ZRAC Network

Brand Guidelines

Logomark

"AltDoc": true,
"TopDapp": 2354,
"overAct": false,
"validPass": 0,
"BreakGo": 998,
"coverIn": true

The stylized "T" extracted from the main Trac Network logo serves as the brand's logomark. This visual element embodies the essence of Trac Network through its bold, angular, and dynamic design, reflecting the brand's commitment to modernity and movement.

Due to its simplicity and strong graphic presence, the "T" can be used flexibly across various applications, from digital icons to printed materials, while maintaining a clear connection to the core identity of Trac Network.

"backBuild": false,
"dotCorrupt": 644,
"revCode": true,
"dataFrame": true,
"inputAddress": 33,
"sourceCheck": true
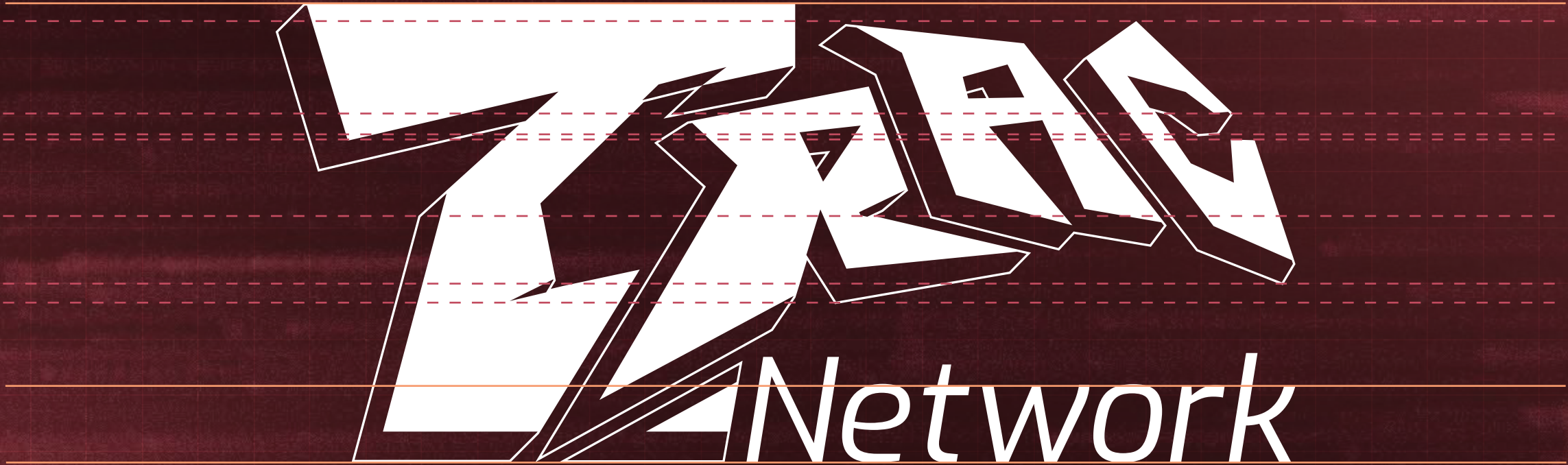
TRAC
Network

The Trac Network logo is a bold and dynamic representation of the brand, combining angular geometric elements with clean typography. The word 'Trac' is characterized by a sharp and energetic style, while 'Network' balances it with a sleek and modern typeface. Together, they create a visually striking wordmark that reflects the brand's commitment to innovation and movement.

{ 1Zx
    "AltDoc": true,
    "TopDapp": 2354,
    "overAct": false,
    "validPass": 0,
    "BreakGo": 998,
    "coverIn": true
}

To ensure the Trac Network logo remains clear, impactful, and visually prominent, a minimum clearance equal to the height of the "T" in the logo must be maintained around all sides. This designated buffer zone is essential for preventing visual interference from surrounding elements such as text, images, or other graphics. By preserving this spacing, the logo maintains its integrity and commands attention, ensuring a professional and cohesive presentation across all applications and media.

When the Track Network logo is displayed alongside other logos from the ecosystem, a consistent spacing must be maintained. This spacing, equal to the height of the "T" in the Track Network logo, ensures a cohesive and balanced alignment.

Maintaining this clearance allows each logo to preserve its unique identity while emphasizing the shared connection within the ecosystem. This practice guarantees a clean and professional presentation in all co-branded contexts.

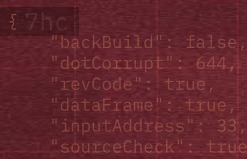MIN. Width 25MM

MIN. Width 112PX

For print
Small formats 25mm - Large formats 120mm

For screen
Small formats 112px - Large formats 250px

The minimum size for the Trac Network logo is crucial to maintaining its clarity and impact across various applications. By adhering to the specified dimensions, the logo preserves its distinctiveness and legibility, ensuring easy recognition even at smaller scales. This guideline safeguards the integrity of the brand's visual identity, allowing for consistent representation in both digital and print formats. Maintaining the minimum size is essential for delivering a professional and cohesive brand experience.

Proper usage of the Trac Network logo is essential for maintaining brand integrity and recognition. However, common misuse can compromise its visual impact and diminish the brand's professionalism. This section outlines frequent mistakes to avoid, ensuring that the logo remains consistent and effective in representing Trac Network across all mediums.


Don´t alter the colors of our logo.

Don´t stretch, squeeze or rotate our trademarks.

Don´t outline our logo.

Don´t add shadows to our logo.

Do not set the logo in stroke.

Don´t use multiple gradientes.

Avatars and icons

The icons showcase the "T" logomark in four color variations, including black and white. These simplified designs enhance brand versatility and recognition across digital platforms.

Available in both circular and square formats, the circular icon exudes a modern look, while the square icon conveys a sense of stability. Together, they serve as essential visual tools for representing Trac Network in social media and other digital environments, reinforcing the brand identity effectively.
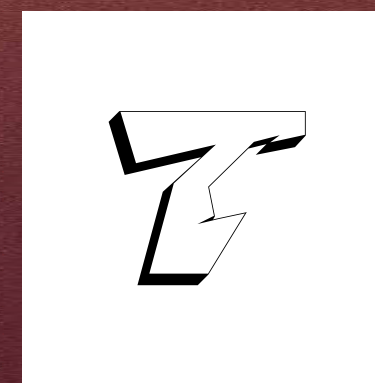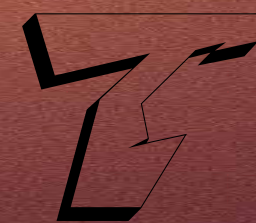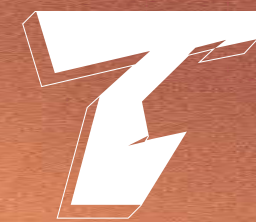
The Trac Nework logo is designed to be adaptable across various backgrounds, ensuring consistent visibility and impact. The white logo against a black background emphasizes elegance and modernity, creating a striking contrast that enhances recognition. Conversely, the black logo on a white background conveys professionalism and clarity, ensuring a clean and polished aesthetic.

These color variations allow the logo to maintain its integrity and visibility in different contexts, reinforcing the brand's identity while ensuring it stands out in both digital and print applications.

The grayscale palette offers a range of shades from light to dark, enhancing versatility and depth in design. It provides a consistent backdrop that complements the primary colors, ensuring clarity and professionalism across various applications.

MAIN

Silver Mist	Light Silver	Silver	Pure White
#E3E3E3	#EDEDED	#F2F2F2	#FFFFFF

Deep Malbec features three closely related shades that add richness and depth to the brand. These variations can be used interchangeably to create visual interest while maintaining a cohesive look. Ideal for backgrounds and accents.

MAIN

Deep Malbec
#4C1C28

Deep Malbec 2
#38151F

Deep Malbec 3
#230E15

Deep Malbec 4
#11070B

Crimson Rose Colors

Crimson Rose embodies passion and energy, providing vibrant tones that enhance visual appeal. This color is perfect for highlights and accents, adding a dynamic touch to designs while reinforcing the brand's lively identity.

MAIN

Crimson Rose	Crimson Rose 2	Crimson Rose 3	Crimson Rose 4
#C54359	#B5485D	#C64F60	#D85663

Coral Flame Colors

A warm and creative hue, Coral Flame radiates energy and draws attention. This color is ideal for creating inviting designs, effectively used in backgrounds or accents to enhance the brand's cheerful and approachable image.

MAIN

Coral Flame	Coral Flame 2	Coral Flame 3	Coral Flame 4
#EA5B64	#E5515F	#E0465C	#DB3B5A

Tangerine Dream Colors

A vibrant and refreshing hue, Tangerine Dream brings a sense of energy and optimism. This color is perfect for adding a playful touch to designs, making it ideal for accents and highlights that enhance the brand's dynamic personality.

MAIN

Tangerine Dream	Tangerine Dream 2	Tangerine Dream 3	Tangerine Dream 4
#F79E6D	#F4AA6E	#FFD287	#EFD770

ENIGMA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Enigma is characterized by its bold, modern aesthetic, providing a strong visual presence that captures attention. This typeface is purposefully designed for titles and key messages, ensuring both clarity and impact across all applications. Its geometric forms and clean lines convey authority and professionalism, making it well-suited for both digital and print mediums.

Enigma's versatility allows it to maintain readability at various sizes, enhancing the overall design without sacrificing style. By integrating Enigma into the Trac Network brand, we reinforce a contemporary identity that resonates with innovation and confidence.

f7hc
"backBuild": false,
"dotCorrupt": 644,
"revCode": true,
"dataFrame": true,
"inputAddress": 33,
"sourceCheck": true

EXO

abcdefghijklmnopqrstuvwxyz
123456789

Exo combines a modern design with a touch of elegance, making it a standout choice for body text and supplementary content. Its clean, geometric structure ensures high legibility, allowing for effective communication across various media. This typeface is designed to convey a sense of forward-thinking innovation, aligning perfectly with the essence of Trac Network.

The subtle curves and open forms of Exo improve readability, making it highly suitable for both digital and print environments. By integrating Exo into our branding, we create a cohesive visual identity that is both approachable and professional, reflecting the brand's dedication to clarity and user engagement.

12x
"AltDoc": true,
"TopDapp": 2354,
"overAct": false,
"validPass": 0,
"BreakGp": 998,
"coverIn": true

FOR SPECIAL HIGHLIGHTS USE ENIGMA

Leading: 100 to 120% - Tracking: 0

For headings use Exo SemiBold

Headings: Exo SemiBold - Leading: 100 to 120% - Tracking: 0 to -4%

For bodycopy use Exo Regular

BodyCopy: Exo Medium - Leading: 100 to 130% - Tracking: 0 to -2%

3 days to go
Trac Validator License Presale

→ 300 validator licenses for 1500 STRAC each

↘ ROUND 5

Presale goes live November 30th - 2 PM UTC

tracvalidator.com

Trac's fully 'ownable' and customisable nodes, enable developers to create their own tailored solutions for their specific data needs.

TODAY
Trac Validator License Presale

→ 300 validator licenses for 1500 STRAC each

↘ ROUND 5

Presale goes live November 30th - 2 PM UTC

tracvalidator.com

Trac's fully 'ownable' and customisable nodes, enable developers to create their own tailored solutions for their specific data needs.

ZRAC
Network

→ Litepaper

Trac Validator License Presale

ROUND 5

300 validator licenses for 1500 $TRAC each

30th November

tracvalidator.com   trac.network

Trac's fully 'ownable' and customisable nodes, enable developers to create their own tailored solutions for their specific data needs.

Trac Validator License Presale

Round 1	300 ⟁ $TRAC
Round 2	500 ⟁ $TRAC
Round 3	700 ⟁ $TRAC
Round 4	1000 ⟁ $TRAC
Round 5	1500 ⟁ $TRAC
Round 6	2000 ⟁ $TRAC
Round 7	3500 ⟁ $TRAC
Round 8	5000 ⟁ $TRAC
Round 9	7500 ⟁ $TRAC
Round 10	10000 ⟁ $TRAC

ZRAC Network

Proper typography usage is essential for maintaining the integrity of the Trac Network brand. However, common errors can compromise clarity and consistency. This section highlights frequent typographic misuses to avoid, ensuring that our brand communication remains effective and professional.

Do not use

variations of Exo like bold, extra bold, or black in body text unless they are for highlighting specific sections.

Tootight

Too loose

RESPECT LINE SPACING

DO NOT

EXAGGERATE

Don´t use new fonts

Brand Guidelines