



DIONE PROTOCOL BRAND
IDENTITY STANDARDS

BRAND GUIDELINES



Dione Protocol

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WHAT IS DIONE PROTOCOL?

Dione Protocol, powered by Dione coin, is a groundbreaking blockchain-based initiative set to revolutionize the energy industry. It aims to democratize energy trading by offering a platform where producers and consumers can connect directly, encouraging the use of renewable energy, and enhancing sustainability.

- ▶ **Decentralization:** Utilizing a proof-of-stake consensus, Dione Protocol ensures transparency and security.
- ▶ **Accessibility:** Empowering consumers and producers with a platform for direct energy trading, bypassing traditional energy grids.
- ▶ **Renewable Focus:** Prioritizing renewable energy to reduce reliance on fossil fuels and combat climate change.

This innovative platform, although in its infancy, carries the potential to transform energy trading and make a significant environmental impact.

SUB-COMPONENTS OF DIONE PROTOCOL

- ▶ **Odyssey:** The L1 blockchain of Dione Protocol, Odyssey ensures secure and efficient transactions, laying a solid foundation for the entire ecosystem.
- ▶ **Nebra:** A Peer-to-Peer energy marketplace DAPP, Nebra democratizes energy trading, allowing producers and consumers to negotiate and trade without intermediaries, promoting sustainability.
- ▶ **Orion:** An innovative creation within Dione Protocol, Orion features patent-pending solar-powered validators connected by Starlink. A symbol of technological advancement, Orion underscores Dione's commitment to renewable energy.

These core components align perfectly with Dione Protocol's mission to reshape the way we trade energy, positioning it at the forefront of the renewable energy revolution.

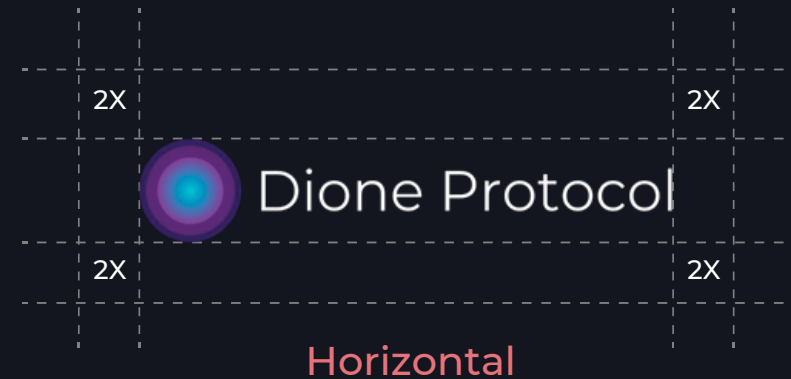
BRAND LOGO



Dione Protocol

LOGO EXCLUSION ZONE

The Exclusion Zone simply means having an adequate clear space on all sides of the logo in any design layout. The logo's exclusion zone is equal to nearly 25% times the height of the logo on all sides, as shown respectively the spacing of 2X.



APPROVED USAGE

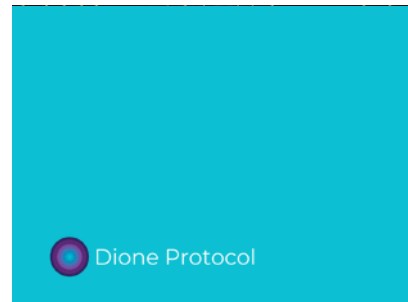
PRIMARY USE



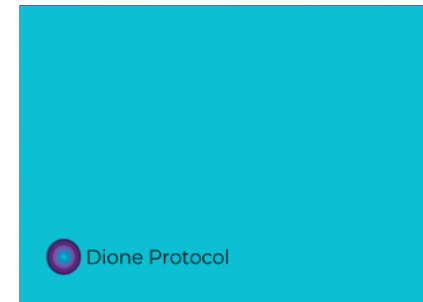
SECONDARY USE



ALTERNATIVE USE



ALTERNATIVE USE



ALTERNATIVE USE



ALTERNATIVE USE



ALTERNATIVE USE



ALTERNATIVE USE



COLOR PALETTE

RUSSIAN VIOLET

PRIMARY

#311B5C

TEKHELET

PRIMARY

#572676

BLACK

ALTERNATIVE

#000000

WHITE

ALTERNATIVE

#FFFFFF

COMPLEMENTARY COLORS

MOONSTONE

HEX: #13B5CC

RICH BLACK

HEX: #12121F

BRAND TYPEFACE

INTER

Inter is a typeface carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text.

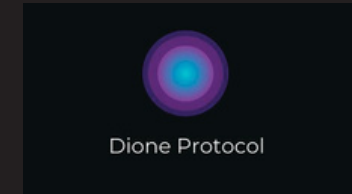
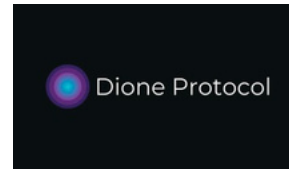
Aa

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

01 02 03 04 05 06 07 08 09

!@#\$%^&*?<>"[]

LOGO DOWNLOAD LINKS



SVGs

