

LSK BRAND STYLEGUIDES



GLOBAL BRAND DESIGN

- UI Style Guide
- External Style Guide
- Lisk Media Pack

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GLOBAL BRAND DESIGN

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01 IDENTITY



01.1 THE LOGO

[Download Lisk Logo](#)

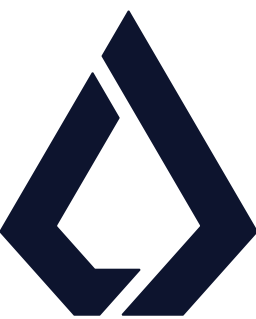
The Lisk logotype is flat, as it was designed to be applicable in a variety of spaces, strengthening its adaptability across a variety of channels . The logomark itself, represents the tip of an obelisk, its pentagonal shape with triangular top refers to the foundational logo of the project. The white subdivisions create a dependency between the two sections that form the shape, which enhances the collaborative nature of blockchain.

The wordmark uses Gilroy, the main brand font, although with a slight modification to the top angle’s. This creates visual unity with the main concept and with the logomark, blending them together and creating a strong, unique and recognizable symbol.

FULL LOGOTYPE



LOGOMARK





01.2
THE LOGO
EXTENSIONS

Download Lisk Logo Extensions

Lisk is a brand that incorporates many products and applications. In order to identify a Lisk product, we combine the logomark with the product name, using our primary typeface, Gilroy. This creates visual cohesion and a strong sense of belonging with the main brand.

Community-based products and content are sometimes beyond the control of the Company, so there is a need to make a visual distinction. Community badges consist of the full logotype with a tag below. The positioning of the tags responds to the reading order.

PRODUCT LOGOS

-  Protocol
-  Core
-  Service
-  Elements
-  Commander
-  Framework

-  Hub
-  Mobile
-  Academy
-  ALPHA SDK
-  BETA SDK
-  RC SDK

COMMUNITY BADGES

-  Lisk AMBASSADOR
-  Lisk COMMUNITY



01.3 PRODUCT LOGOS VISUAL REPRESENTATION

Download Lisk Products Visual IDs

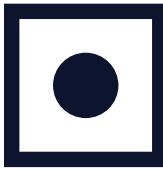
Lisk Products visual representations should be used when a icon visual is needed, for example. in documentations or social media banners.

When a visual representation is utilized, it should always include “Lisk...” before the name (ie: *Lisk Core*)

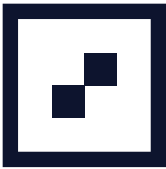
TECHNICAL PRODUCTS



Protocol



Core



Service

UI PRODUCTS



Hub



Mobile

TECHNICAL PRODUCTS SDK



Elements



Commander



Framework



01.3 PROTECTION AREA & MINIMUM DIMENSIONS

To ensure optimum visibility of the logo, a protection area should always be included, in which no other visual elements are placed. The protection threshold is measured by half of the width of the logo height.

Additionally, the logo can be scaled down to 10 mm in height for printing, and 11px for digital use. This will ensure that the logo is always recognizable, even when displayed at low resolution.





01.4 BEHAVIOURS IN BACKGROUNDS

Logo colour selection should be based on the highest level of contrast with the background, thus preserving its chromatic integrity. For photographic backgrounds, where the potential for illegibility is increased, the photo should be chosen or cropped accordingly, always prioritizing the clear appearance of the logo.





01.5
BEHAVIOURS
TO AVOID



✕ Avoid scaling individual elements of the logo.



✕ Avoid stretching or compressing.



✕ Avoid adding effects like shadows or bevels.



✕ Avoid adding effects like gradients or textures.



✕ Avoid changing the color of the logo in any way.



✕ Avoid positioning the logomark above or below the wordmark.



✕ Avoid rotating the logo.



✕ Avoid all versions of the old logo.



✕ Avoid photographic backgrounds without enough contrast for the logo's readability.

02 TYPOGRAPHY & HIERARCHY



02.1

PRIMARY TYPEFACE & SECONDARY FONT

Request Licensed Fonts

GILROY
Classificaton: Sans Serif
Designer : Radomir Tinkov
Publisher:adomir Tinkov
Release Date : 2016

BASIER
Classificaton: Sans Serif
Foundries: Atipo
Release Date: 2018

Gilroy is a modern sans serif with a geometric touch and was designed based on the original Qanelas font family.
Both **Extra Bold** & **Bold** weights can be used along with the identity as the Primary typeface, for headlines.

PRIMARY TYPEFACE
HEADLINES AND TITLES

Gilroy Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()-_+{}{[]}.≥≤?~

INNER HEADLINES

Gilroy Bold

Basier is a neo-grotesque sans serif typeface font inspired by the International Style, available in two subfamilies: Square and Circle. Basier Circle Regular it’s always aplpied as a Secondary typeface, for inner headlines and content.

SECONDARY FONT
INNER HEADLINES AND CONTENT TEXT

BASIER REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()-_+{}{[]}.≥≤?~

CONTENT TEXT

Ro te cone ipis poreri distium quae velist, sumetur ioreptati quatem qui ne volestibus restecum seque mossum nit volo c oreperit, que etur simus et facepta temolore nis imi, quaspid elesequam venessimi, autes am, ea quametus rectus aut aut labo.



02.2 OPEN SOURCE TYPEFACES

Download Open Fonts

POPPINS
Classificaton: Sans Serif
Foundries: Indian Type
Foundry (ITF)
Designers: Jonny Pinhorn,
Ninad Kale
Release Date: 2014

ROBOTO
Classificaton: Sans Serif
Foundries: Google
Designer: Christian Robertson
Release Date: 2011

Poppins is an open source for commercial use geometric sans serif typeface. Poppins Extra Bold, Bold and Lightweights are used along with the identity as a replacement for Gilroy.

PRIMARY TYPEFACE
HEADLINES AND TITLES

Poppins Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()-_+{}{[]_.≥≤?~

INNER HEADLINES

Poppins Regular
Poppins Light

Roboto is an open source for commercial use sans serif typeface. Roboto regular is used along with the identity as a replacement for Basier.

SECONDARY FONT
INNER HEADLINES

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()-_+{}{[]_.≥≤?~

CONTENT TEXT

Ro te cone ipis poreri distium quae velist, sumetur ioreptati quatem qui ne volestibus restecum seque mossum nit volo c oreperit, que etur simus et facepta temolore nis imi, quaspid elesequam venessimi, autes am, ea quametus rectus aut aut labo.



03 COLOR SYSTEM



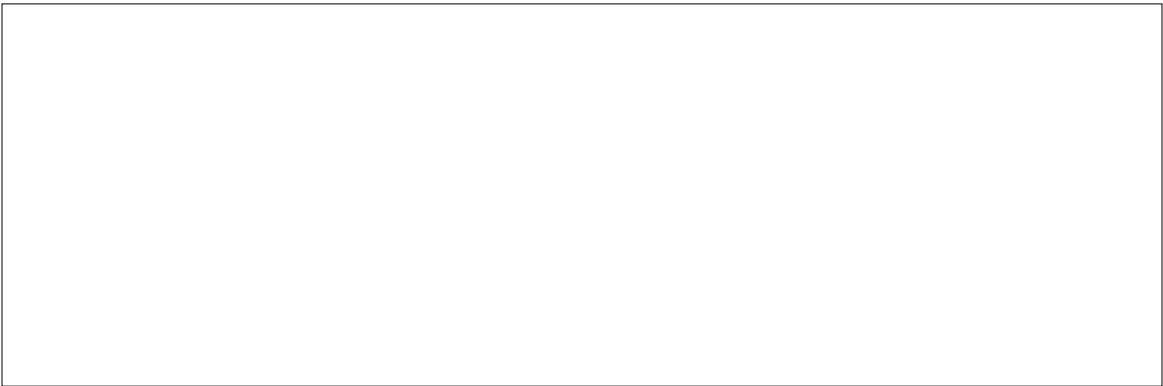
03.1 PRIMARY COLOR SYSTEM



ZODIAC BLUE
RGB 12, 21, 46
CMYK 93, 84, 50, 65
WEB HEX #0C152E



ULTRAMARINE BLUE
RGB 64, 112, 244
CMYK 76, 59, 0, 0
WEB HEX #4070F4



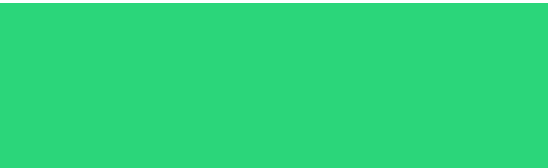
WHITE
RGB 225, 225, 225
CMYK 0, 0, 0, 0
WEB HEX #FFFFFF

03.2 SECONDARY COLOR SYSTEM

Download Color Palette



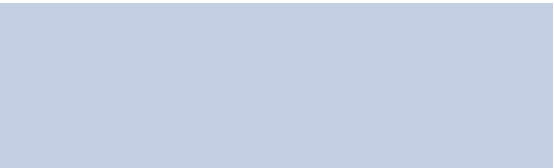
INK BLUE
RGB 37, 72, 152
CMYK 45, 36, 36, 2
WEB HEX #254898



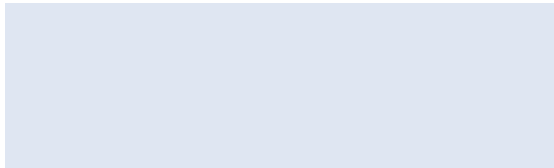
UFO GREEN
RGB 43, 214, 124
CMYK 66, 0, 73, 0
WEB HEX #2BD67B



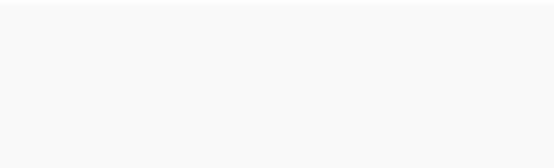
YELLOW COPACABANA
RGB 247, 227, 109
CMYK 4, 6, 70, 0
WEB HEX #F7E36D



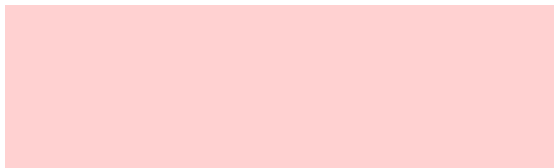
SILVER GRAY
RGB 197, 207, 228
CMYK 21, 13, 2, 0
WEB HEX #C5CFE4



PLATINUM GRAY
RGB 223, 230, 242
CMYK 11, 6, 1, 0
WEB HEX #DFE6F2



ATHENS WHITE
RGB 247, 249, 251
CMYK 2, 1, 0, 0
WEB HEX #F7F9FB



COSMOS PINK
RGB 255, 208, 209
CMYK 0, 22, 9, 0
WEB HEX #FFD0D1



FURY RED
RGB 225, 69, 87
CMYK 0, 87, 58, 0
WEB HEX #FF4557

The fury Red is a special colour for alerts normally is using in icons or in small elements.



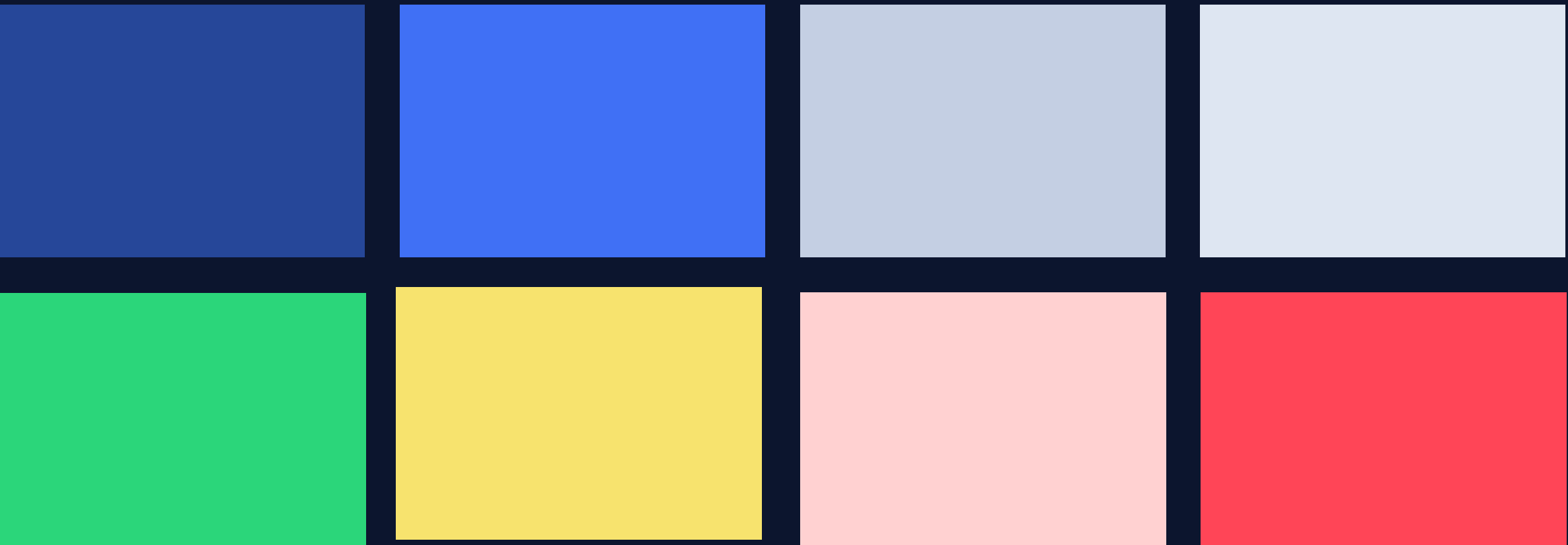
03.3 DARK AND LIGHT COLOR COMBO

The light color combo utilizes white or gray as the main background color. The Primary color system includes the key Lisk blues: Zodiac and Ultramarine, and a variety of accent colors that adapt to every brand visual content use case. It is advised that Pink and Yellow shouldn't be combined in the same composition, unless strictly necessary.

Ideally, compositions should follow the 60/30/10 rule, with a defined key color (primarily blue), a clear secondary color and a support color.



The dark color combo utilizes the Zodiac Blue as the main background color and introduces the Ink blue as the visually darkest blue, which should be exclusively used in dark schemes. Other than that, all the colors from the Light color combo are retained, and the same rules apply.





03.4 CONTENT COLOR CODING

Content color coding helps the user to visually distinguish between different types of content and navigate more easily across our platforms. The assigned color is applied to the background of the thumbnails that accompany the content (*examples of the application can be found on page 35*).

Content color coding applies specifically to visuals shared on social media. The thumbnails created uniquely for the Website (featured Academy articles or Blog posts), will be excluded from these color codes, with defined palettes based on their topic and visual context.

SOCIAL PLATFORMS

- Blog
- Twitter
- Reddit
- Youtube



ZODIAC BLUE

- Announcements
- Releases
- Listings



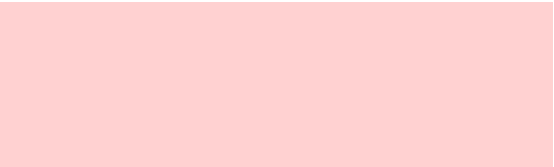
INK BLUE

- LIPs



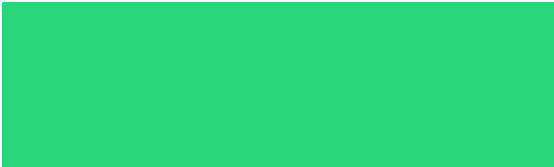
ULTRAMARINE BLUE

- Development content
Backend



COSMOS PINK

- Development content
Frontend



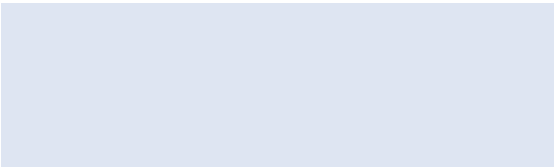
UFO GREEN

- Community initiatives



WHITE

- Conferences & Meetups
Background photos for meetups



PLATINUM GRAY

- Academy

04 CORPORATE STATIONARY



04.1 LETTERHEAD

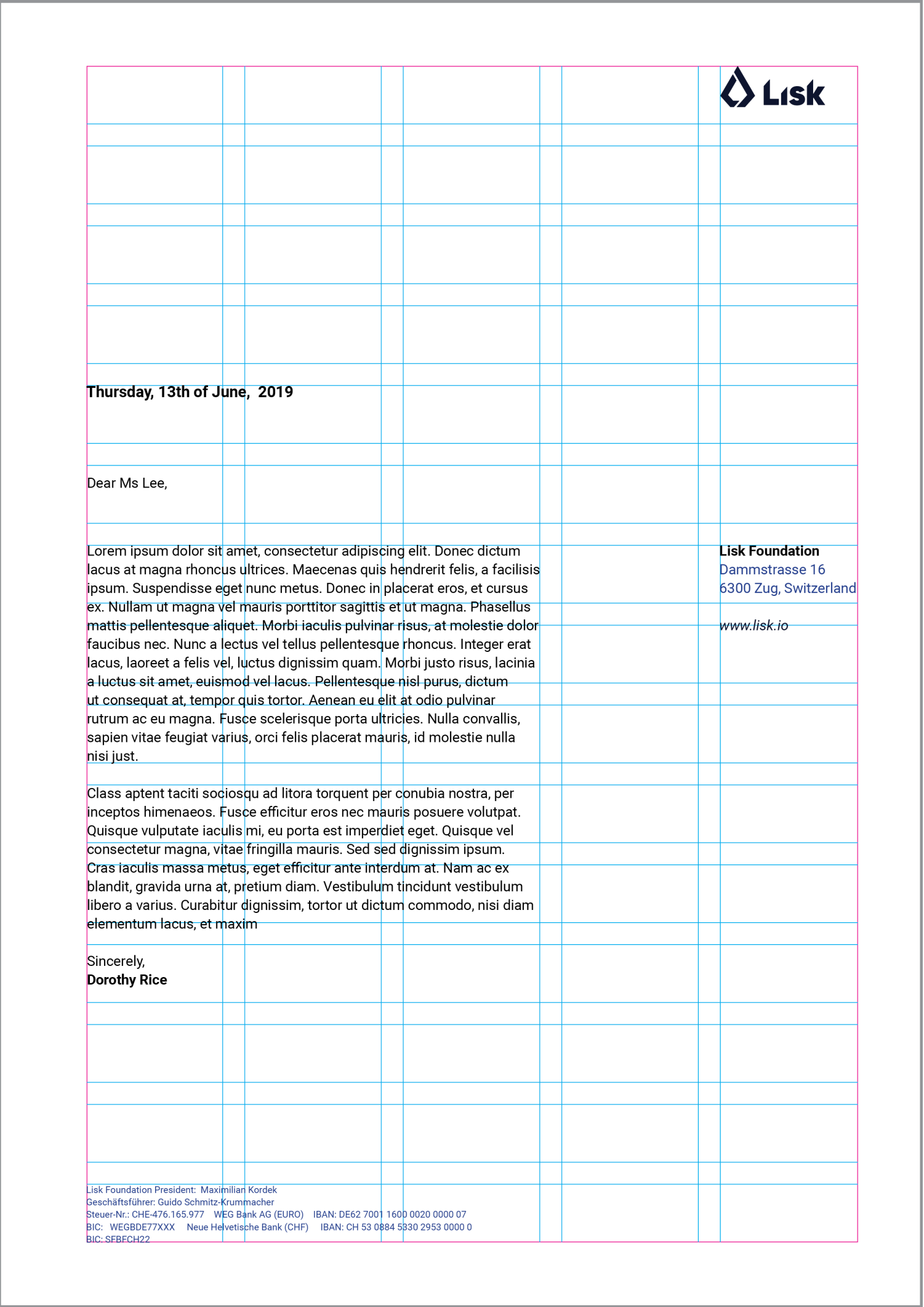
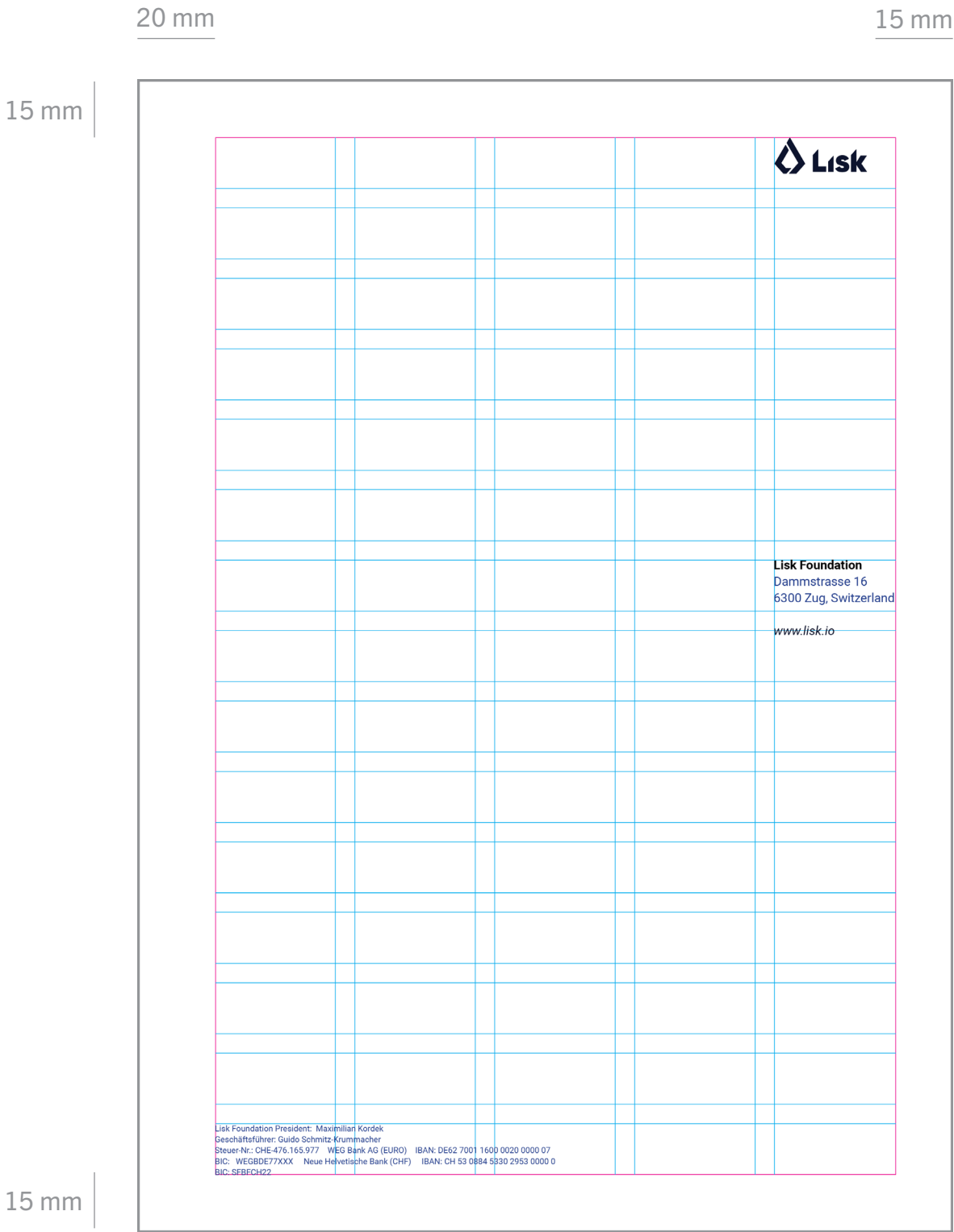
A4 Letter Template

FORMAT
DIN A4 - 210x297mm
5x15 grid
9 pt baseline grid

MARGINS
top 15 mm
bottom 15 mm
outside 15 mm
inside 20 mm

FONTS
Roboto regular & Bold

The standard din A4 letterhead design allows A4 paper to be folded into thirds without breaking the text. The logo should always be placed in the right-hand corner of the page, as this location increases its visibility in a variety of cases.





04.2 ENVELOPE

The standard DL envelope fits an A4 paper folded into thirds. The details of the receiver are on the front, while the sender information is printed on the back. It is suggested to avoid plastic visors to create a more eco-friendly and sophisticated look. The design already contains all the placeholders for relevant information.

FORMAT

DL - 220x110mm

8x4 grid

9 pt baseline grid

MARGINS

top 40mm

bottom 15 mm

outside 15 mm

inside15 mm

FONTS

Roboto regular & Bold

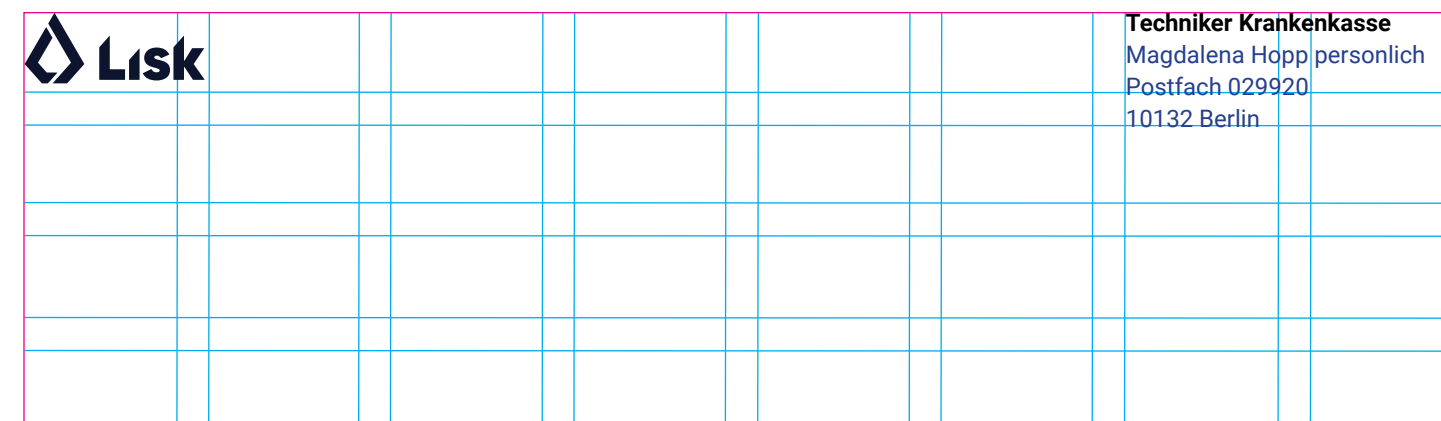
FRONT

15 mm

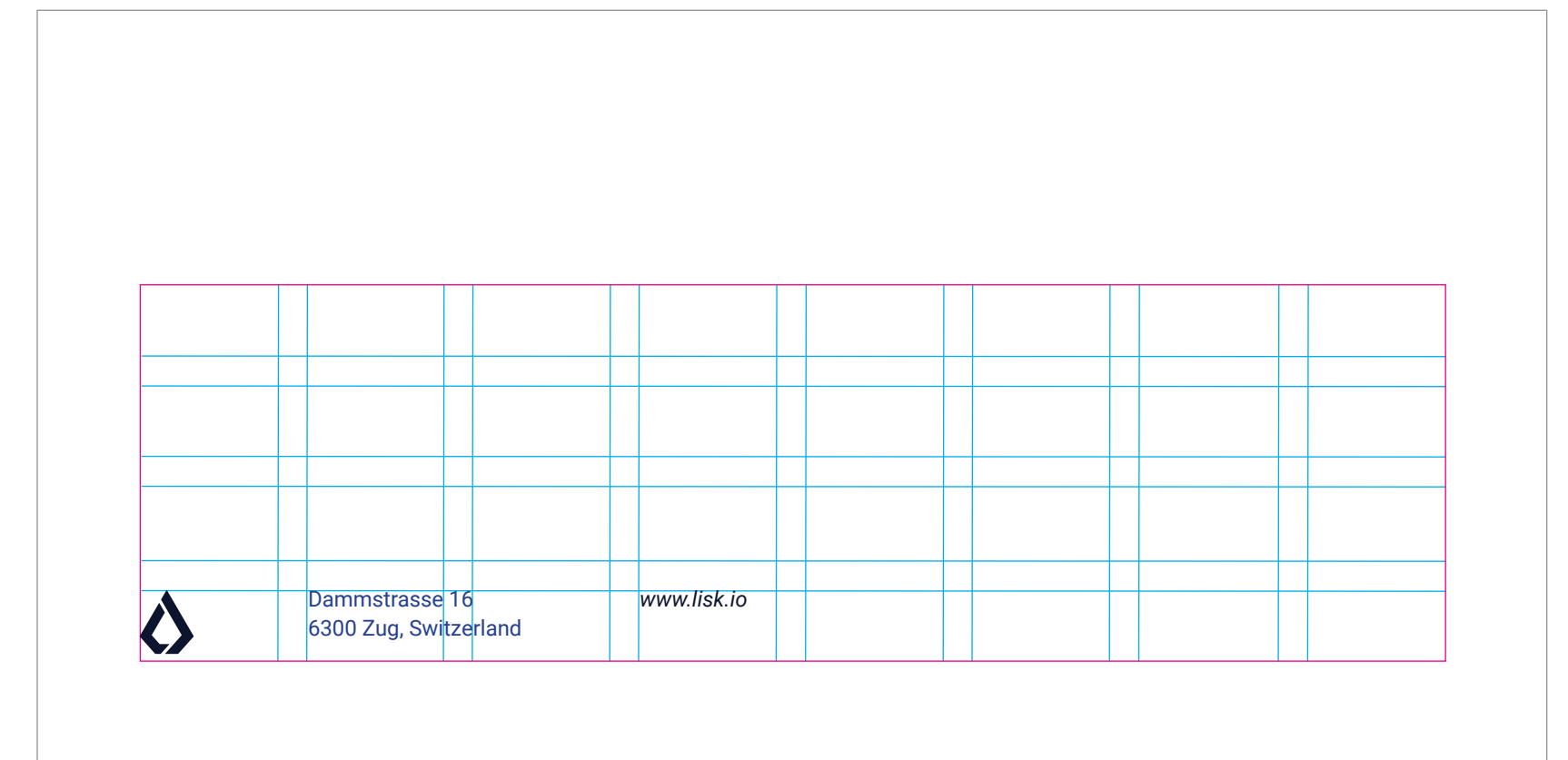
15 mm

15 mm

15 mm



BACK







04.3 BUSINESS CARDS

FORMAT

55 x 85 mm
Vertical Oriented
2 mm bleed

COLOR

4/4 CMYK

PAPER

380g Designpapier matt

FINISHES

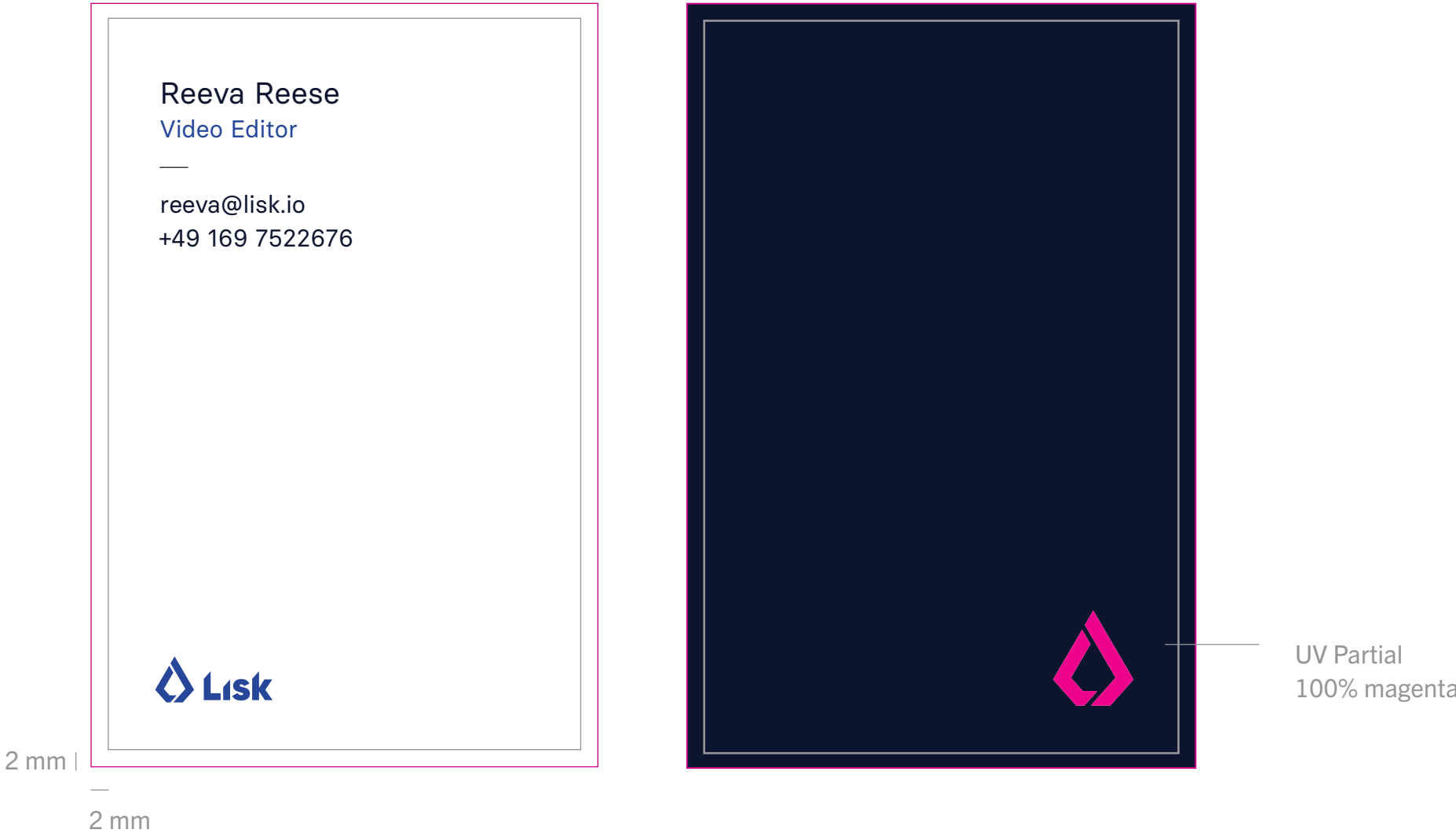
Foil lamination Soft-touch film
UV varnishing partial

FONTS

The business cards follow the same clean, content driven look of the identity, featuring noticeable white space which enhances the readability.

The front of the card is paper textured. The back has a more refined velvety feeling, made out of soft-touch film laminated paper. The logomark on the bottom right has a partial UV coating makes it more prominent.

PRINT INSTRUCTIONS:
In order to print correctly, the color mode should be set to CMYK and the file should have a 2mm bleed all around. As the one-sided foil lamination is always applied to the first page of the PDF, the back of the card should always be placed as the first page of the supplied file. The partial UV should be indicated with a special swatch named “lack” with 100% magenta as spot color, and assigned as an overprint fill.





05 BRAND APPLICATIONS

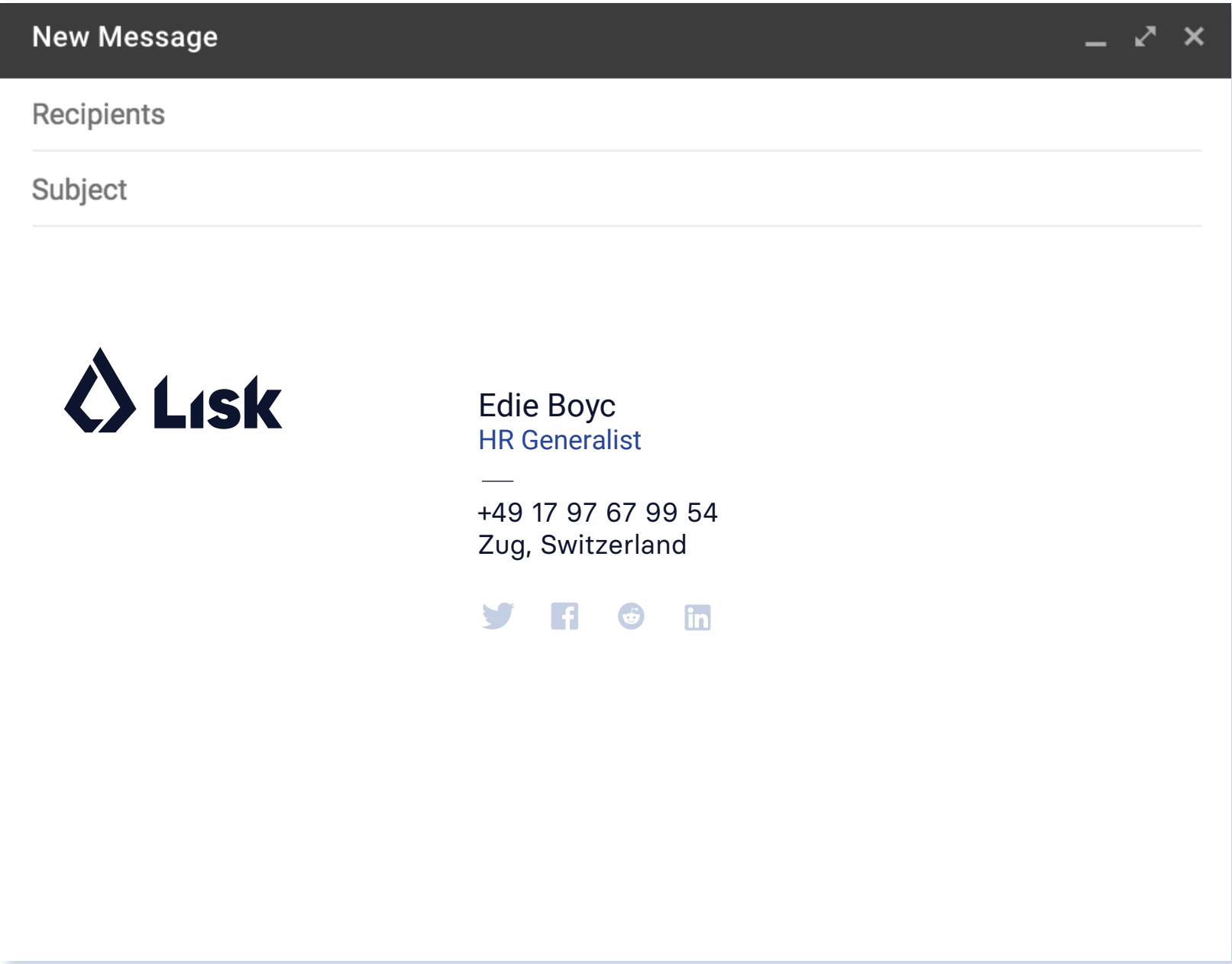


06.07 EMAIL SIGNATURE

Email Signature Template

The design of email signatures follows the same system of our visual identity, featuring a clear and simple image.

To facilitate the implementation process, the email signatures have been generated by code. Once the information is filled on the form, the signature will be automatically generated. Then, the output has to be copy-pasted into the Gmail “Signature” section.





04.3 ROLL-UP
DISPLAYS





04.3 TRIFOLD





05 ILLUSTRATION STYLE



05.1 CHARACTERS

Download Illustrations

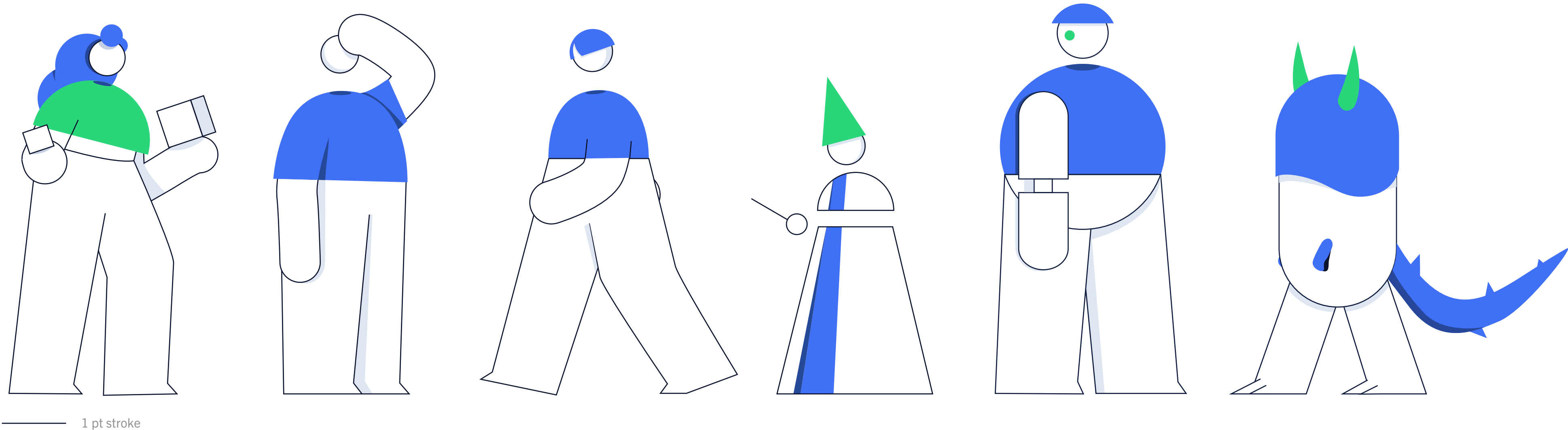
- When filled shapes are used, strokes are discouraged.
- For shadows, Platinum Gray is used in white compositions, and Zodiac Blue or Ink Blue are used for dark compositions.
- Ultramarine Blue and UFO Green are the colors which generate the strongest contrast in the characters.
- The strokes should be set to 1pt, in a 1920px wide artboard.

The characters are designed in a bold but synthetic way, using exclusively basic and primitive shapes to modularly define the details and create personality. Our characters are geometric, curvy, with organic finishes and a unique look and feel. They also have a basic shadowing, which adds volume and depth.

The visual contrast between line and form is used to add weight to specific portions of the illustration. The unfilled strokes create a clear contrast with the color filled shapes, which are used to highlight one action or balance the frame.

As privacy is one of the defining factors of blockchain technology, the characters don't have any identifiable features on their face (ie: eyes, nose, eyebrows, etc.). Expressions and emotions are always communicated through different body postures, as the bodies of our characters are designed to easily adapt to any specific position.

The character style is dynamic, allowing for a constant evolution of characters such as robots, monsters, magicians, weird creatures, etc.

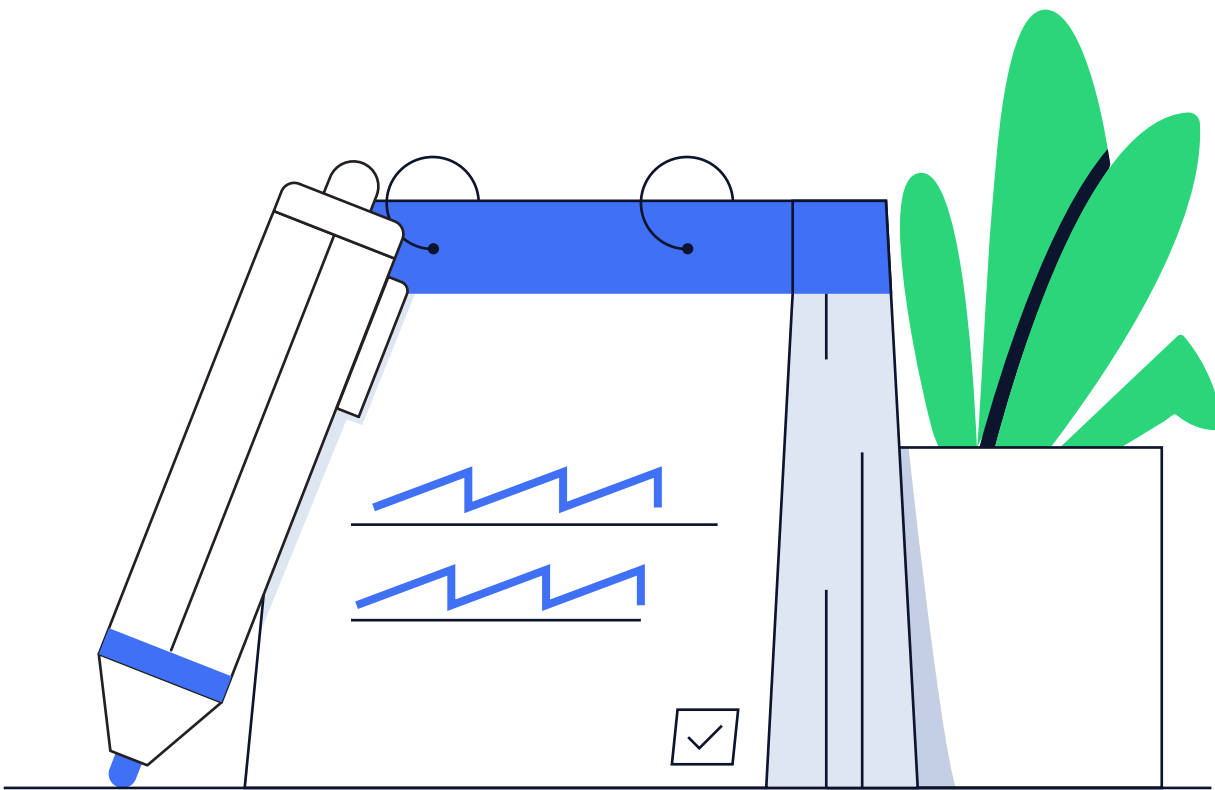




05.2 ILLUSTRATIONS
SCENES AND OBJECTS

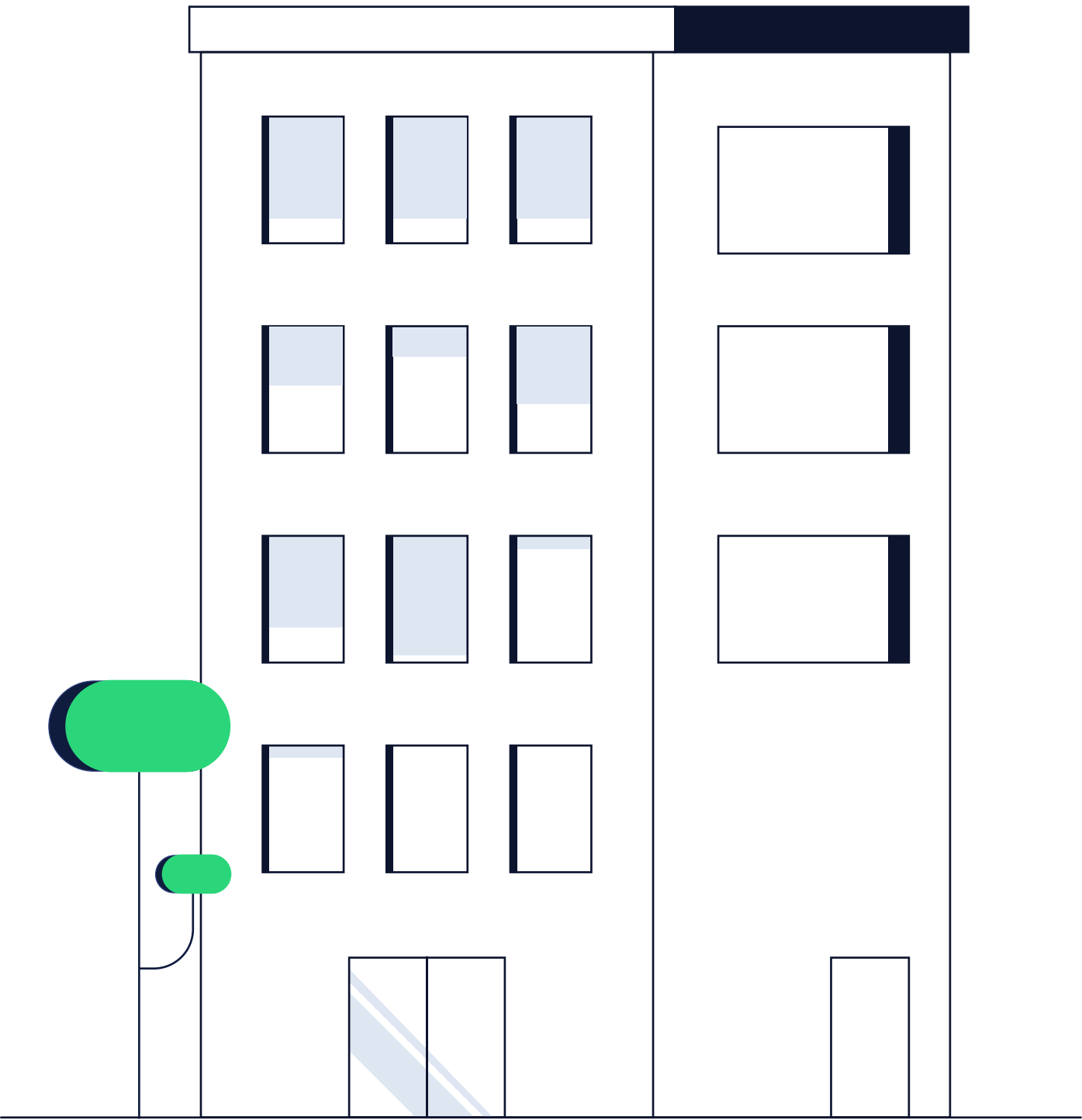
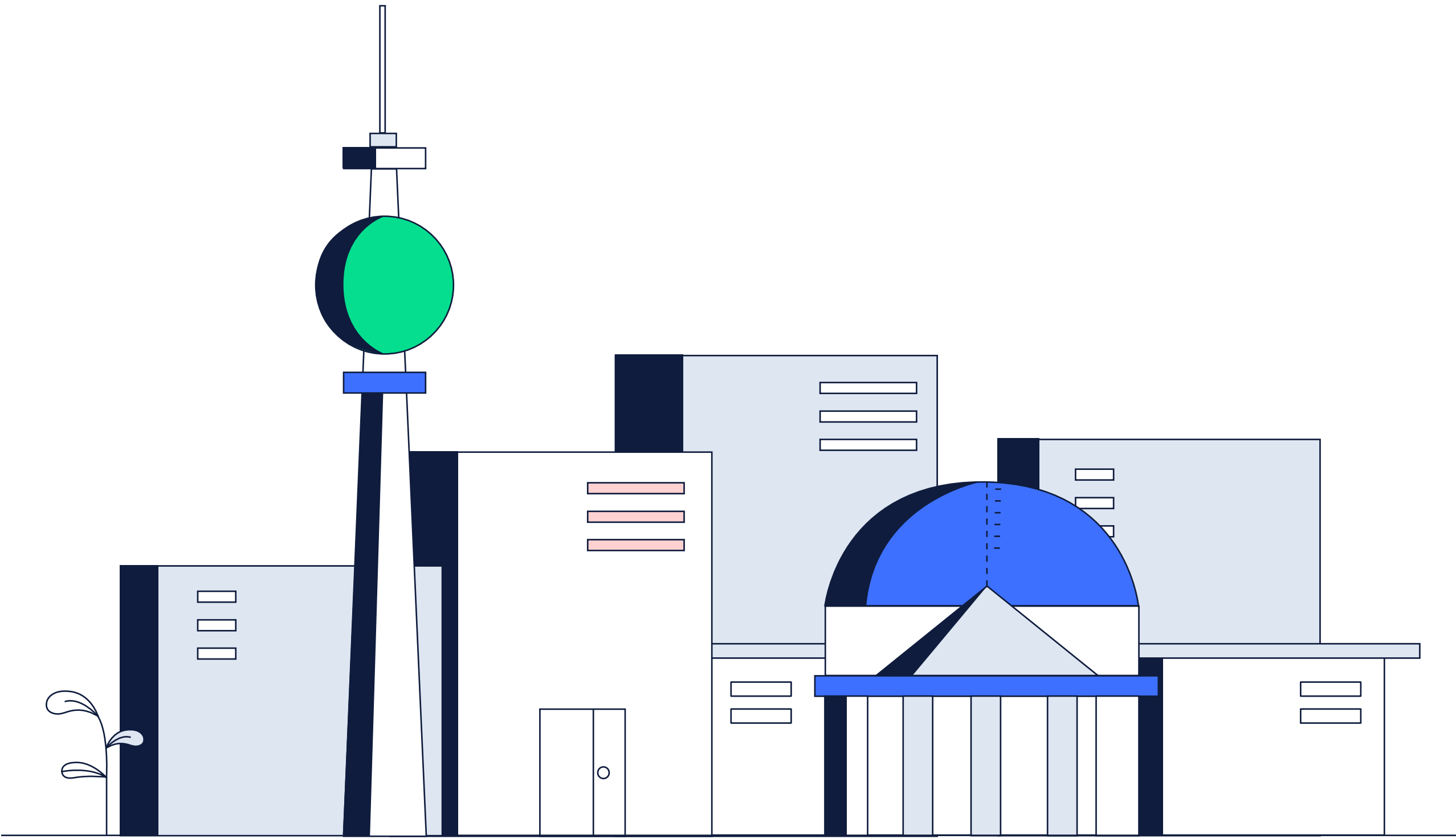
Besides the characters, the illustrations also incorporate objects and scenes. In order for them to work correctly both on light and dark backgrounds, the color scheme has to be adapted.

For example, for light backgrounds, fills can be pure white, and the strokes should be Zodiac Blue. For dark backgrounds, we suggest to avoid pure white fills, and the strokes should be Ink Blue.





05.2 ILLUSTRATIONS
SCENES AND OBJECTS





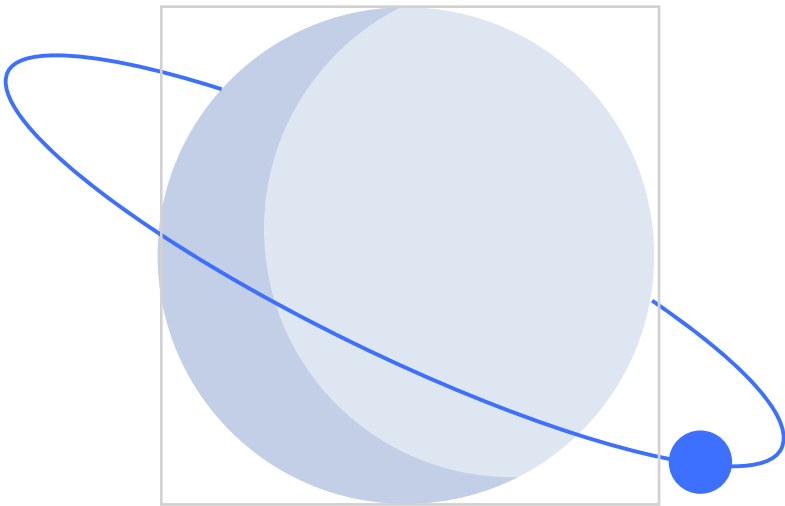
07 ICONOGRAPHY



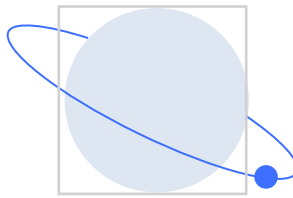
07.1 ICONOGRAPHY LEVELS

Following the visual identity of the brand. icons are designed with simple shapes and a limited amount of color (*with a maximum of 3 in their most complex level*). Icons should always be easy to read, and never overshadow the accompanying content.

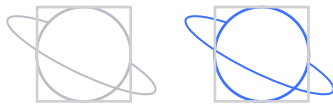
L – 128PX



M – 48PX



S – 24PX





07.2 ICONOGRAPHY STYLE



LIGHT BACKGROUND

	128 PX	48 PX	24 PX
STROKE	0,75 pt	1 pt	1 pt
COLOR	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>



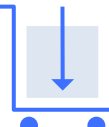
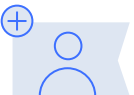
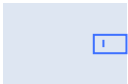
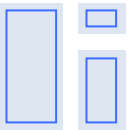
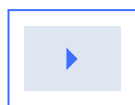
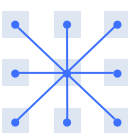
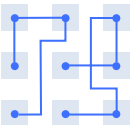
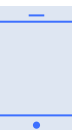
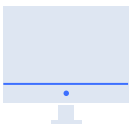
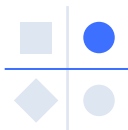
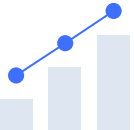
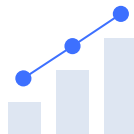
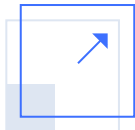
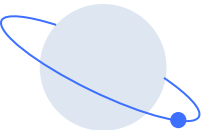
DARK BACKGROUND

	128PX	48 PX	24 PX
STROKE	0,75 pt	1 pt	1 pt
COLOR	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>



07.3. ICONS SET

Download Icons





08 STYLE APPLICATIONS



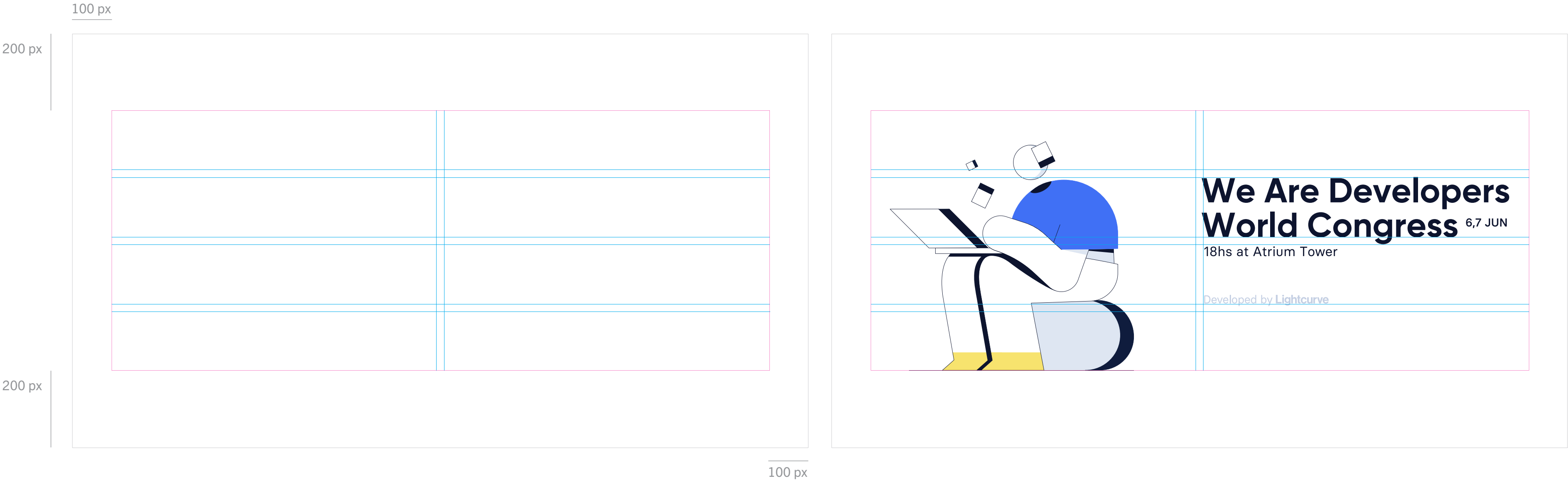
06.01 BANNERS

Banners (also referred to as *thumbnails*) are one of the most frequently used supports for visual communication. They accompany a variety of content types: announcements, events, releases, community initiatives, etc.

To maintain a visual unity alongside all the publications, we use a two- column grid. The written information goes on one side, while the other side is exclusively reserved for illustrations. The background color is set depending on the banner’s content type, as described on page 15.

FORMAT
1920 x 1080px
2x4 grid
Color Mode RGB

FONTS
Gilroy Extra Bold
Basier Regular





06.01 BANNERS

ULTRAMARINE BLUE

- Development Content

UFO GREEN

- Community Initiatives

WHITE

- Conferences & Meetups

ZODIAC BLUE

- Announcements
- Releases
- Listings

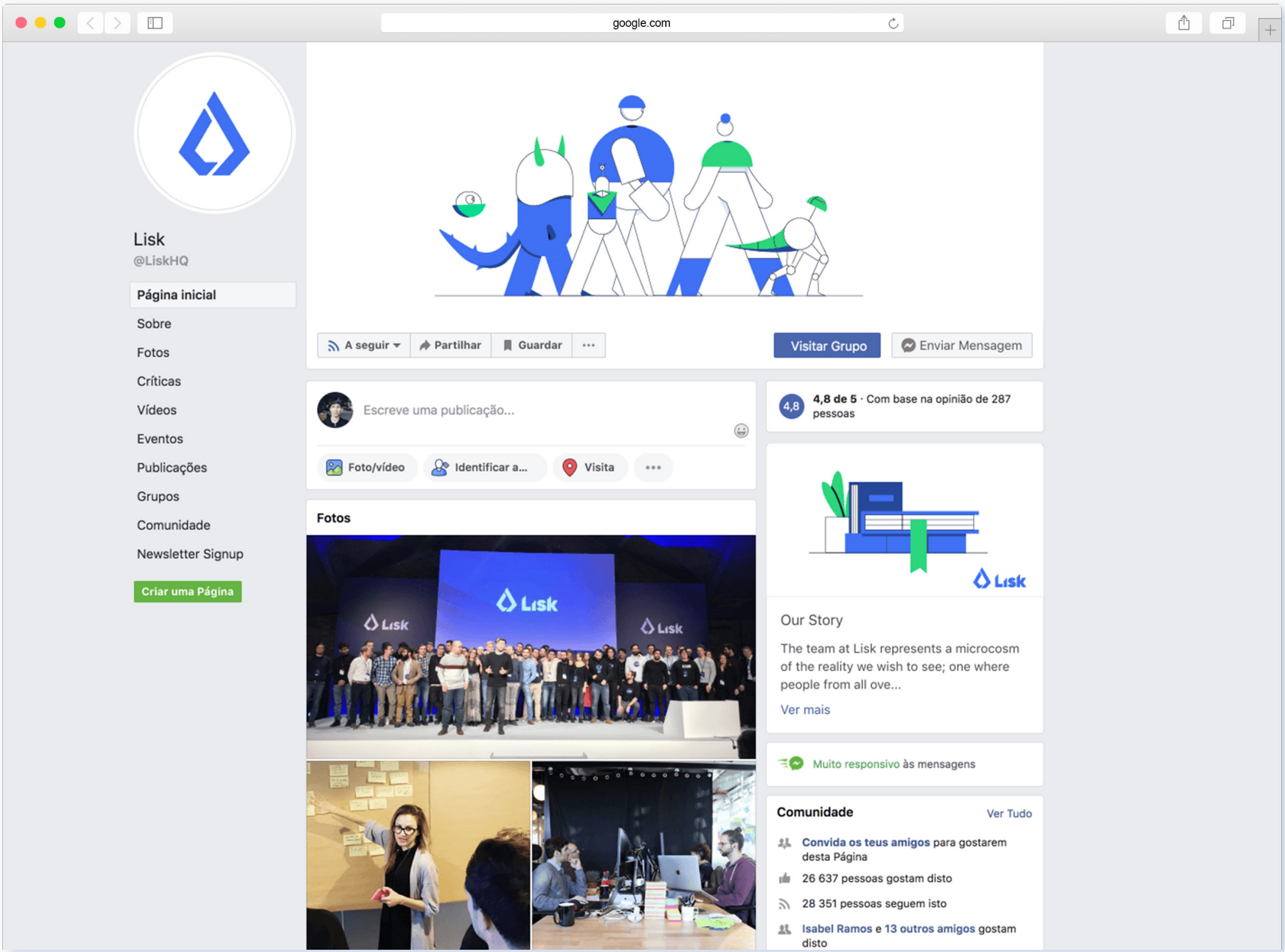
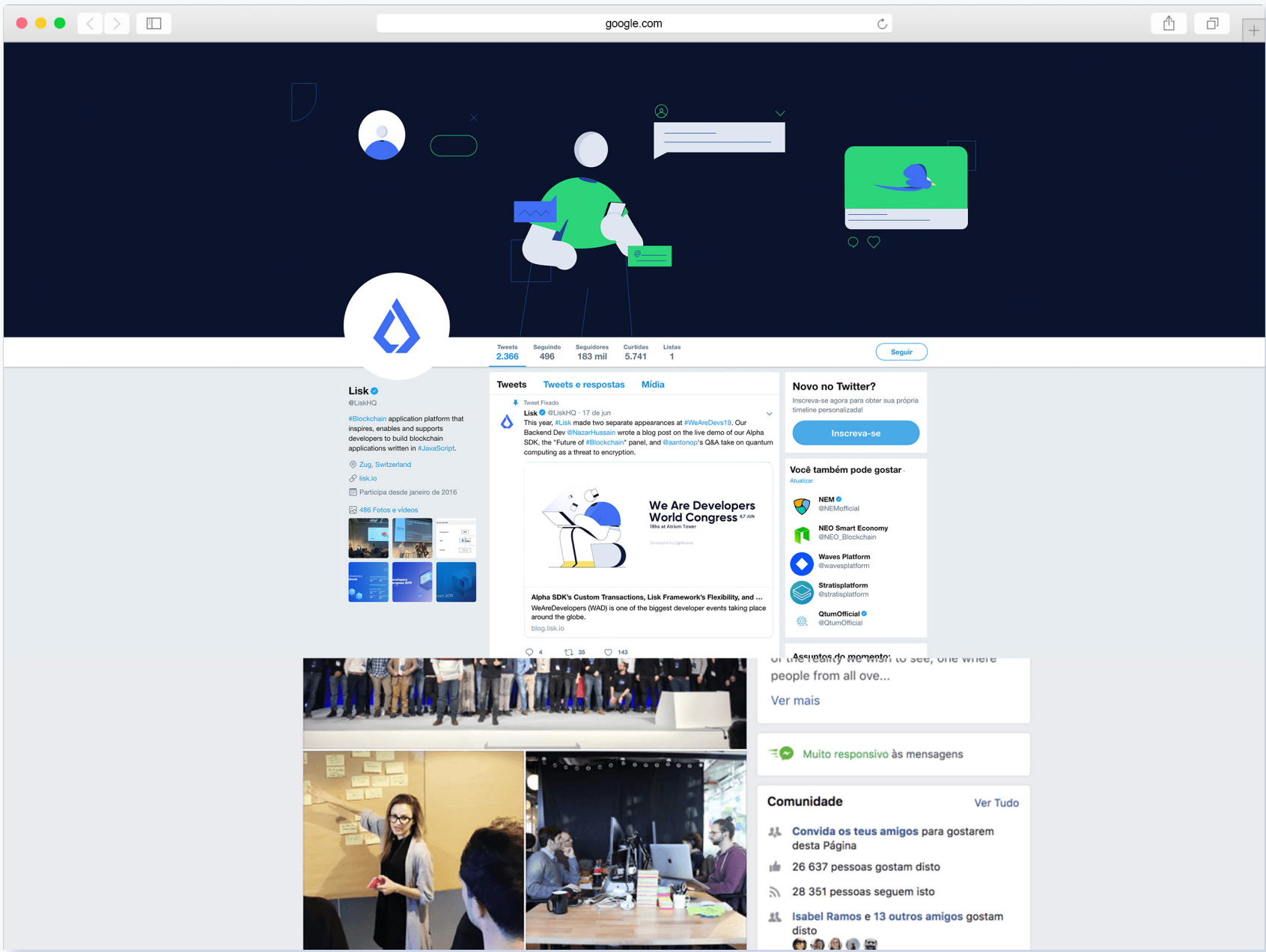




06.02 SOCIAL APPLICATIONS

Lisk is active in many social channels. As each social media has its own audience, purpose and content type, the institutional imagery should always be designed and illustrated exclusively for that specific channel, and highlight a specific feature of its purpose.

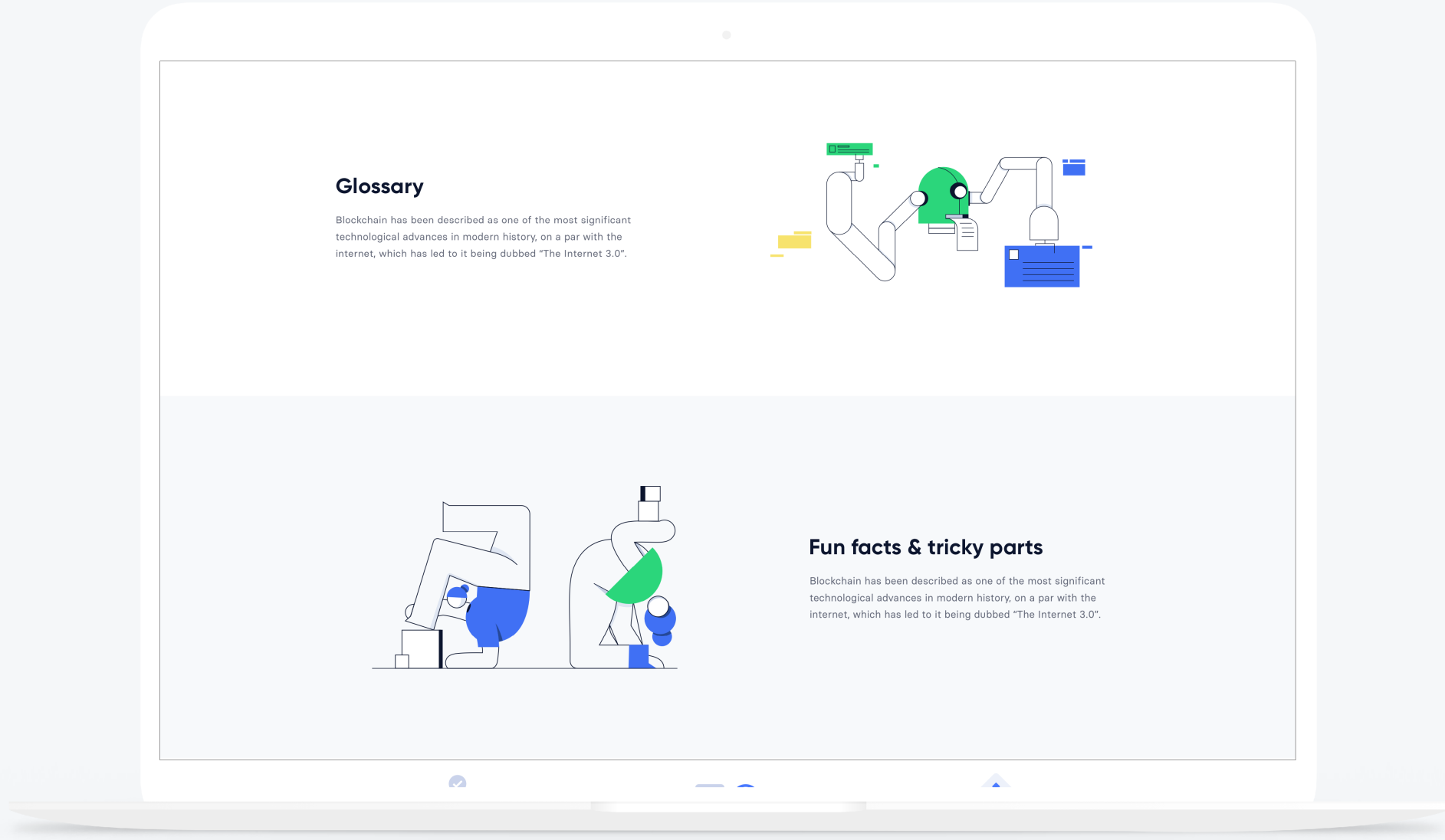
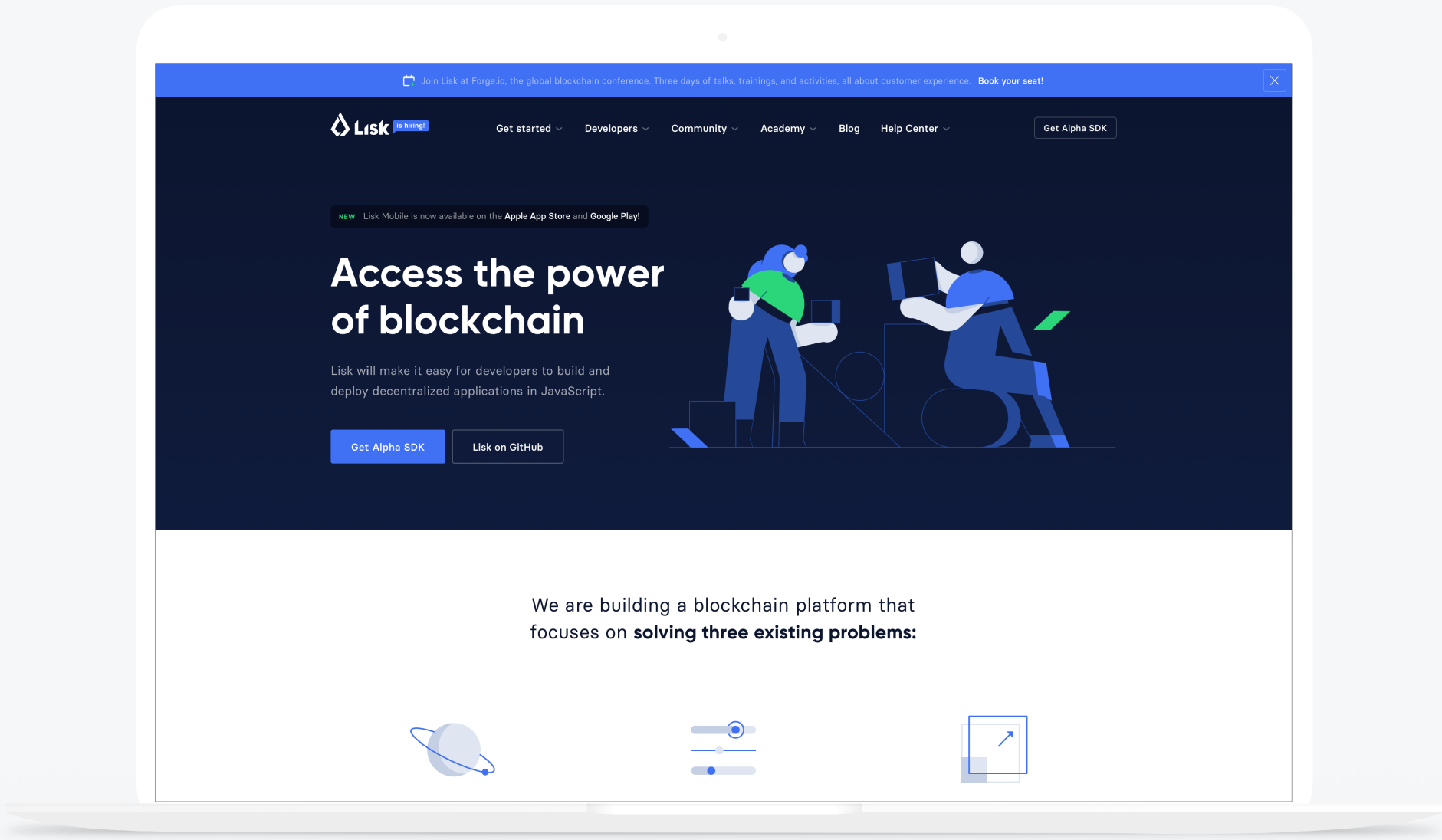
Online Marketing Assets





06.03 WEBSITE

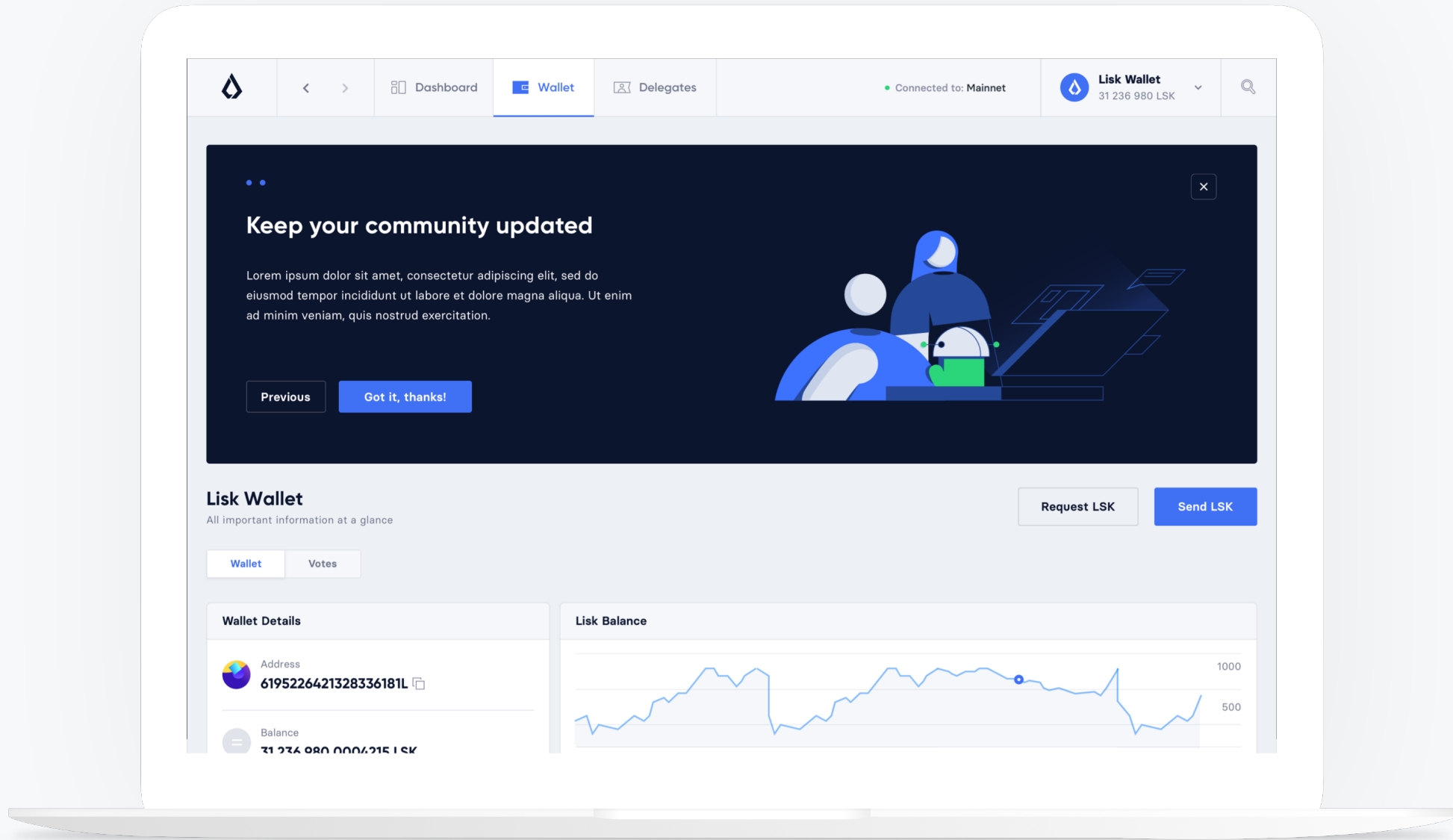
Lisk Website is our main Marketing channel. The illustrations and iconography of the website are intimately linked to the accompanying content, always following the content-first approach. Illustrations and iconography should never overshadow any information.





06.04 HUB

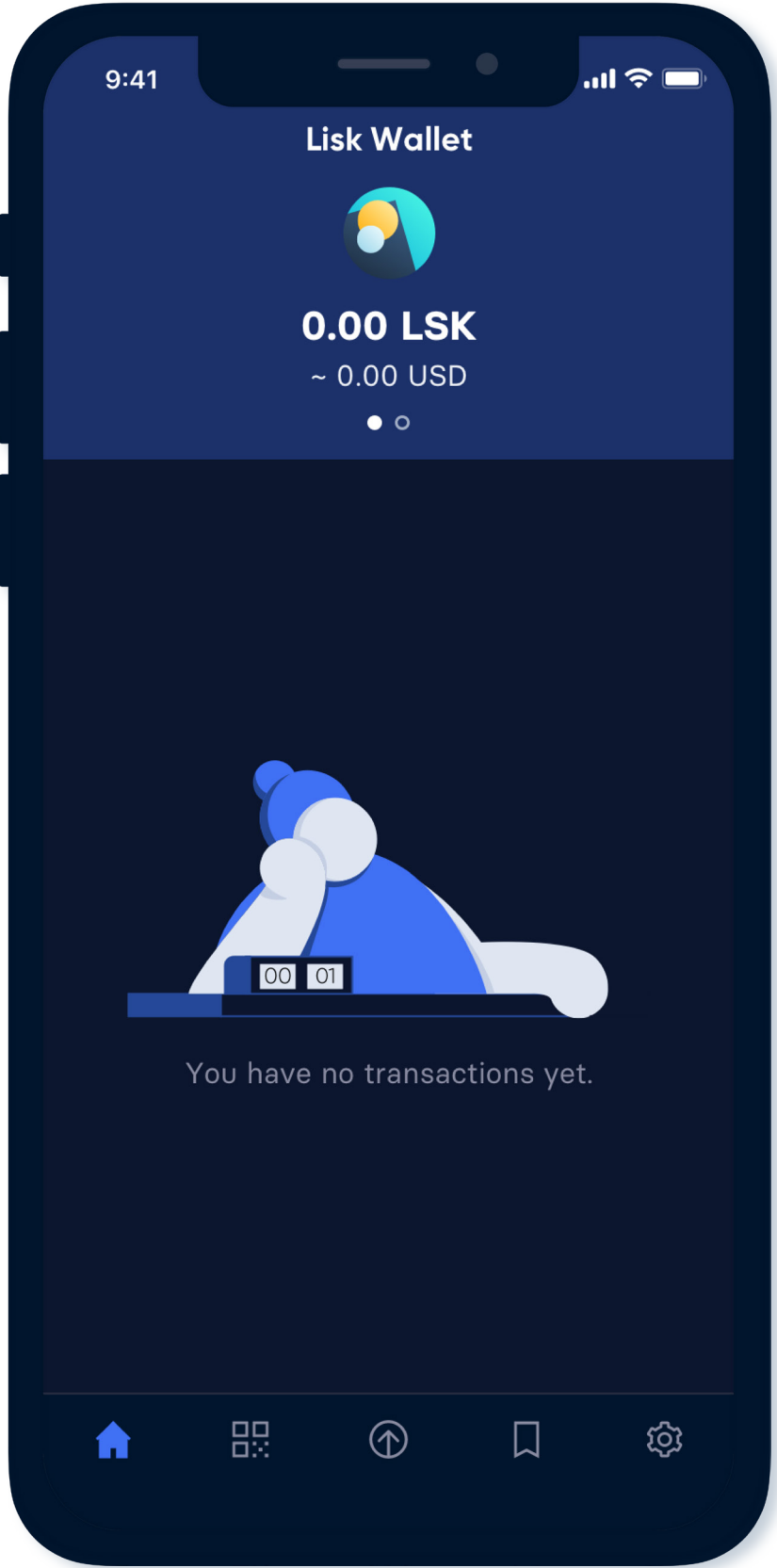
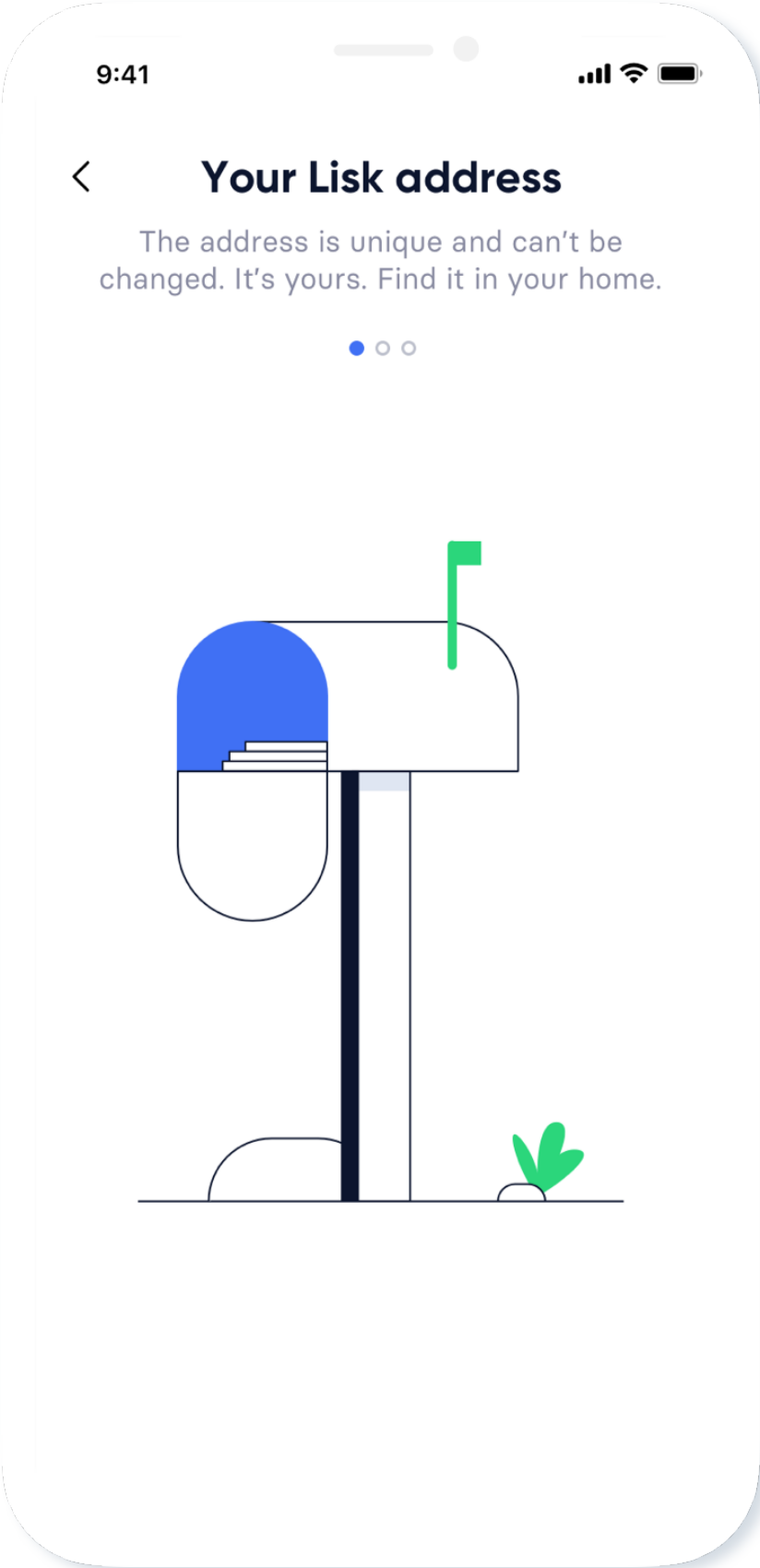
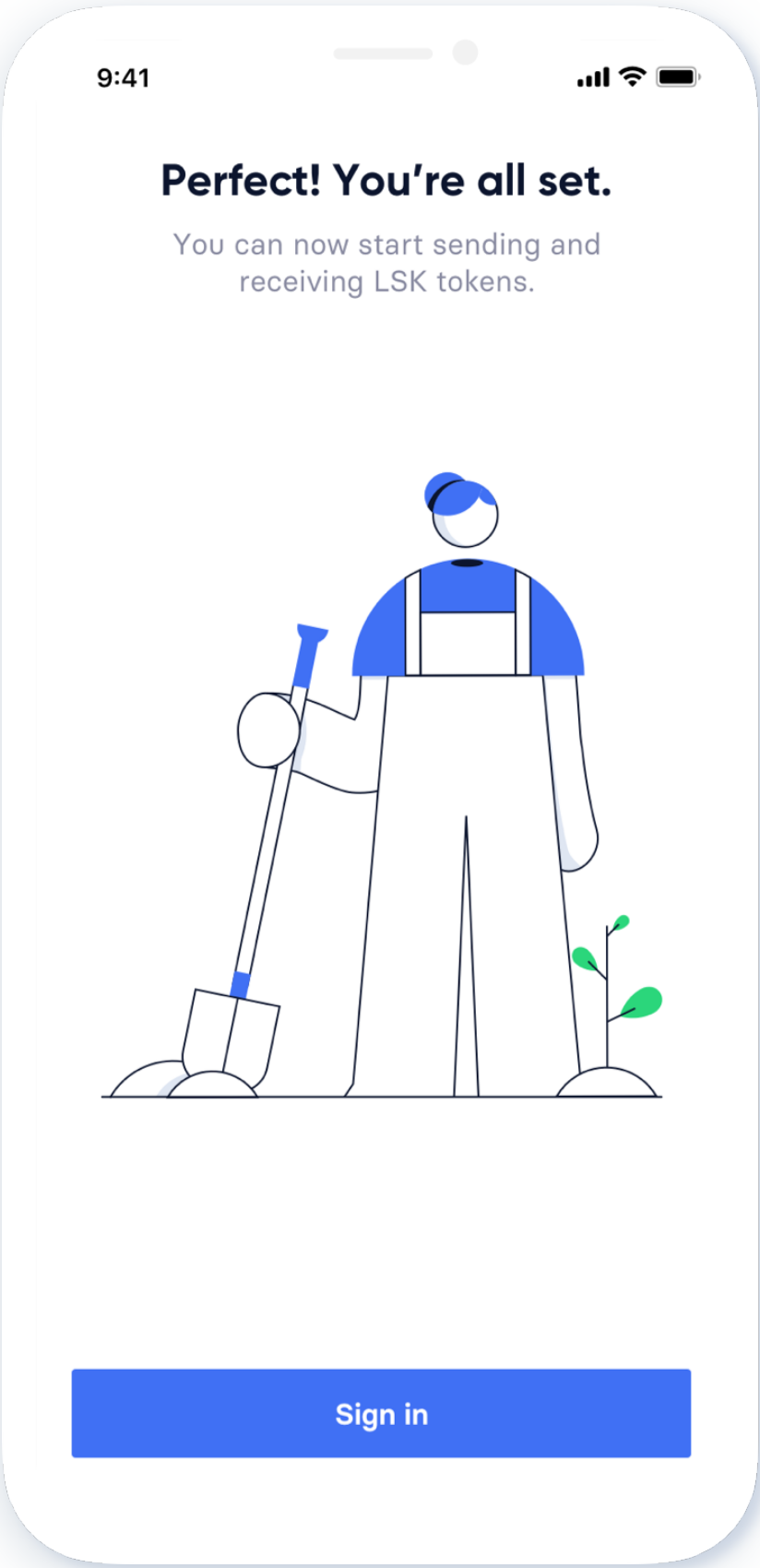
Lisk Hub has a variety of illustrations in the onboarding modules. These are designed based on the accompanying content and vary on each slide. The onboarding modules are always dark, with Zodiac Blue background.





06.05 MOBILE

Lisk Mobile has illustrations throughout the application. The illustrations are based on the content they complement. Due to mobile restrictions in terms of sizing, illustrations are kept simple and clean, avoiding repeated elements on the same frame.

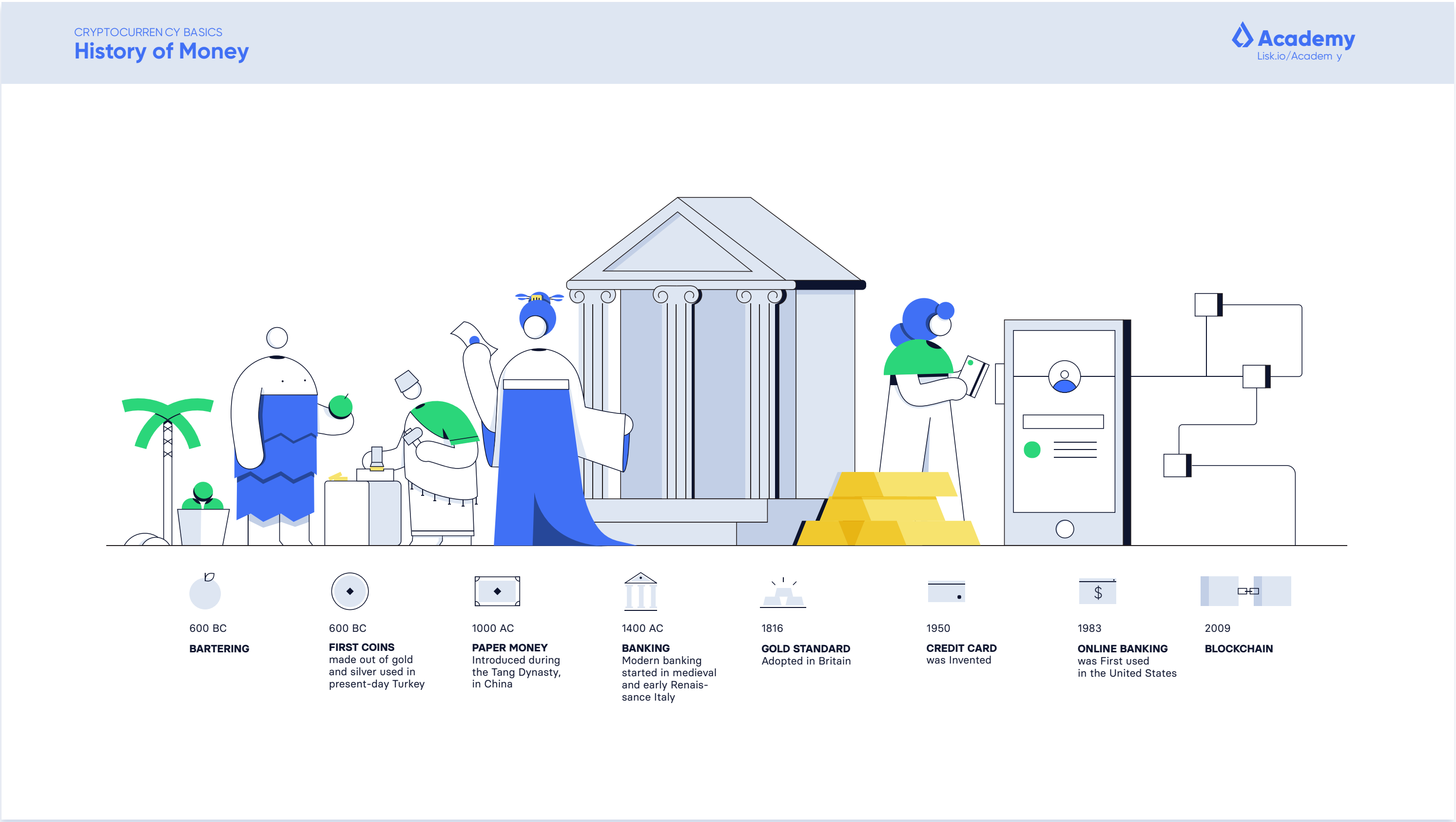




06.06 ACADEMY

Lisk Academy Infographics

The Lisk Academy features more than 100 visual assets supporting the written content. The visual content varies from complex illustrations to infographics and technical diagrams. To create visual unity, all the visual assets follow the same grid layout, with fixed margins and title format.





06.07 NEWSLETTER

E-mail newsletters are designed to onboard new users into the Lisk Ecosystem, to keep them updated with product releases and to spread announcements across our Community. They are designed and implemented natively in Mailchimp, using built-in components/tools and custom code.

Hey there,

thanks for signing up.

What?

Lisk is a platform that will enable the development of JavaScript based blockchain applications with an ecosystem of developer-friendly tools.

We are entering our most exciting chapter as we release the **Alpha SDK**.

Why?

Our mission is to empower individuals to create a more decentralized, efficient and transparent global economy.

Our mission can't succeed without you.

Getting Started

THE BASICS

Lisk Token

Learn about the utility token powering our network.

[Get LSK](#)

Lisk Wallets

Take full control of your LSK tokens.

[Create an account](#)

ARE YOU A DEVELOPER?

Lisk Token

Learn about the utility token powering our network.

[Get LSK](#)

Lisk Wallets

Take full control of your LSK tokens.

[Create an account](#)

ARE YOU A DEVELOPER?

Alpha SDK

Your proof of concept app development journey starts here.

Documentation

Start here to get an overview of our ecosystem and protocol three more words.

Lisk Network

Explore our peer to peer network utilizing energy efficient DPoS.

Community

Get questions answered by developers on Gitter three more words.

Let's learn blockchain

[What is blockchain?](#)

[Why blockchain?](#)

[How does blockchain work?](#)

[Blockchain - use cases](#)

[What are cryptocurrencies?](#)

ACADEMY

Stay updated with Lisk:

Join us!

We're looking for enthusiastic people who believe in the possibilities that blockchain technology enables. View our open positions on [Careers](#).

Newsletter Settings

Want to change how you receive these emails? You can [update your preferences](#) or [unsubscribe from this list](#)

Lisk Headquarters · Gubelstrasse 11 · 6300 · Zug Switzerland

Hey there,

it's time for our monthly newsletter!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

DEVELOPMENT UPDATES

SDK & Network

- The **Lisk SDK** monorepo was created on April 15 which will improve development speed, code consistency and provide a simpler way to access our products. ([read blog post](#))
- **Lisk Framework** was introduced to combine libraries and create the business logic to be a foundation for building an app.
- **Lisk Core 1.5.1** patch release was deployed to Mainnet after identifying a bug in the peer-to-peer communication layer.
- **Lisk Core 1.6.0** released to Mainnet on April 24. This release was a large one, containing 5,757 commits.
- **Lisk Core 2.0.0** is our next milestone and introduces improved transaction processing efficiency, among other benefits.
- Lisk Elements brings improvements to the network's peer selection. We made **final interface changes** to the 'lisk-p2p' library for Lisk Core 2.0.0.
- Lisk Commander completed **development of all node commands** in time for Lisk Core 2.0.0.

DEVELOPMENT UPDATES

Lisk Wallets

- **Lisk Hub 1.14.0** released on April 5 bringing new designs to account management and sending LSK.
- **Lisk Hub 1.15.0** released on April 17 and includes additional design improvements to make everything look cleaner and simpler with a new voting tab and sign-in page.
- **Lisk Hub 1.16.0** was released for beta testers on April 24. This version fixes many bugs and improves how you interact with the interface.

What's next? We are developing the infrastructure required to store BTC tokens, as well as the interface needed to interact with the hardware wallet Trezor T.

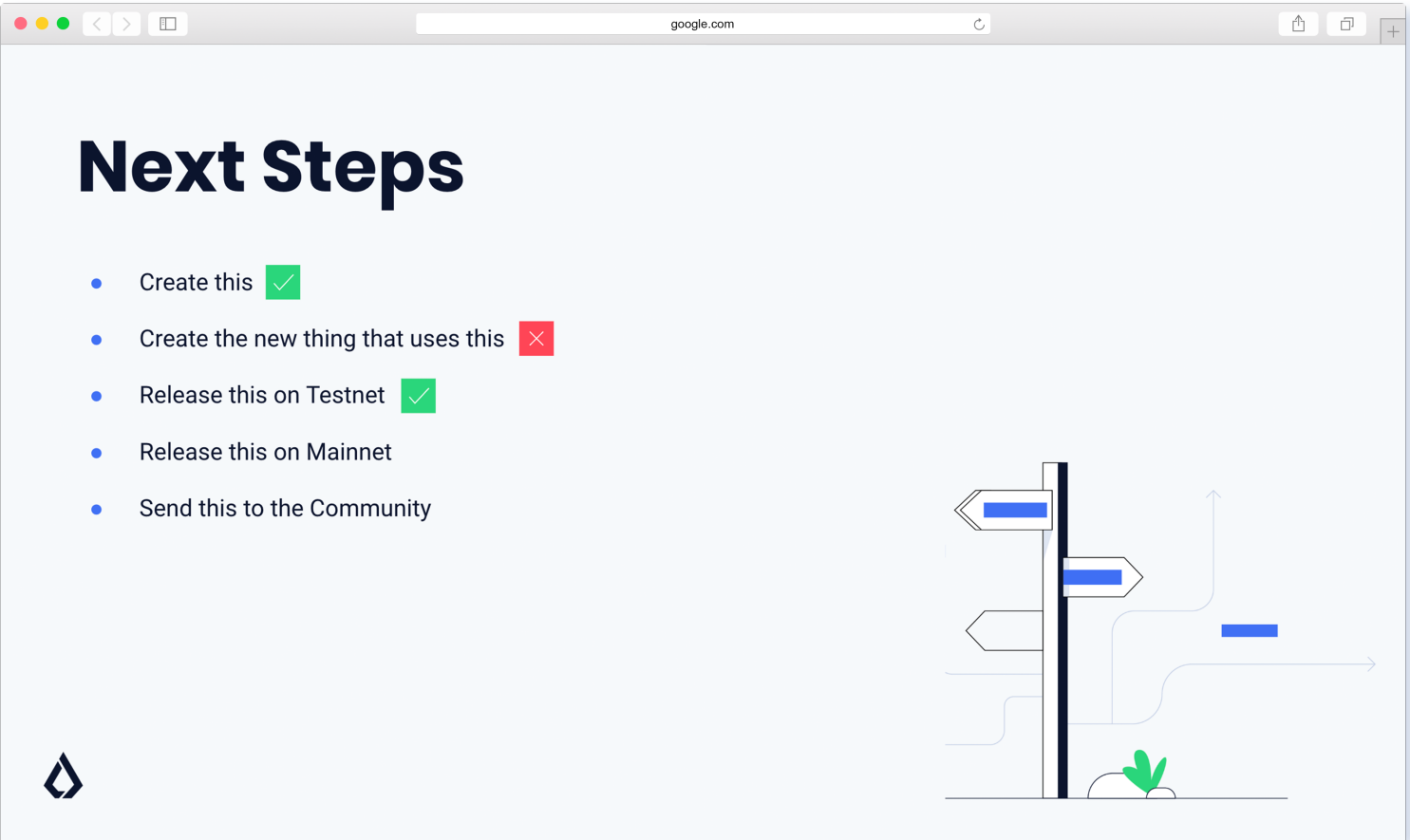
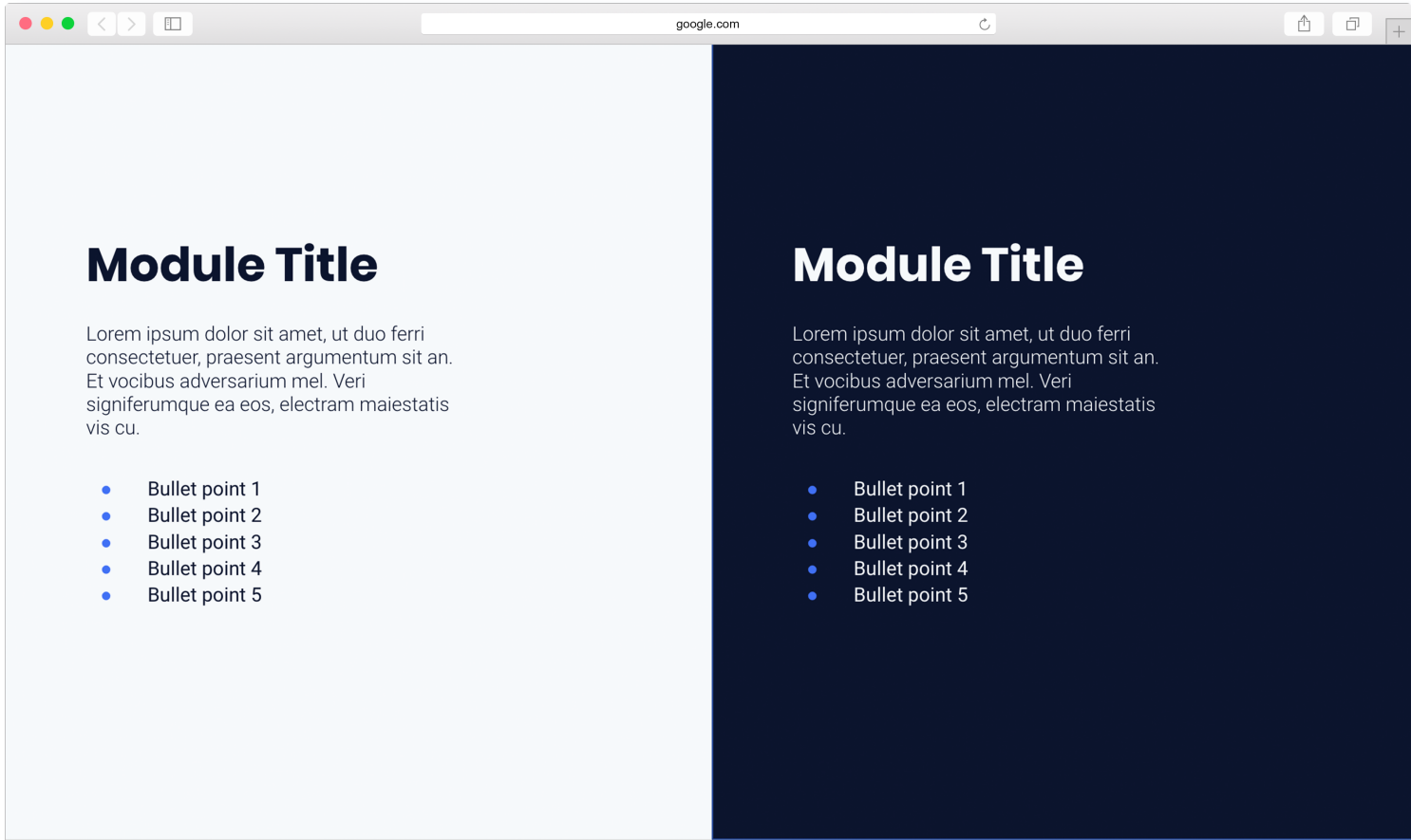
- **Lisk Mobile 1.0.0** was submitted to app stores and is currently awaiting approval. It will include multi-currency support, starting with the BTC integration.



06.07 PRESENTATIONS

[Link Presentation Template](#)

In order to create Internal or External presentations, there is a template created in Google Slide supplying a variety of layouts that can be easily combined and customized.





09 MOTION

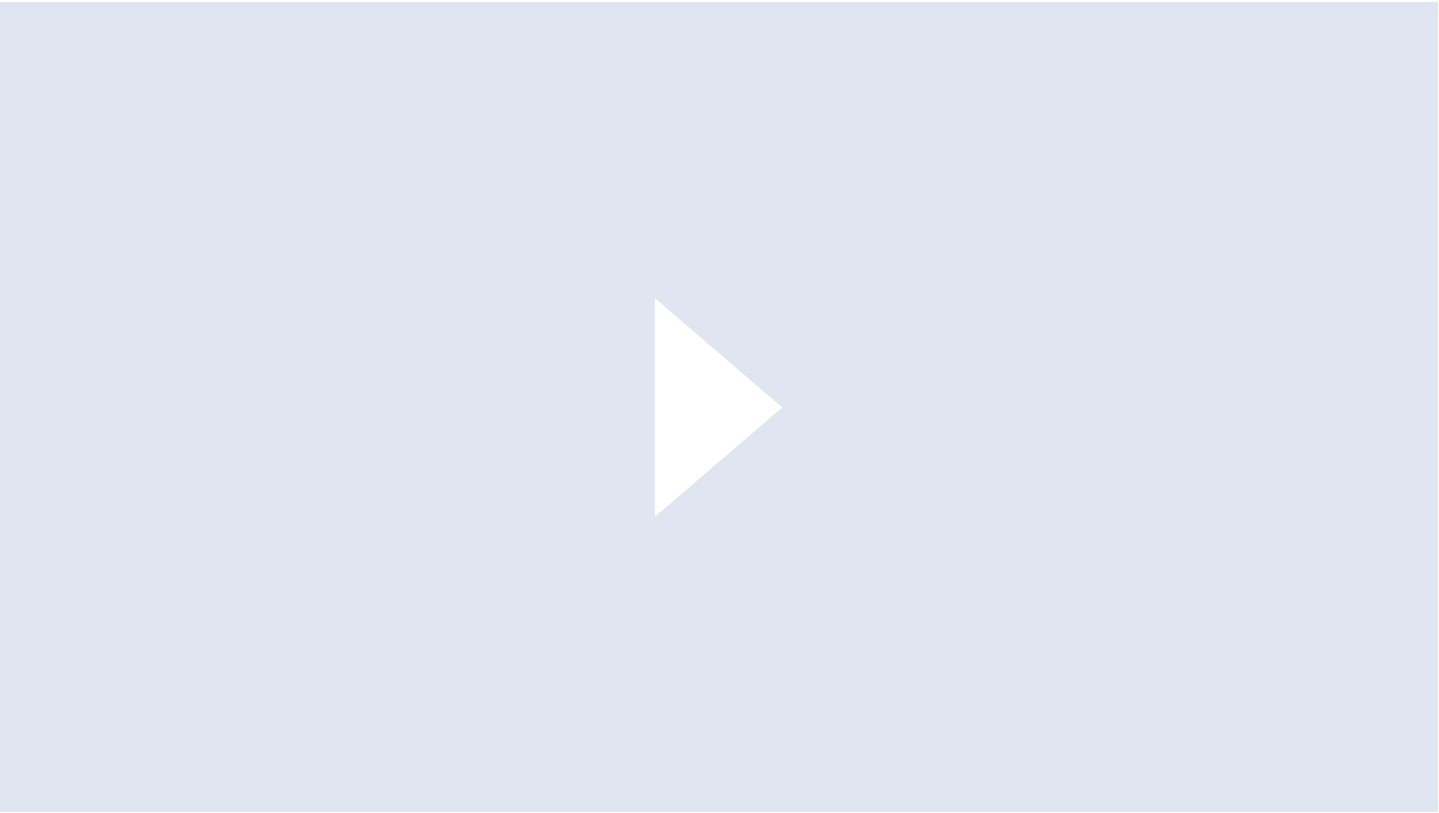
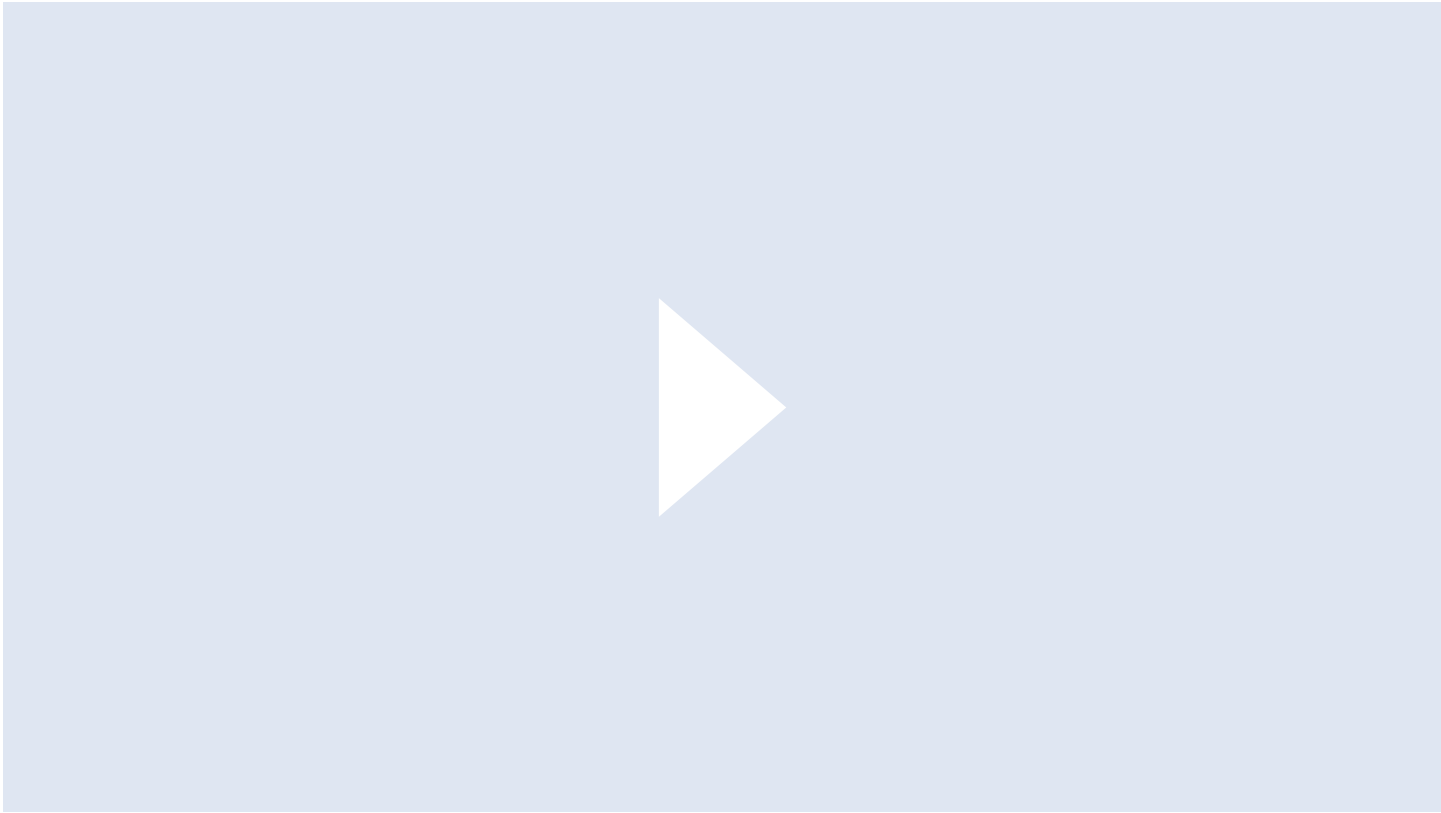


09.01 BRAND ANIMATIONS

Motion is a very important part of Lisk’s brand. Animated compositions should always be designed by following all the rules stated in this document. The animations should always be dynamic, with quick transitions and smooth keyframe interpolations.

ANIMATED CONTENT

- Logo animation
- Sting Open Close
- Transitions
- Lower Thirds





09.01 CHARACTERS

Characters animation brings life to the figures behind Lisk's brand. Each character has a skull scripted in Duik. The characters should always move organically, and each action should at least a first degree of inertia on the rest of the body.

