

# PosciDonDAO

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Brand Book

Version 1.2

# Introduction & Mission Statement

Scientific discoveries impact everyone. While scientists work to progress breakthroughs, people will be a part of these breakthroughs. Through PoSciDonDAO, we give people the power to contribute to science. Anyone can join PoSciDonDAO and help support and finance new personalised medicine research. Our mission is to make the funding process for scientific research decentralized, democratized and non-discriminatory.

# Brand Values

## Decentralization

We believe that everyone has a voice and can contribute. We believe in distributed authority rather than one single authority.

## Democratization

We aim for an accessible and inclusive DAO. Anyone can be a participant.

## Non-discrimination

We treat everyone fairly and equally and are free of any prejudice.

## Transparency

We are open, honest and willing to share information with everyone. We want everyone to be able to understand our mission.

## Unity

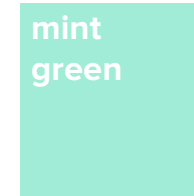
We believe in solidarity, a sense of oneness and harmony. We have a shared purpose among diverse elements, creating a collective strength or completeness

# Core Palette

The brand's core colors are inspired by the ocean and nature.



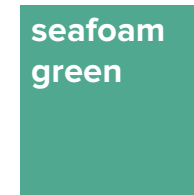
**HEX** #0b1deeff  
**R G B** 11 29 238  
**C M Y K** 89 82 0 7



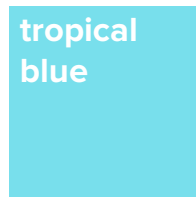
**HEX** #a1ecd6ff  
**R G B** 161 236 214  
**C M Y K** 32 0 9 7



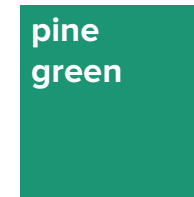
**HEX** #2e8ed7ff  
**R G B** 46 142 215  
**C M Y K** 79 34 0 16



**HEX** #4fa88fff  
**R G B** 79 168 143  
**C M Y K** 53 0 15 34



**HEX** #78dfecff  
**R G B** 120 223 236  
**C M Y K** 49 6 0 7



**HEX** #1b9574ff  
**R G B** 27 149 116  
**C M Y K** 82 0 22 42



**HEX** #22d6c4ff  
**R G B** 34 214 196  
**C M Y K** 84 0 8 16



**HEX** #004832ff  
**R G B** 0 72 50  
**C M Y K** 100 0 31 72

# Secondary Palette

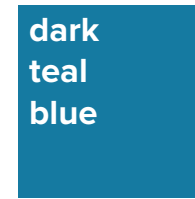
To highlight our core palette, we have provided a variety of contrasting colors.

These colors should not be used all at once but rather one or two alongside the core palette.



lavender purple

**HEX** #b9a6ffff  
**R G B** 185 166 255  
**C M Y K** 27 35 0 0



dark teal blue

**HEX** #157aa1ff  
**R G B** 21 122 161  
**C M Y K** 87 24 0 37



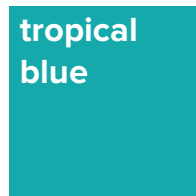
mellow yellow

**HEX** #ffff66ff  
**R G B** 255 255 102  
**C M Y K** 0 0 60 0



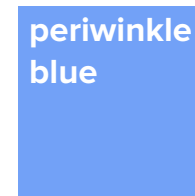
neon mint green

**HEX** #72f7bcff  
**R G B** 114 247 188  
**C M Y K** 54 0 24 3



tropical blue

**HEX** #16a9abff  
**R G B** 22 169 171  
**C M Y K** 87 10 33



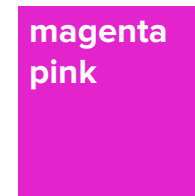
periwinkle blue

**HEX** #72a1f7ff  
**R G B** 114 161 247  
**C M Y K** 54 35 0 3



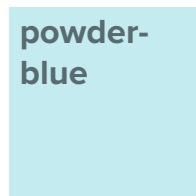
raspberry pink

**HEX** #ed2673ff  
**R G B** 237 38 115  
**C M Y K** 0 84 51 7



magenta pink

**HEX** #e324cdff  
**R G B** 227 36 205  
**C M Y K** 0 84 10 11



powder-blue

**HEX** #c3ebf0ff  
**R G B** 195 235 240  
**C M Y K** 19 2 0 6



fiery red

**HEX** #fe3303ff  
**R G B** 254 51 3  
**C M Y K** 0 80 99 0

# Typography: Headlines

Use Proxima Nova for all headlines.

Headline 1

**PoSciDonDAO:  
Revolutionizing  
Scientific Funding**

Proxima Nova  
Bold

Headline 2

**Decentralizing Personalized  
Medicine Research**

Proxima Nova  
Bold

Headline 3

***Scientific Research Funding Challenges***

Proxima Nova  
Bold Italic

# Typography: Content

Use Proxima Nova for most other texts, including paragraphs.

Body Text

PoSciDon DAO is a community-governed collective that efficiently funds personalized medicine research for many diseases and monetizes data and IP assets generated as a result of the funded research.

Proxima Nova  
Regular

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Headline 3

*“The PoSciDon protocol is designed in such a way that it does not only benefit scientific funding, but also investors and members in the DAO.”*

Proxima Nova  
Regular Italic

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Logo

Mark

Wordmark



The logo mark is a trident made from a DNA double helix. The mark is inspired by Poseidon's trident.



# Logo Variations



# Logo Variations

PosciDonDΔ⊙

PosciDonDΔ⊙

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PosciDonDΔ⊙

PosciDonDΔ⊙

PosciDonDΔ⊙

PosciDonDΔ⊙

PosciDonDΔ⊙

# Logo Usage

Incorrect usage of the logo:

Reversing the logo

Stretching or altering the proportions of the logo

Changing the arrangement of the logo

Applying gradients, shadows, or other effects

