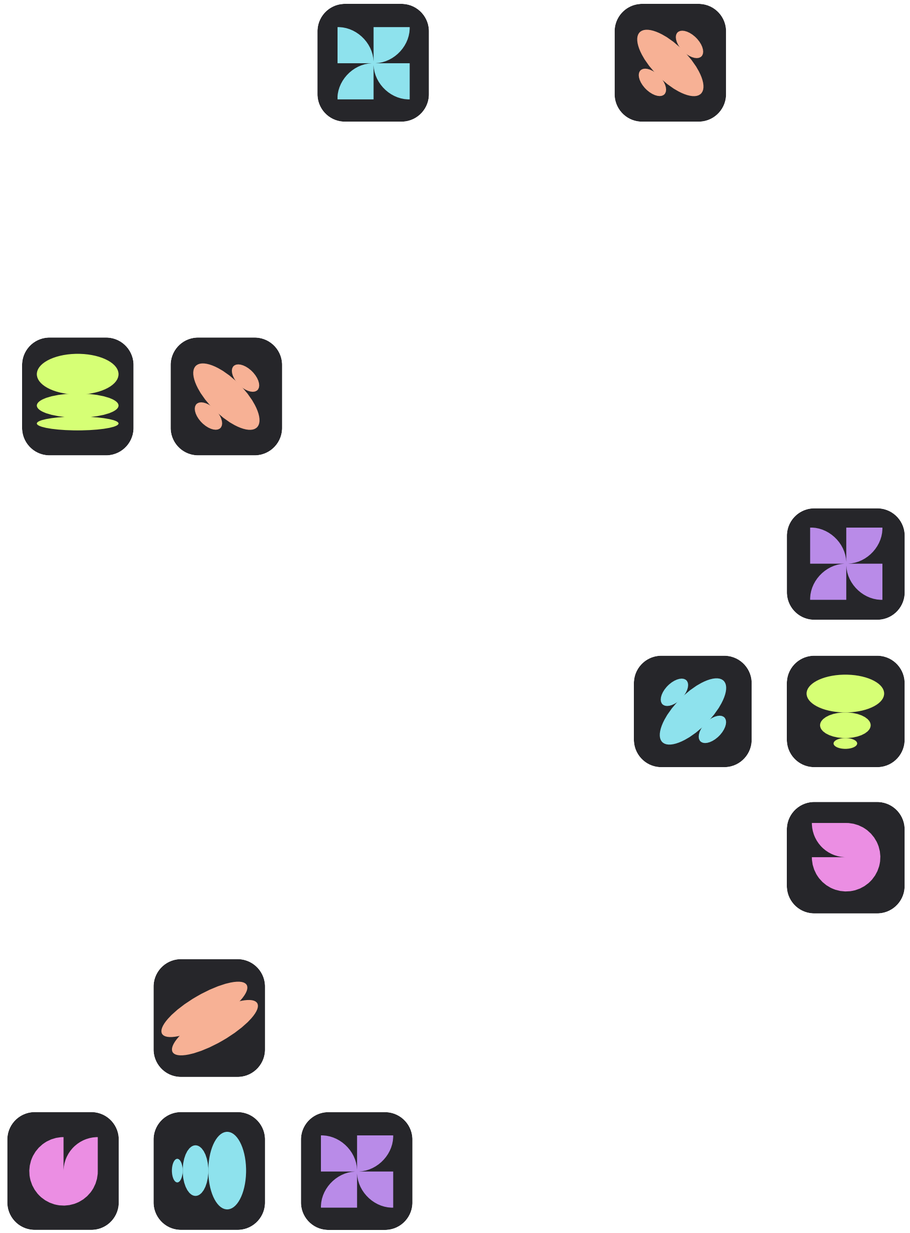
Brand Identity

Alkimi is a next-generation advertising marketplace. This guide establishes the brand identity that underpins our mission, defining how we present ourselves visually, communicate our voice, and show up consistently across the world.



01. Logo
02. Typography
03. Colour Palette

Logo

The logo distills everything Alkimi stands for into a single mark. Precision, clarity, and controlled disruption instantly recognisable, impossible to ignore.

The logo is a simplified alchemical flask, subtly evoking the letter "A" and the flow of advertising through our ecosystem. A traditional form, reinterpreted in a minimal, geometric style for clarity and scale.

Icon

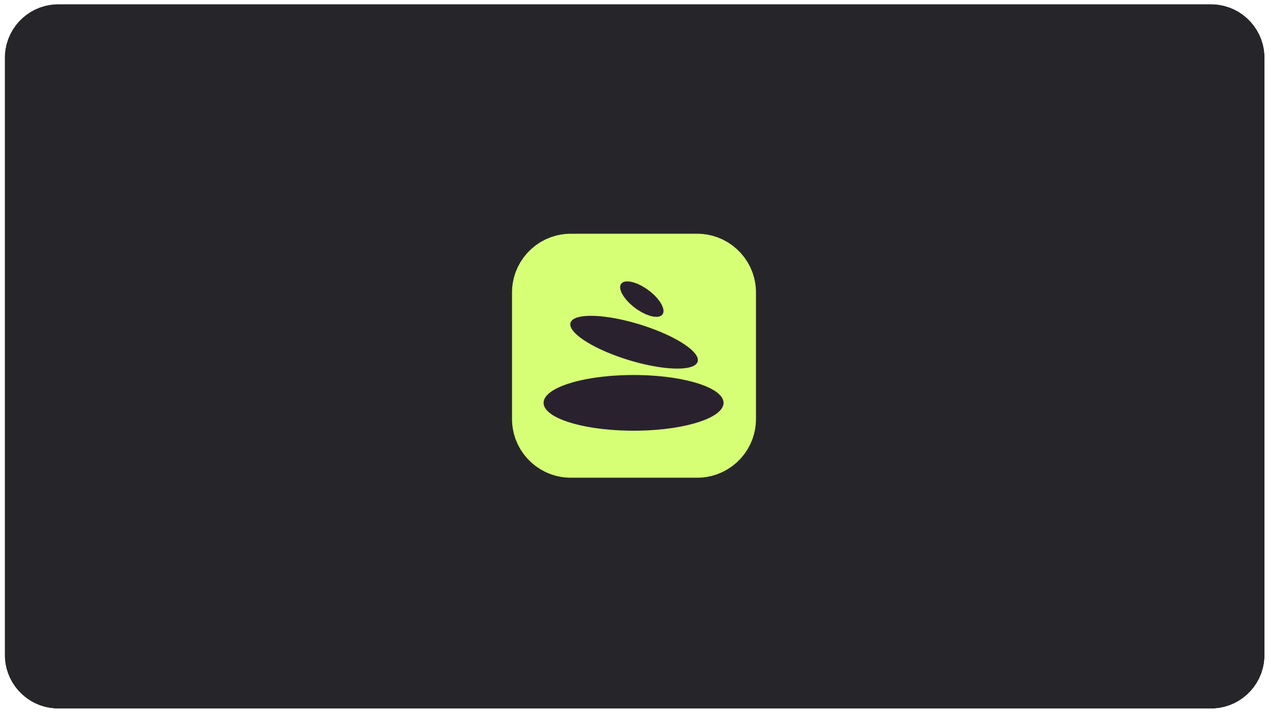
The icon is Alkimi's visual shorthand. A simplified alchemical flask, it comes in two variations: full colour and single colour.

Full logo

The full logo is the default for most applications. The icon is reserved for social assets and technology platforms.

alkimi

alkimi



Icon

The full-colour icon is reserved for white or black backgrounds. For every other context, including coloured backgrounds, photography and busier surfaces, use the single-colour version.

Wordmark

The Alkimi wordmark is our primary brand expression. It appears in black or white only; choose the version that gives the strongest contrast against the background. As a minimum, every application should pass an APCA (perceptual contrast) value of 60.

alkımı

alkımı

Typography

The way we set type is the way we think: clean, deliberate, uncluttered.

Nimbus Sans

When text breaks into two lines, characters must not overlap or touch.

Aa

New Era of
Programmatic
Advertising

Letter Spacing

Line height must not be too tight, ensuring adequate space for readability. Letter Spacing -2%

Correct Font Usage

Ensure sufficient spacing between headings and body text, as well as between lines, to maintain readability.

New Era of Programmatic Advertising

Alkimi cuts up to 40% of wasted ad fees replacing opacity with blockchain-verified transparency. Every impression audited. Every transaction on-chain.

Incorrect Font Usage

Line height must not be reduced, as it negatively impacts readability. Avoid using all CAPS, as it hinders fast information scanning.

NEW ERA OF PROGRAMMATIC ADVERTISING!!!!

Alkimi cuts up to 40% of wasted ad fees replacing opacity with blockchain-verified transparency. Every impression audited. Every transaction on-chain.

Colour

Colour isn't decoration. It's the first signal the market reads and ours says: structured, confident, and impossible to ignore.

Primary Colours

The primary colour spectrum is intentionally minimal and clean, reinforcing a sense of clarity, precision, and a modern tech aesthetic.

#FFFFFF

#27272A

#D6FF76

Secondary Colours

Supporting colours used across UI surfaces, borders, and backgrounds.

#F4F4F5

#E4E4E7

#71717A

#131313

Accent Colours

Used sparingly to highlight key moments and add energy in marketing contexts.

#8EE2ED

#BA8CE9

#EB8EE3

#F8B195

Tertiary Colours

An extended palette for data visualisation, illustrations, and expressive product moments.

#569A2C	#F44488D	#51277B	#6D266D	#87300E
#E3FAAF	#A6E5ED	#C6A3E9	#EBA5E5	#EBBBA5
#EBFAC8	#BEE8ED	#D1BAE9	#EBBCE7	#EBC9BC
#F2FAE1	#D5EAED	#DDD2E9	#EBD4E9	#EBD8D4

Shapes

Our default is clean and restrained. To create emphasis, we draw on brutalist shapes, whether as icons within the UI or as bold, oversized elements on social assets.

Used sparingly, they punctuate the work without crowding it.

Shapes

We use clean style but for highlighting we can use brutalism shapes as icons on UI or as big elements on social assets.