BRAND GUIDELINE

Version 1.0

2026.07

Brand Guidebook

hyperliquidr.xyz

HRC

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HRC

Brand Overview

The research hub for the Hyperliquid ecosystem.

DEFINITION	HRC (Hyperliquid Research Collective) is a community space for the Hyperliquid ecosystem, publishing trustworthy research content grounded in on-chain data.
MISSION	To translate complex market structure into clear data, helping anyone make well grounded decisions.
VISION	To become the reference standard for research across the Hyperliquid ecosystem.

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Brand Principles

01 **Data-first**

Every claim is backed by a source and a date. Let the numbers speak first.

02 **Neutral**

We write in the language of a research desk, without hype — analysis, not marketing.

03 **Clarity**

Complex structure in a single picture. Key figures, large and unambiguous.

04 **Restraint**

Quiet confidence. Trust built through whitespace, not ornament.

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Logo — Symbol

Logo & Symbol

The bowtie (hourglass) form symbolizes the flow of research scattered information **converging** to a point, then **expanding** again.

The wordmark **HRC** combined with the bowtie symbol. Use the lockup by default.

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Lockups & Colorways

HRC

LOCKUP · DEFAULT

HRC

WORDMARK

SYMBOL

APPROVED COLORWAYS

Mint

Teal

Deep Green

Navy

Off-White

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Logo — Clear Space

Clear Space & Minimum

CLEAR SPACE = X

Keep clearance equal to the symbol height (X) around the logo. No graphics or text enter this zone.

DIGITAL MIN	PRINT MIN
24 px	12 mm

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Misuse

DON'T

Distortion

Never stretch or squash the proportions.

DON'T

Rotation / Skew

Always place the logo horizontally.

DON'T

Shadows / Effects

Add no outlines, shadows, or gloss.

DON'T

Unapproved Color

Use only the approved colorways.

DON'T

Low-Contrast BG

Never place it on hard-to-read backgrounds.

DON'T

Rearrangement

Don't alter the wordmark–symbol relationship.

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Typefaces

Aa

Cormorant Garamond

DISPLAY & TITLES

A high-contrast serif that gives the brand its editorial, research journal character.

Aa

SUIT

BODY & UI

The base typeface for all body copy, labels, captions and interface text.

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Type Scale

Title	90 px	Cormorant Garamond Bold
Header	52 px	SUIT Bold
Sub Header	38 px	SUIT SemiBold
Body Title	34 px	SUIT Regular
Body — running text	24 px	SUIT Regular
LABEL	20 px	SUIT SemiBold · Uppercase
Caption — source & notes	14 px	SUIT Light

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Brand Color

Deep Green
#042622
rgb 4 · 38 · 34
Base canvas

Mint
#97FCE4
rgb 151 · 252 · 228
Primary accent

Teal
#1D9C8B
rgb 29 · 156 · 139
Secondary · links

Navy
#161F30
rgb 22 · 31 · 48
Alt dark surface

Off-White
#FAFAFA
rgb 250 · 250 · 250
Text · light docs

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Teal Sequential Scale

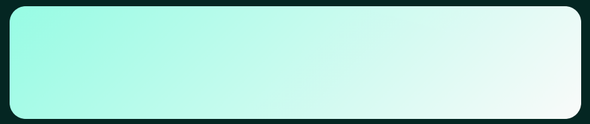
042622	0D3732	005146	14675C	1D9C8B	8FEAD4	FAFAFA

All charts use this 7-step teal scale. Categorical series start from the light end (mint) for contrast on the dark ground.

BRAND GRADIENTS

Deep › Mint

Navy › Off-White



Mint › Off-White

Band · Teal › Deep

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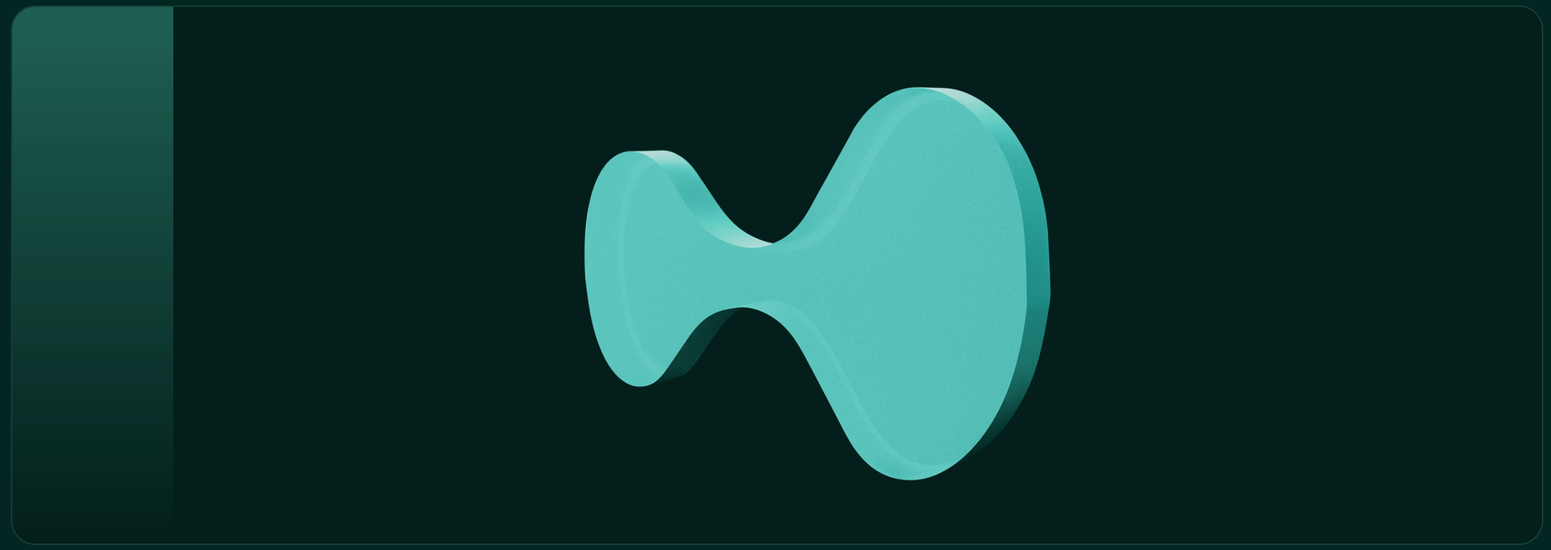
Watermark & Band



— The 3-D bowtie watermark sits on infographic backgrounds at **~16% opacity**, screen blend.

— A **teal gradient band**, capped by the bowtie curve, runs down the left of each slide.

— Backgrounds are **solid deep green** — no photography or noise; gradients only on the symbol, band and footer rule.

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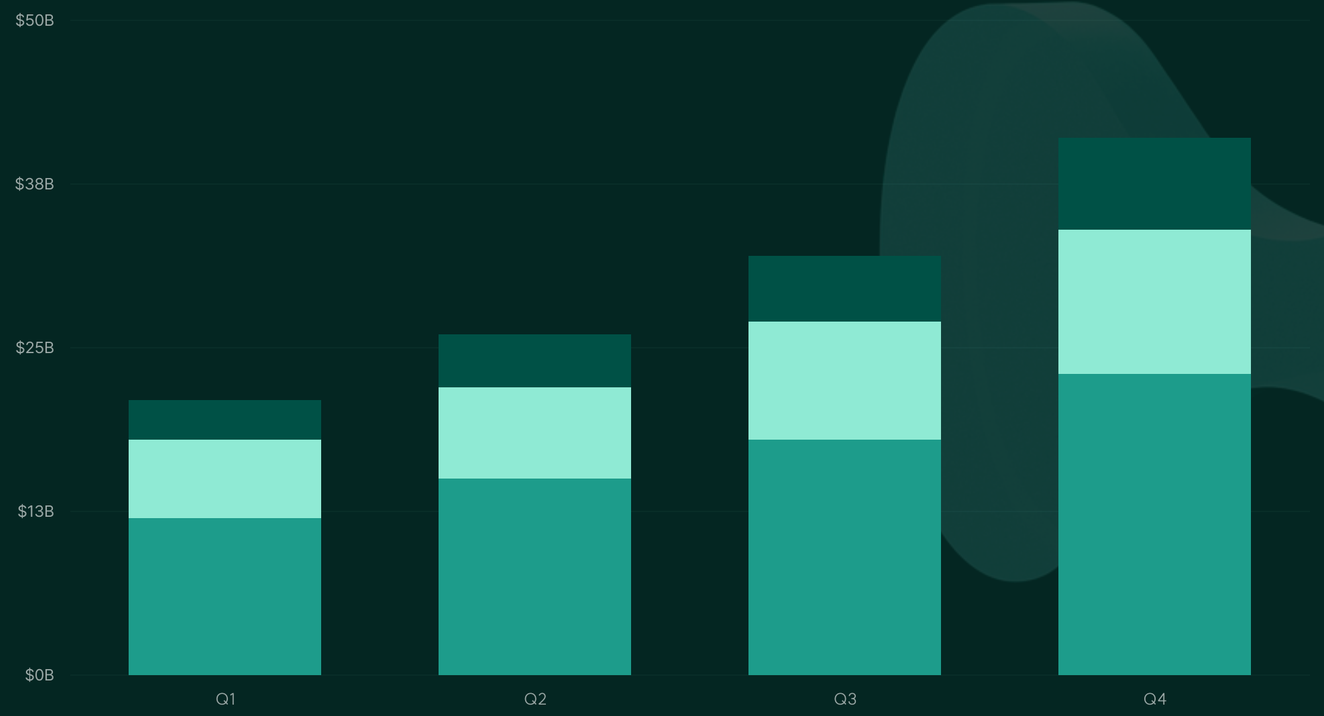
Trading Volume by Venue — 2026

Application example · Deep-green canvas · Mint title · Teal-scale chart



ANNUAL TOTAL VOLUME

$67 B ▲ 18.2%

Perps	62%
Spot	26%
Vaults	12%

NOTE Quarterly, USD

SOURCE Chainlink, Four Pillars · DATE Mar 31, 2026

Correct Usage

DO

- Always cite the **source and date** on every infographic.
- Keep **strong contrast** — mint on deep green.
- Use only the **teal sequential scale** for charts.
- Keep generous whitespace so **figures stand out**.

DON'T

- Don't lay gradients as **full-bleed backgrounds**.
- Don't **overuse** emoji or decorative icons.
- Don't harm legibility with **low-contrast** text.
- Don't publish **figures** without a source.

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