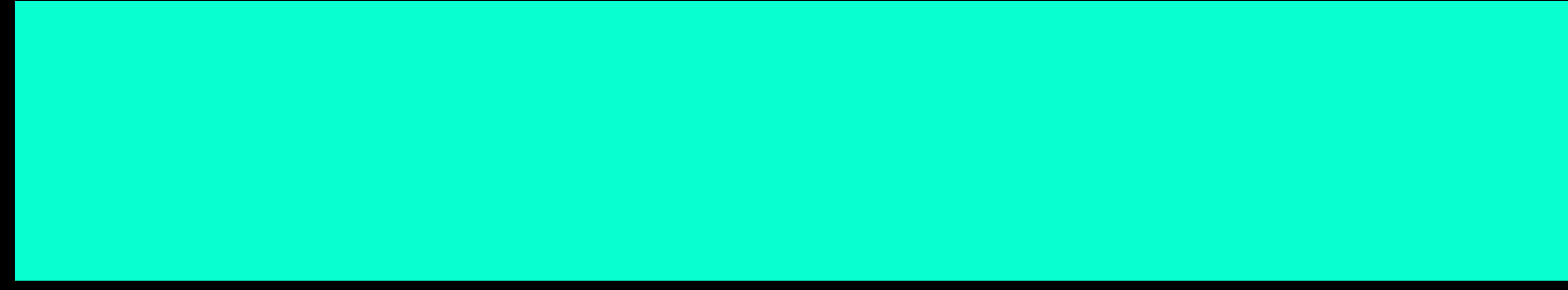
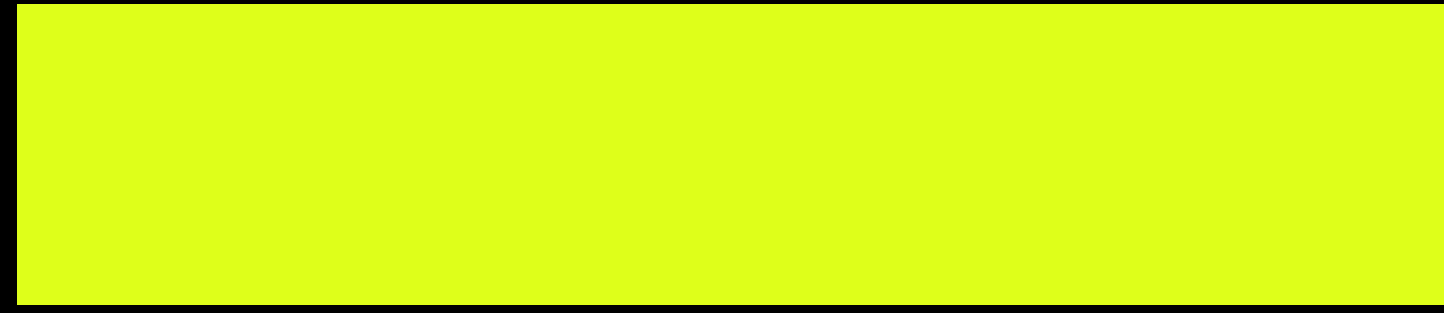
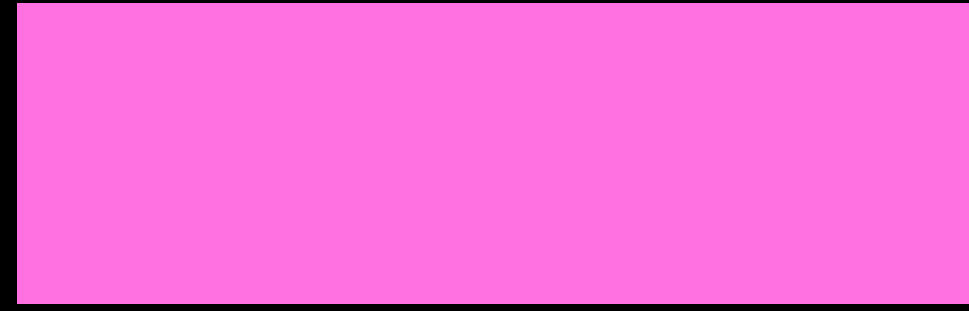
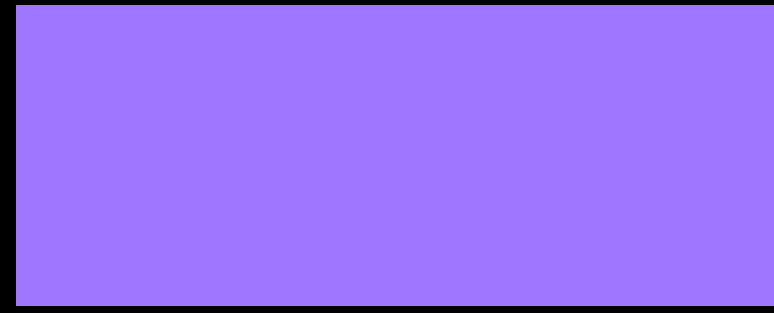
DEFI.KING

1.0 Build apps and digital assets on the planet's most secure smart contract platform.

2.0 Rootstock is the only network where smart contracts are backed by Bitcoin. Why would you build yours anywhere else?

Join us





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RGB 242, 169, 0

Built on Bitcoin

The core Rootstock colour is orange, to reflect the heritage of the brand and its connection to Bitcoin.



Published palette

The Rootstock palette is built on Bitcoin. Orange is the core colour at the heart of the brand, which is supported by the rest of the bright and vibrant palette.

The published palette is always used on an off-white background. These colours can be used for text and illustration.

Black

Pantone: Black C
RGB: 000, 000, 000
CMYK: 75, 60, 60, 90
Hex: 000000

White

Pantone: 9043 C
RGB: 250, 249, 245
CMYK: 01, 01, 03, 00
Hex: FAF9F5

Rootstock Pink

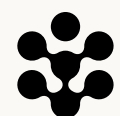
Pantone: 927 C
RGB: 255, 113, 225
CMYK: 07, 68, 00, 00
Hex: FF71E1

Rootstock Green

Pantone: 802 C
RGB: 121, 198, 0
CMYK: 39, 00, 100, 22
Hex: 79C600

Rootstock Orange

Pantone: 151 C
RGB: 255, 145, 0
CMYK: 00, 43, 100, 00
Hex: FF9100



Editor palette

The editor palette builds upon the published palette. These code-inspired colours bring more brightness to darker compositions.

The editor palette is used on black backgrounds. Do not use purple, cyan or lime on off-white backgrounds.

White

Pantone: 9043 C
RGB: 250, 249, 245
CMYK: 01, 01, 03, 00
Hex: FAF9F5

Black

Pantone: Black C
RGB: 000, 000, 000
CMYK: 75, 60, 60, 90
Hex: 000000

Rootstock Pink

Pantone: 927 C
RGB: 255, 113, 225
CMYK: 07, 68, 00, 00
Hex: FF71E1

Purple

Pantone: 814 C
RGB: 158, 118, 255
CMYK: 38, 54, 0, 0
Hex: 9E76FF

Rootstock Green

Pantone: 802 C
RGB: 121, 198, 0
CMYK: 39, 00, 100, 22
Hex: 79C600

Cyan

Pantone: 0821 C
RGB: 8, 255, 208
CMYK: 97, 00, 19, 00
Hex: 08FFD0

Rootstock Orange

Pantone: 151 C
RGB: 255, 145, 0
CMYK: 00, 43, 100, 00
Hex: FF9100

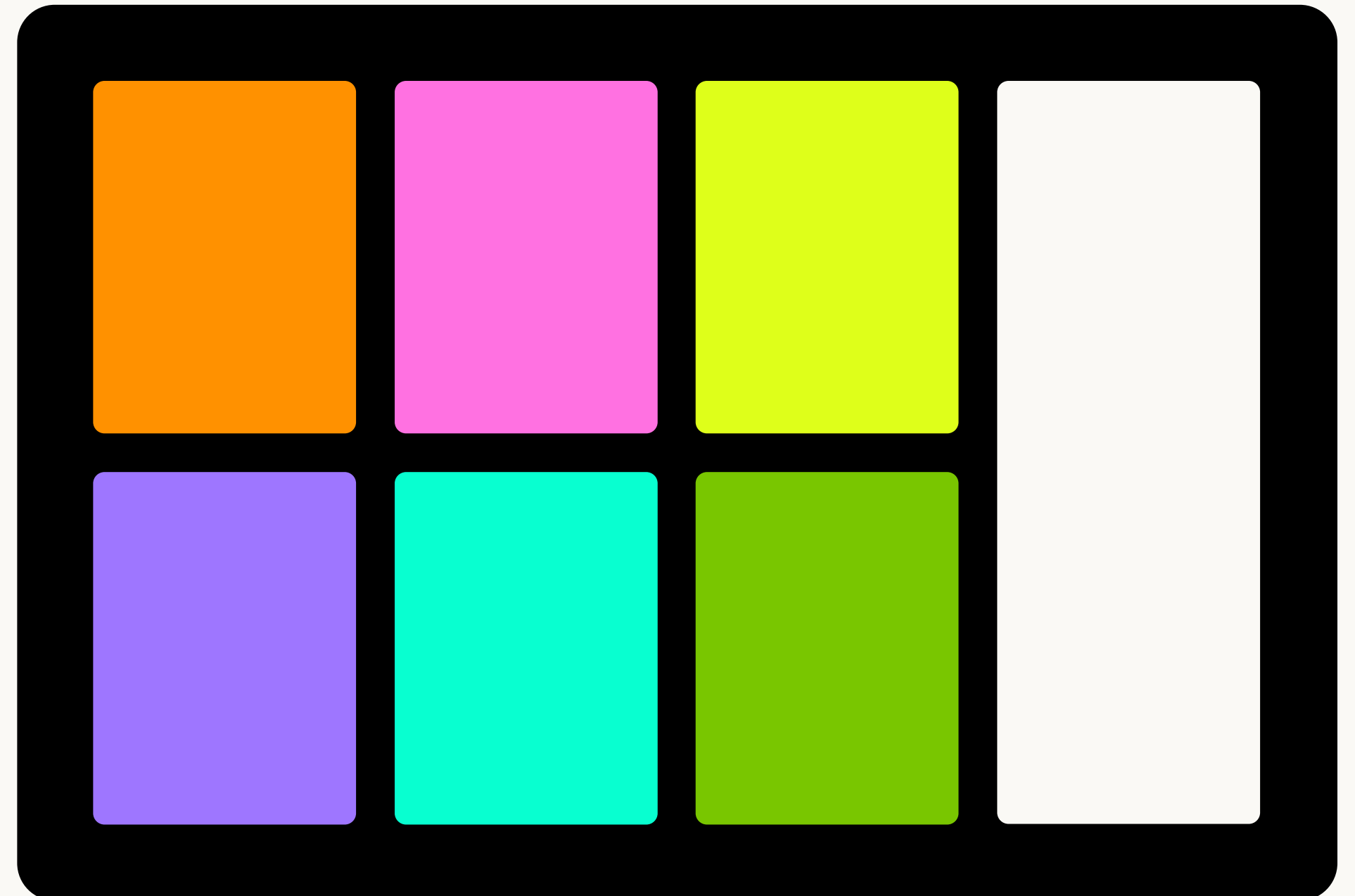
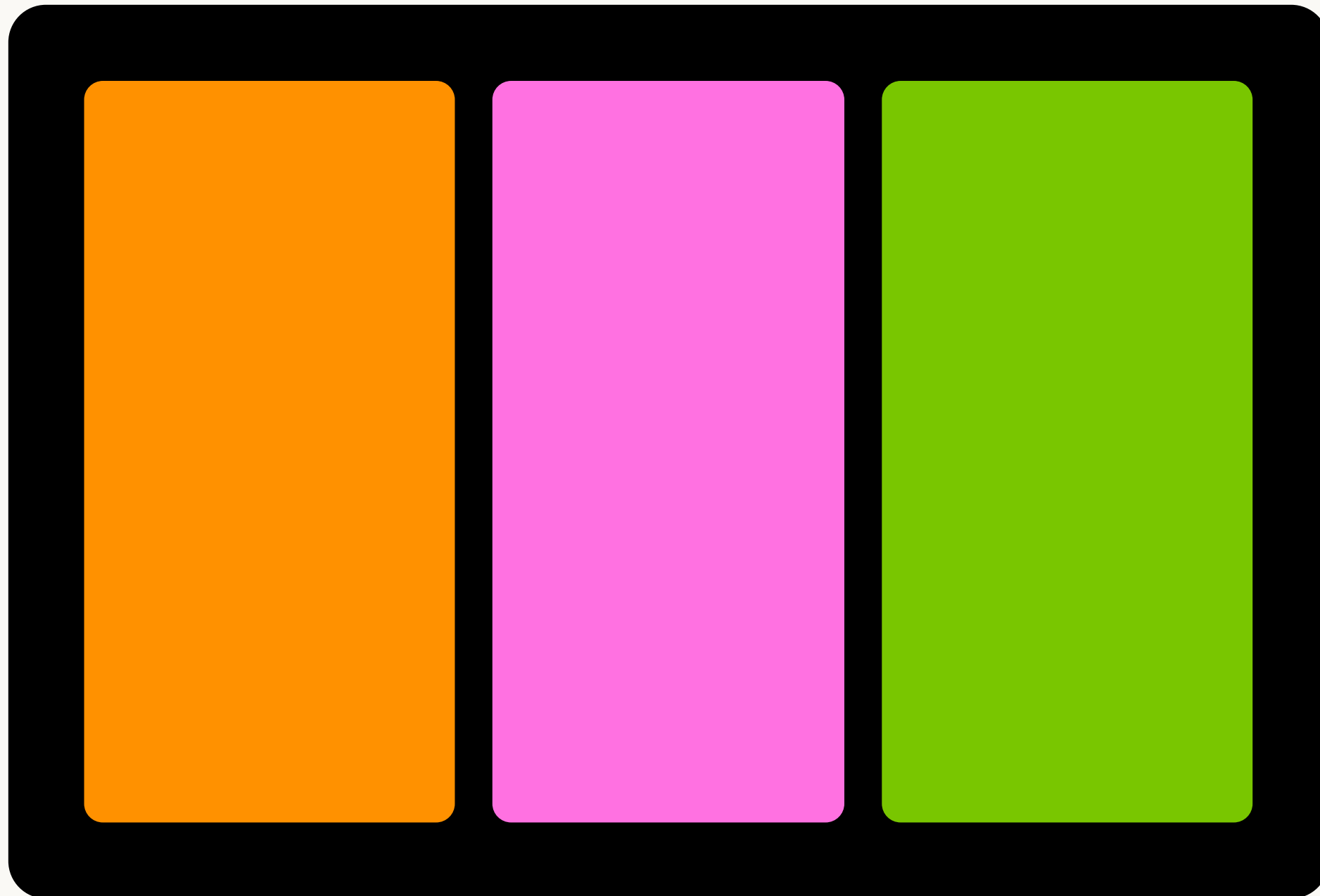
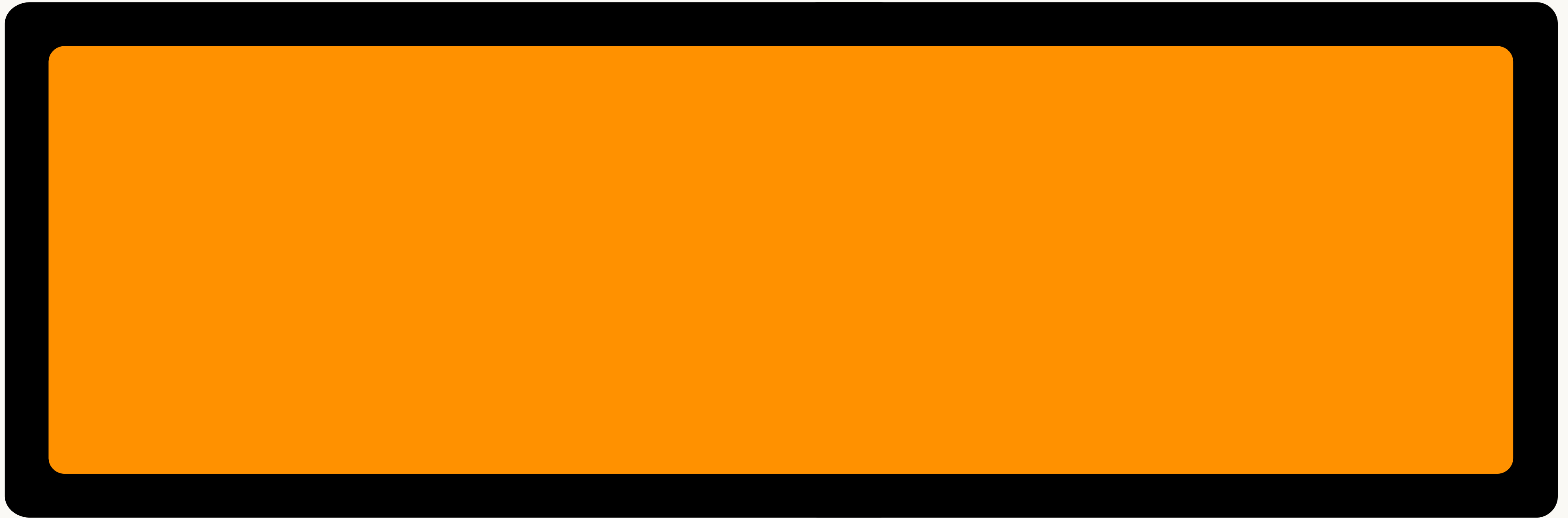
Lime

Pantone: 809 C
RGB: 222, 255, 26
CMYK: 13, 00, 90, 00
Hex: DEFF1A



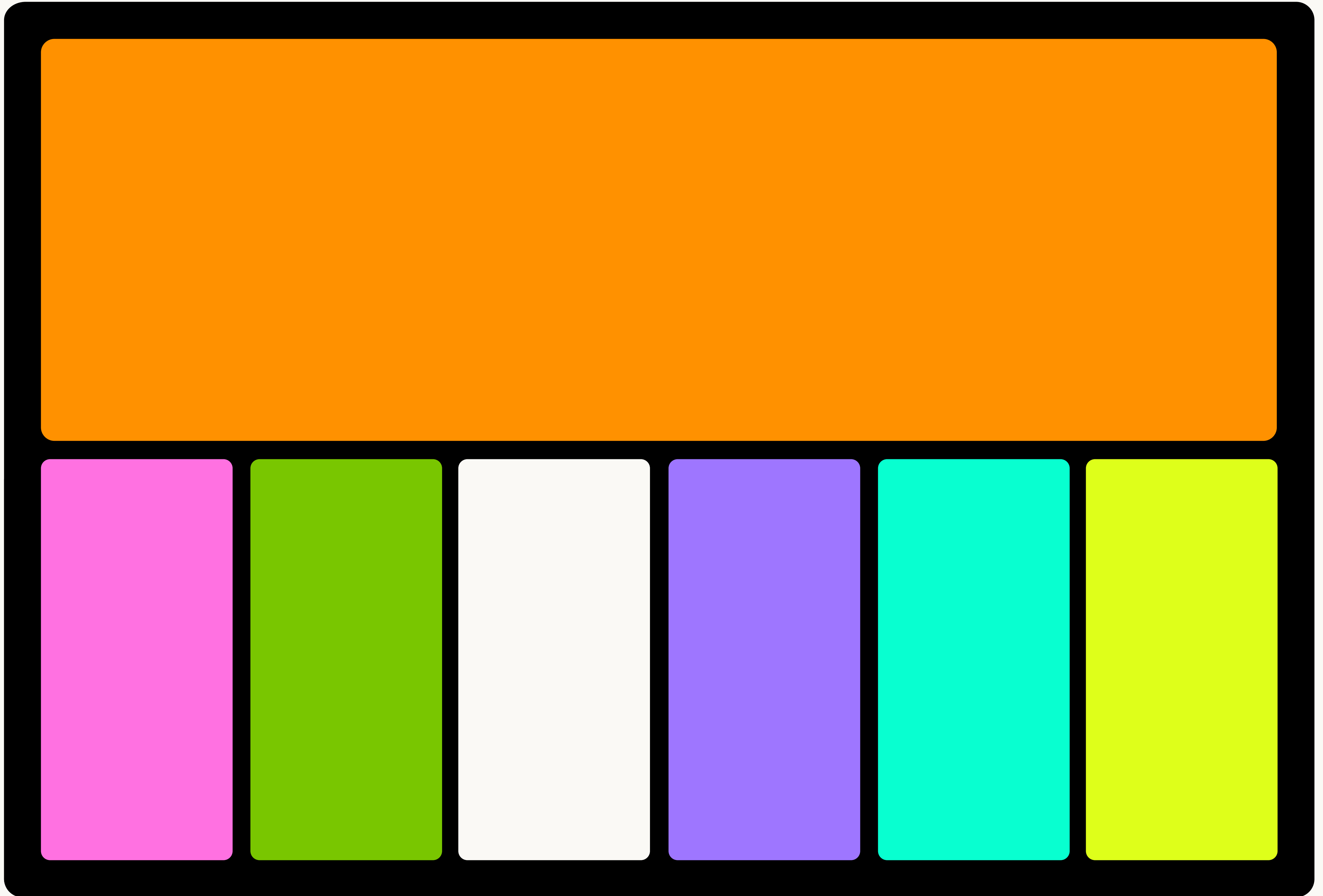
Colour combinations


Orange is the only shade that should be used on its own (not including black & off-white) For all other colour combinations, 3 or more colours should be used.



Colour hierarchy





Rootstock is built on Bitcoin. As such, orange is the core colour of the brand. Orange is supported by the secondary colours that build upon this palette. These secondary colours should be used equally, alongside the primary orange.



Rootstock 
@rootstock_official

Following

Think like
us? **Build**
with us.

21st Oct 2022




DIEGO.22 ZER

NIRK333 D8A300

LIRE

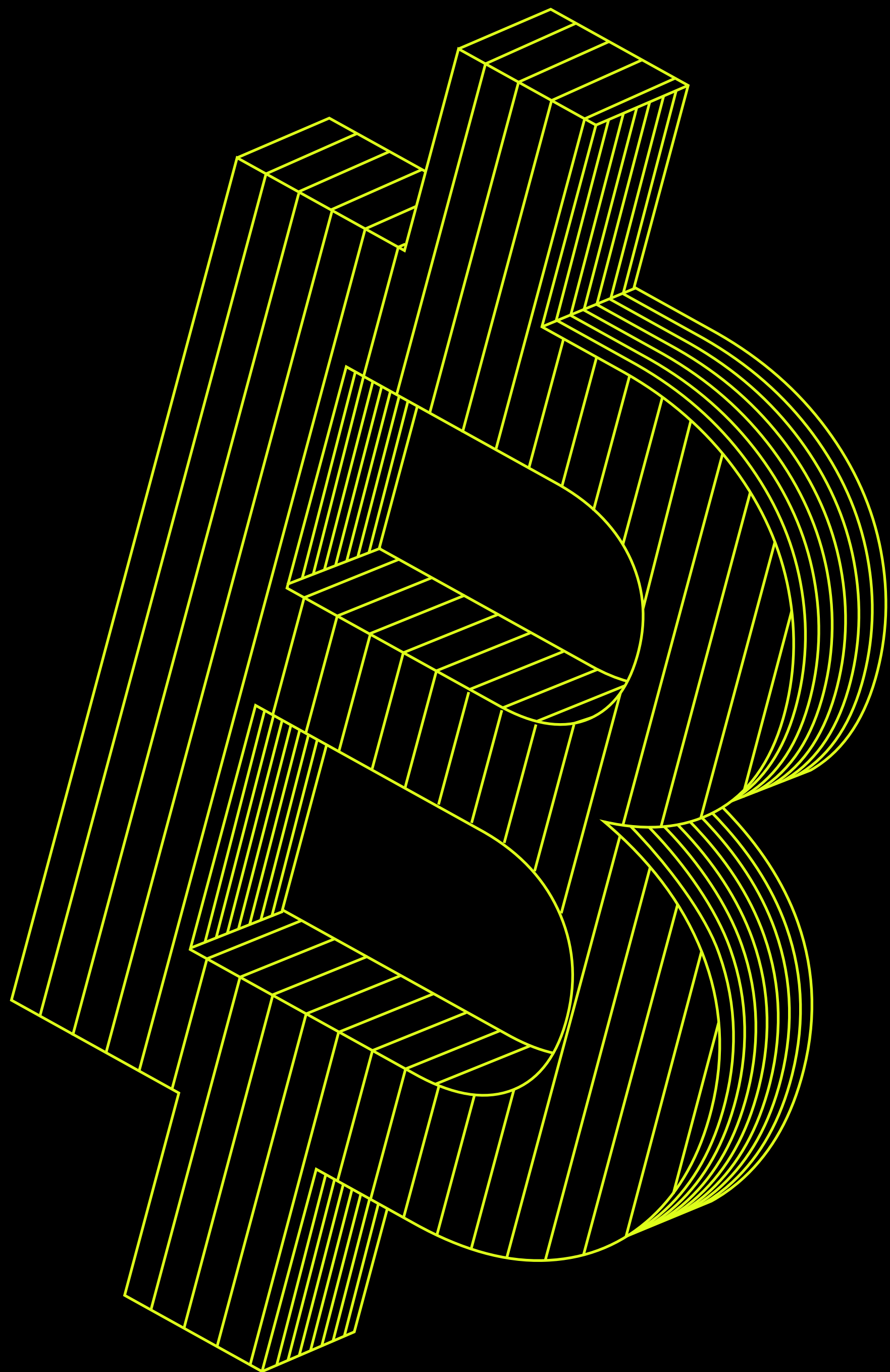
DIEGO.22 18J1

NIRK333 D8A300 PAL1

 Rootstock

Together we can grow DeFi for good.





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Build Bitcoin DeFi Wallets

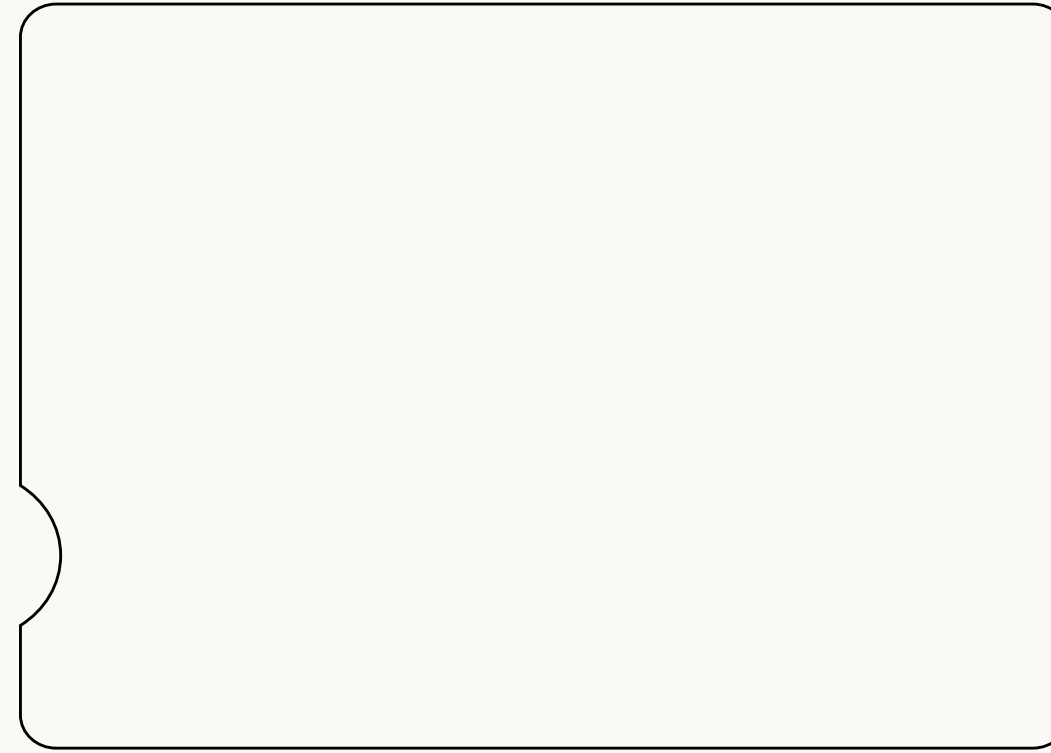
The text 'Build Bitcoin DeFi Wallets' is rendered in a large, bold, orange sans-serif font. The words are stacked vertically. Four line-art illustrations are integrated with the text: a Bitcoin block is positioned over the 'i' in 'Build'; a Bitcoin symbol is positioned to the right of 'Bitcoin'; a Bitcoin block is positioned to the left of 'DeFi'; and another Bitcoin block is positioned to the right of 'Wallets'. All illustrations are composed of fine, parallel lines.

Creating geometric illustration

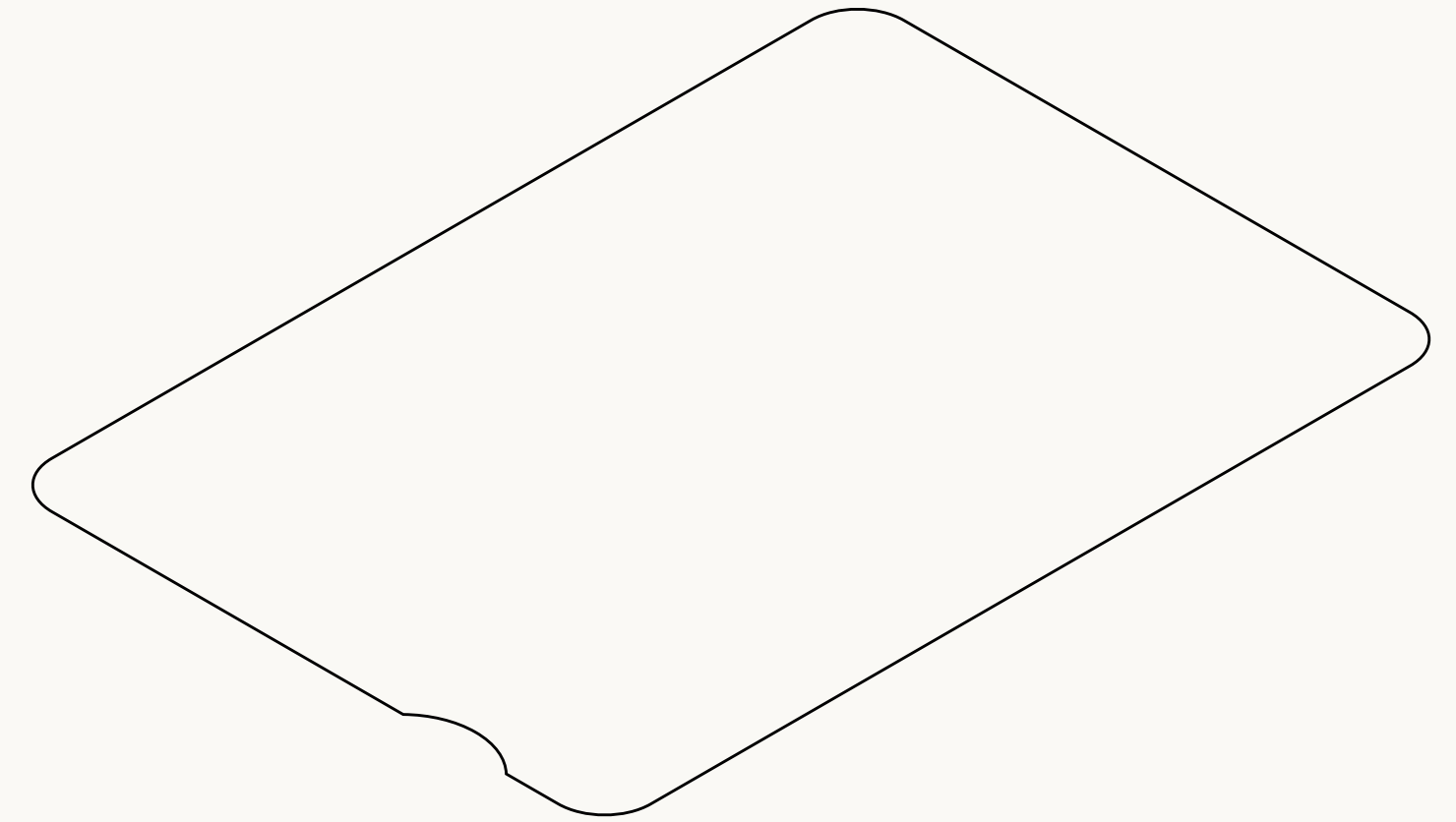
1. An outline of the illustration is created
2. The line work is skewed and rotated
3. Depth is added to the illustration
4. Line work that follows the shape of the object is added on top.

Illustration should feel inherently technical through the use of clean lines and simple geometry.

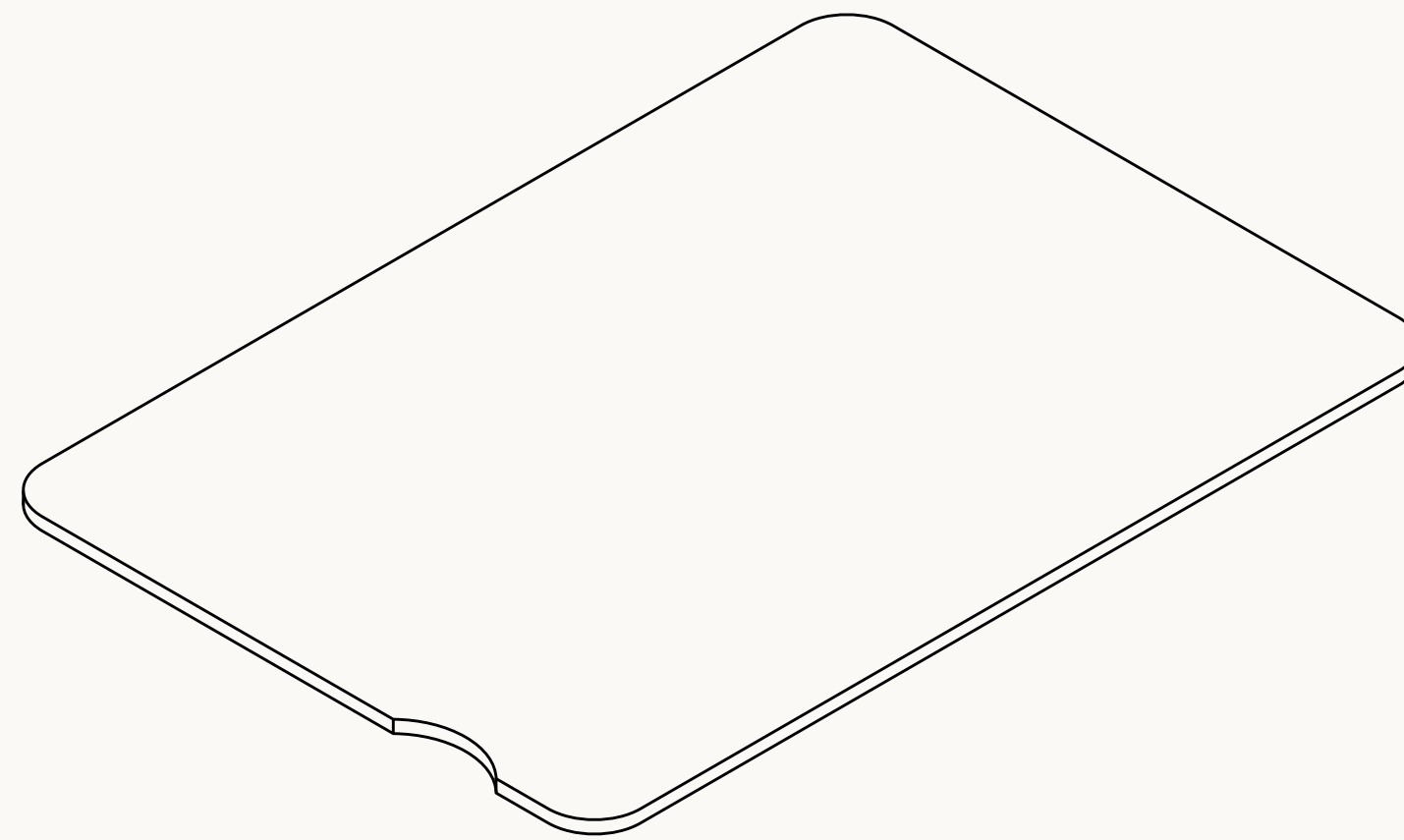
1



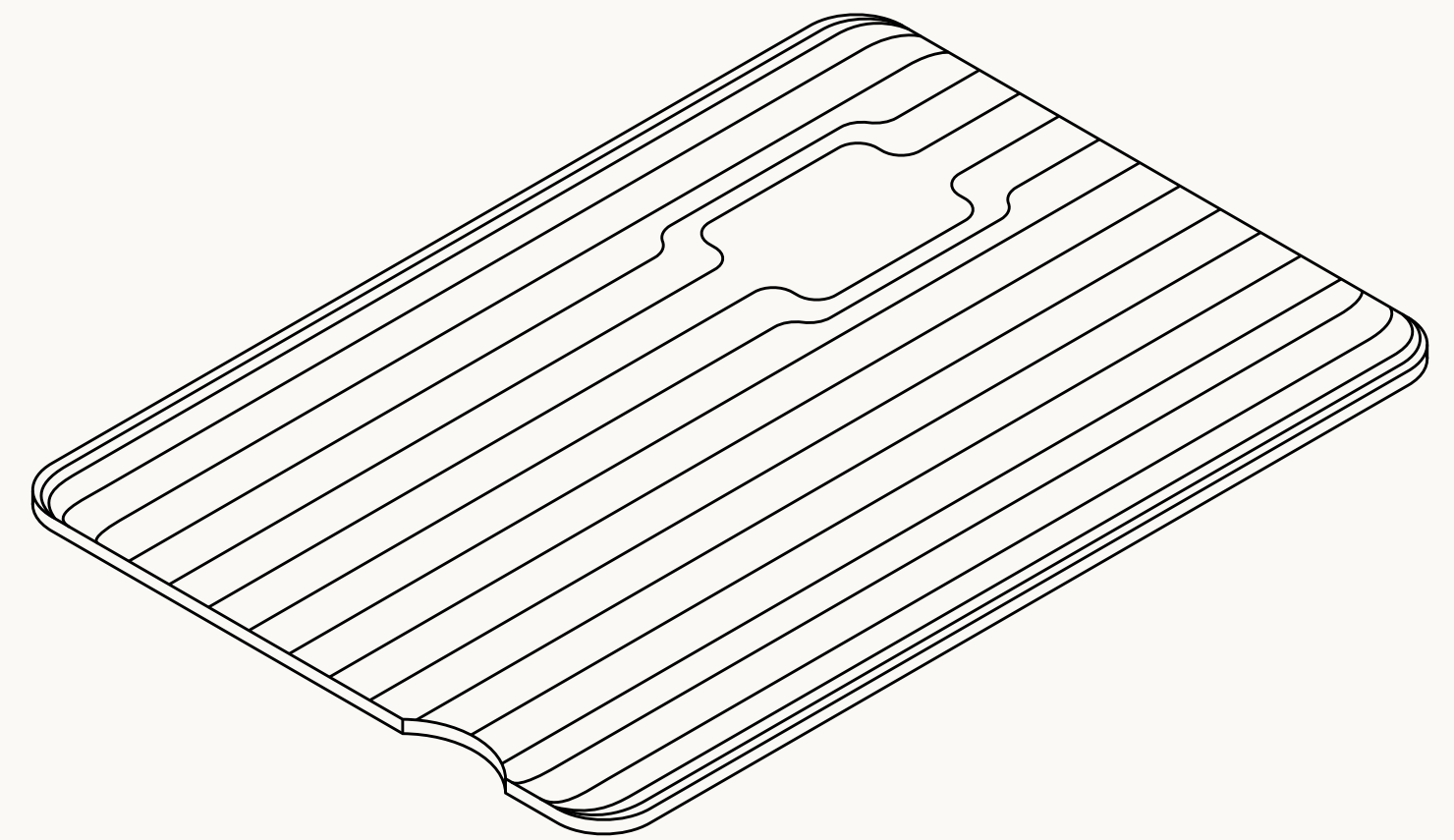
2



3



4



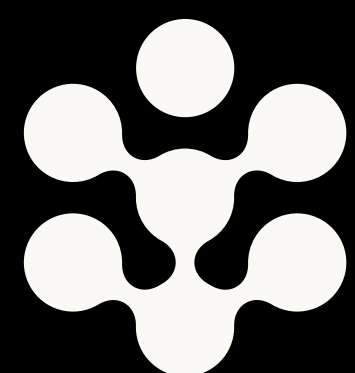
Taringa! is using

Rootstock to

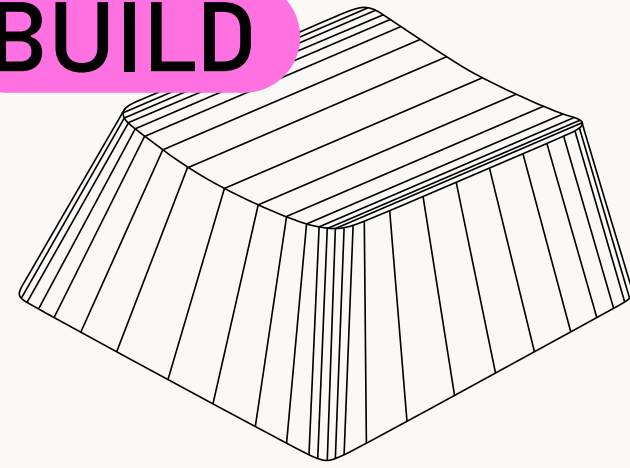
create Latin

America's

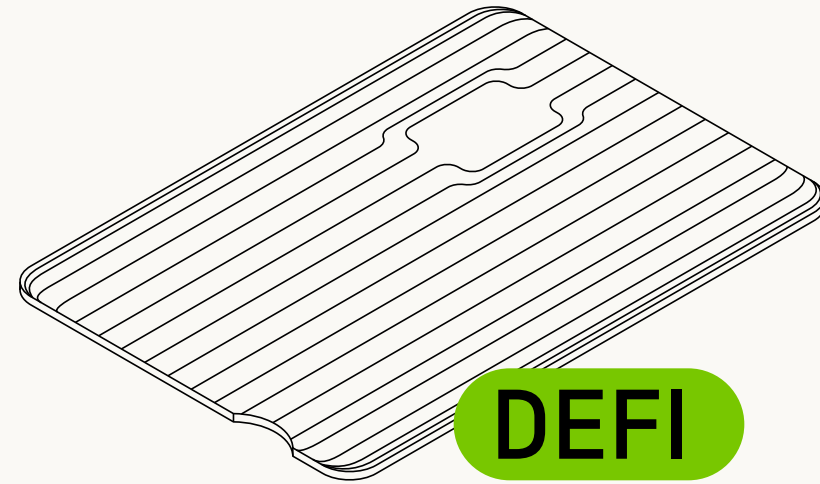
largest social network



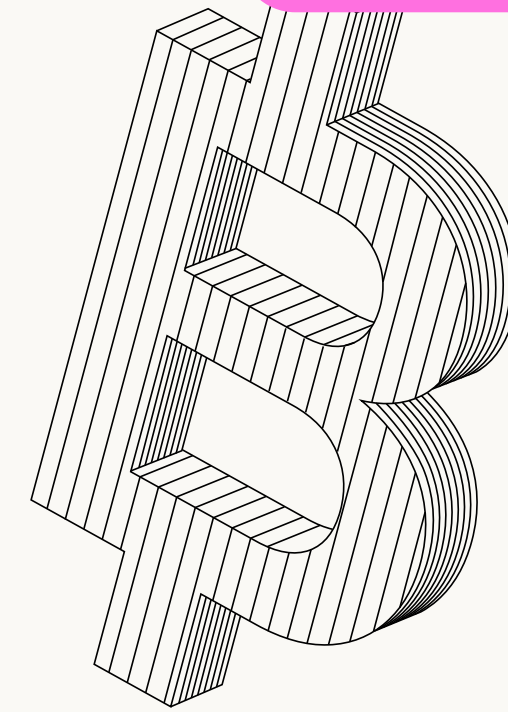
BUILD



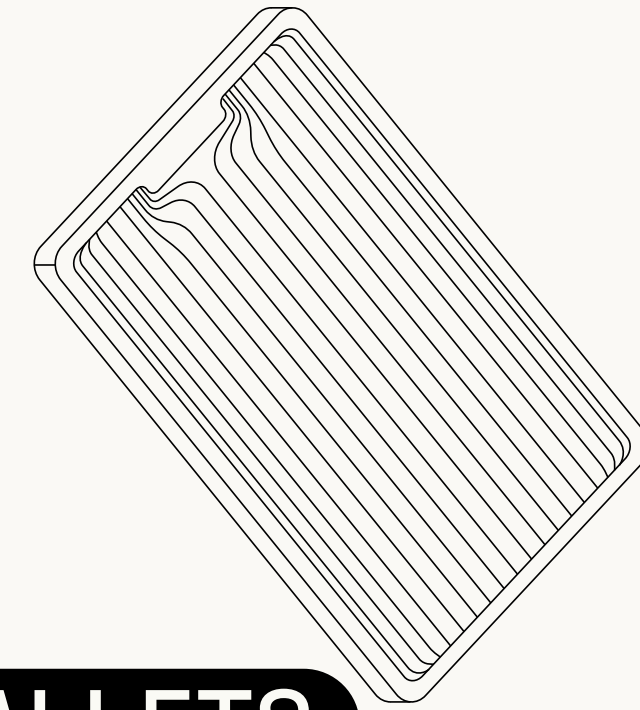
DEFI



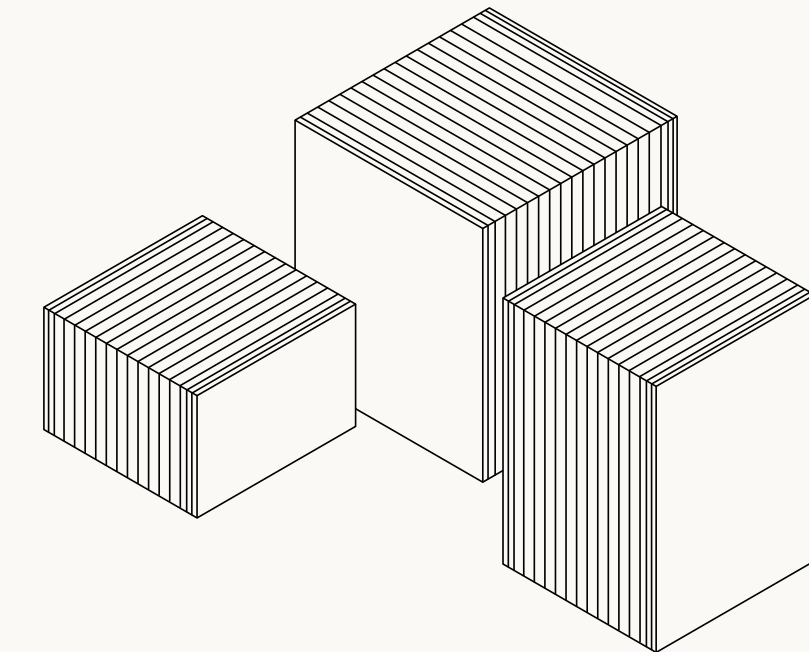
BITCOIN



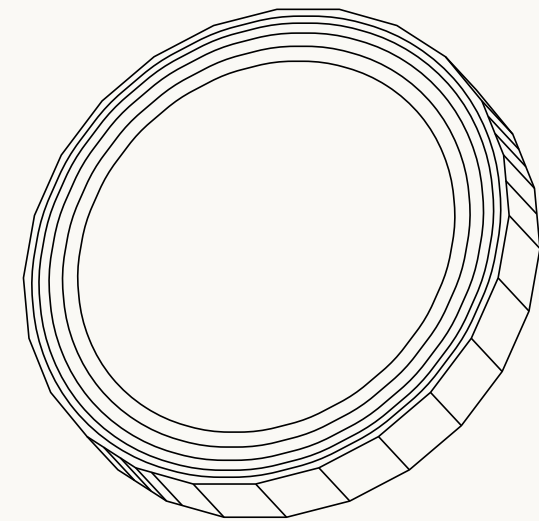
WALLETS



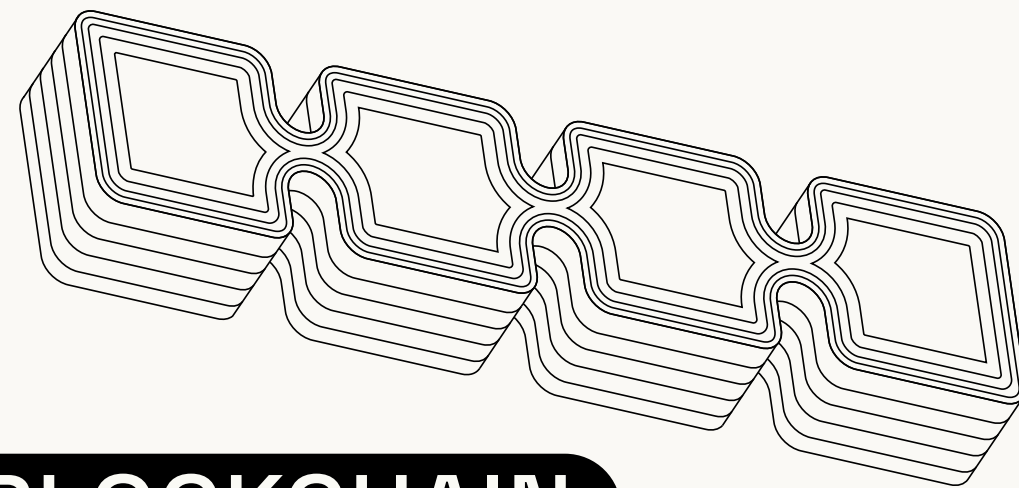
GROWTH



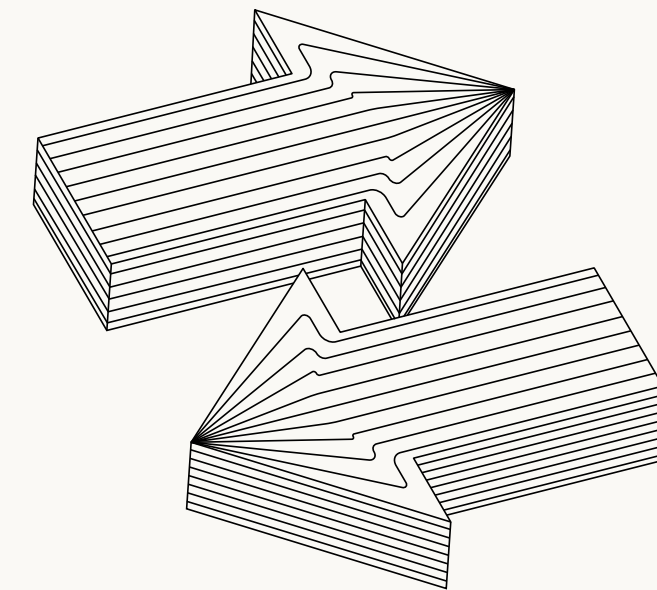
STABLECOIN



BLOCKCHAIN



LENDING





NIUS2

DIEGO.22

LIRE

THRE332

MAN

JK200EE

99KIN

CRYPTOI

NIRK333

ER12

D&A300

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Our tags

Tags are used throughout the Rootstock brand. They are a literal depiction of the users who build on Rootstock, alongside being useful digital wayfinding devices throughout the rest of the brand.

NIRK333



Spacing

Tag lozenges should be 120% the point size. The username/type should be spaced centrally in within the lozenge.

Example:
Type size: 15pt
Lozenge height: 18px



Spacing from text boxes

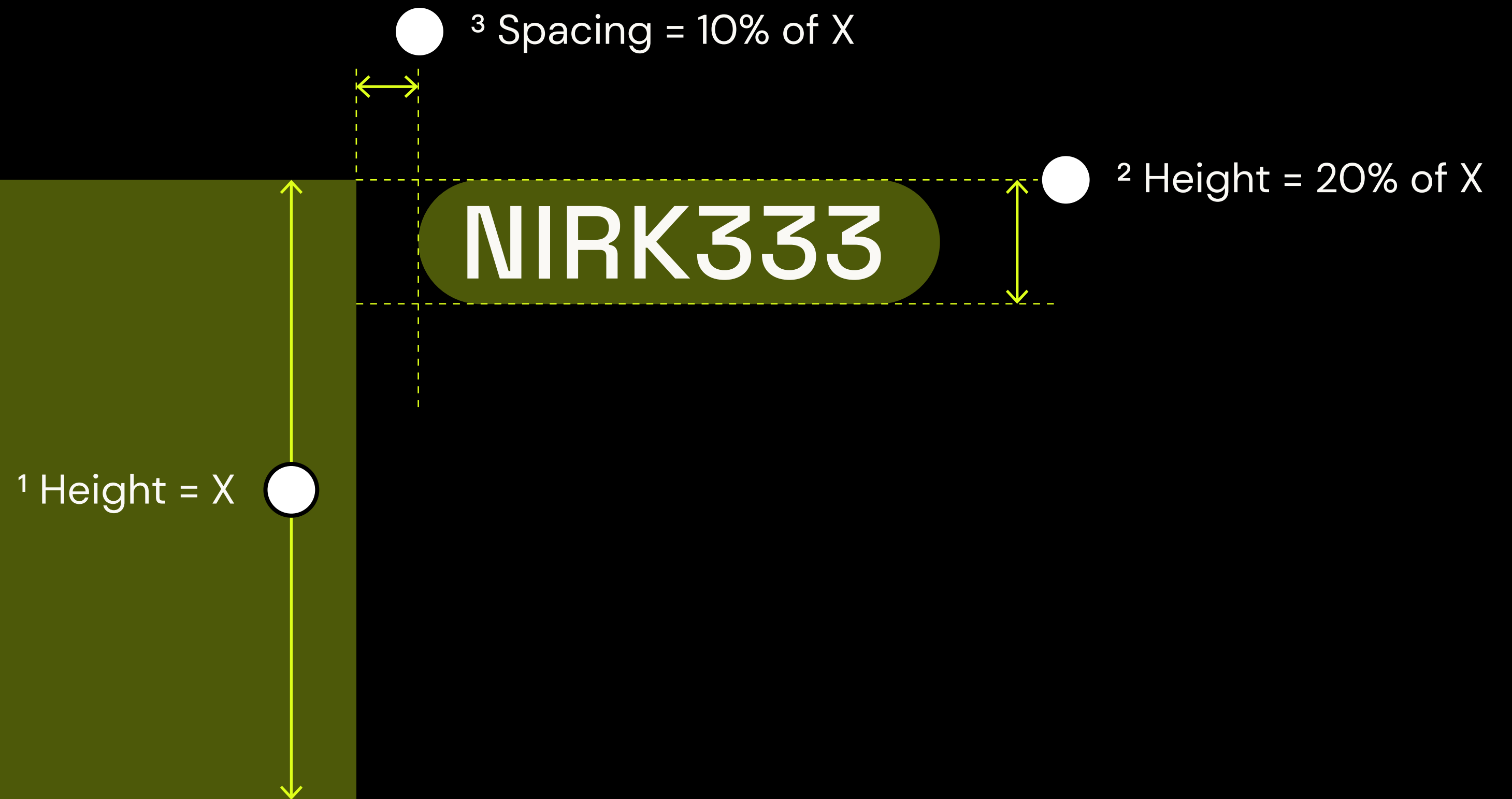
When using tags alongside editor-mode text, the following spacing should be applied:

Tag height should be 20% text box height.

Example:
Text box = 100px
Tag = 20px

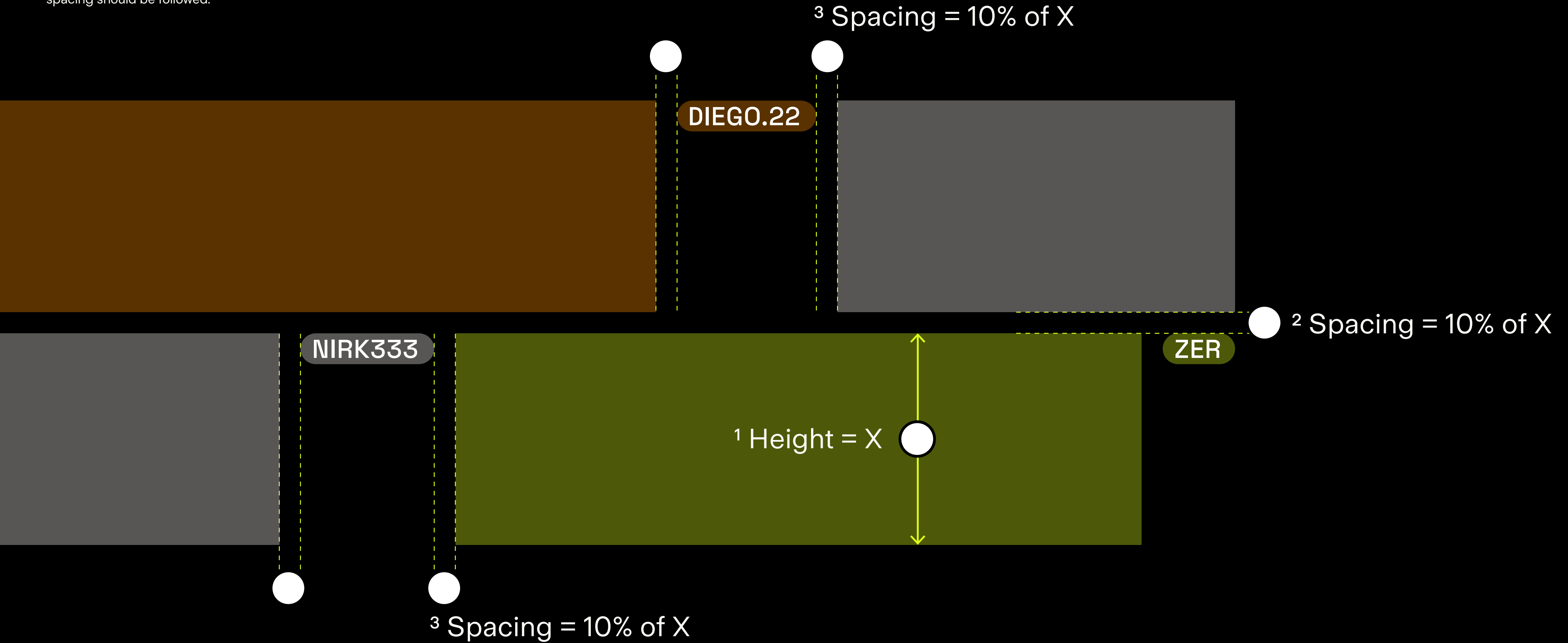
The space between text boxes and tags should be 10% text box height.

Example:
Text box = 100px
Spacing = 10px



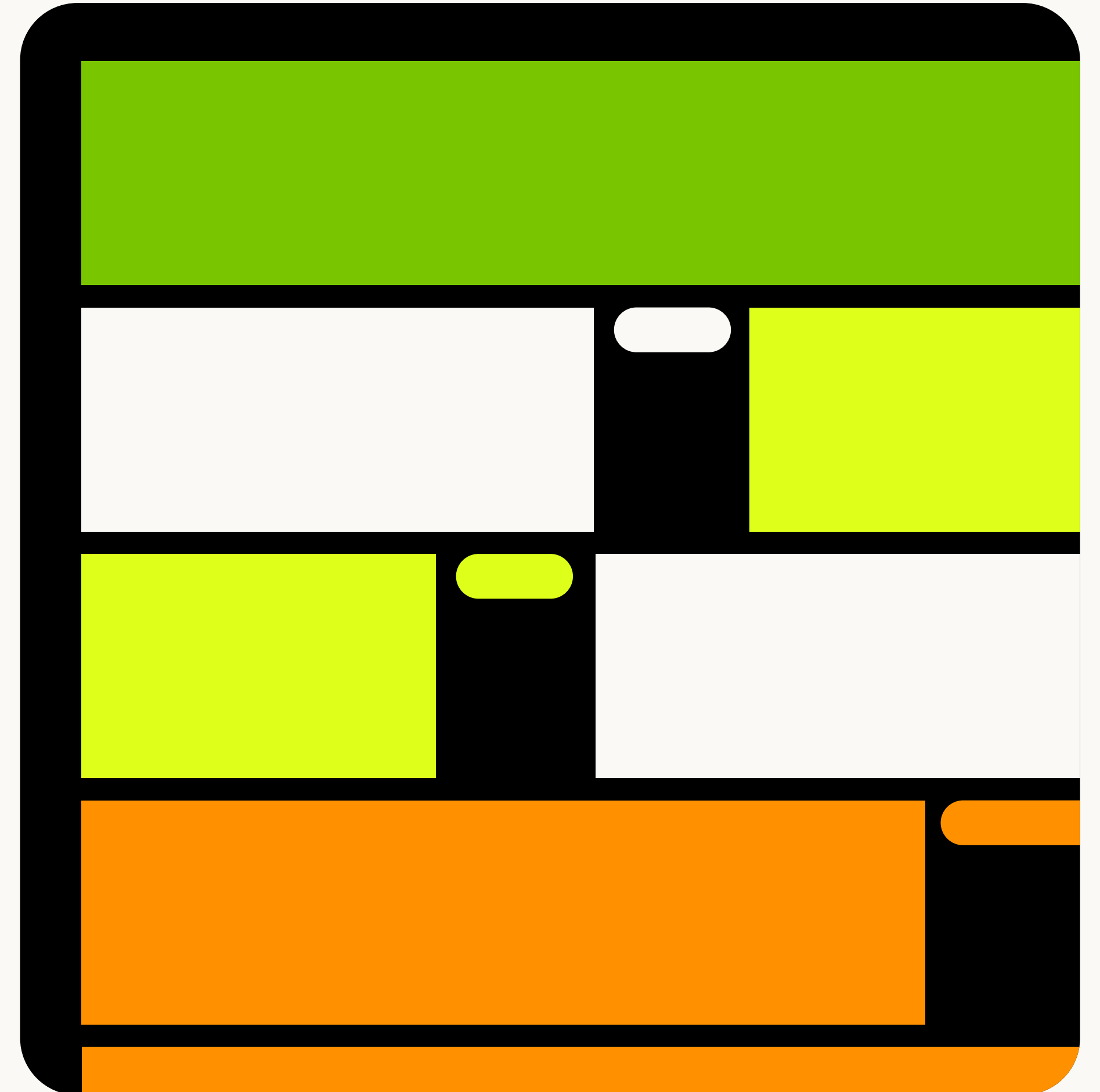
Spacing between text boxes

When using multiple tags to show multiple individuals from the community, their nametags can sit beside text. The following spacing should be followed:



Name tags and scaling

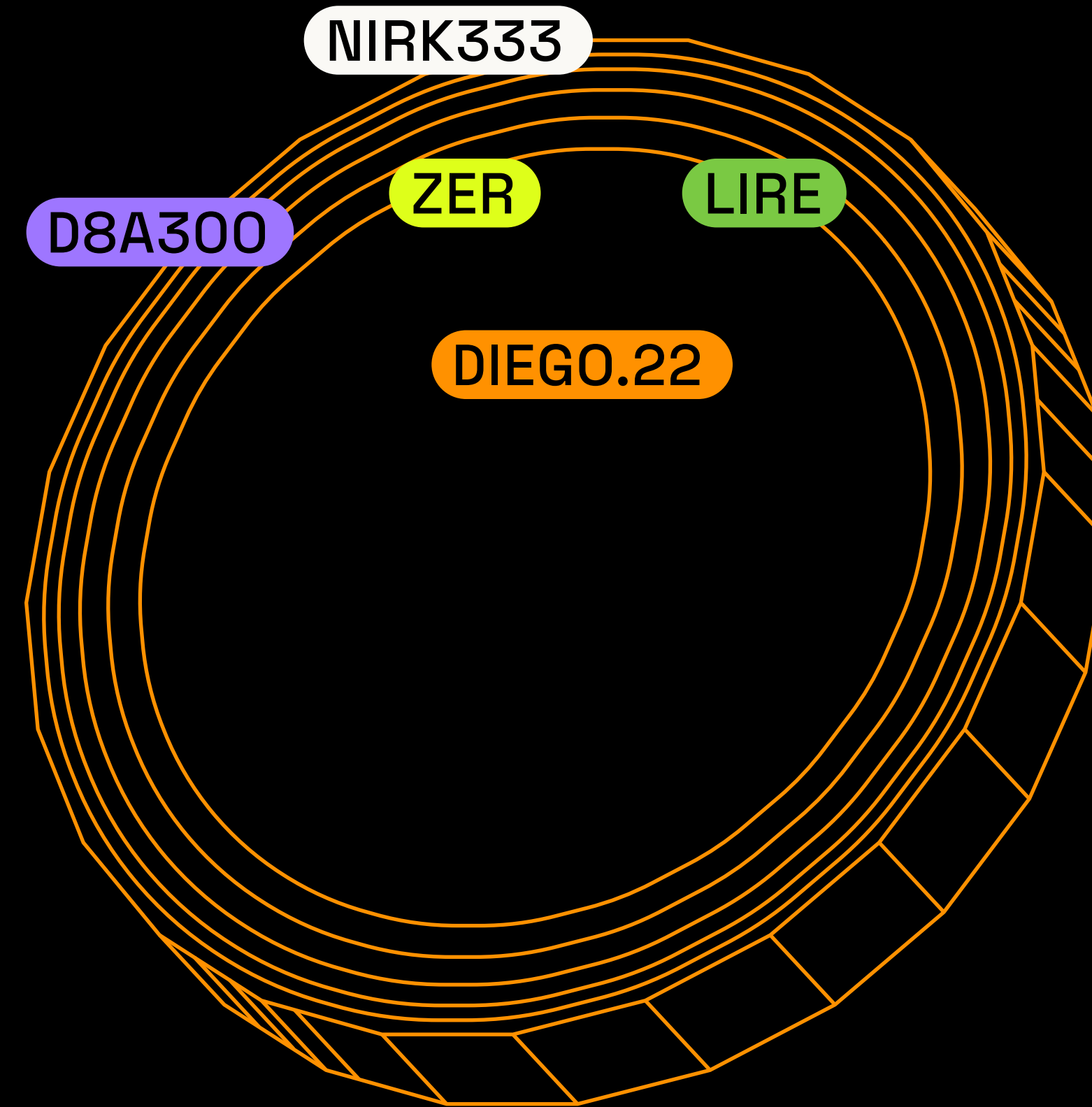
Using name tags is optional throughout communications. Name tags should be primarily used where typography is the main element of a composition to avoid visual clutter.



Micro-communities

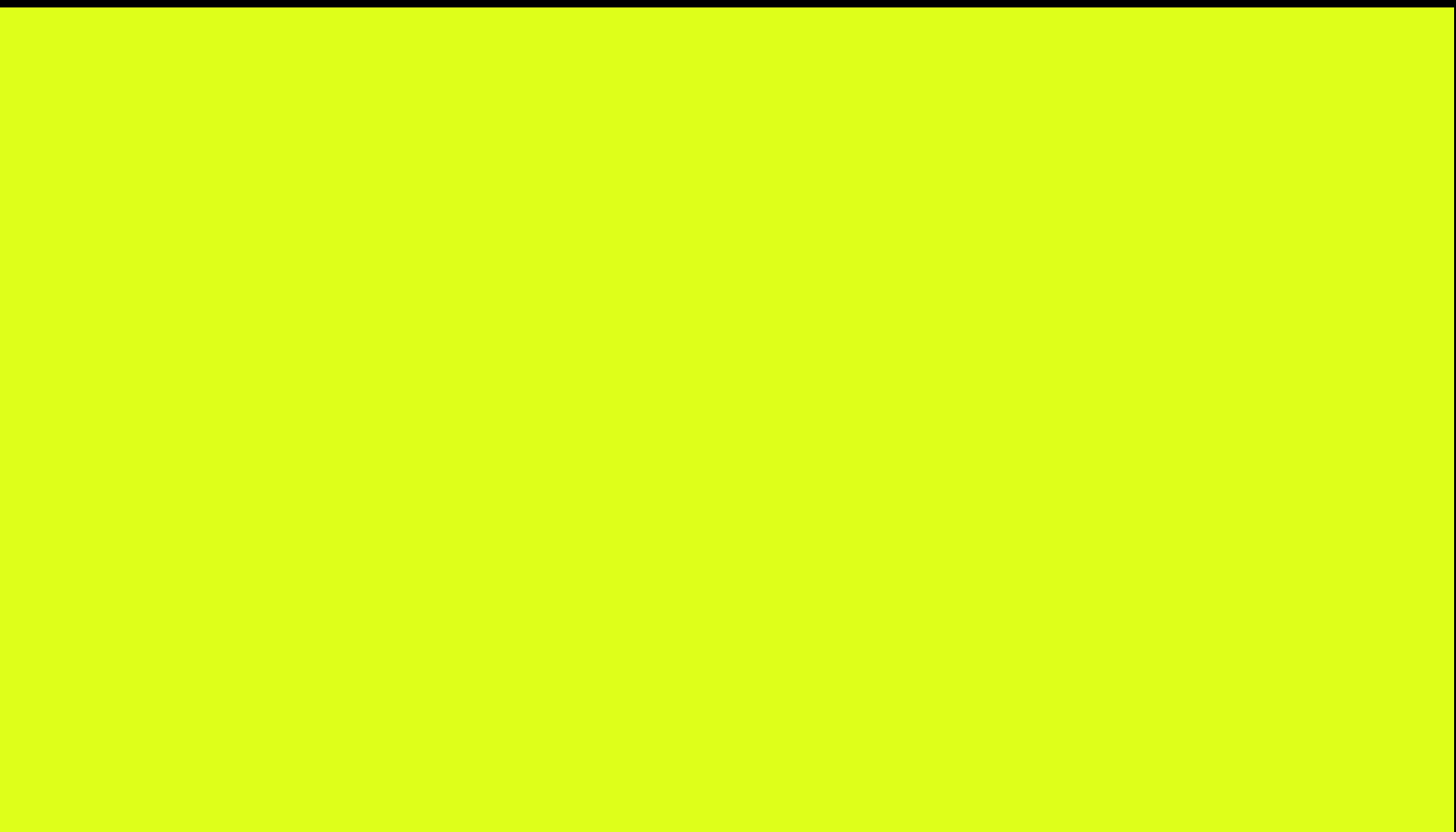
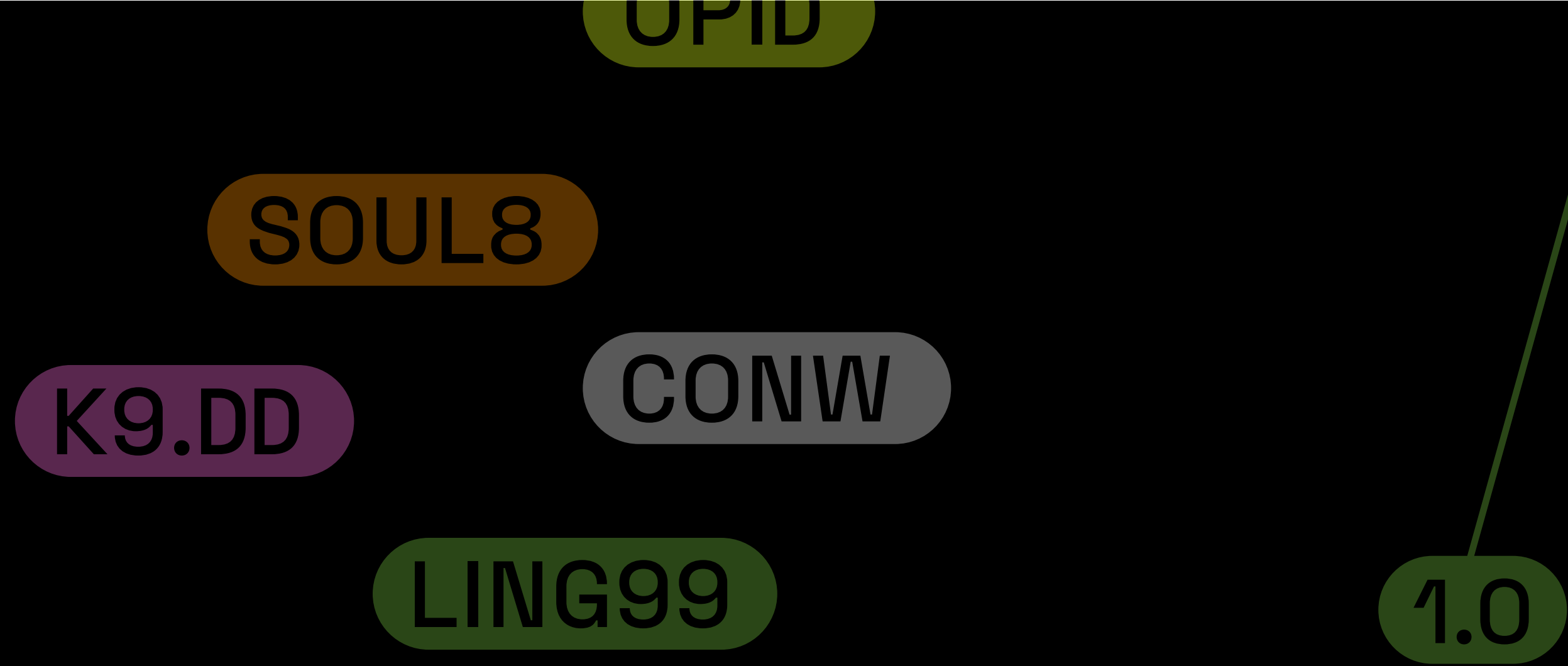
At the heart of Rootstock is the community. This community is expressed graphically by a collection of nametags. These are called Micro-communities.

Micro-communities can be used in a variety of compositions. They show the users who have worked (or are working) on any given project.



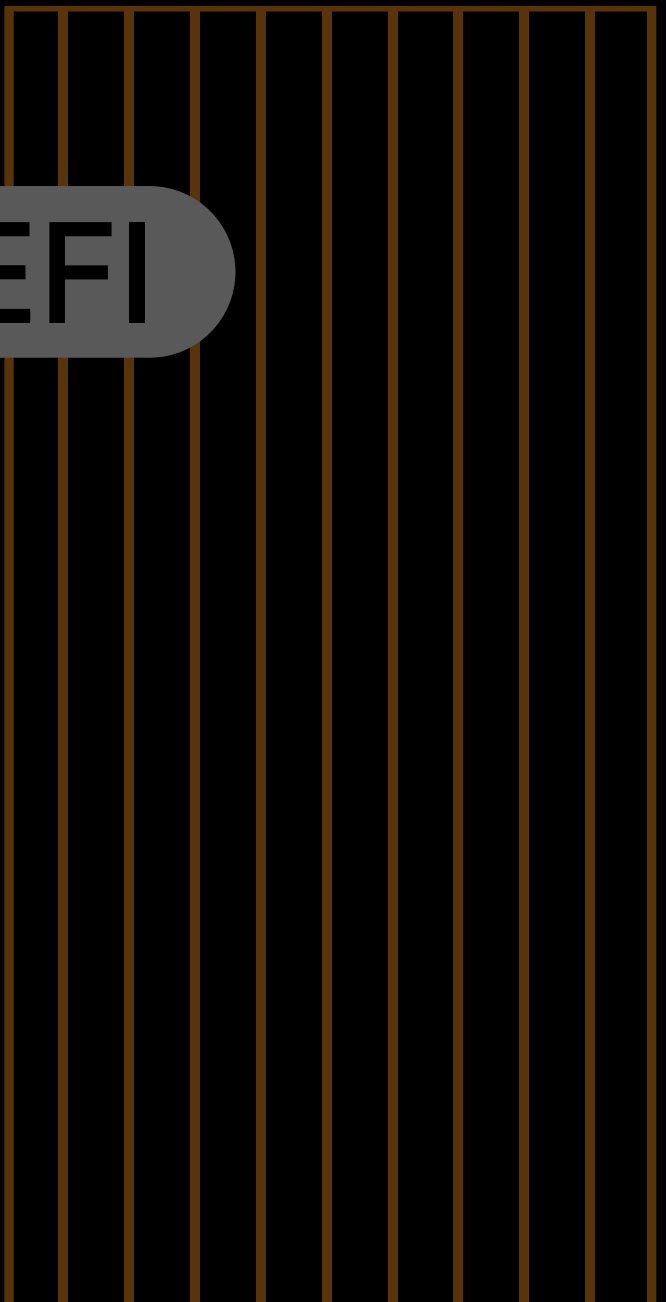
Using tags

There are four distinct use cases for tags.
The first is to show ownership of text.



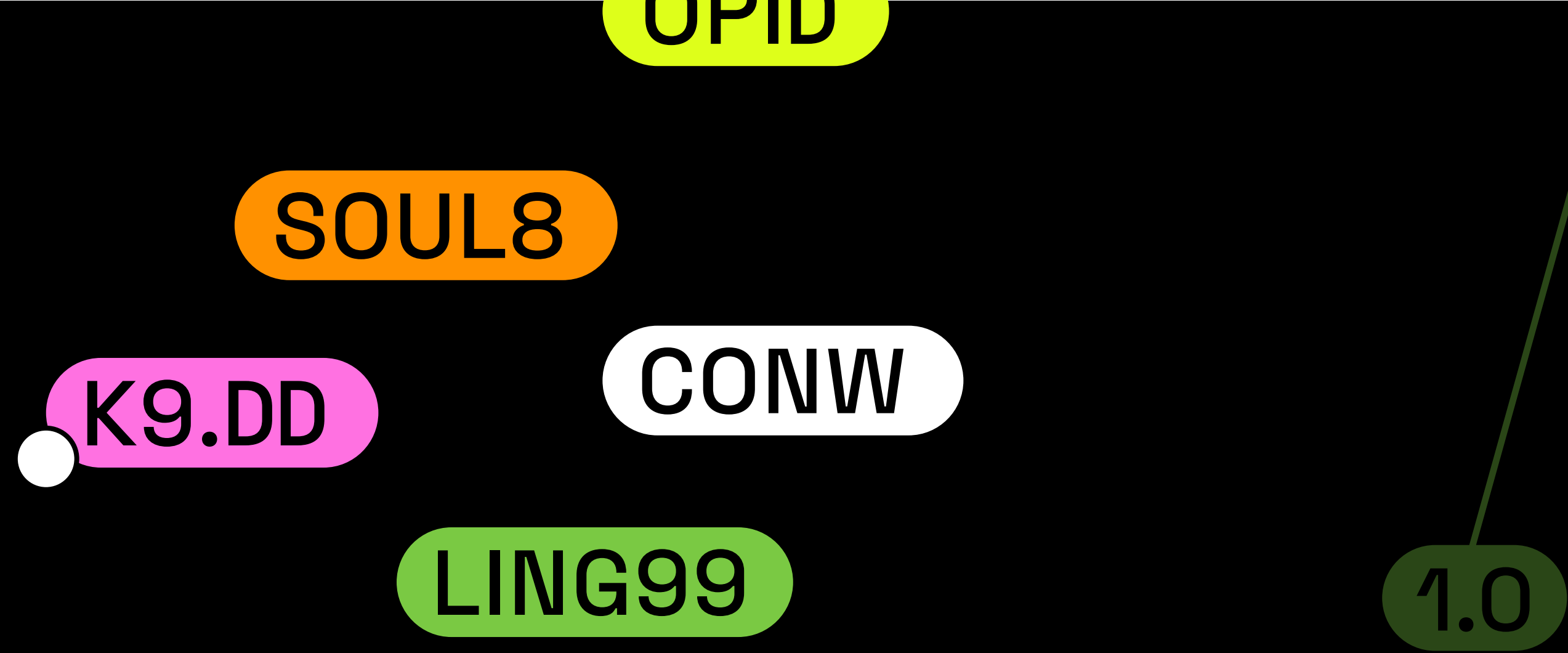
NIRK333

DEFI



Using tags

The second is to show micro-communities working together on Rootstock



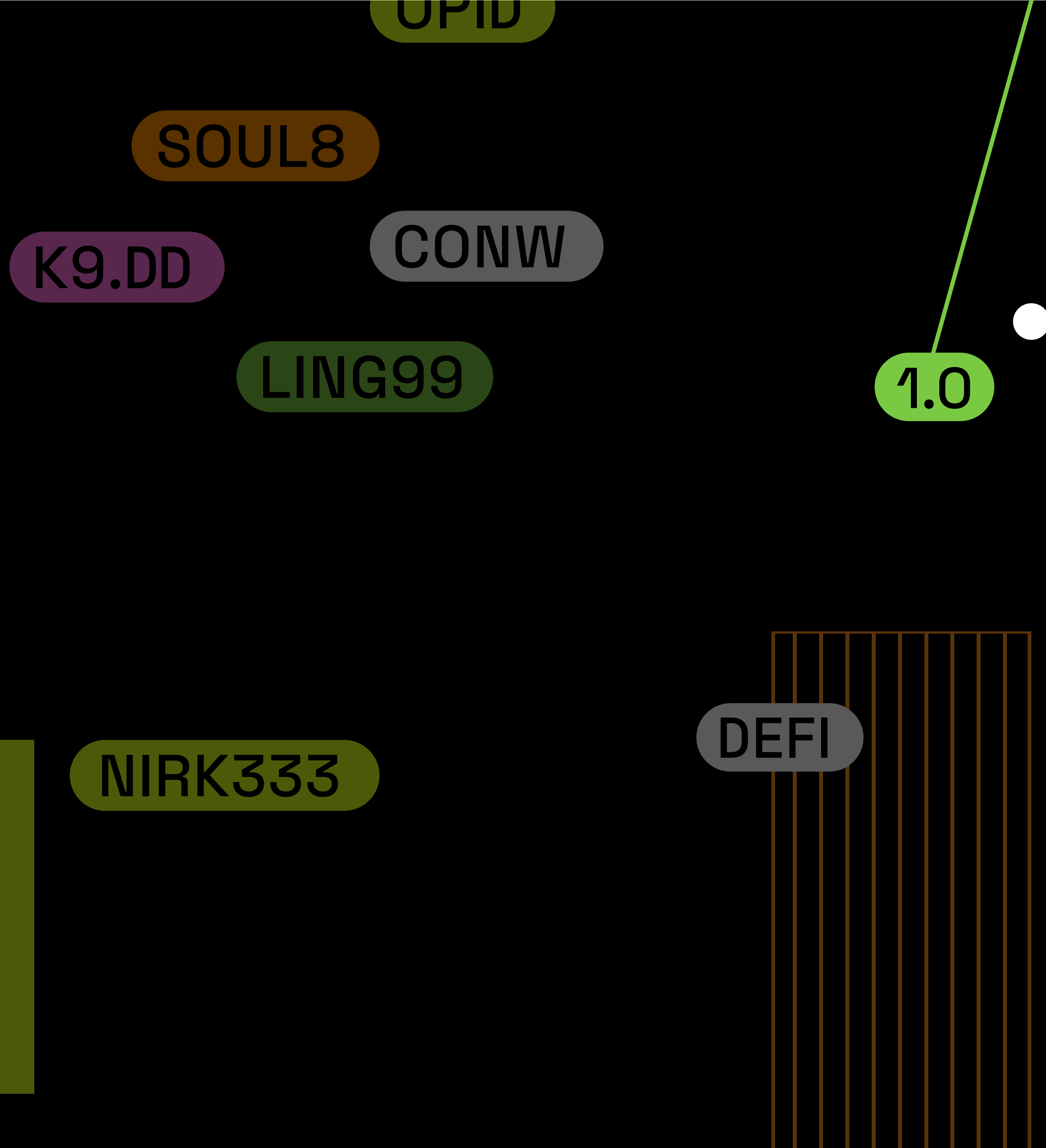
NIRK333

DEFI



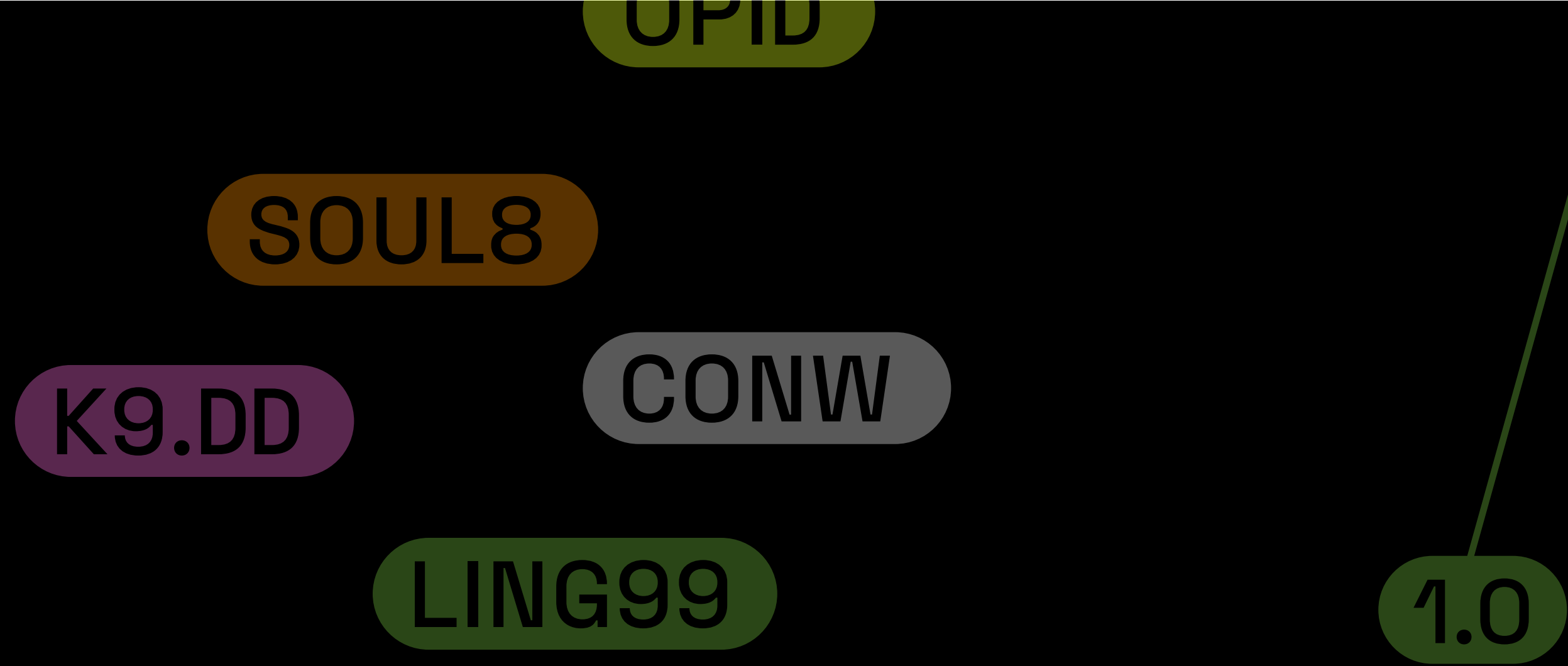
Using tags

The third is to pull information from a specific illustration/word. Words or numbers can be used in these tags.

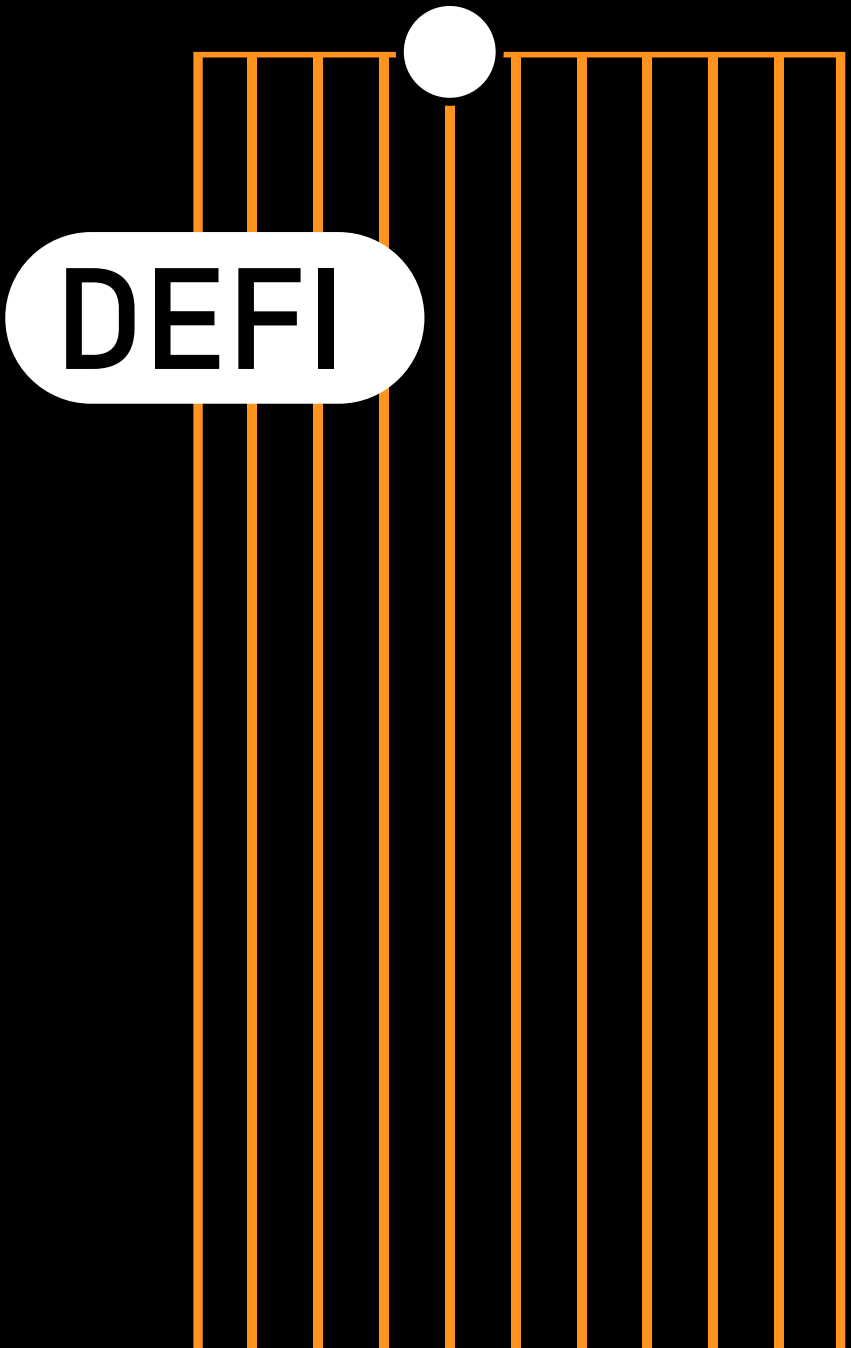


Using tags

The final use for tags is as additional information points. These can be used on graphs, diagrams and other places where informational text is needed.



NIRK333



rootstock

Build for billions

K9.DD

J.R

NIRK3

NI1111

DIEGO.22

IRE

D.Y

OPID

EOHLL99

D8A30

KALMIN

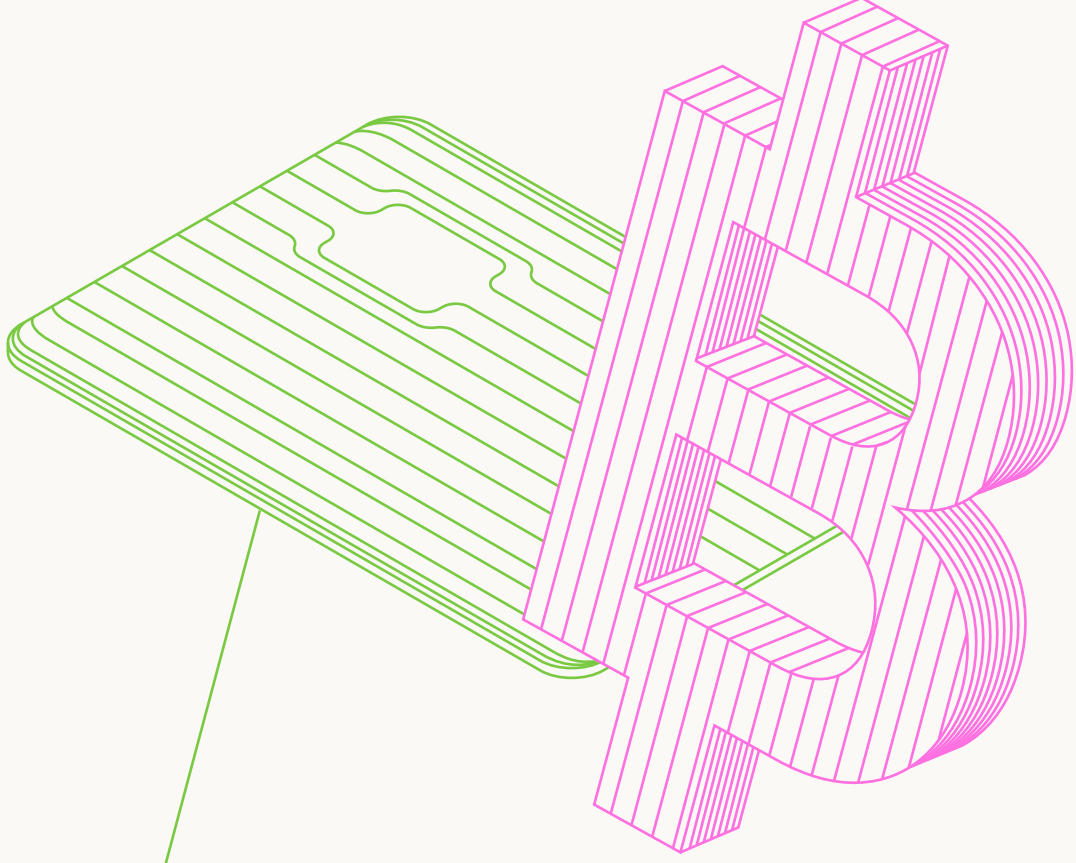
NW

FYTUR

LING99

heart, comment, share, bookmark icons

rootstock

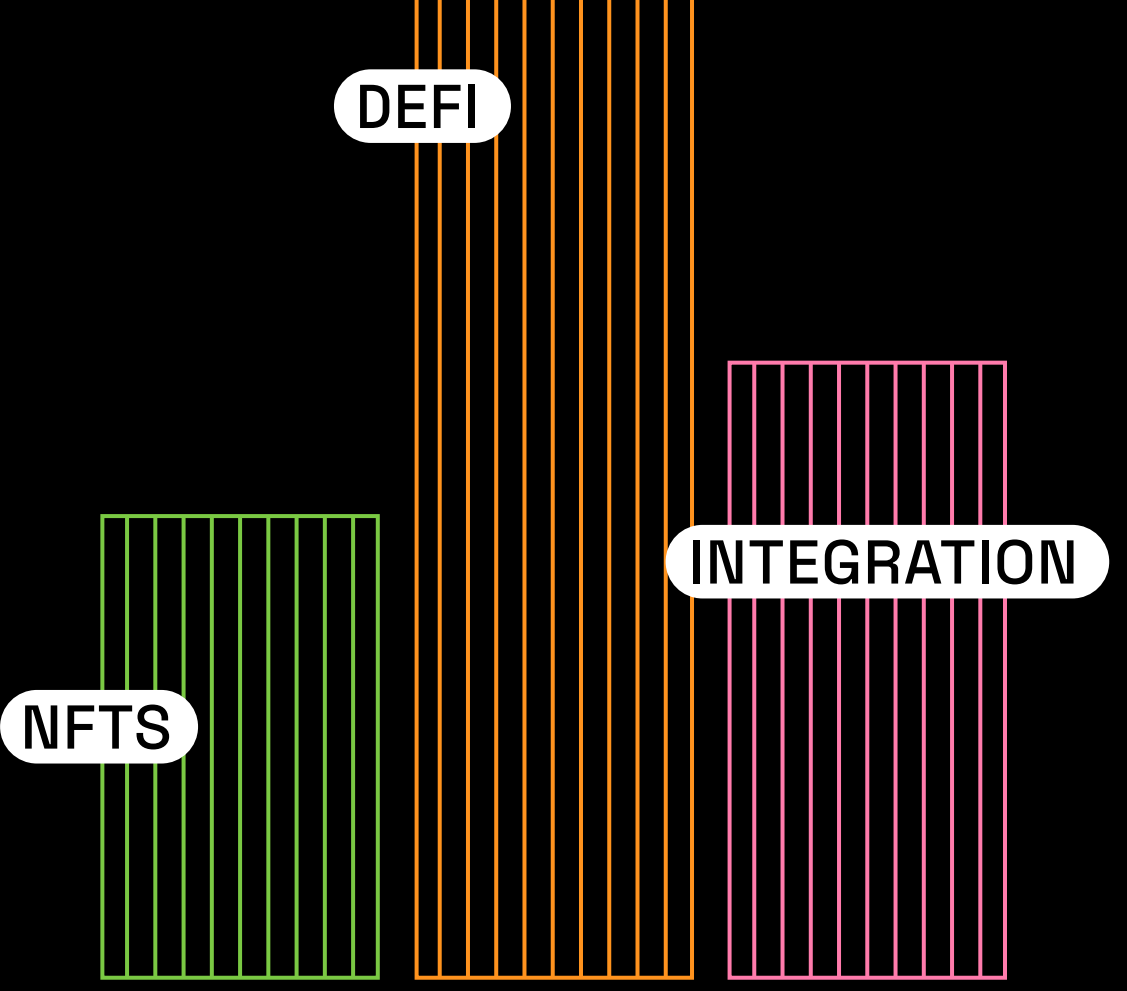


1.0 From building a bank from scratch to setting up your very own NFT marketplace, Rootstock is the smart contract platform bursting with possibilities.

heart, comment, share, bookmark icons

rootstock

Trending topics in the Rootstock community



| Topic | Relative Trending Score |
|-------------|-------------------------|
| NFTS | Low |
| DEFI | High |
| INTEGRATION | Medium |

heart, comment, share, bookmark icons



01 **Introduction**

02 **Tone of voice**

03 **Logo**

04 **Typography**

05 **Colour**

06 **Illustration**

07 **Nametags**

08 **Brand in use**

The billboard features a black background with several horizontal bars of different colors and lengths. The bars are arranged in a staggered, overlapping fashion. The colors used include orange, green, white, cyan, yellow, purple, and pink. Small text labels are placed near the bars, including "DIEGO.22", "ZER", "NIRK333", "D8A300", "LIRE", "18J1", and "PAL1".

Rootstock

Together we can grow DeFi for good.



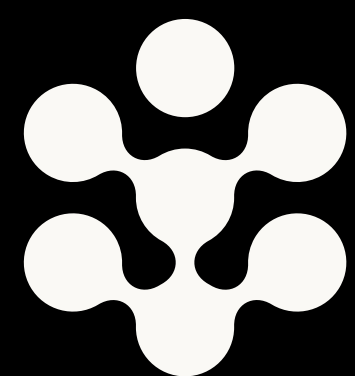
Taringa! is using

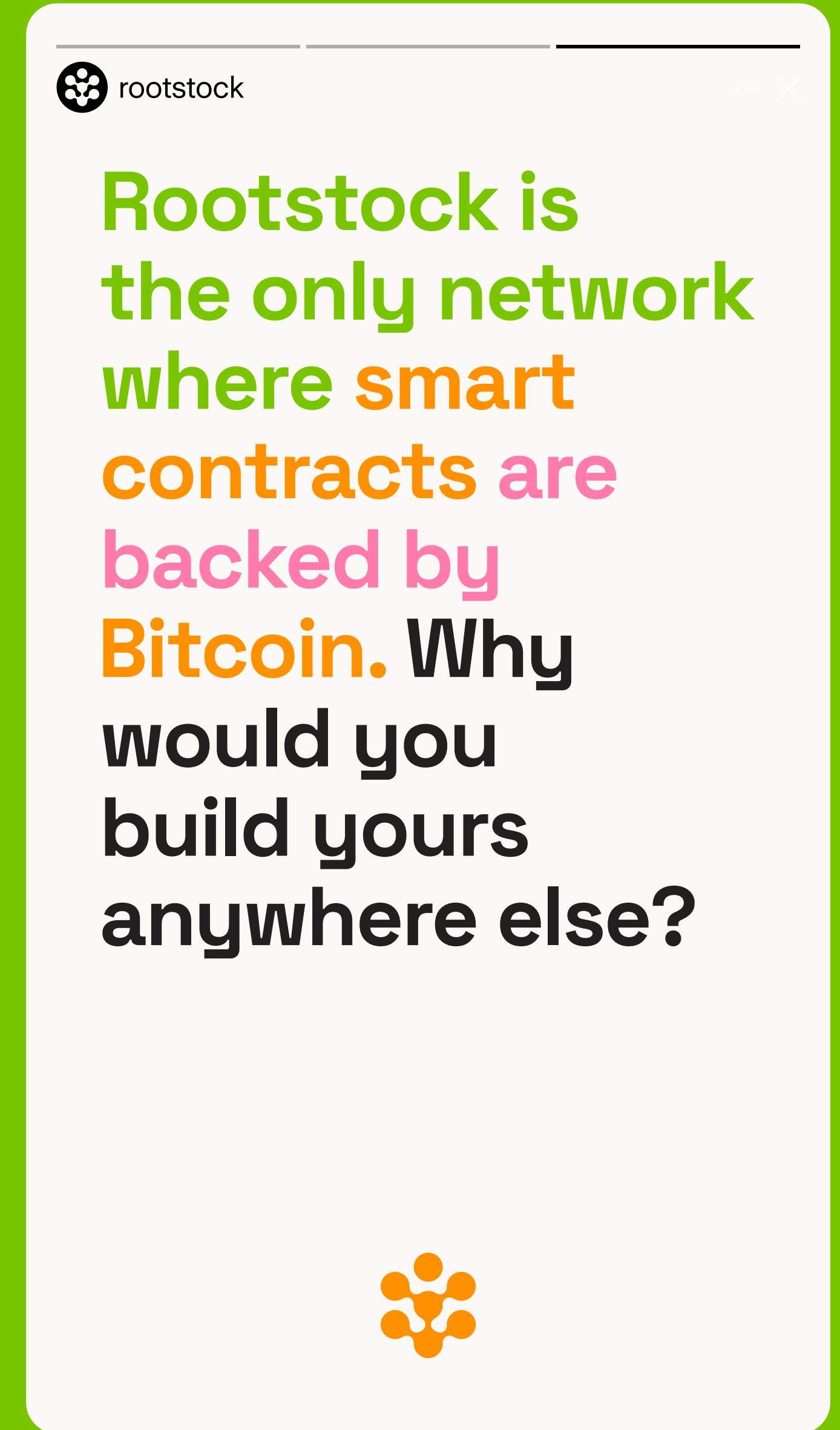
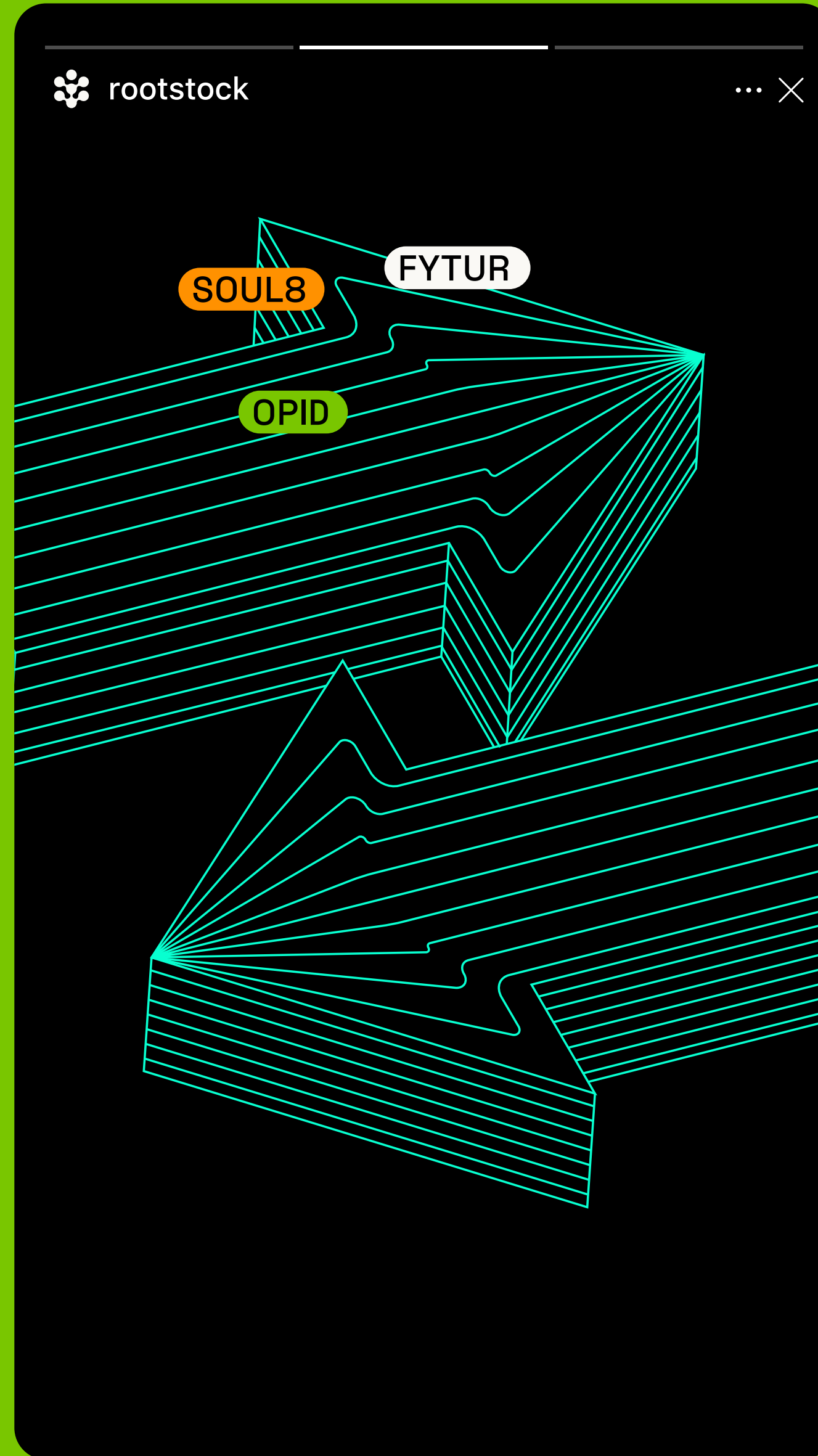
Rootstock to

create Latin

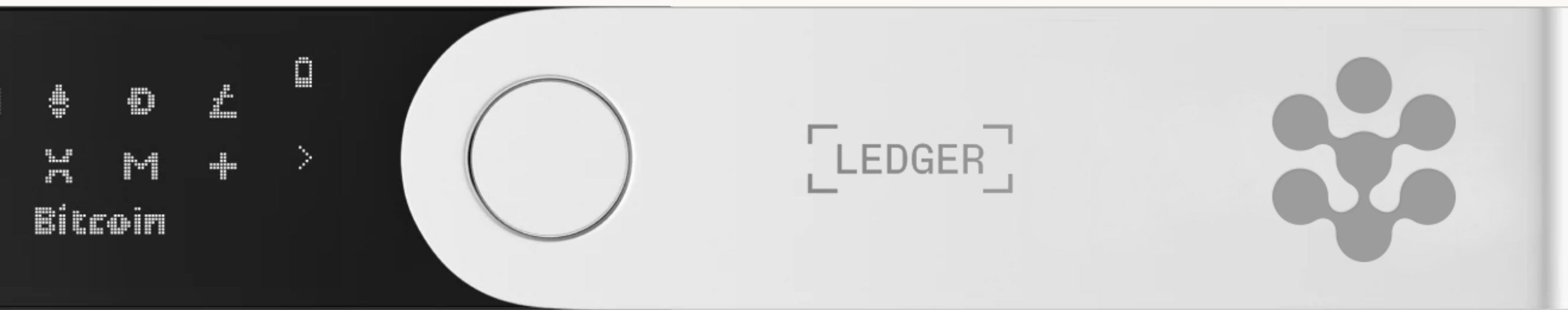
America's

largest social network









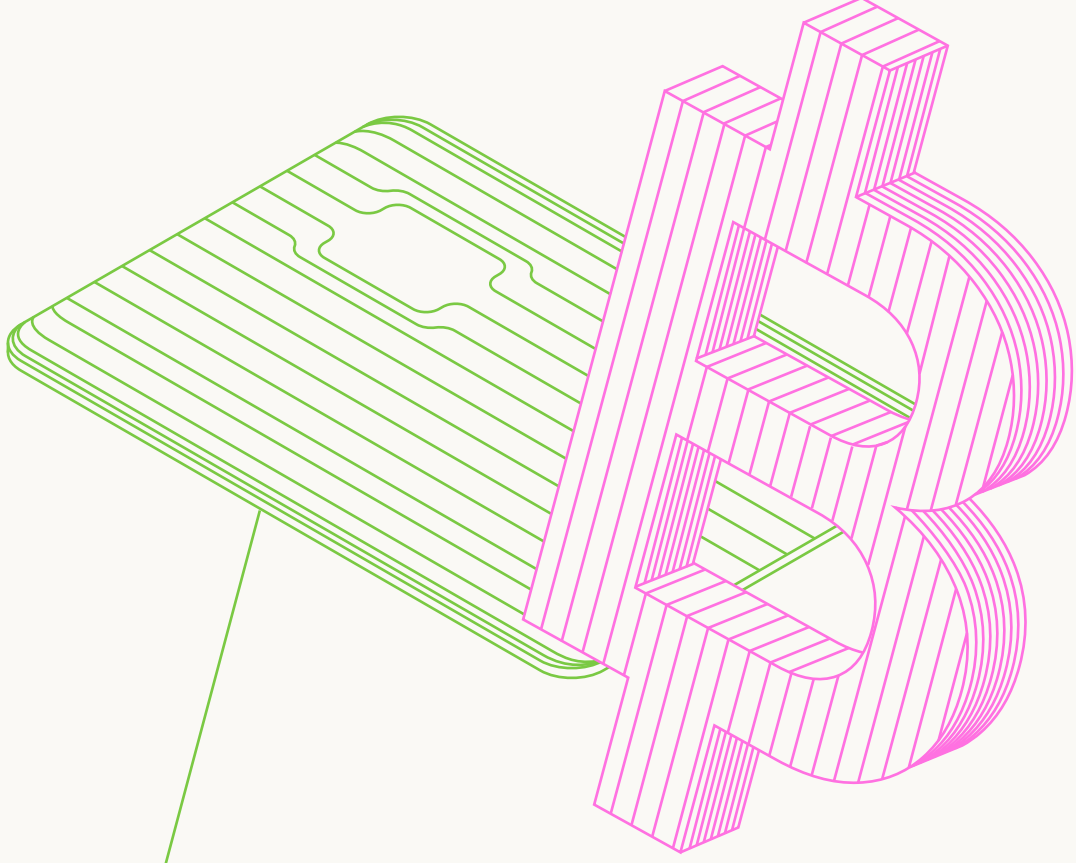
rootstock

Build for billions

K9.DD J.R N11111 N1R3 DIEGO.22 IRE D.Y OPID EOHLL99 D8A30 KALMIN NW FYTUR LING99

rootstock

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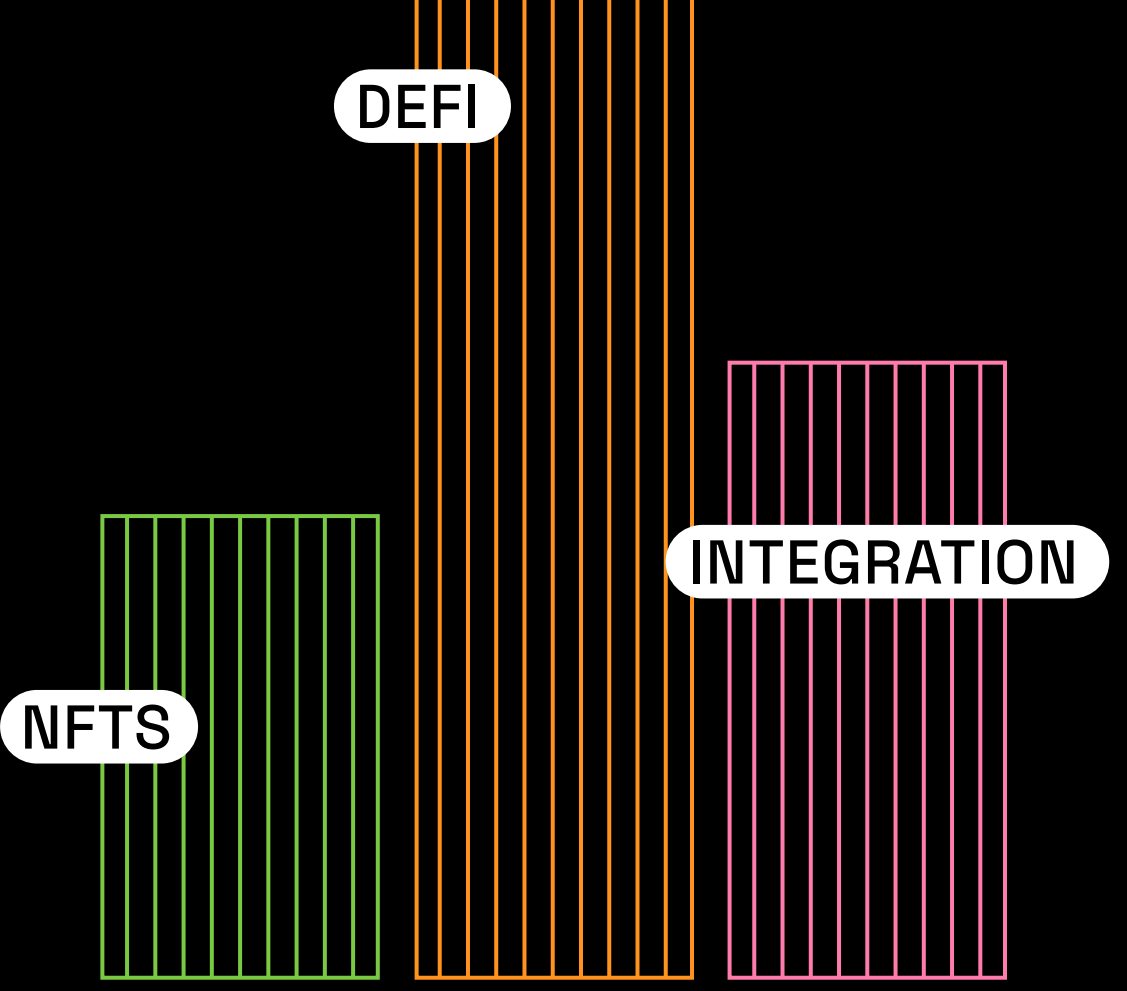


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Trending topics in the Rootstock community



NFTS DEFI INTEGRATION

rootstock



Use

Develop

Integrate



Community

Blog

English

Meet the dApps built on Bitcoin

1.0 TROPYKUS

Tropykus is a DeFi for Bitcoin platform built to help Latin Americans save more money and access fairer loans.

[Check it out](#)

2.0 LIQUALITY

Liquidity is the first multi-chain browser extension wallet that offers a secure way to swap cryptocurrencies between BTC, DAI, and ETH with minimal risk and fees.

[Take a look](#)









Harder

Better **Faster**

Stronger

Harder for governments to control.
Better scalability. Faster transactions.
Stronger network.

Join us





Build together.

JK200EE

THRE332

CALMAN

JENIUS2

Grow together.

LIRE

NIRK333

D8A300

**Be a force for
good together.**

ER12

DIEGO

CRYPTOI

99KIN

 **Rootstock**

Join us at the Latin
American Bitcoin &
Blockchain Conference

October 22, 2022
Buenos Aires,
Argentina



Thank



V1.0 2022

you