

Carmal

Brand Guidelines



VERSION 1.0 – FINAL
OCTOBER 17, 2026

CARMAL VIOLET • #8E5CFF

Carmal is a Web3 marketing agency. We plan, launch and run campaigns for token projects — from listing and trending to community, press and exchange listings.

Our line is simple: **Execution is the strategy.**

This guide fixes every size, ratio and spacing in the identity, so anyone can produce Carmal work that looks the same every time.



Execution is the strategy.

Four versions, one construction.

Horizontal is the primary logo. Use it whenever there is room.

Vertical for square and tall spaces.

Icon for avatars, favicons and small sizes.

Wordmark only where the mark already appears nearby.

Never redraw or retype any version — use the master files.

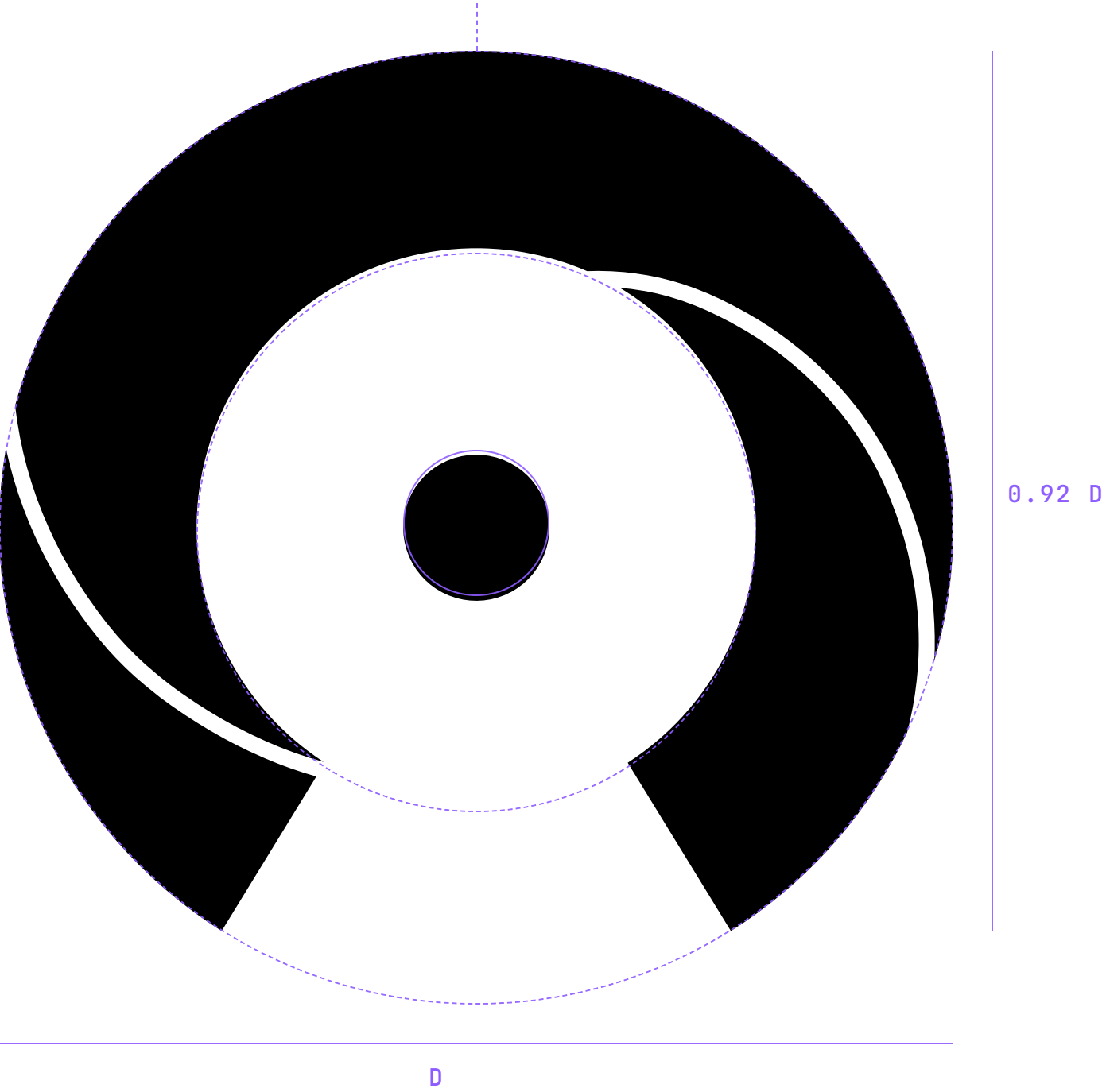


The mark is a ring around a keyhole — access, unlocked.

All proportions are taken from the master vector and expressed in D, the width of the outer ring.

Use the master file. Never rebuild the mark from circles.

Outer ring	D
mark width	
Inner circle	0.59 D
diameter	
Keyhole dot	0.15 D
diameter	
Swoosh gap	0.017 D
white line width	
Mark height	0.92 D
ring is cut at the base	
Centres	shared
ring, circle and dot (±0.5%)	



Horizontal lockup 04

Every size in the lockup is a fraction of M, the height of the mark.

The cap height of the C in “Carmal” is exactly half the mark.

AGENCY is a quarter of the C, left-aligned to the edge of the C.

Font: Plus Jakarta Sans, outlined in the master file.



Mark height	M
Mark → text	3/8 M
“Carmal” cap height (C)	1/2 M
“Carmal” weight · tracking	800 · -0.02 em
C baseline → AGENCY	1/8 M

AGENCY cap height	1/8 M (= 1/4 C)
AGENCY weight · tracking	600 · +0.40 em
Text block	1/4 M, centred on the mark
Total width	3.68 M

Same parts, stacked and centred.

The text is smaller than in the horizontal lockup: the C is one third of the mark.

Weights and tracking are the same as the horizontal lockup.



Mark height	M
Mark → text	1/4 M
C cap height	1/3 M
C baseline → AGENCY	1/4 C
AGENCY cap height	1/4 C
Alignment	centred
Total size	1.52 × 1.75 M

Clear space & size 06

X = the cap height of the C (½ M in the horizontal lockup).

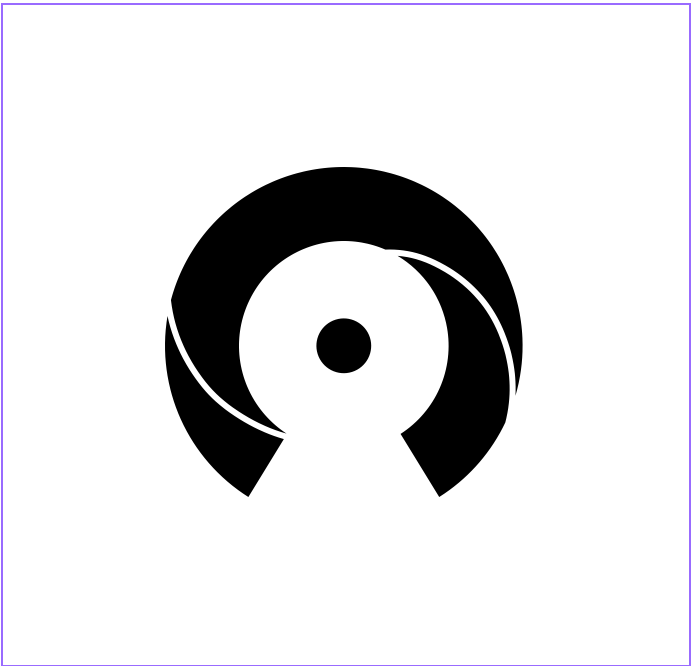
Keep X clear on every side of every version. Nothing — text, edges, other logos — enters this zone.

For the icon alone, X = ½ of its height.

Below the minimum sizes the logo stops reading. Switch to the icon instead.



CLEAR SPACE • X = C = ½ M



ICON • X = ½ HEIGHT

MINIMUM SIZE (SHOWN AT MINIMUM)



Horizontal

Screen M ≥ 24 px
Print M ≥ 6 mm



Vertical

Screen M ≥ 40 px
Print M ≥ 10 mm



Icon

Screen ≥ 16 px
Print ≥ 4 mm



Wordmark

Screen C ≥ 10 px
Print C ≥ 2.5 mm

Edge margin: at least 1 M from any edge of the format.

Headline: at least 2X (= 1 M) between the logo and the next element.

Other logos: same visual height (M), a 1 px divider as tall as M, and 2X on each side.

Never stack another logo inside our clear space.

margin ≥ 1 M



≥ 2X (= 1 M) to headline

Execution is the strategy.

Full-stack Web3 marketing for token launches, communities and KOL campaigns.



Primary: black on white, white on black.

Carmal Violet logo is allowed on white and on black, for emphasis.

On Carmal Violet, the logo is black (white also passes, black is stronger).

On gradients and photos: black or white only.

One color per logo. Never the accent on the accent.



LOGO
BLACK



LOGO
WHITE



LOGO
CARMAL VIOLET

BACKGROUND • WHITE



✓ Primary21.0 : 1

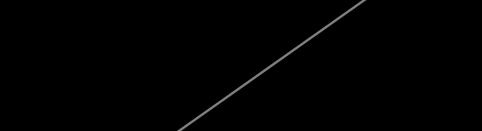


✗ Same color1.0 : 1



✓ Allowed — accent4.1 : 1

BACKGROUND • BLACK



✗ Same color1.0 : 1



✓ Primary21.0 : 1



✓ Allowed — accent5.1 : 1

BACKGROUND • CARMAL VIOLET



✓ Recommended5.1 : 1



✓ Allowed4.1 : 1



✗ Same color1.0 : 1

Watch out's

09

Never recreate or reposition the parts of the logo.

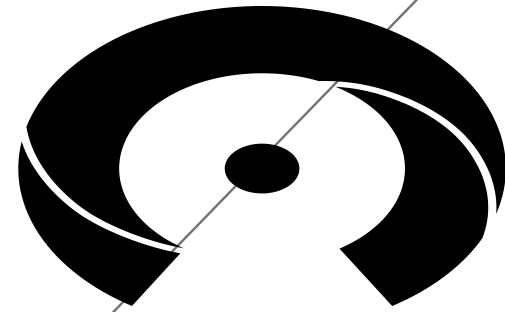
Never use two colors within the logo.

Never add shadows, glows or outlines.

Never stretch, squash or rotate the logo.

Never set the wordmark in another typeface.

Never introduce new colors into the system.



Black and white do the work. Violet carries the emphasis.

Ratio guide: about 60% white or black, 30% the other, 10% violet.

Tint and shade appear only inside gradients. Grays are for UI lines, captions and backgrounds.

Pantone / CMYK: match at print proof.

Carmal Violet

HEX #8E5CFF

RGB 142 92 255

ACCENT – MAX 10% OF A LAYOUT

Black

HEX #000000

RGB 0 0 0

PRIMARY

White

HEX #FFFFFF

RGB 255 255 255

PRIMARY

Violet tint

#DCCCFF

Violet shade

#2C008F

Gray 50

#F5F5F5

Gray 100

#EDED

Gray 300

#D4D4D4

Gray 500

#8A8A8A

Gray 600

#6B6B6B

Gray 900

#262626

Body text is always black or white.

Carmal Violet text on black: all sizes.

Carmal Violet text on white:
headlines only (24 px and up).

On Carmal Violet, text is black. White
only for large text.

Use violet for one or two words,
never a whole paragraph.



TEXT
BLACK



TEXT
WHITE



TEXT
CARMAL VIOLET

BACKGROUND • WHITE

Execution is the strategy.

Body text at 16 px. We plan, build and run Web3 campaigns end to end.

✓ All text

21.0 : 1

✗ Same color

1.0 : 1

Execution is the strategy.

Body text at 16 px. We plan, build and run Web3 campaigns end to end.

! Large text only (24 px+)

4.1 : 1

BACKGROUND • BLACK

✗ Same color

1.0 : 1

Execution is the strategy.

Body text at 16 px. We plan, build and run Web3 campaigns end to end.

✓ All text

21.0 : 1

Execution is the strategy.

Body text at 16 px. We plan, build and run Web3 campaigns end to end.

✓ All sizes — use for emphasis

5.1 : 1

BACKGROUND • CARMAL VIOLET

Execution is the strategy.

Body text at 16 px. We plan, build and run Web3 campaigns end to end.

✓ All text

5.1 : 1

Execution is the strategy.

Body text at 16 px. We plan, build and run Web3 campaigns end to end.

! Large text only (24 px+)

4.1 : 1

✗ Same color

1.0 : 1

Gradients & Orbit 12

Three gradients, all in one hue. Never mix violet with another color in a gradient.

Logo on a gradient: black or white, as shown.

Orbit is the mark cropped large off the edge, as a background — never as the logo.

Orbit opacity: 90% on black, 30% white on gradients.



Plus Jakarta Sans for everything people read.

JetBrains Mono for labels, numbers and data.

Sizes in px at 1x. Line heights sit on a 4 px grid.

Headlines tighten, body text stays at 0. Never use weights outside 400–800.

Display96/96 · 800 · -0.04 em

H164/68 · 800 · -0.03 em

H240/48 · 700 · -0.02 em

H328/36 · 700 · -0.01 em

Body L20/32 · 400 · +0.00 em

Body16/24 · 400 · +0.00 em

Small13/20 · 500 · +0.00 em

Label12/16 · Mono 500 · +0.20 em

Execution

Execution is the strategy.

We ship campaigns that move.

Listing, trending, community.

Full-stack Web3 marketing for token launches.

Full-stack Web3 marketing for token launches, communities and KOL campaigns.

Not financial advice. Results vary by market.

TVL \$12.4M · +8.2% · OCTOBER 2026

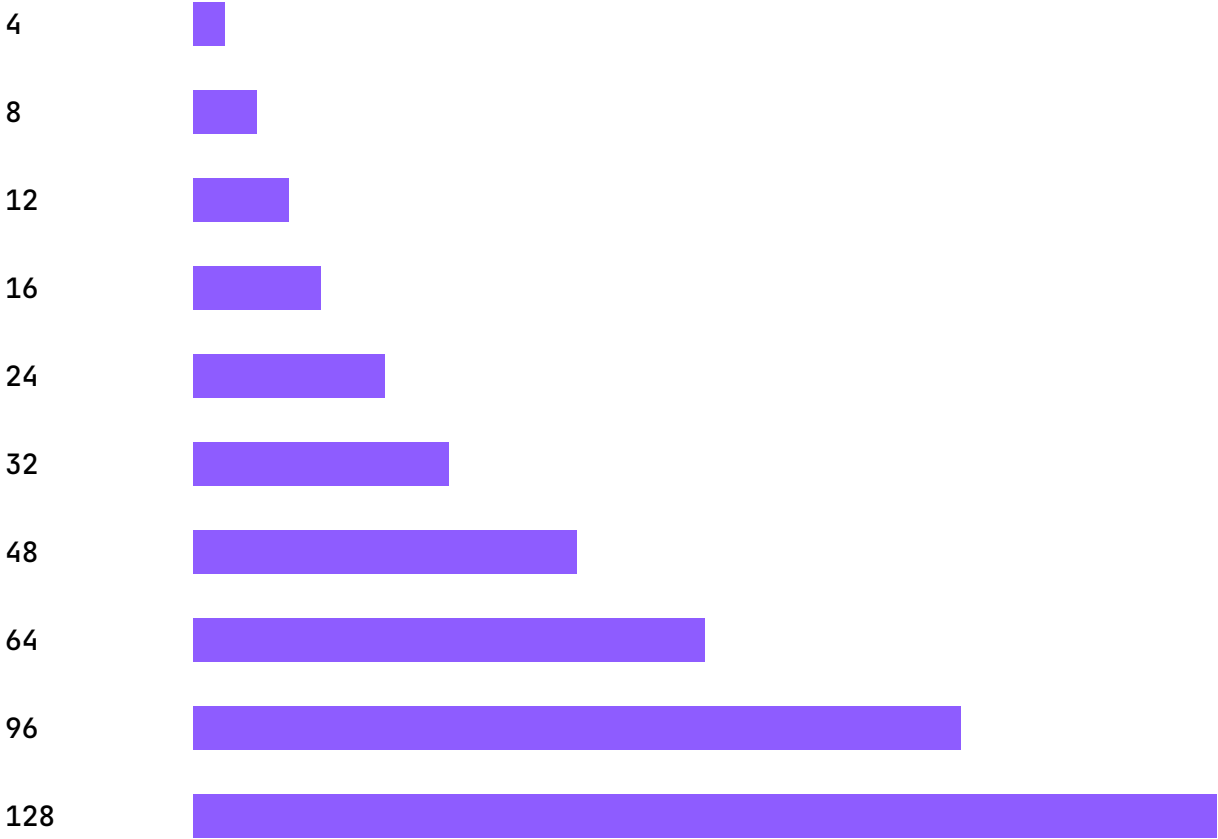
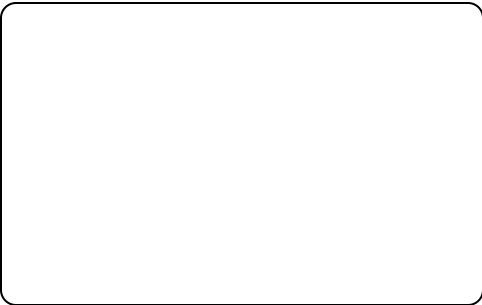
Spacing & shape 14

All spacing is a step on this scale — nothing in between.

Base unit 4 px. Use 8 and up for layout, 4 only inside components.

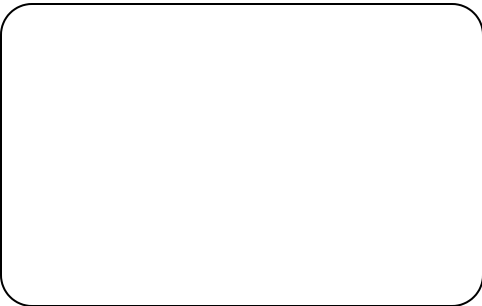
Lines: 1 px, Gray 100 on white, Gray 900 on black.

Corners: 8, 16 or fully round. No other radii.



Chip · input

radius 8 px



Card

radius 16 px



Button

radius full

Fixed margins and logo sizes for the formats we use most.

Logo top-left, headline bottom-left.
The dashed line is the margin.

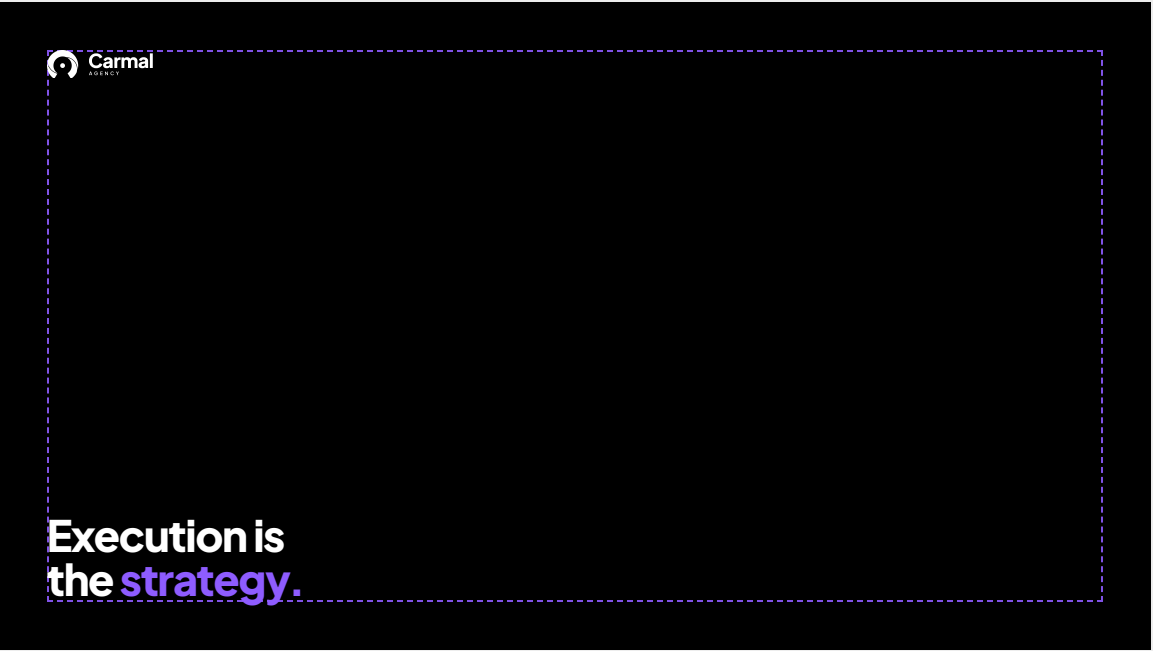
Logo M stays 48 px at 1080 and 1920 wide, so it reads the same everywhere.

X header 1500x500: margin 48 px,
logo M 40 px.



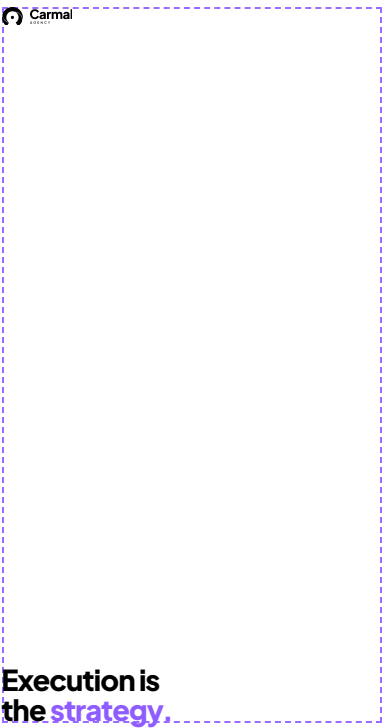
Social post

1080x1080 • margin 64 px • logo M 48 px



Slide / thumbnail

1920x1080 • margin 80 px • logo M 48 px



Story

1080x1920 • margin 64 px • logo M 48 px

Nine service lockups, built exactly like the main logo: the service name replaces “Carmal”, and CARMAL replaces AGENCY.

Same ratios: name cap height 1½ M, label 1⁄8 M, gap ¾ M.

Black or white only. Never put a service name in violet.



Projects that hired Carmal.

Show client logos in their own colors, inside a circle, never recolored to violet.

In a “Trusted by” strip, all logos are the same size with equal gaps.

Contract addresses are shown so anyone can verify the token.

Logos: Trust Wallet asset repository. Confirm with each client before public use.



Saros Finance

\$SAROS · SOLANA

SarosY6Vscao718M4A778z4CGtvcwcGef5M9MEH1LGL



Myro

\$MYRO · SOLANA

HhJpBhRRn4g56VsyLuT8DL5Bv31HkXqsrahTTUCZeZg4



Dogelon Mars

\$ELON · ETHEREUM

0x761D38e5ddf6ccf6Cf7c55759d5210750B5D60F3

TRUSTED BY



Saros Finance



Myro



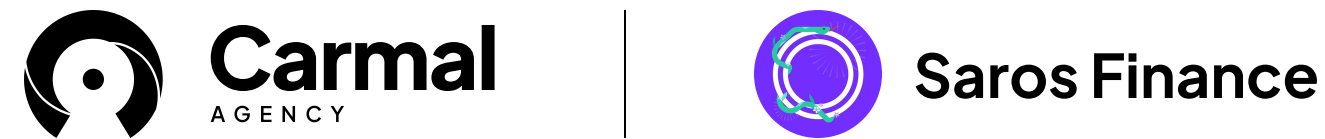
Dogelon Mars

Carmal first (left), partner second.

Both logos at the same visual height M, a 1px divider M tall, 2X(= 1 M) on each side.

“Marketing partner” only with an active contract. “Powered by” for campaigns we ran — footer or end card, never the headline.

Badges are always black or white.



Thank you

All Carmal assets are proprietary and protected by intellectual property law.

Do not modify or alter any files in any way.

Do not present them in a manner that implies partnership or endorsement by Carmal.

Do not use them within another brand, product, or service name.

Client logos belong to their owners and are shown with permission.

Template text, not legal advice.

