



The InterPlanetary File System
Brand Book Guidelines



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Introduction



„The internet is supposed to be a force for equality, it's supposed to equalize access to information knowledge. It's the people who need it the most, that get the least benefit from it.”



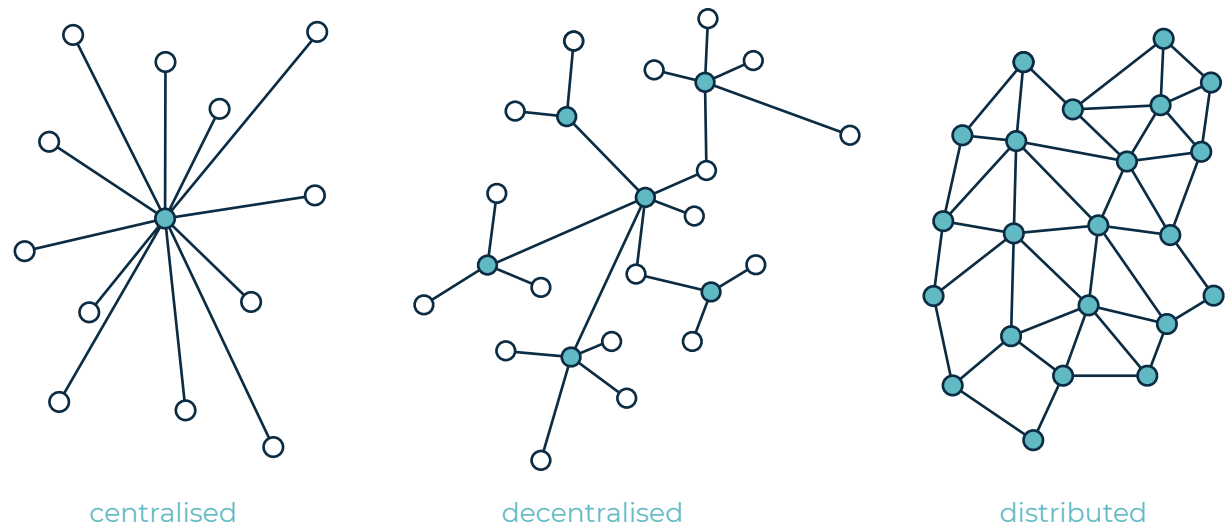
Juan Benet | TEDxSanFrancisco



What is IPFS?

The InterPlanetary File System

The InterPlanetary File System (IPFS) is a peer-to-peer distributed file system that seeks to connect all computing devices with the same system of files. In some ways, IPFS is similar to the Web, but IPFS could be seen as a single BitTorrent swarm, exchanging objects within one Git repository. In other words, IPFS provides a high throughput content-addressed block storage model, with content-addressed hyper links. This forms a generalized Merkle DAG, a data structure upon which one can build versioned file systems, blockchains, and even a Permanent Web. IPFS combines a distributed hashtable, an incentivized block exchange, and a self-certifying namespace. IPFS has no single point of failure, and nodes do not need to trust each other.



What is IPFS?

The InterPlanetary File System

IPFS is a protocol:

- defines a content-addressed file system
- coordinates content delivery
- combines Kademlia + BitTorrent + Git

IPFS is a filesystem:

- has directories and files
- mountable filesystem (via FUSE)

IPFS is a web:

- can be used to view documents like the web
- files accessible via HTTP at `https://ipfs.io/<path>`
- browsers or extensions can learn to use the `ipfs://` URL or `dweb://ipfs/` URI schemes directly
- hash-addressed content guarantees authenticity

IPFS is modular:

- connection layer over any network protocol
- routing layer
- uses a routing layer DHT (kademlia/coral)
- uses a path-based naming service
- uses bittorrent-inspired block exchange

IPFS uses crypto:

- cryptographic-hash content addressing
- block-level deduplication
- file integrity + versioning
- filesystem-level encryption + signing support

IPFS is p2p:

- worldwide peer-to-peer file transfers
- completely decentralized architecture
- no central point of failure

IPFS is a cdn:

- add a file to the filesystem locally, and it's now available to the world
- caching-friendly (content-hash naming)
- bittorrent-based bandwidth distribution

IPFS has a name service:

- IPNS, an SFS inspired name system
- global namespace based on PKI
- serves to build trust chains
- compatible with other NSes
- can map DNS, .onion, .bit, etc to IPNS

A network diagram in the top-left corner showing a central node connected to several other nodes, representing a decentralized network structure.

IPFS is a new protocol to decentralize the web. IPFS enables the creation of completely decentralized and distributed applications, using content addressing and digital signatures.

**IPFS makes the web faster,
safer, and more open.**

A network diagram in the middle-right area showing a central node connected to two other nodes, representing a decentralized network structure.

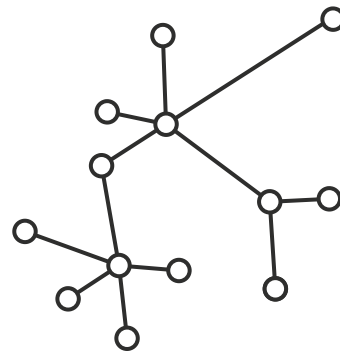
Logo

Origins of logo

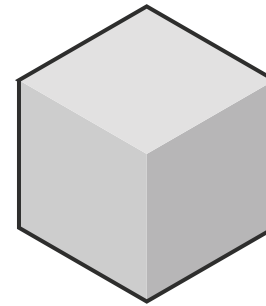
How our logo was created?

We wanted the concept of our logo to be simple and reflect the spirit of our protocol perfectly. Our logo is like a small network - the circles are the **nodes** inside, while the edges represent **connections**.

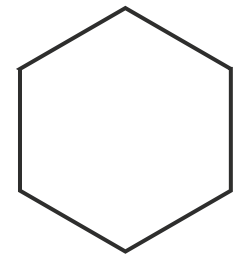
The whole is closed in the form of a **cube** that represents building blocks. If you look closely you will also find a **hexagon** there. We are big fans of them as they are one of the geometric shapes that occur in nature. It seems to us that there is no better representation of our protocol than number **6**, which symbolizes communication.



nodes



cube

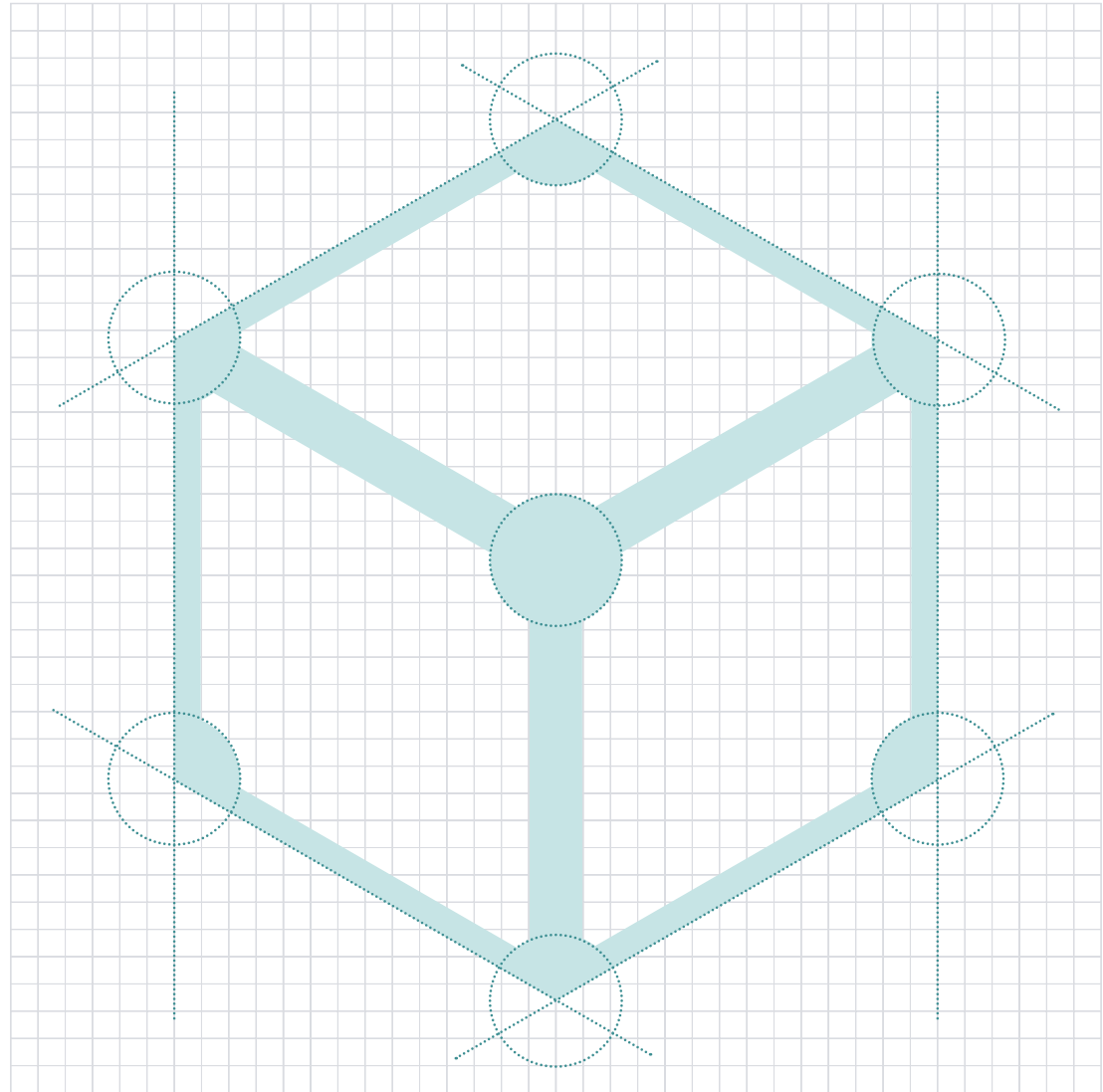


hexagon



Logo construction

How we build this?





Basic logo

Primary logos variations

The IPFS cube combine with IPFS logotype and create our logo - the core element in or brand identity system.

Whether the cube stand alone or accompanied by the logotype design element, their size, shape, color and usage must at all times conform to this Brand Book Guidelines.

1



2



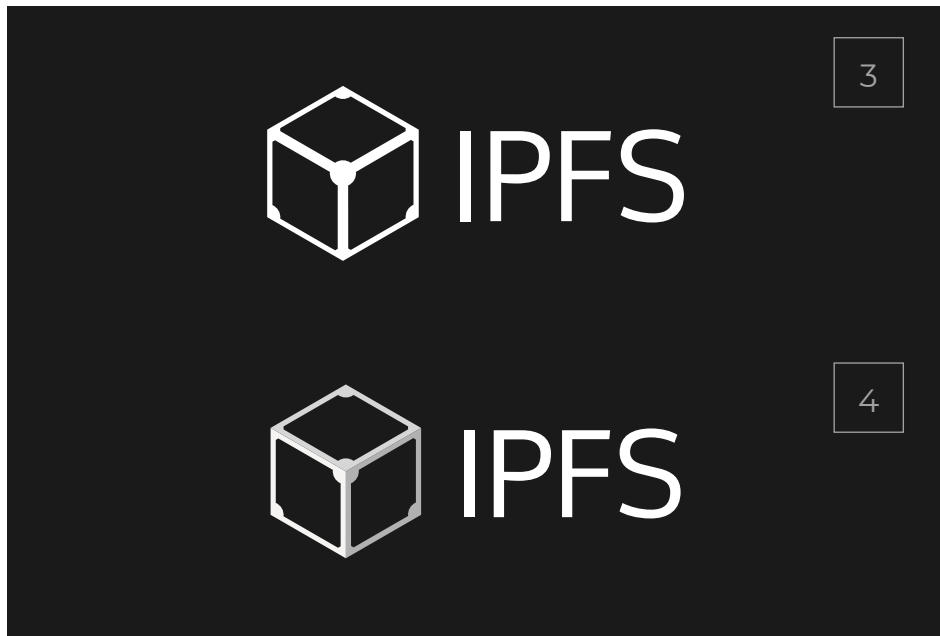
Logo variations

Monochrome logos

1



2



3

4

1 Monochrome black

2 Grayscale black

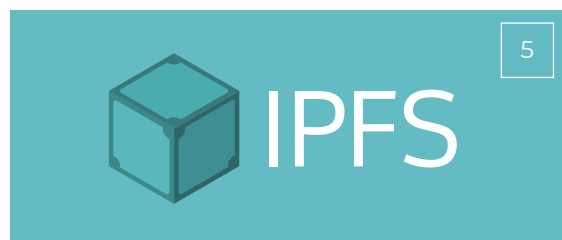
3 Monochrome white

4 Grayscale white

Color logo versions

Primary color logos versions

- 1 White on Navy blue
- 2 White on Turquoise blue
- 3 Color Cube on Navy blue
- 4 Color on Navy blue
- 5 Color on Turquoise blue
- 6 Color Cube on Turquoise blue



Clear space

Safe space for our logo

Whenever you use the official IPFS logo, it should be surrounded with clear space to ensure its visibility and impact.

No graphic elements of any kind should invade this zone. Clear space is developed from the height of the top wall of the cube.



Minimal size

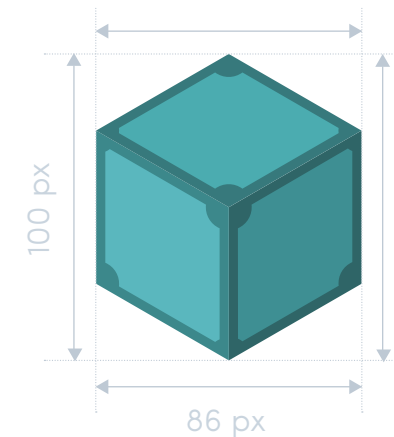
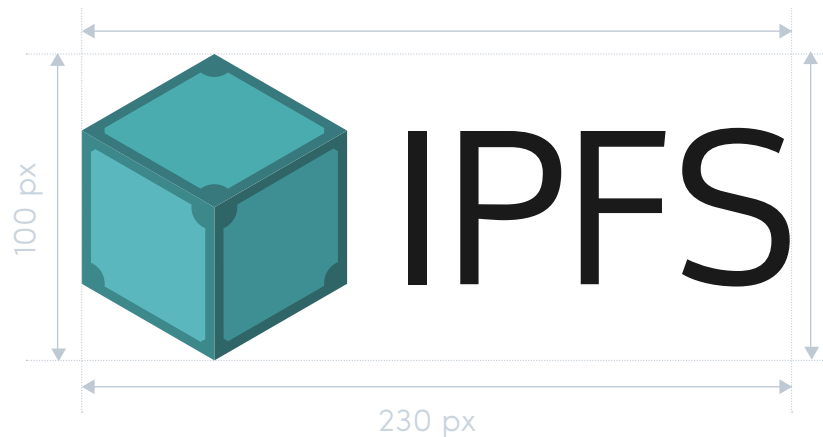
Primary brand colors

The minimum size described exclude the clear space. The minimum size are applicable for displays of 72dpi. If the display screens that have higher dpi (retina), minimum size should be adopted proportionally.

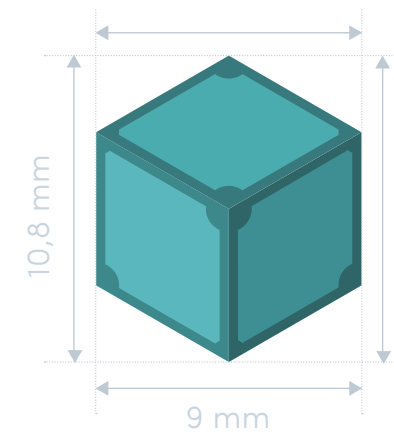
1 The minimum logo width for web pages and applications is 230x100 px and 86x100 px for cube.

2 The minimum logo width for print is 25x10,8 mm and 9x10,8 mm for cube.

1 On the screen



2 On the print



Prohibited use

Incorrect use of our logo

Incorrected use of IPFS logo detracts from our brand equity and recognition. Our logos are graphic elements that use official type fonts and colors in specific configuration. Do not adjust the color or substitute type fonts in the logos.

Our list contains some examples of prohibited use of the logo in order to protect the strength of the brand and prevent undermine the brand reputation.



Don't change any logo proportions



Don't change any proportions



Don't reverse the logo



Don't use outline logo



Don't add any effects



Don't rotate logo

Use on backgrounds

Colored and pattern background

In perfect world the IPFS logo should be applied to a clear, calm background regardless of the kind of the medium.

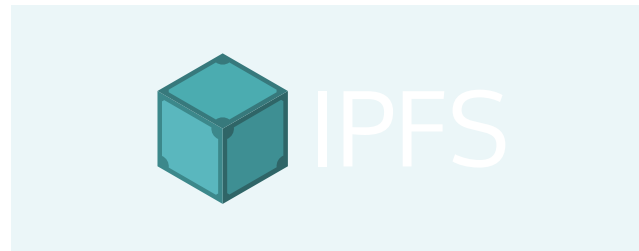
Realistically, this is not always possible, so in situations where colored, photo or patterned backgrounds occur, the following guidelines should be application.



X Don't use busy background for the logo



Use dark calm background and light logo



X Don't use light logo on light background color



Use dark color background and light logo



X Don't use light logo on light background



Use dark logo for light background

Visual identity

Primary typography

Heading typeface

The primary typeface for heading on printed and online materials is Montserrat.

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?/

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?/

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?/

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Secondary typography

Website typeface

The secondary typeface for text on online materials is safe web font Verdana. Everywhere when Montserrat isn't available or cannot be used, Verdana is a safe alternative that matches Montserrat ideally.

Verdana
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Verdana
Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/*

Verdana
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/**

Typography style

How to write paragraph

Heading, Montserrat Bold

Nullam id dolor id nibh ultricies vehicula ut id elit.

Introduction, Montserrat Regular

Nullam id dolor id nibh ultricies vehicula ut id elit. Etiam porta sem malesuada magna mollis euismod.

Subheading, Montserrat SemiBold

Morbi leo risus, porta ac cour ac, vestibulum at eros.

Body text, Montserrat Light

Curabitur blandit tempus porttitor. Nullam id dolor id nibh ultricies vehicula ut id elit. Sed posuere consectetur est at lobortis. Nullam id dolor id nibh ultricies vehicula ut id elit. Etiam porta sem malesuada magna mollis euismod. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Bullet Style, Montserrat Light

- Curabitur blandit tempus porttitor
- Nullam id dolor id nibh tempus porttitor

Quote, Montserrat Light Italic

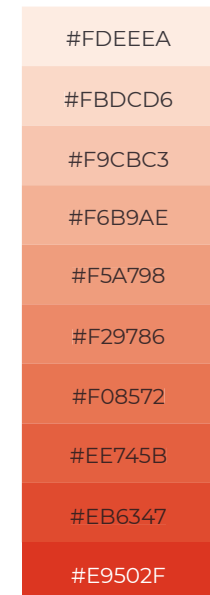
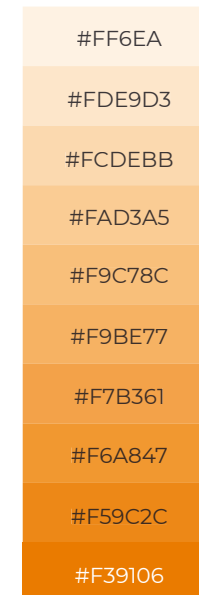
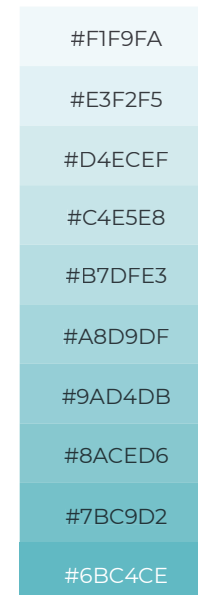
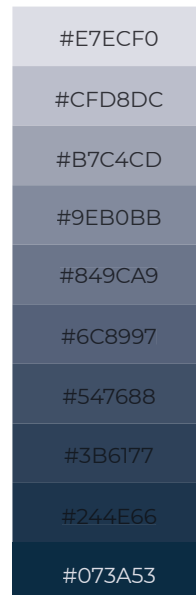
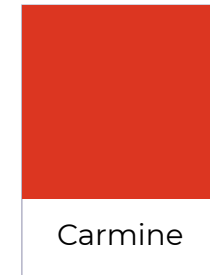
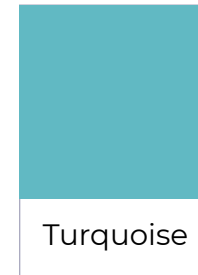
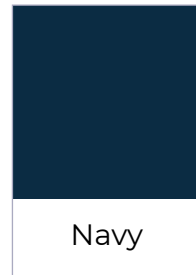
Curabitur blandit tempus porttitor. Nullam id dolor id nibh ultricies vehicula ut id elit. Sed posuere consectetur est at lobortis. Nullam id dolor id.

The color palette

Primary and secondary brand colors

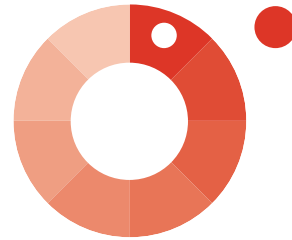
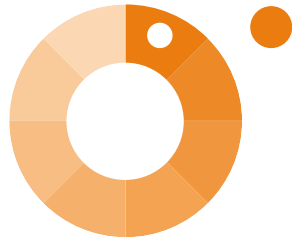
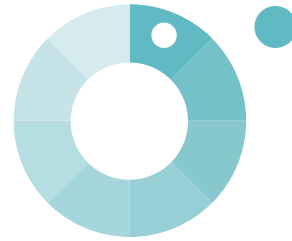
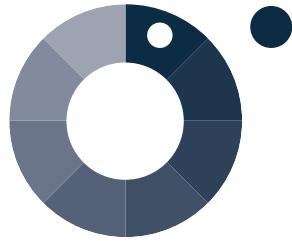
The IPFS color palette includes primary and secondary palettes. The main colors are the Navy blue and Turquoise blue in the primary palette.

Additional colors may include Yellow or Carmine red, as well. This include also they shadows and tints.

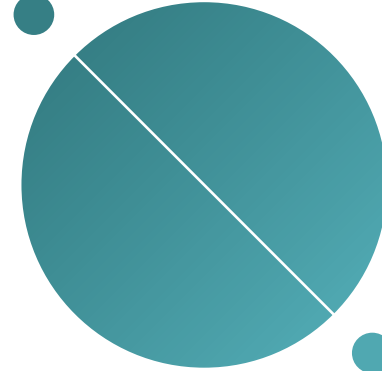


The color palette

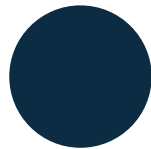
Primary and secondary brand colors



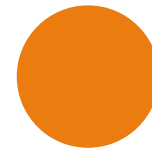
#3E9097



#6DC5CD



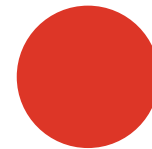
RGB: 7, 58, 83
CMYK: 99, 69, 42, 39
PANTONE: 548 C



RGB: 243, 144, 35
CMYK: 0, 51, 91, 0
PANTONE: 715 C



RGB: 109, 197, 205
CMYK: 58, 0, 22, 0
PANTONE: 630 C



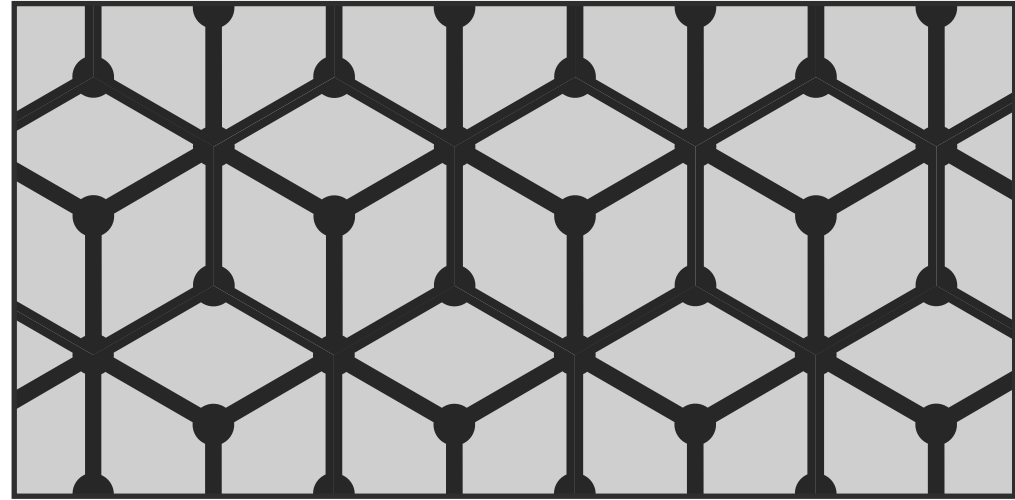
RGB: 234, 80, 54
CMYK: 0, 80, 80, 0
PANTONE: 7625 C

Tessellated

Our brand pattern

There are two patterns that can be used and additional graphical element in design. Use the patterns separately.

Our logo should not be placed on the patterns if it will affect readability of the logo.



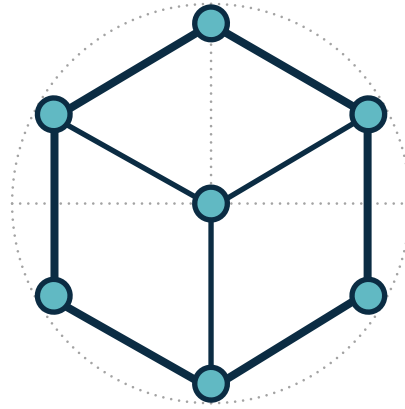
Brand icon set

Icons free to use

Our icons are simple, light and they communicate the core idea or component of the brand.

While each icon is visually individual, all icons should have consistent line weights and visual style. The icons can be used as black and white or you can make them pop by adding our brand colors to any element of the icon or applying the color to the whole icon.

They can be used from 32px up to 128px.



Illustrations

How to create a brand illustrations

Illustrations are used to help showcase a small feature, educate or explain an technical concept.

They are flat, light and not too busy and they are create to help teach the user the concepts by bringing the interface to life and amuse the user.



Your feedback matters, please share your thoughts with us!

Please post questions
and ideas at <https://discuss.ipfs.io>



Protocol Labs