



Brand Guidelines



MARKET MAKING

2024

Summary



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Introduction

01

Who we are

Market-Making App, part of the ADAMANT Foundation family, is Open-source and Self-hosted software for maintaining token liquidity, trading volume, spread, and order books. It is a must-have tool for crypto project owners to attract investors and traders.

We want every small project to show active trading on crypto exchanges, attract traders, and fulfill its tasks.

What tasks do we solve

The best token trading experience

Our Market-Making software ensures filled order books, healthy liquidity, and volume, offering traders the best experience.

Attract investors

Investors will be confident in choosing the project after looking at a token trading chart maintained by the trading bot.

Confidence in security

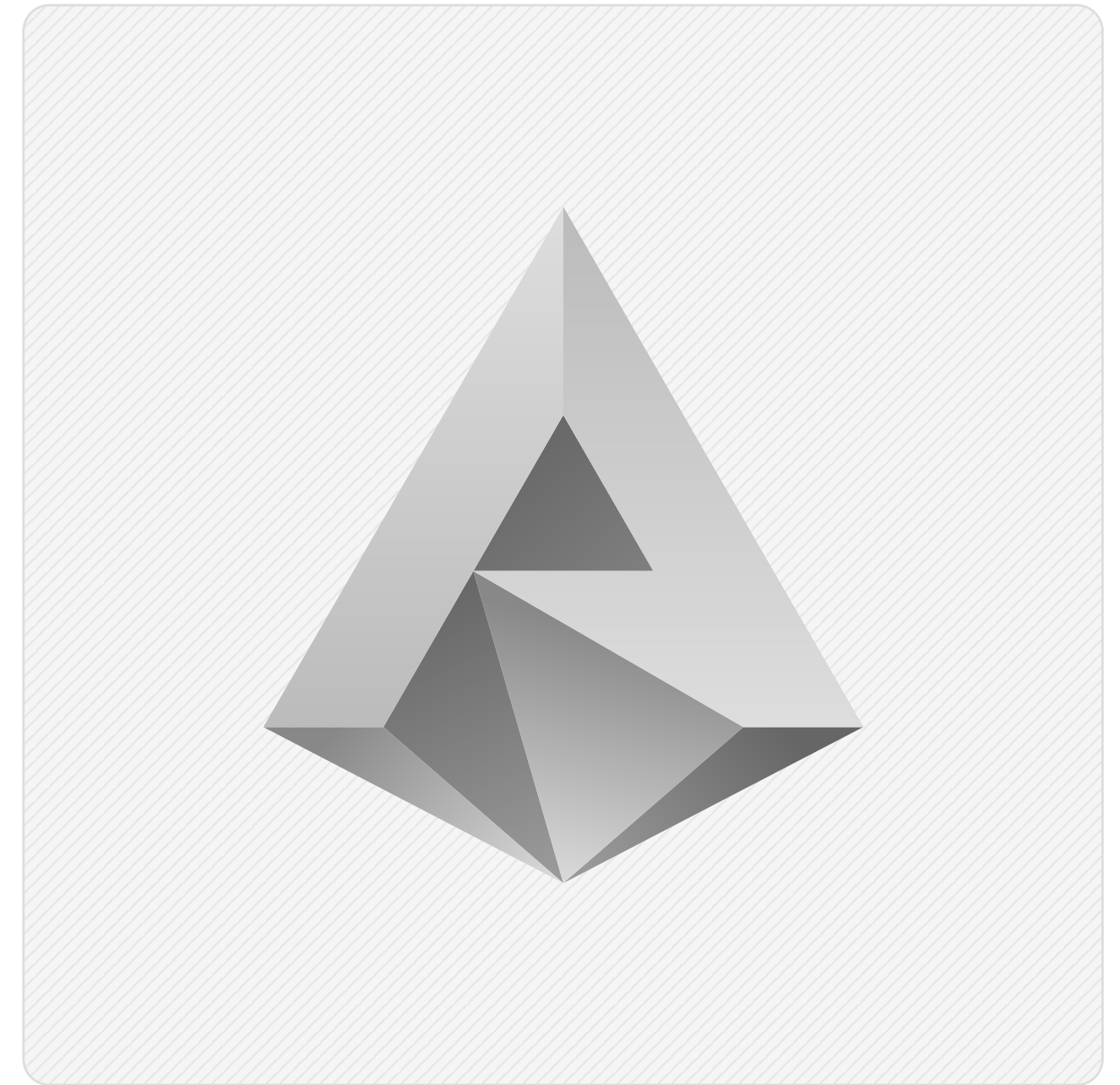
A unique self-hosted market-making solution keeps API keys private, and bot management in ADAMANT Messengers ensures the server IP is unveiled.

ADAMANT Foundation

ADAMANT Foundation is a non-commercial community uniting developers and privacy advocates.

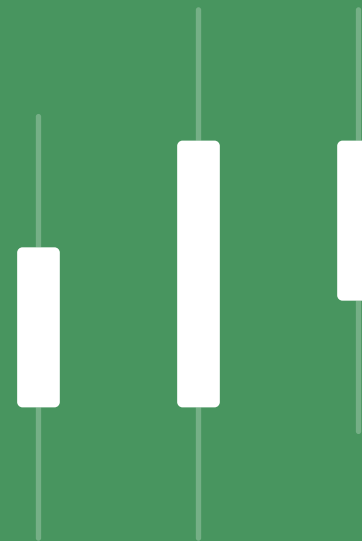
The members of the community actively contribute to software development and privacy values.

The main products are ADAMANT Messenger & Cryptocurrency wallet, the market-making and trading software, messaging blockchain for businesses, and 2FA auth solution.





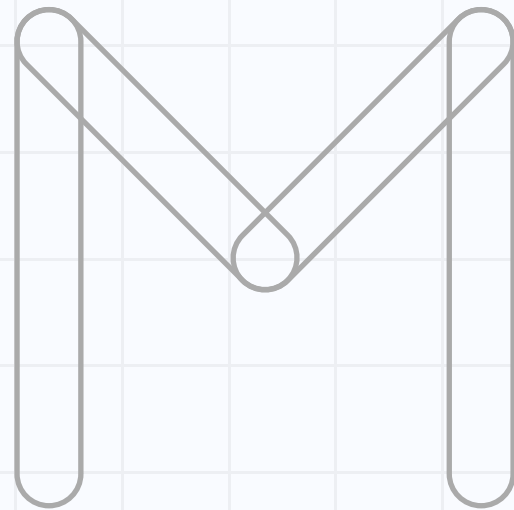
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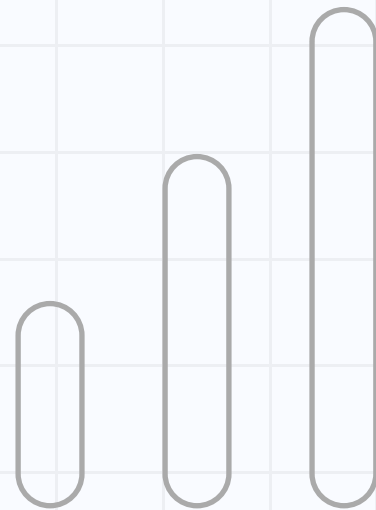
Brand logos

05

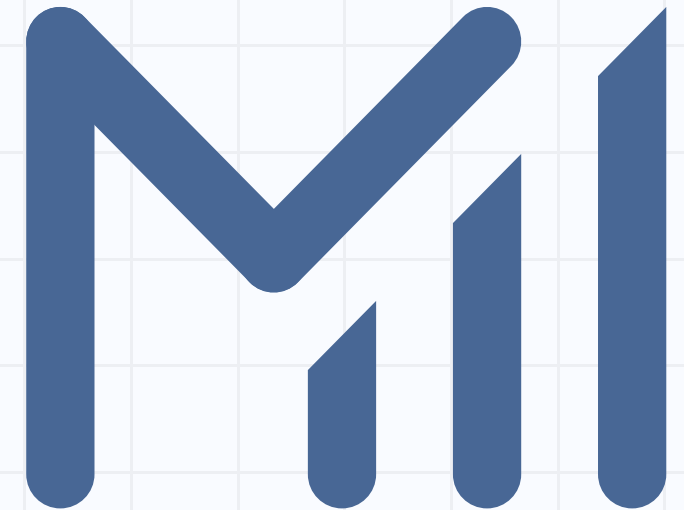
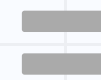
Logo design



Line graph
Letter M



Column graph
Growing trend

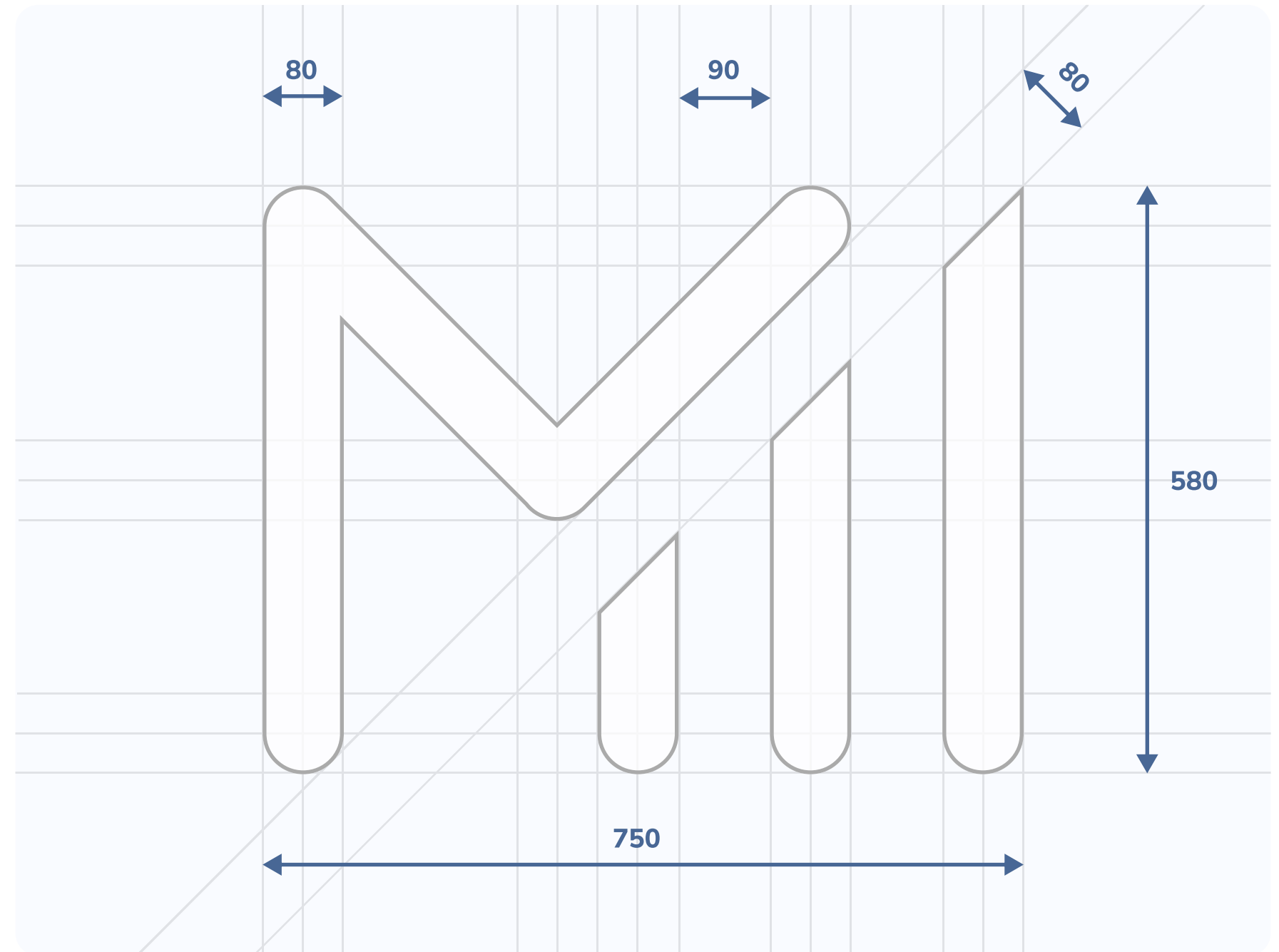


Mark construction

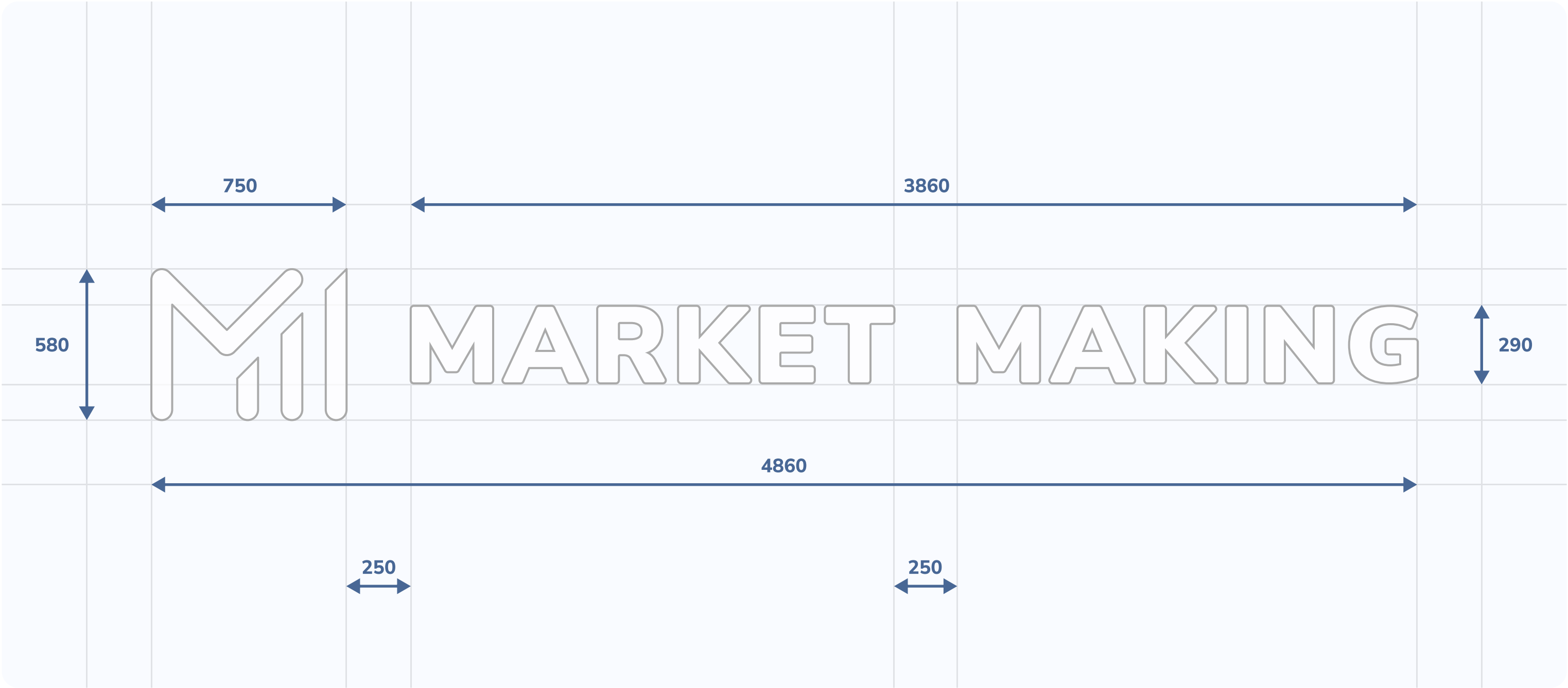
Logo mark is the most important graphic part of a brand's identity and should be used on the basis of clearly defined rules.

Further in this section of the brand book you can find all the logo designs and the rules for their implementation.

Market-Making logos must always have fixed proportions and safe zone. It is not allowed to change proportions, shift, rotate or change the distance from the brand name in the logo mark.



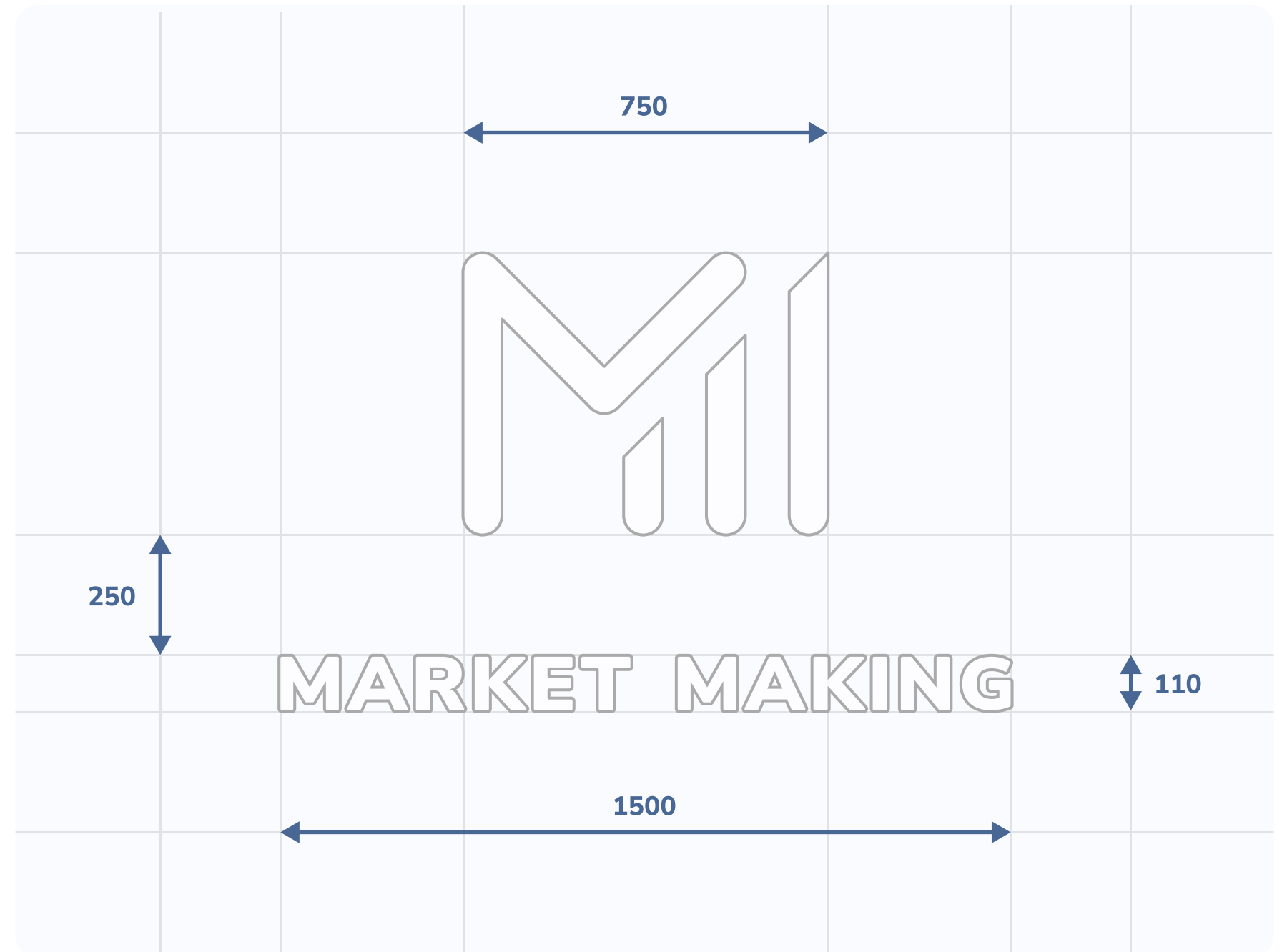
Logo horizontal



Vertical logo

The Market-Making logo has several placement options. Acceptable options are mark without brand name, horizontal logo, vertical logo, as well as brand name without mark.

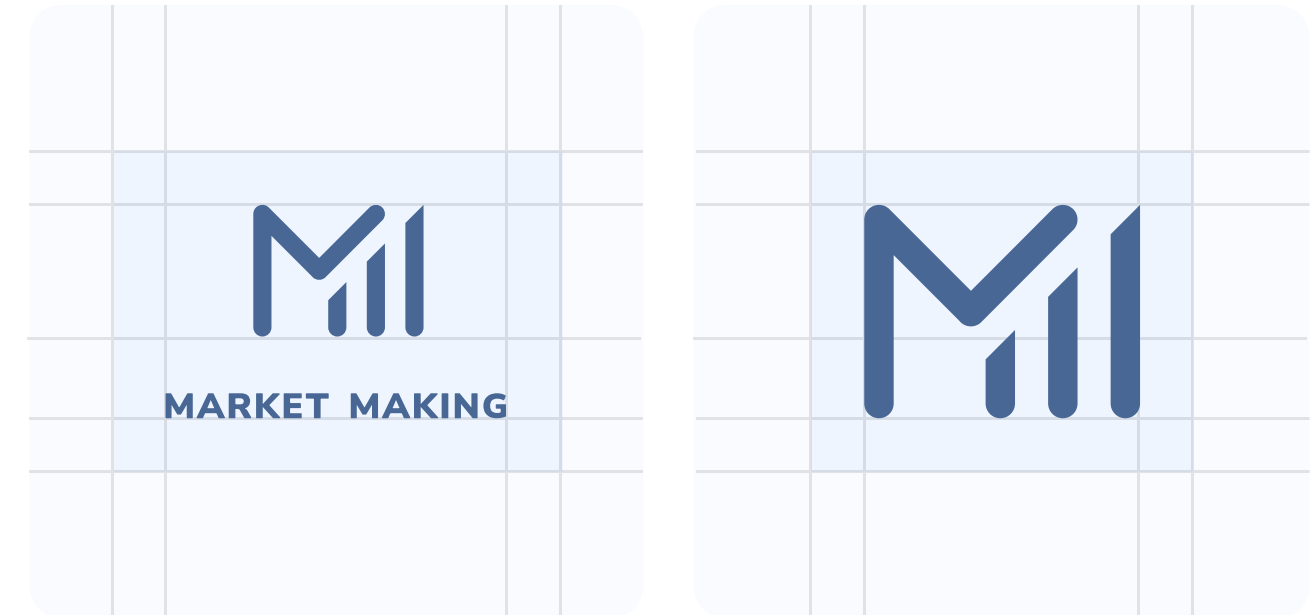
Each logo option must be implemented only using brand colors, have strictly specified proportions, safe zone and comply with all the rules described in the brand book.



Safe zone

Safe zones are part of logos and determine the minimum size of the frames around the graphic parts.

The size of the save zone is always proportional to the size of the logo and cannot be changed downwards when the logo is enlarged. Placement of any third-party elements within the safe zone is prohibited.



Logo misuse

All uses of logos must comply with the rules of this brand book.

It is prohibited to use colors other than the brand colors or to distort the logo or its parts.

It is not allowed to arbitrarily change the arrangement of elements, their transparency or decoration.

Do not cut, rotate, distort logos, or place third-party elements close to the safe zone boundaries.

In addition, do not use a logo or its mark with a height smaller than 20px.

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Brand colors

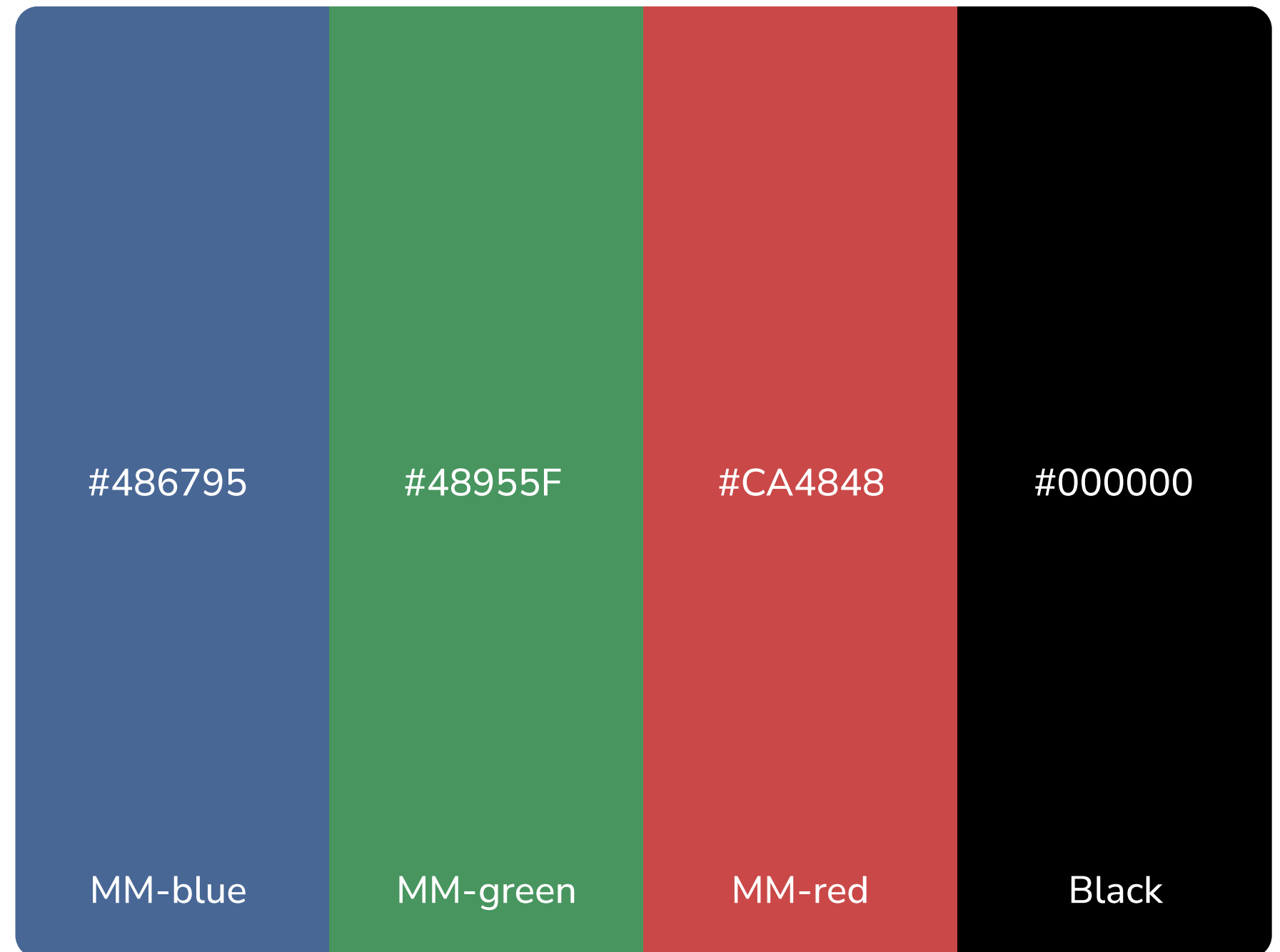
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Core colors

Core colors are the main colors of the brand. They are used to implement color versions of logos and, in general, are a priority for creating interfaces and marketing materials.

MM-prime color determines identity of the brand Market-Making, other core colors are used as auxiliary and complementary.

In addition to the main group of colors, secondary colors and shades of core colors can be used for design elements.

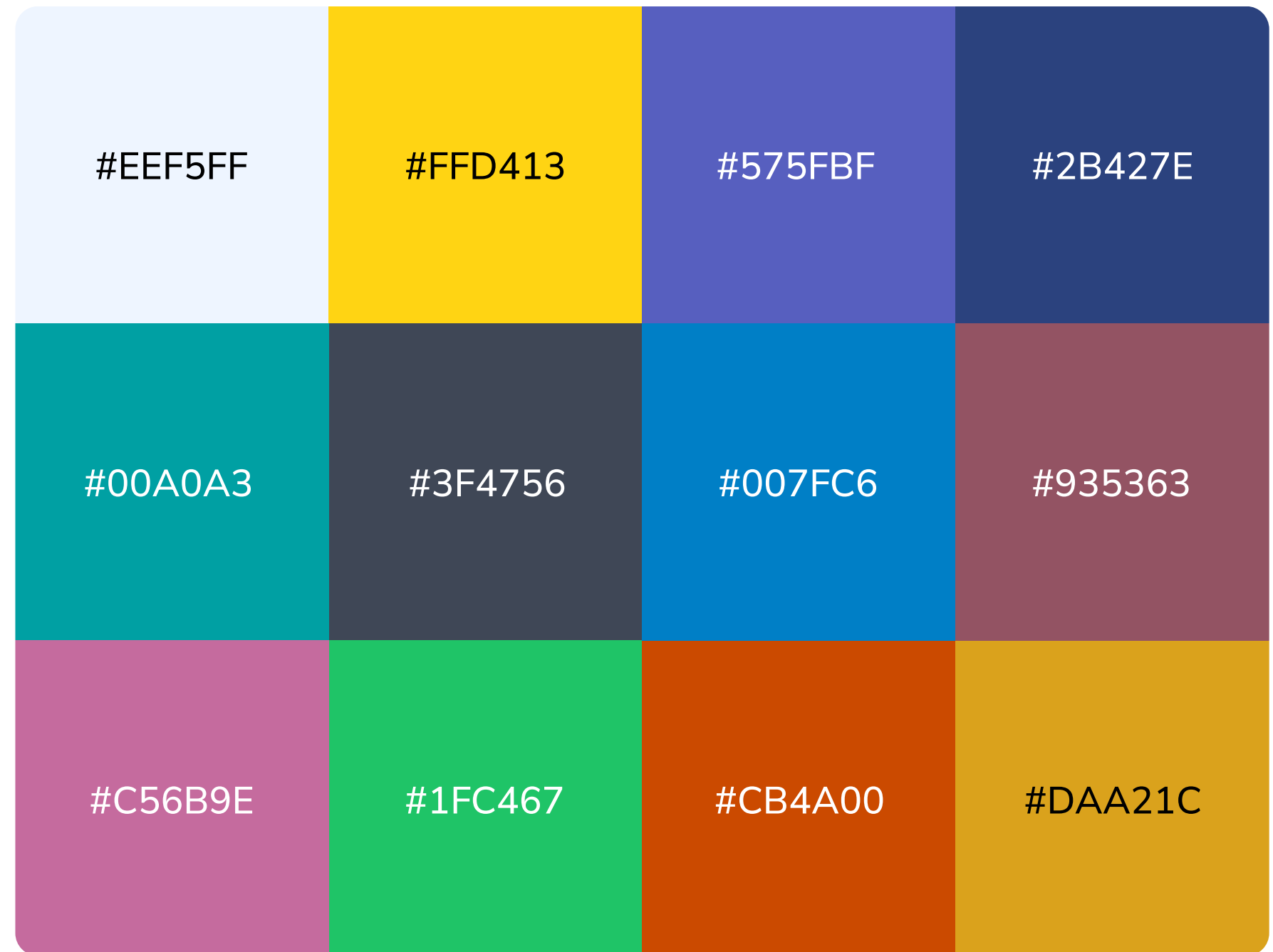


Secondary colors

Secondary color palette is used for additional application design elements. If possible, it should not be used in promotional materials or main design elements.

This palette cannot be used to implement logo elements, but it can be used for the background color for a black and white logotype version.

It is possible to expand this palette to the necessary colors and shades.



Color shades

In addition to colors from the secondary set, you can use variants of Core colors shades to implement interfaces and marketing materials. It is also allowed to use a grayscale gradients.

The interaction of shades with the Secondary colors color palette is not set by specific rules and should be appropriate for the situation.

#F9FBFF	#87A0C5	#87C599	#F36363
#EEF5FF	#486795	#48955F	#CA4848
#DFECFF	#2B4C7E	#007549	#A83838

Logo color usage

For a full-color version of the logo, only the Core colors palette is used. MM-light or a suitable color from a palette of shades can be used by logotype background.

There are two options available: simple three-color and decorated.



Mono-color logo

One-color implementation of the logo can be MM-blue, white or black.

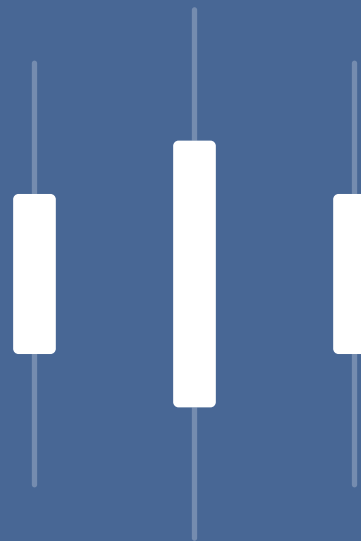
For the MM-blue color, only one of the suitable light-blue colors from the shade palette are allowed as a background.

A black or white implementation should be used against a background of appropriate contrast. In addition, there are no restrictions on the use of colors, but it is preferable to use one of the brand's palettes.





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Typography

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Typography

The general Market-Making brand font is Nunito Sans. This font should be used as the main font for all text design elements in applications, websites, advertising and printed materials.

Each individual text element or design object has its own font size, thickness and line height. For graphical elements, the text must have fixed proportions relative to the graphical elements.

For specific moments in brand materials, the use of other fonts is allowed.

NUNITO SANS

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Thin

ExtraLight

Light

Regular

Medium

Semibold

Bold

Extrabold

Black

Market Making font variation

Market Making font variation

Market Making font variation

Market Making font variation

Market Making font variation

Market Making font variation

Market Making font variation

Market Making font variation

Market Making font variation

Type specimen

Extra-large

Black 72/88

LOREM

Large

ExtraBold 54/64

Lorem ipsum

H1

ExtraBold 40/52

Lorem ipsum

H2

ExtraBold 36/42

Lorem ipsum

H3

Bold 32/40

Lorem ipsum

H4

Bold 28/36

Lorem ipsum

H5

ExtraBold 22/30

LOREM IPSUM

Text Large

ExtraBold 24/28

Lorem ipsum dolor sit amet

Paragraph

Medium 20/28

Lorem ipsum dolor sit amet

Text Small

SemiBold 12/20

Lorem ipsum dolor sit amet

Code insert

Source code pro

Medium 18/24

```
/sell ADM/BTC amount=200  
/clear adm/usdt all
```

Pull Quote

ExtraLight Italic

18/32

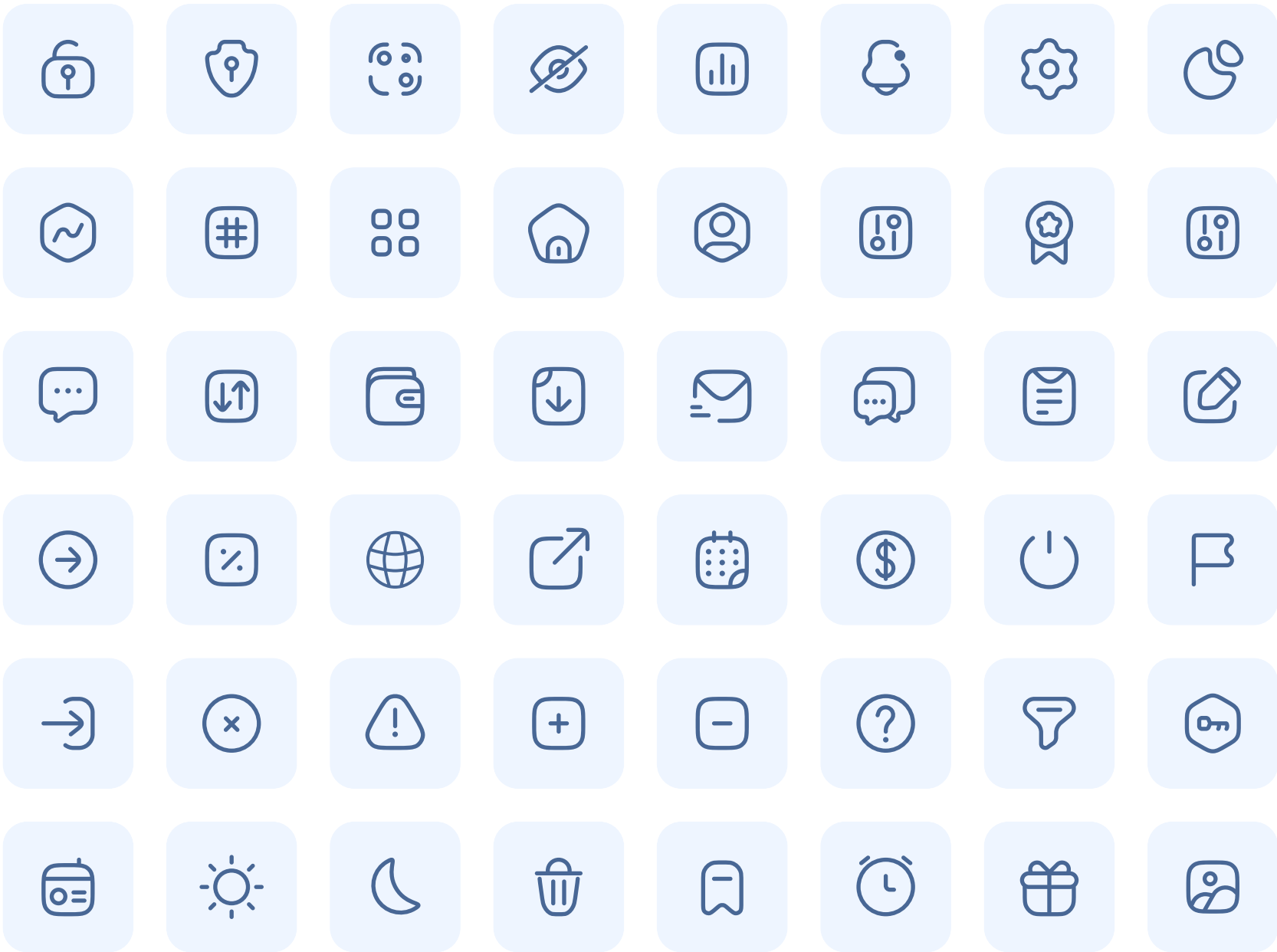
*Lorem ipsum dolor sit amet
consectetur adipiscing elit
sed do eiusmod tempor*

Iconography

The brand book provides information on the key symbols and icons that are associated with the brand, as well as any specific guidelines that should be followed when using them.

Market-Making icons can be used in different areas of brand products, for application interfaces or marketing components.

It is not allowed to have a different style implementation of icons for one product, but you can use a different style implementation for different products.





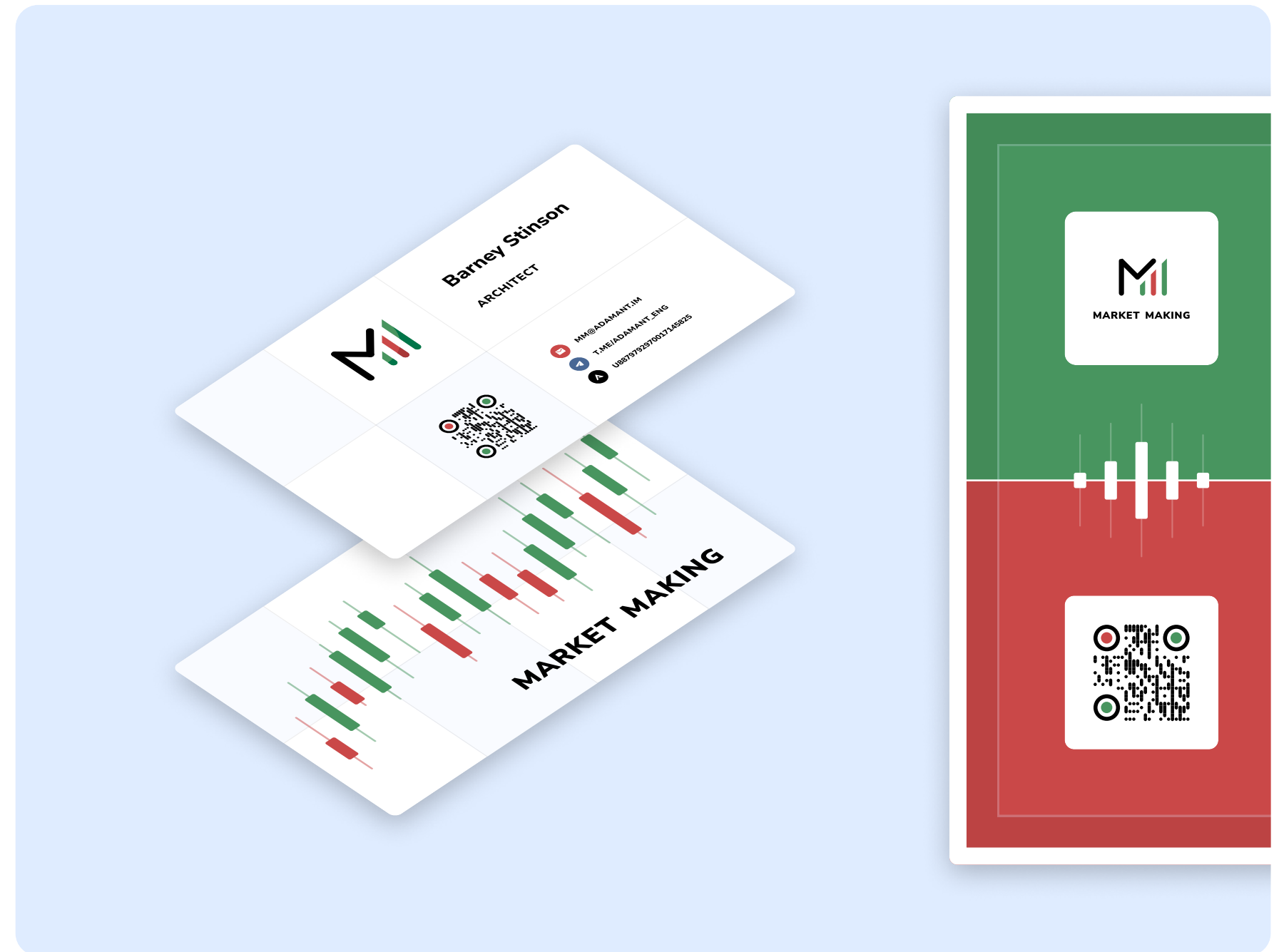
Merch and printing

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Printed materials

It is very important that printed materials are consistent with the brand's visual identity and contribute to the overall image of the brand.

The brand book provides information on the key design elements that should be included on the printed materials, such as the logo, typography, color palette, and any other relevant brand assets.



Merchandise

The brand's marketing merchandise must increase product visibility and must therefore be done using official graphics and primary colors.

To apply visual elements of the brand, it is advisable not to use products containing colors different from the colors of the brand.





Links and resources

Media pack

https://marketmaking.app/img/media_pack.zip

Nunito sans font

<https://fonts.google.com/specimen/Nunito+Sans>

Email

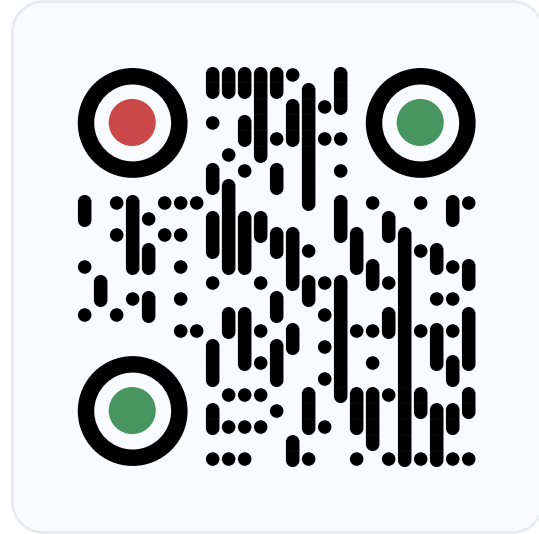
mm@adamant.im

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t.me/adamant_eng

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