

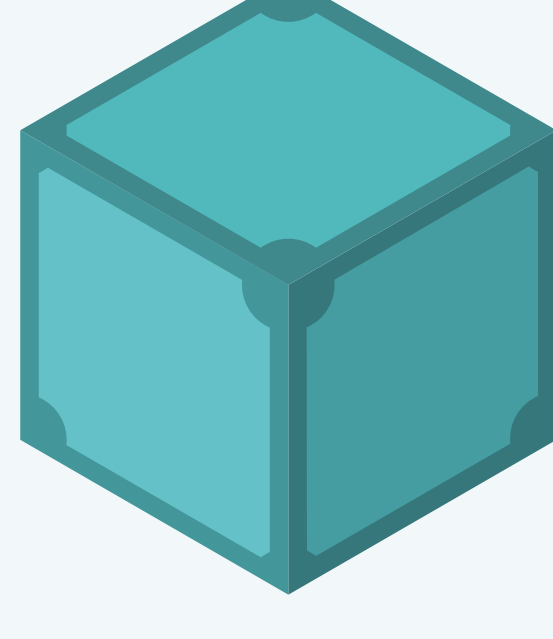


# IPFS brand sheet

A reference to help you make documents, presentations, and other visual creations that are consistent with the IPFS brand.

Usage and design consultation: eric@protocol.ai

Welcome to the IPFS brand sheet, a handy, one-page guide for you. Please bookmark this page, and refer to it whenever you need to create something with an official look and feel. You'll find links to fonts, logos and some usage guidelines.



## Resources

[Fonts Download](#)  
IBM Plex Sans  
IBM Plex Mono

[Logos Download](#)

[Download this page](#)

## TYPOGRAPHY

IBM Plex Sans, IBM Plex Mono

### IBM Plex Sans is the official IPFS typefaces.

**IBM Plex Mono is licensed under the SIL Open Font License.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

```
$ IBM Plex Mono rounds out the typographical triad.
tracedIP := t.NetClient.MustGetDataNetworkIP().String()
tracedAddr := fmt.Sprintf("/ip4/%s/tcp/4001", tracedIP)

host, err := libp2p.New(ctx,
  libp2p.Identity(privk),
  libp2p.ListenAddrStrings(tracedAddr),
)
if err != nil {
  return nil, err
}
```

- IBM Plex Sans Semi Bold 50 **HEADER 1**
- IBM Plex Sans Semi Bold 36 **Header 2**
- IBM Plex Sans Semi Bold 30 **HEADER 3**
- IBM Plex Sans Semi Bold 28 **Header 4**
- IBM Plex Sans Semi Bold 29 **Header 5**
- IBM Plex Sans Regular 16 **Paragraph 1**
- IBM Plex Sans Regular 14 **Paragraph 2**
- IBM Plex Sans Regular 12 **Paragraph 3**
- IBM Plex Sans underline 14 [Link](#)
- IBM Plex Sans Regular 11 **Paragraph 4**
- IBM Plex Mono Regular 12 **Code**

Example:

## AENEAN LACINIA KERTE SEDERTO CONSECTETUR.

H1 Header  
IBM Plex Sans  
Semi Bold 50

### Nullam id dolor id nibh ultricies vehicula ut id elit poean lacinia bibendum nulla sed consectetur.

H3 Header  
IBM Plex Sans  
Semi Bold 30

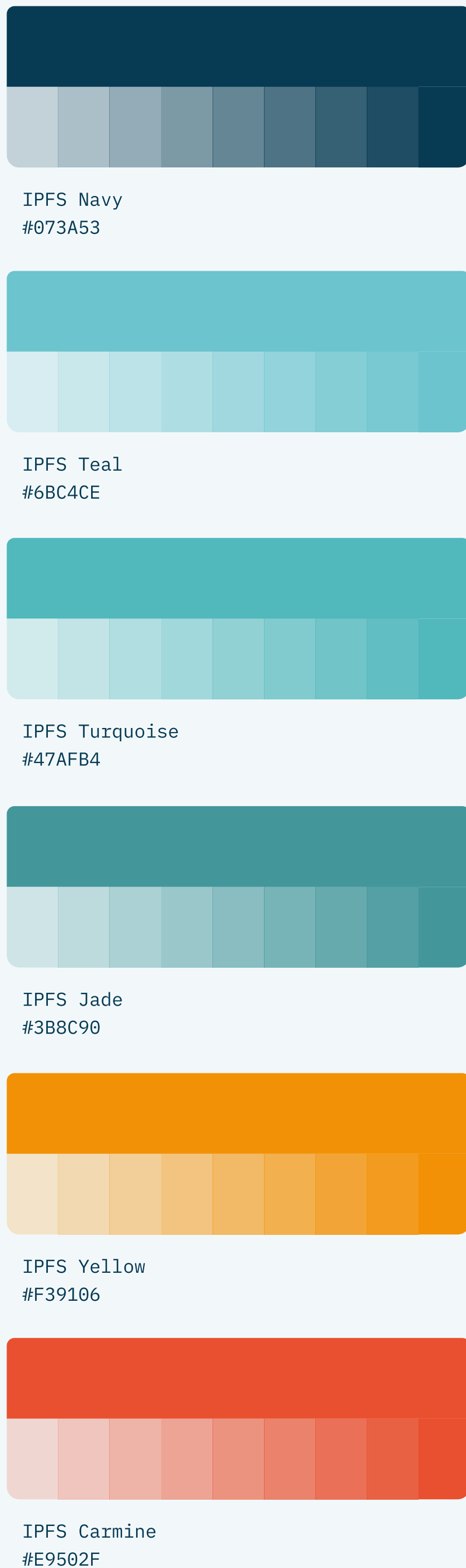
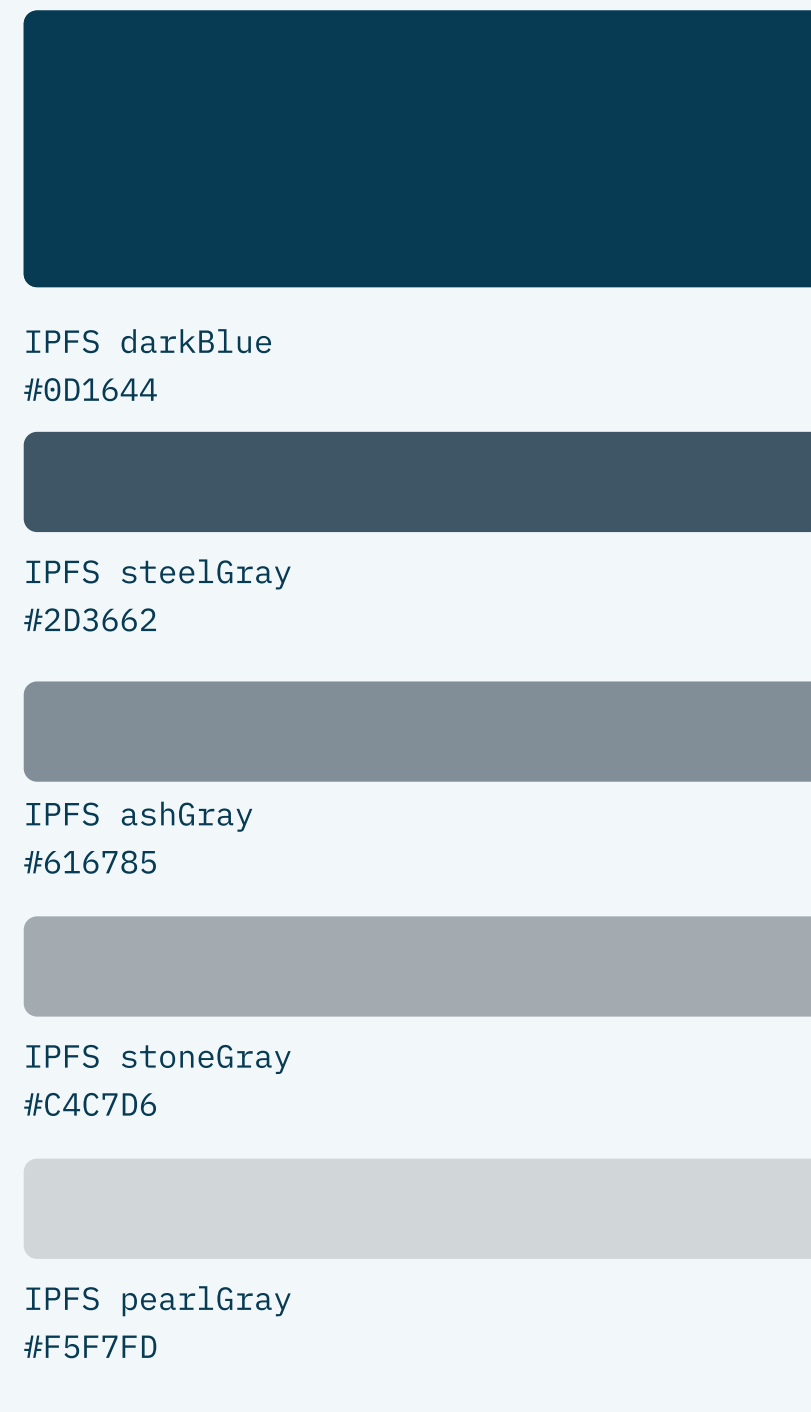
Maecenas sed diam eget risus varius blandit sit amet non magna. Cras mattis consectetur purus sit amet fermentum. Nulla vitae elit libero, a pharetra augue. Nullam quis risus eget urna mollis ornare vel eu leo. Etiam porta sem malesuada magna mollis euismod. Etiam porta sem malesuada magna mollis euismod.

Paragraph 1  
IBM Plex Sans  
Regular 16

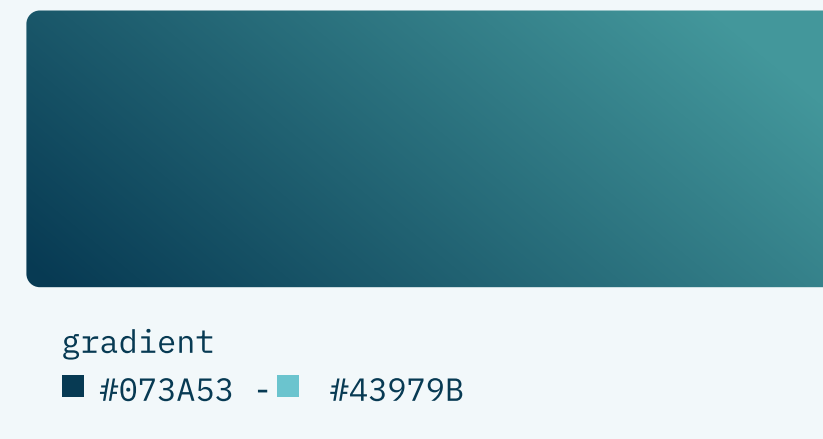
Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

## COLORS

### Solids

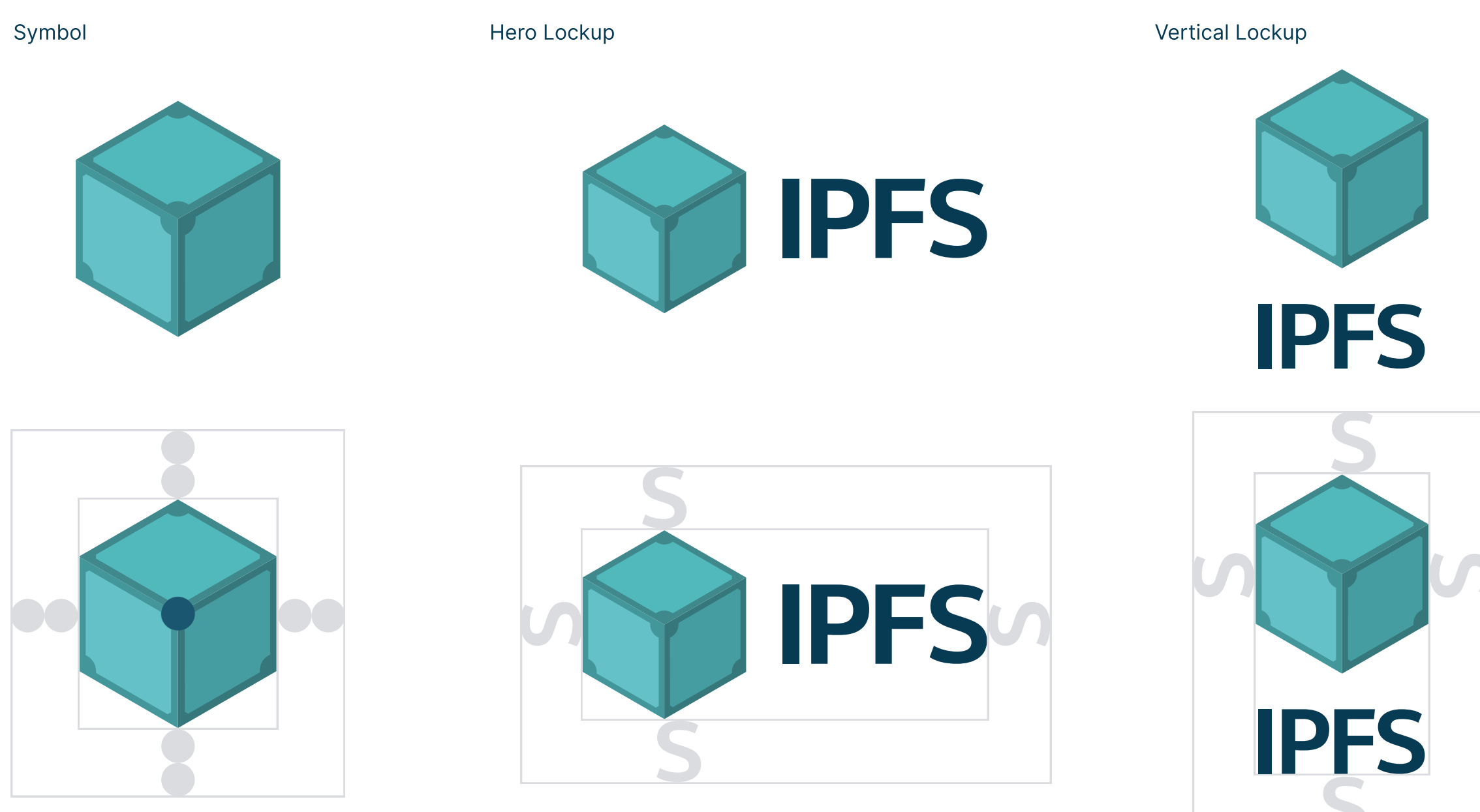


### Gradient background



## LOGOS

### Logo color on light background

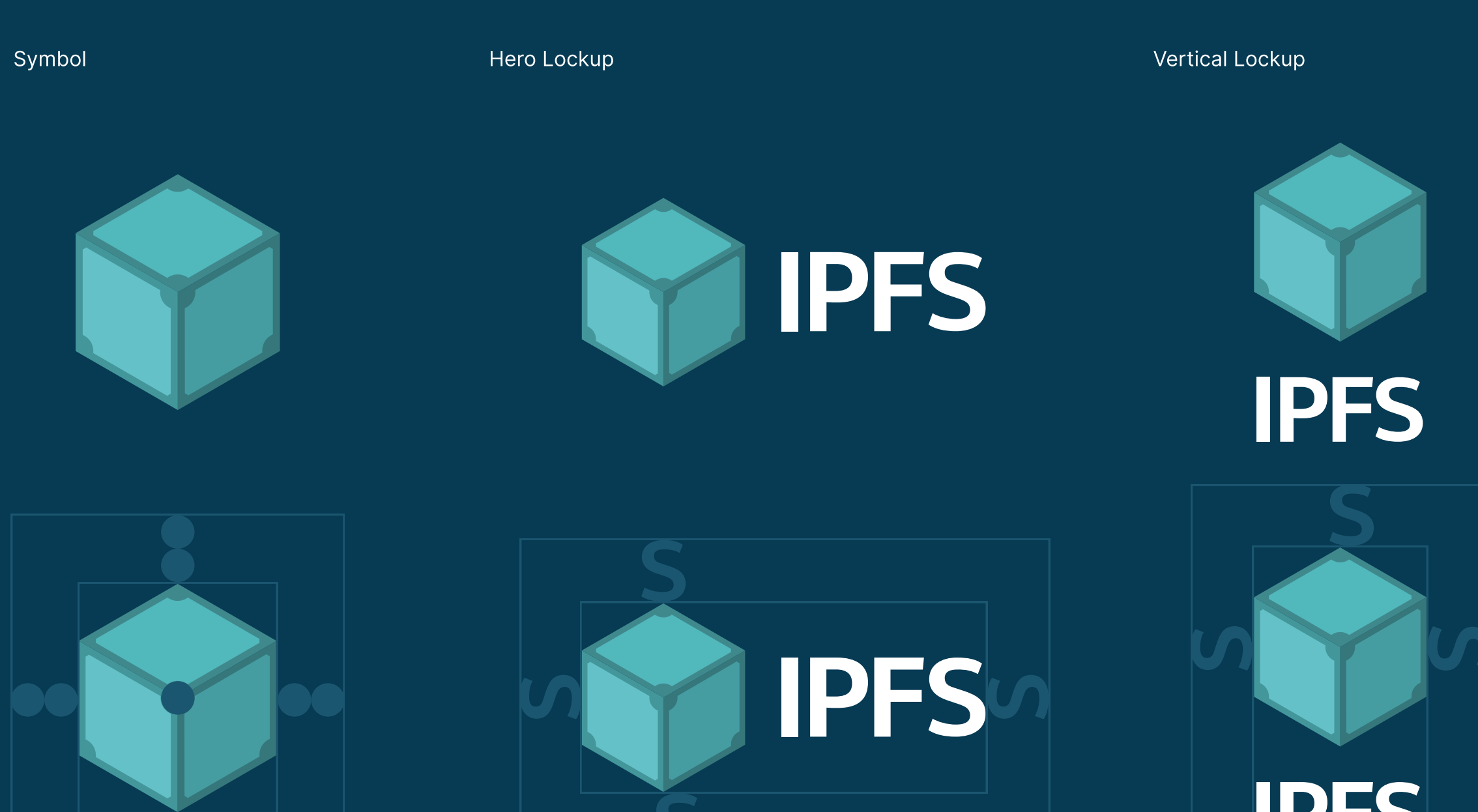


#### Spacing guidelines

When using the Hero color logo, be sure that no elements come closer than a space equal to a square based on a height of letter "S".

When using the Hero Lockup or Vertical Lockup logo, be sure that no elements come closer than a space equal to a space equal to a square based on a height of letter "S".

### Logo color on dark background

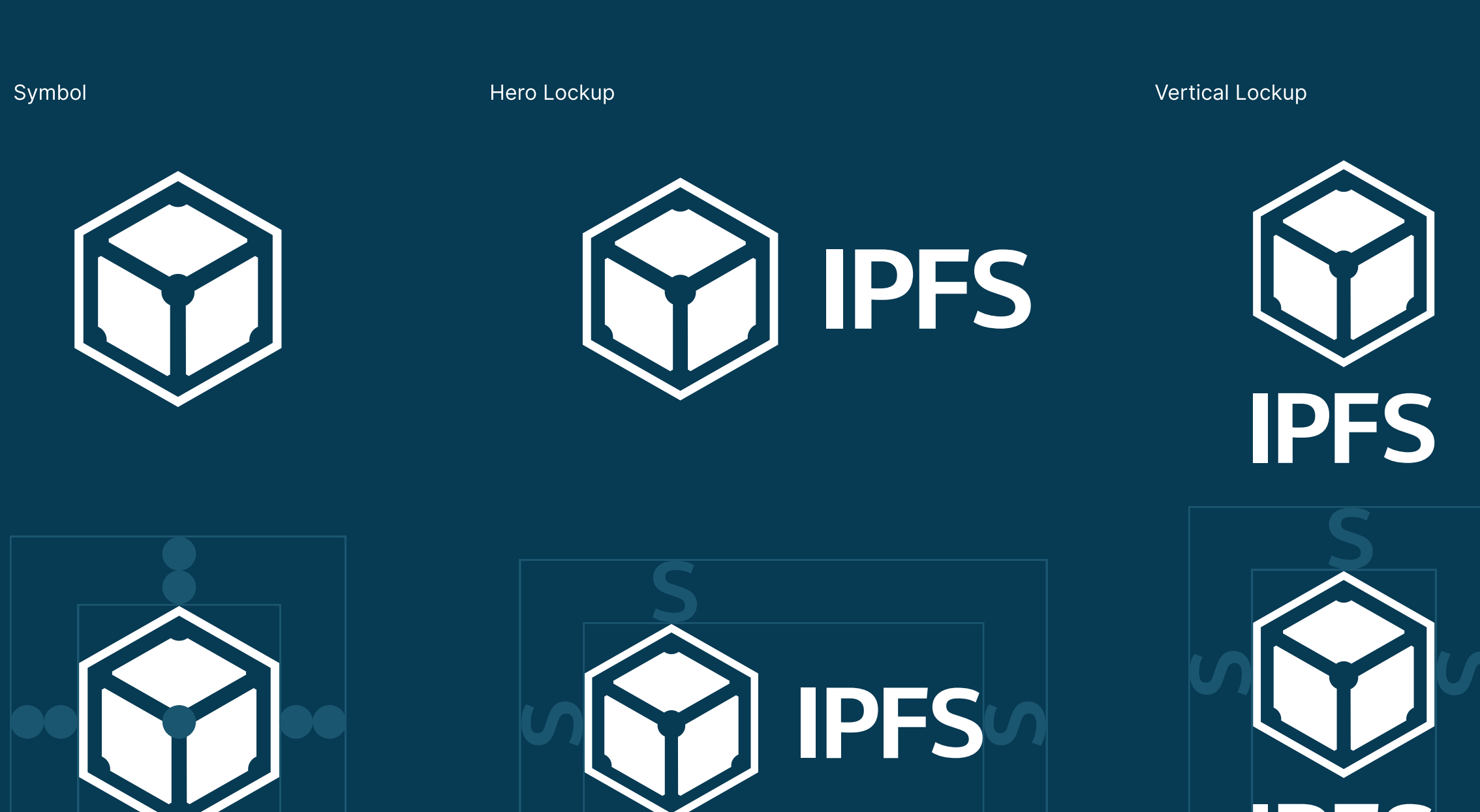


#### Spacing guidelines

When using the Hero color logo, be sure that no elements come closer than a space equal to a square based on a height of 2 dots from middle of logo.

When using the Hero Lockup or Vertical Lockup logo, be sure that no elements come closer than a space equal to a space equal to a square based on a height of letter "S".

### Logo singlecolor on dark background



#### Spacing guidelines

When using the Hero color logo, be sure that no elements come closer than a space equal to a square based on a height of 2 dots from middle of logo.

When using the Hero Lockup or Vertical Lockup logo, be sure that no elements come closer than a space equal to a space equal to a square based on a height of letter "S".

### Secondary lockup



#### Spacing guidelines

When using the IPFS secondary lockup, be sure that no elements come closer than a space equal to a square based on a height of letter "S".