GHOSTMARKET

IDENTITY GUIDELINES

CONTENT

INTRODUCTION

GhostMarket is a cross-chain NFT Marketplace with the vision to support any blockchain with smart contracts and NFT capabilities.

GhostMarket allows artists and NFT lovers to create, buy and sell NFTs with unique functionalities such as cross-chain user profiles and an NFT explorer, enabling browsing of NFT events such as minting, transfer history, date of token listing, sale prices, and burning activities.

GhostMarket currently supports Phantasma Chain, Binance Smart Chain, NEO N3, Polygon, and Avalanche and plans to fully integrate both Ethereum and Solana in the first quarter of 2022.

KEY ELEMENTS

There are two key elements to the GhostMarket visual identity: the logotype and
the symbol. The purpose and usage of each element are described in this section.
We must ensure that our brand identity is clear and consistent so that our
audiences can recognize GhostMarket meaning.

1

INTRODUCTION

GhostMarket's logo serves as the primary identifier for all brand assets, serving as a primary representation of the brand. It is important to use the supplied logo master files and not to recreate the logo in any way. The logotype should only be used in the colorways specified in these guidelines.

4

CORE LOGO

The GhostMarket logo works in reverse colour.

EXCLUSION ZONE
AND MINIMUM SIZE

Clear space surrounding the logo is required to maintain the logo's visual integrity. A zone like this is called an exclusion zone. By defining a zone of exclusion around the logo, other visual elements (such as headlines and text) cannot encroach upon it. Whenever possible, the exclusion zone should be increased from the minimum. The GhostMarket logo should never be displayed at a size smaller than the minimum size outlined below in order to maintain clarity and legibility.

Print: 30mm Length - Digital: 113px Length

GHOSTMARKET
PICTORIAL MARK

The block symbol is designed to be used as a graphic visual representation of the brand in commercial and marketing use. For example, in-merchandise, brand applications, and advertising collateral. It has been drawn specifically for the logotype and adds another level of sophistication to our identity. Please note: The block is always displayed at this angle. It must never be rotated.
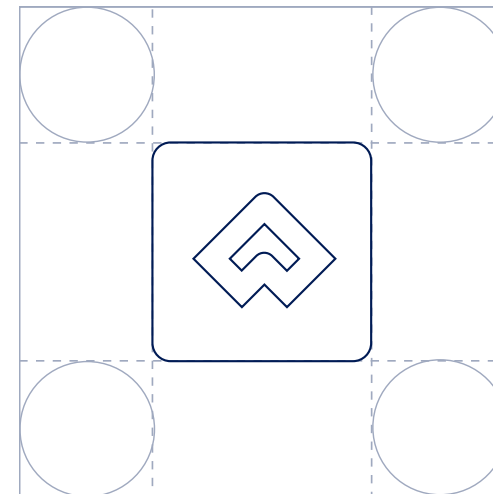
GHOSTMARKET
PICTORIAL MARK

The GhostMarket symbol works in
reverse colour.
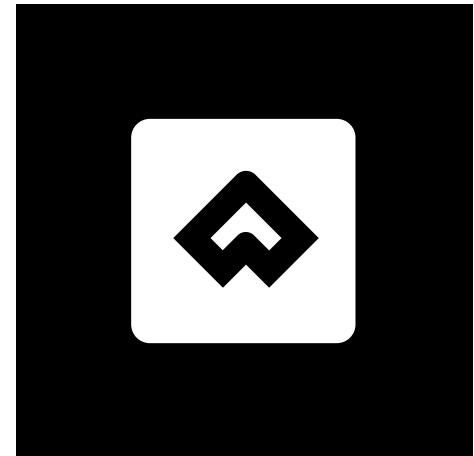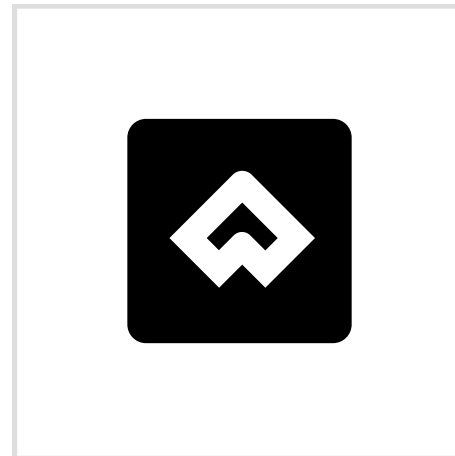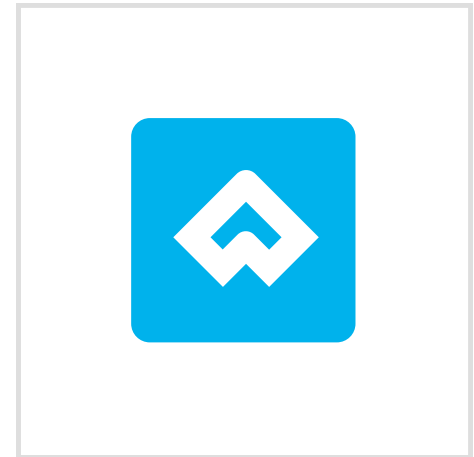
EXCLUSION ZONE
AND MINIMUM SIZE

Clear space surrounding the GhostMarket symbol is required to maintain the symbol's visual integrity. A zone like this is called an exclusion zone. By defining a zone of exclusion around the logo, other visual elements (such as headlines and text) cannot encroach upon it. Whenever possible, the exclusion zone should be increased from the minimum. The GhostMarket symbol should never be displayed at a size smaller than the minimum size outlined below in order to maintain clarity and legibility. Print: 7mm Length - Digital: 25.5px Length

COLOUR USAGE

The symbol should only be reproduced

in the specified colours.

The preferred choices are the

GhostMarket symbol Dark Blue.

LOGO USAGE

A six column grid should be used for all printed applications. This insures a consistent and flexible structure. The GhostMarket logotype must sit inside 2 columns, the margin and gutter space (O) must equal the exclusion zone.
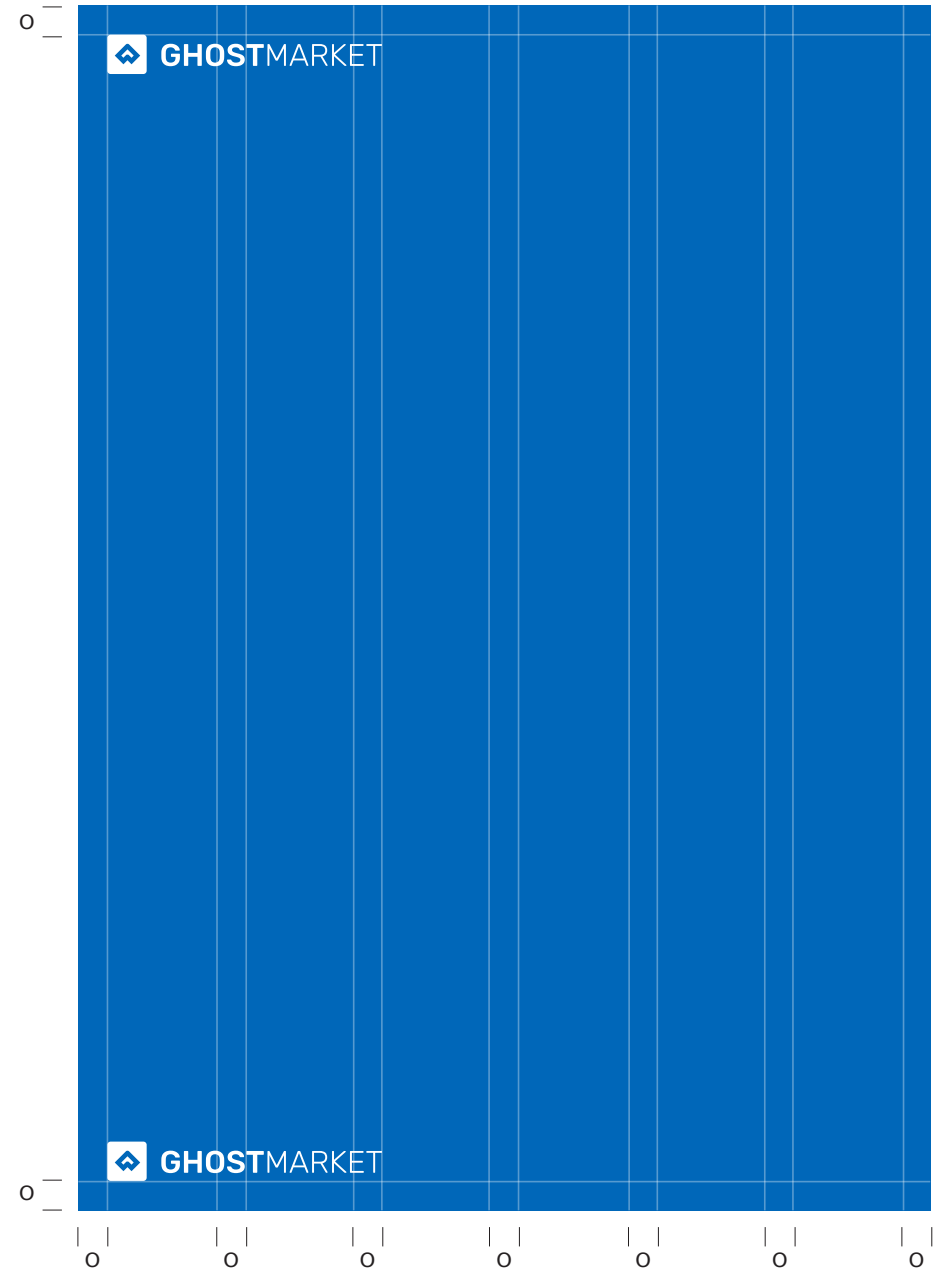
CO-BRANDING

In instances where the GhostMarket logotype sits alongside other logos from other brands, the recommended exclusion zone must be used.

H

H

◆ **GHOST**MARKET

| Brand 1 | Brand 2 | Brand 3 | Brand 4 |

W   W   W   W
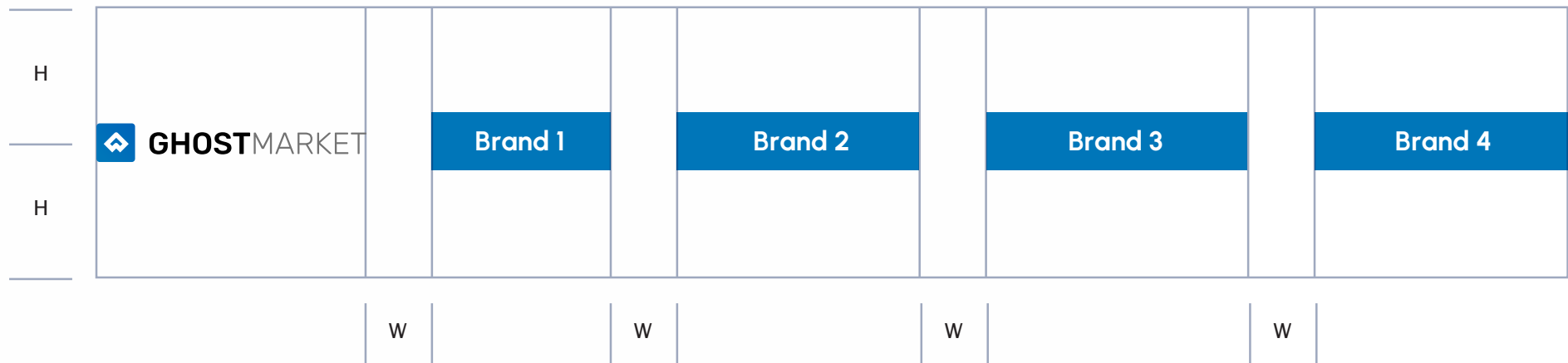
WHAT TO AVOID

It is important to ensure that the logo is reproduced with consistency and integrity. It is essential that the supplied logo master files are used and in no instance is it appropriate to recreate, colour or redraw the elements. The logos may only be used in their original states and must not be manipulated in any way. Always ensure the proportions of the logo are locked when scaling.

Never skew the GhostMarket logo.

Never crop the GhostMarket logo.

Never colour the GhostMarker logo as a gradient or apply any effects to it.

Never move or alter any of the letters within the GhostMarket logo.

Never outline the GhostMarket logo.

Never stretch the GhostMarket logo.

Never edit the Symbol.

Never colour the GhostMarket logo in different colours or different shades of one colour.

Never crop the GhostMarket logo outside of the boundaries of the format.

VISUAL LANGUAGE

This section demonstrates best practice examples of how to

use the GhostMarket visual language: colour palette,

typography and photography style.

2

TYPEFACE

Our core brand typeface is Inter.

This is the primary typeface used across

all brand applications.

We use two weights: Light and Semibold.

Inter Light
ABCDEFGHIJKLNOPQRSTWXYZ
abcdefghijklnopqrstwxyz
1234567890

Inter Semibold
ABCDEFGHIJKLNOPQRSTWXYZ
abcdefghijklnopqrstwxyz
1234567890

COLOUR

The brand colour palette is made up of primary colours. Please ensure these values are used as demonstrated on this page to ensure brand consistency. Please note: GhostMarket blue is visually stronger on digital applications, on CYMK it may appear differently.

The process color (four color CMYK) of #737373 color hex is 0.00, 0.00, 0.00, 0.55. Web safe color of #737373 is #666666. Color #737373 rgb is equally color.

The process color (four color CMYK) of #000000 color hex is 0.00, 0.00, 0.00, 1.00. Web safe color of #000000 is #000000. Color #000000 rgb is equally color.

The process color (four color CMYK) of #00b2ec color hex is 1.00, 0.25, 0.00, 0.07. Web safe color of #00b2ec is #0099ff. Color #00b2ec contains mainly BLUE color.

The process color (four color CMYK) of #0076b9 color hex is 1.00, 0.36, 0.00, 0.27. Web safe color of #0076b9 is #0066cc. Color #0076b9 contains mainly BLUE color.

The process color (four color CMYK) of #0060b9 color hex is 1.00, 0.48, 0.00, 0.27. Web safe color of #0060b9 is #0066cc. Color #0060b9 contains mainly BLUE color.

COLOUR USAGE

The logo should only be reproduced in the specified colours.
The preferred choices are the GhostMarket Dark Blue.

WHAT TO AVOID

Do not use the colour palette in this way

GM TOKEN SYMBOL

There is one key elements to the GhostMarket Token visual identity: the symbol.

The purpose and usage of this symbol is described in this section. We must ensure

that our Token brand identity is Unique and consistent so that our audiences can

recognize GhostMarket Token easily.

GHOSTMARKET
TOKEN SYMBOL

The block symbol is designed to be used as a graphic visual representation of the brand in commercial and marketing use. It has been drawn specifically for the logotype and adds another level of sophistication to our identity. Please note: The block is always displayed at this angle. It must never be rotated.
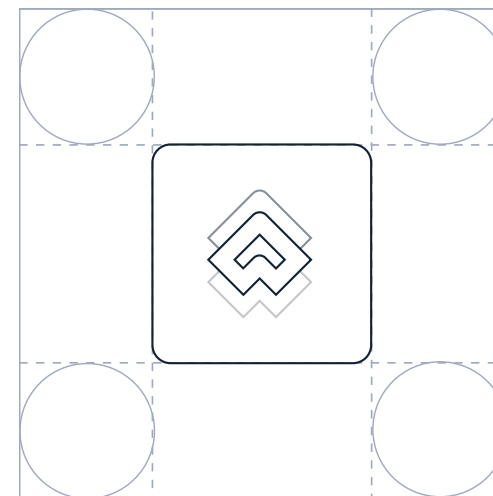
GHOSTMARKET
TOKEN SYMBOL

The GhostMarket Token symbol

works in reverse colour.

EXCLUSION ZONE AND MINIMUM SIZE

Clear space surrounding the GhostMarket Token symbol is required to maintain the symbol's visual integrity A zone like this is called an exclusion zone. By defining a zone of exclusion around the logo, other visual elements (such as headlines and text) cannot encroach upon it. Whenever possible, the exclusion zone should be increased from the minimum. The GhostMarket symbol should never be displayed at a size smaller than the minimum size outlined below in order to maintain clarity and legibility. Print: 7mm Length – Digital: 25.5px Length

22

CONTACT INFORMATION

A: Largo Do Sol Posto 1, 8000-150, Faro, Portugal

E: marketing@ghostmarket.io

P: +351289170481