Brand Guidelines

ens

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Logo

SYMBOL

The ENS symbol is the main icon and mark for ENS, that has its derivations from Ethereum.
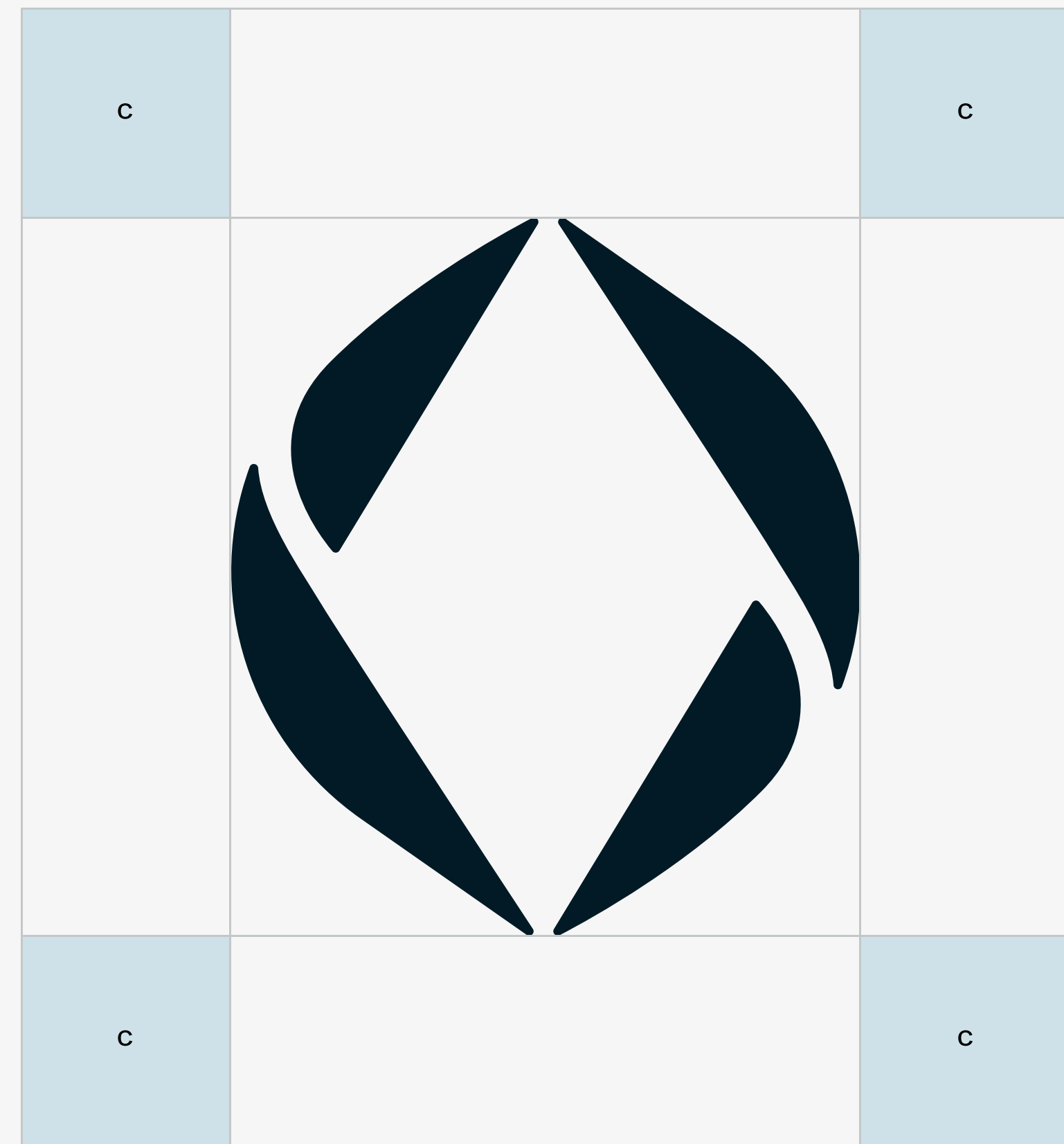
The petals have been redrawn for the 2024 brand refresh, such that it feels a touch more soft and balanced with its rounded corners.

CLEARSPACE

Below is the recommended clearspace area (extra space you should leave such that the logo feels evenly weighted inside a comosition) when placing the symbol on a composition.

Below is the recommended clearspace area (extra space you should leave such that the logo feels evenly weighted inside a comosition) when placing the symbol on a composition.

FULL LOCK-UP

This is the main lock-up for ENS, and is crafted using the main symbol and a custom rounded version of ABC Monument Grotesk.

The lowercase "e" is slightly tilted, and the legs of the "n" have been decreased ever so slightly to contrast well optically.

FULL LOCK-UP CLEARSPACE

Below is the recommended clearspace area (extra space you should leave such that the logo feels evenly weighted inside a comosition) when placing the full-lock-up, equal to the space between the mark and the wordmark.

There are rare exceptions to this rule (think about when you are laying it out really big), but when in doubt, stick with this clearspace rule.

C C

C C

SPACE BETWEEN SYMBOL
AND WORDMARK IS THE
WIDTH OF THE LEG OF THE "N".

VERTICAL LOCK-UP

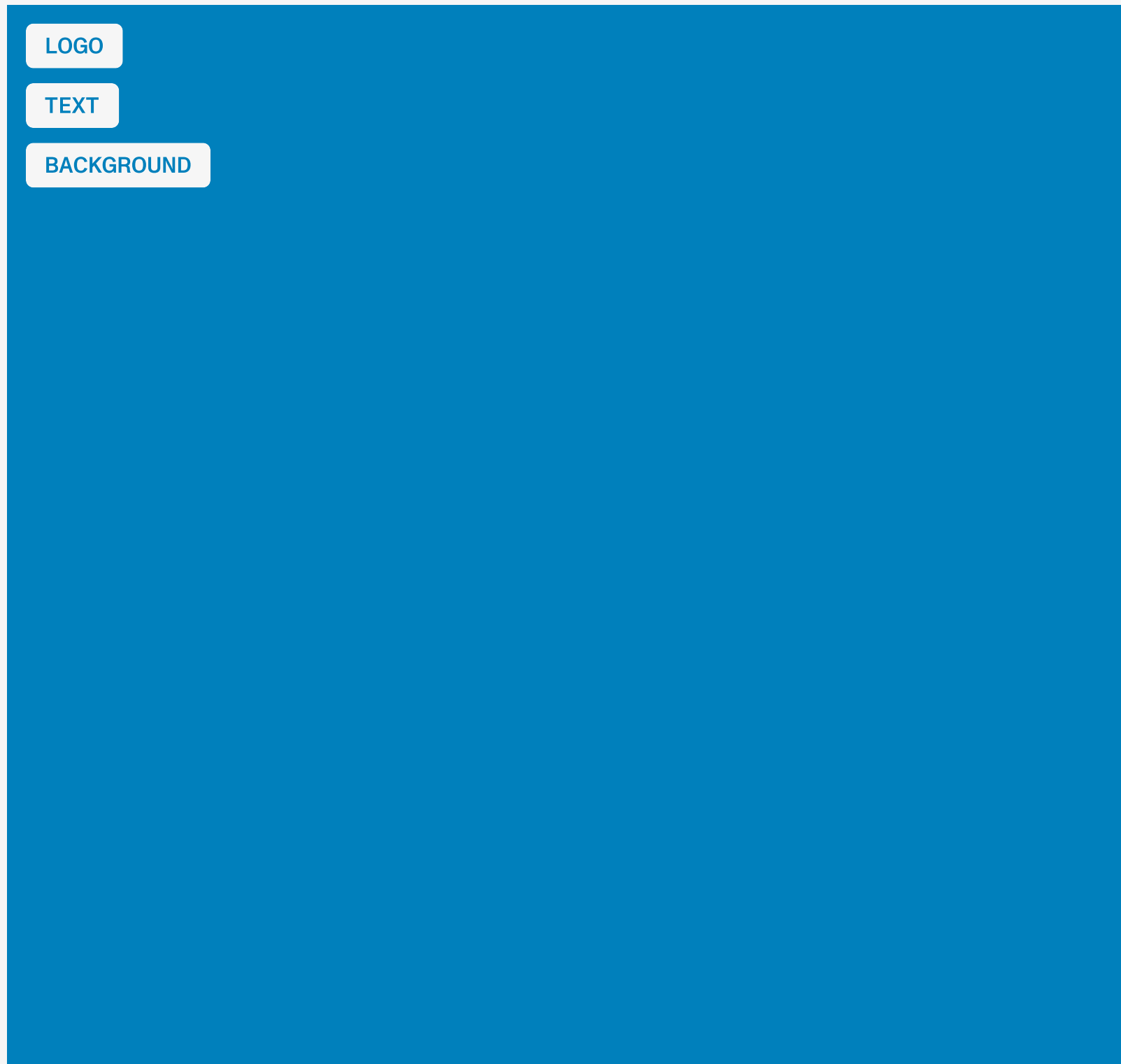For special and alternative use-cases, we
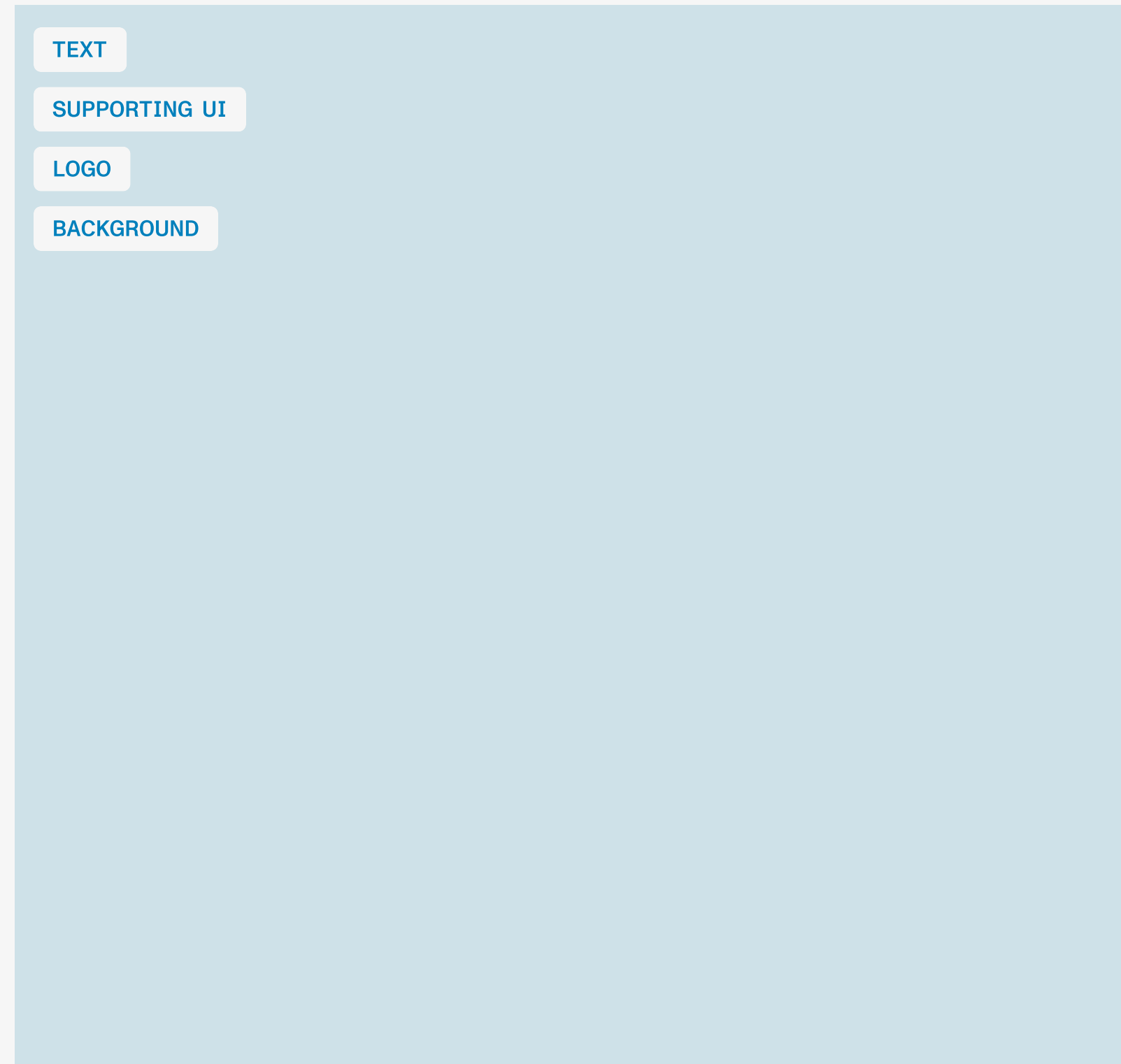have a vertical lock-up.

Colors

PRIMARY COLOR PALETTE

Below is the primary color palette for the
ENS brand. Please keep in mind that the
colors are not a "one-size-fits-all" and use
your best judgement on creating net-new
assets for ENS.

LOGO

TEXT

BACKGROUND

TEXT

SUPPORTING UI

LOGO

BACKGROUND

TEXT

LOGO

BACKGROUND

BACKGROUND

ENS BLUE

HEX: #0080BC

RGB: 0, 128, 188

CMYK: 84%, 41%, 5%, 0%

LIGHT BLUE

HEX: #CEE1E8

RGB: 206, 255, 232

CMYK: 18%, 4%, 6%, 0%

DARK BLUE

HEX: #011A25

RGB: 1, 26, 37

CMYK: 88%, 71%, 59%, 72%

WHITE

HEX: #F6F6F6

RGB: 255, 255, 255

CMYK: 2%, 2%, 2%, 0%

The "ENS Blue" color is the main color to use
for a variety of things core branded — logo, text,
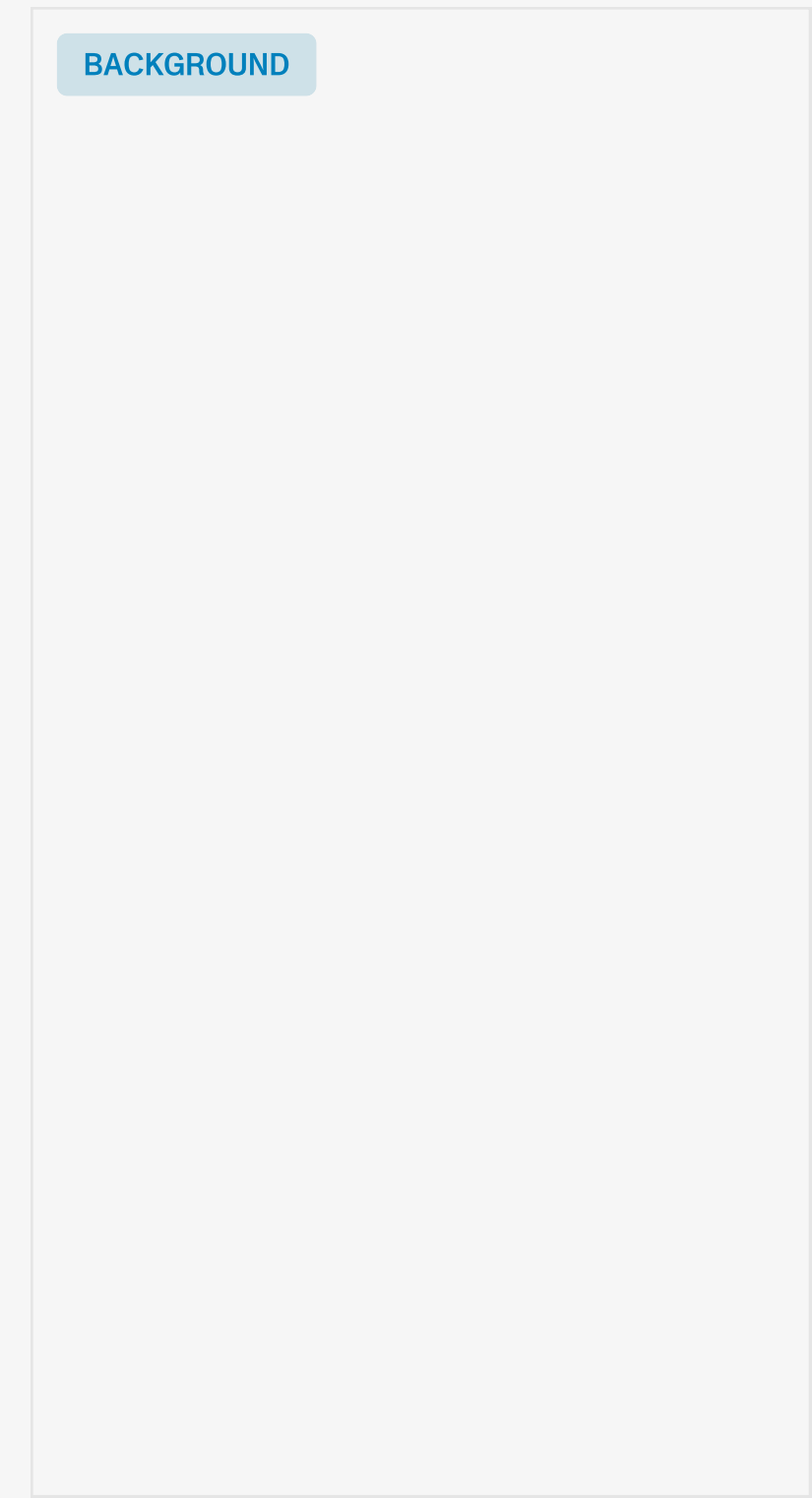and background (when you need a saturated
background fill).

"Light Blue" can be used as a supporting color
to use on the logo (when paired with a dark
background), supporting UI elements, and a
background (usually paired with the ENS Blue).

"Dark Blue" is a more accessible color to be
used on the text, logo, and background.

This can be used as a background hex and also
text when paired with a dark background.

EXTENDED COLOR PALETTE

Below are the scondary color palettes to
be used for creating creative collateral for
the ENS brand.

GREEN
HEX: #007C23
RGB: 44, 24, 172
CMYK: 88%, 26%, 100%, 15%

MAGENTA
HEX: #F53293
RGB: 218, 94, 204
CMYK: 0%, 92%, 1%, 0%

YELLOW
HEX: #FFF72F
RGB: 240, 223, 19
CMYK: 4%, 0%, 87%, 0%

DARK BROWN
HEX: #EE4D1B
RGB: 238, 77, 27
CMYK: 50%, 63%, 61%, 34%

MIDNIGHT BLUE
HEX: #093C52
RGB: 9,60, 82
CMYK: 89%, 27%, 0%, 68%

GRAY
HEX: #4A5C63
RGB: 74, 92, 99
CMYK: 26%, 7%, 0%, 61%

GRAY 2
HEX: #E5E5E5
229, 229, 229
CMYK: 9%, 6%, 7%, 0%

LIGHT GREEN
HEX:#C5DDCC
RGB: 197, 221, 204
CMYK: 23%, 3%, 22%, 0%

LIGHT MAGENTA
HEX: #F2C4DA
RGB: 242, 196, 218
CMYK: 2%, 27%, 1%, 0%

LIGHT YELLOW
HEX: #F8F6D6
RGB: 248, 246, 214
CMYK: 3%, 1%, 19%, 0%

GRAY 3
HEX: #C4C7C8
196, 199, 200
CMYK: 2%, 0%, 0%, 22%

COLOR PAIRINGS

This list is non-exhaustive, but a start to color pairings that work with the ENS brand. Please consult the design team when using a pairing not on the list below.

BLUE	LIGHT BLUE

MAGENTA	LIGHT MAGENTA

GREEN	LIGHT GREEN

DARK BROWN	LIGHT YELLOW

GREEN	LIGHT YELLOW

MAGENTA	GREEN

BLUE	MAGENTA

Typography

ABC MONUMENT GROTESK

nick.eth

domico.eth

Welcome to the
[New Internet]

sulli18.eth

esk3nder.eth

sadaf.eth

ABC MONUMENT GROTESK

ABC Monument Grotesk is the main display typeface for the ENS brand.

We use ABC Monument Grotesk in cases where a display typeface is used. Keep in mind, there is a distinction between "ABC Monument Grotesk" and "ABC Monument Grotesk Mono."

We mainly utilize the Medium and Regular weight. Please refer to the Type Pairings page for usage guidelines.

ABC Monument Grotesk is a licensed font and cannot be redistributed.

ABC MONUMENT GROTESK — REGULAR

ABC Monument Grotesk, Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABC MONUMENT GROTESK — MEDIUM

ABC Monument Grotesk, Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABC MONUMENT SEMI-MONO GROTESK

ABC Monument Semi-Mono Grotesk is a
transitional variant of our display
typeface. It is used very sparsely in core
branded moments.

ABC Monument Semi-Mono Grotesk is a
licensed font and cannot be redistributed.

ABC MONUMENT SEMI-MONO GROTESK - REGULAR

ABC Monument Semi-Mono Grotesk, Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABC MONUMENT SEMI-MONO GROTESK - MEDIUM

ABC Monument Semi-Mono Grotesk,Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABC MONUMENT GROTESK MONO

ABC Monument Grotesk Mono is used
for all things meta-data, and is useful for
instances relating to numbers and lists.
We also use this as a supporting typeface
when displaying ENS NFTs.

ABC Monument Grotesk Mono is a
licensed font and cannot be redistributed.

ABC MONUMENT GROTESK MONO - REGULAR

ABC Monument Mono Grotesk, Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABC MONUMENT GROTESK MONO - MEDIUM

ABC Monument Mono Grotesk,Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABC MARIST

For every dreamer, creator, and change—maker tired of the old internet, *Web3 is here.* ENS is more than a protocol – it's a commitment to a better web, built for everyone.

ABC MARIST

ABC Marist, also by type foundry
Dinamo, is used as our body typeface. It is
a reader-friendly font that evokes a
slightly Old Style feel.

We typically use Book and Book Italic
when in use on body paragraphs.

ABC Marist Grotesk is a licensed font and
cannot be redistributed.

ABC MARIST - BOOK

ABC Marist, Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABC MARIST - BOOK ITALIC

ABC Marist, Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TYPE PAIRINGS

Below are example pairings for the ENS typographic system.

As a good rule of thumb, the smaller the font size, the more relaxed the letterspacing, and as the size increases, the letterspacing decreases.

A. HEADLINE

ABC MONUMENT GROTESK MEDIUM (PAIRED WITH ABC MONUMENT GROTESK SEMI-MONO MEDIUM FOR "NEW INTERNET")
96% LINESPACING / -3% LETTERSPACING

Welcome to the [New Internet]

B. HEADLINE / BODY PAIRING

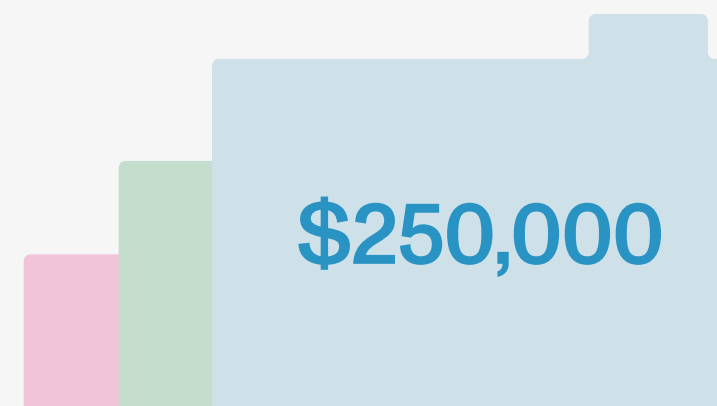ABC MONUMENT GROTESK MEDIUM
90% LINESPACING / -1% LETTERSPACING

ABC MARIST
112% LINESPACING / 0% LETTERSPACING

Go your own way.

ENS name is your anchor in Web3. It's your identity across the new internet: simple, memorable, unmistakably yours.

C. MISC. DISPLAY USAGE

ABC MONUMENT GROTESK MEDIUM
90% LINESPACING / -1% LETTERSPACING

130+ ETH funded
680+ proposals
500+ voters

$250,000

D. METADATA

ABC MONUMENT MONO GROTESK MEDIUM

Blog   Roadmap   EN ▼

Eyebrow Category Here

E. BUTTONS

ABC MONUMENT MONO GROTESK MEDIUM

Learn about ENS Governance

F. LONGFORM COPY

ABC MARIST REGULAR
122% LINESPACING / 0% LETTERSAPCING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sed risus sit amet arcu tempor rhoncus. Vivamus a velit pretium, dignissim libero eget, aliquam est. Nullam quis dapibus velit, quis euismod velit. Mauris non justo a massa convallis tristique. Sed tincidunt eu mi a auctor. In hac habitasse platea dictumst. Fusce a porttitor leo, non elementum justo. Nulla eget purus varius, ultrices nulla et, suscipit lorem. Nunc scelerisque semper metus, sit amet eleifend turpis fringilla a. Duis dapibus pharetra ante sit amet gravida.

Duis vel maximus sapien, vitae aliquet massa. Fusce eget risus mattis, maximus dui eu, ultrices nunc. Duis feugiat elementum est vitae imperdiet. Donec ornare dictum elit, eget venenatis magna posuere imperdiet. Duis ac lorem nec ipsum vehicula eleifend at sed augue. Vestibulum eu ex velit. In hac habitasse platea dictumst. Ut id erat nibh. Ut laoreet placerat ultrices. Suspendisse eros mauris, commodo in pellentesque vitae, congue et leo. Morbi tristique eu elit at congue.

Graphical Elements

PATHWAYS

What are pathways?

Pathways are guiding lines and visual abstractions. Graphically, we use these pathways to tell visual stories or at the least, serve as a guiding supporting visual anchor for our branded collateral.

Digital, yet tactile.

PATHWAYS

They represent complex decisions a user makes.

They can frame an idea.

PATHWAYS

ENS seeks to make the New Internet feel better to use.

We guide, but don't treat our community as not able to go on their own journeys.

It's always an open ecosystem.

As far as tips for using the pathways, it's a little bit of feel, but in general, try to use them feeling "zoomed in" and not showing too much of the full pathway.

These were originally created using Adobe Illustrator, and is created by using thin strokes, and off-set path.

SNIPPETS

Snippets are intended to be used mainly for the website and smaller pieces of collateral, and are used in areas where the "pathways" mgiht feel too large.

1. SINGULAR PATHWAY

The pathway here should always be in an even spot (with equal padding accordingly).

It should have a very narrow inner-line.

2. CHECKPOINT

The "checkpoint" here (rounded square node to signify a user's movements) is optional here.
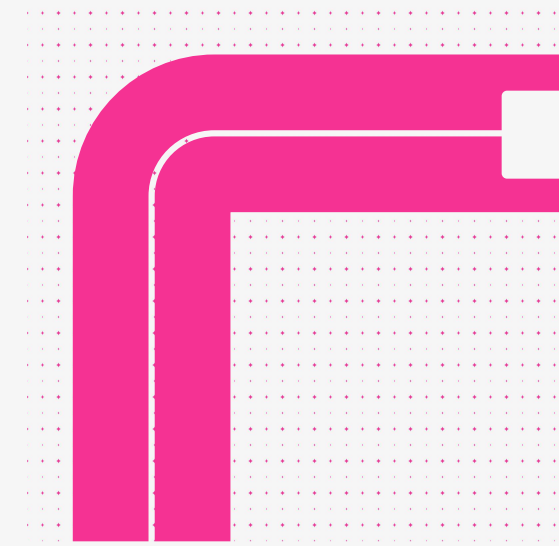
Try not to use too many snippets that include the nodes here when using more than one snippet.

3. BACKGROUND

The background has a tiled tonal fill, and should match the fill of the foreground pathway (in this case, ENS Blue).

They provide a taste of the pathways, and can be used as supporting visuals to highlight a headline or a subhead.
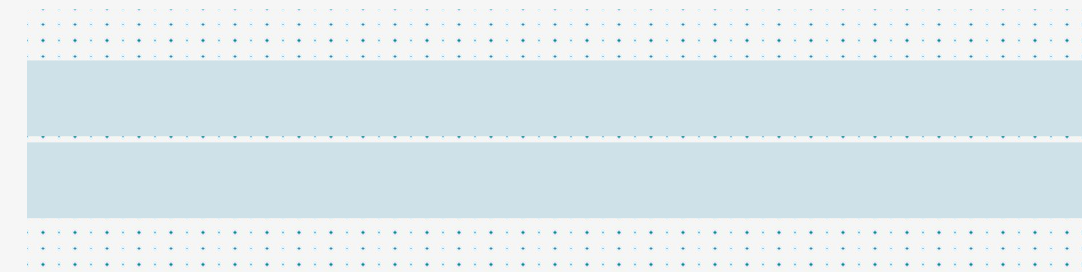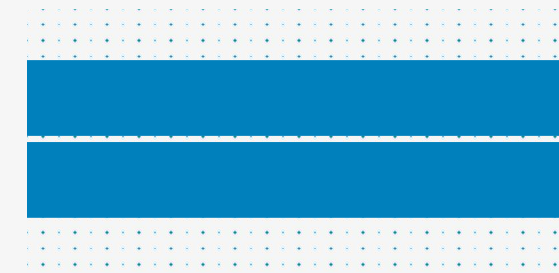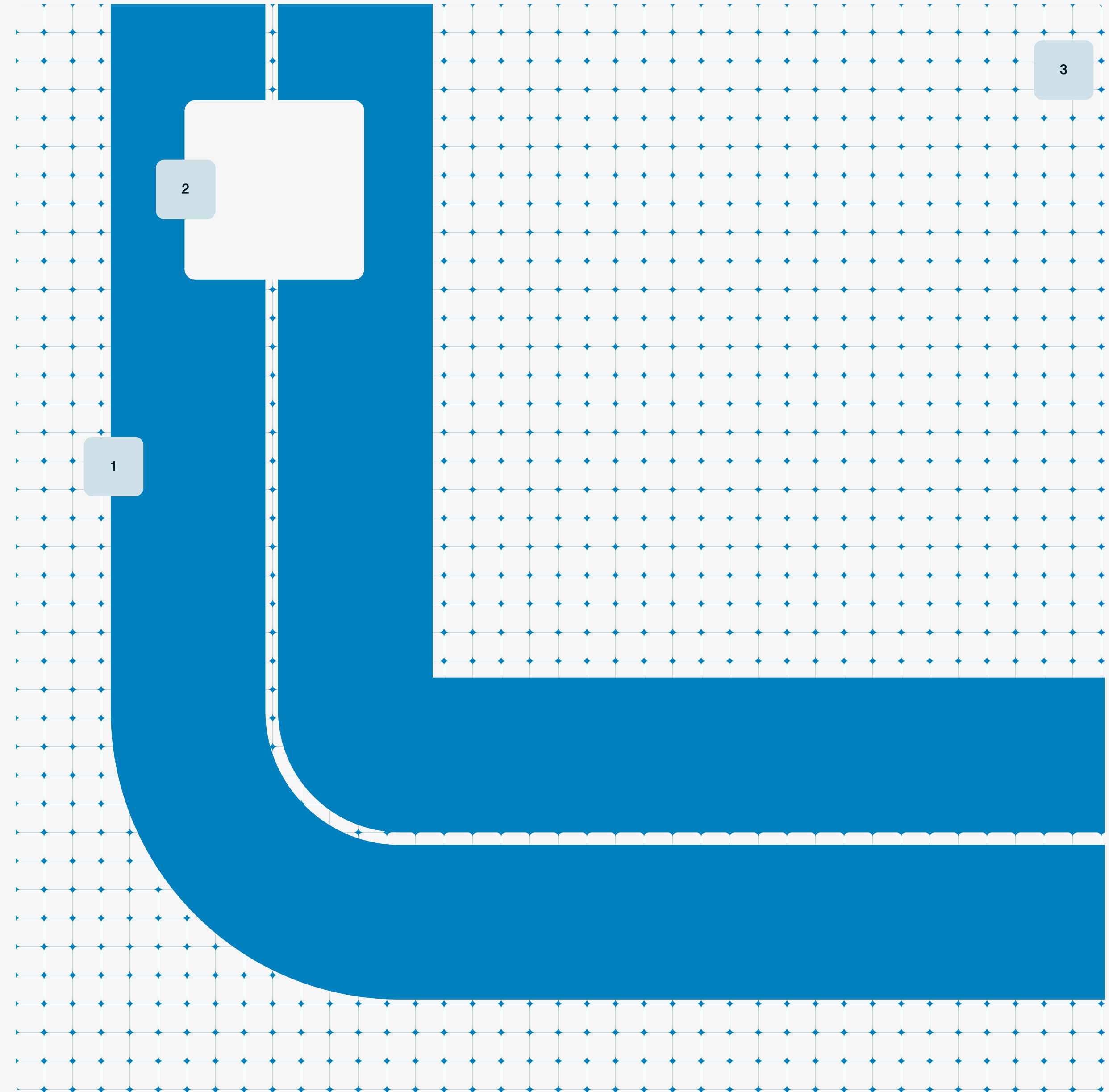
SQUARE (L)

SQUARE (S)

LINE (L)

LINE (S)

Artwork not to scale and only to showcase details— should be used relatively small.

Ethereum Name Service
Brand Guidelines