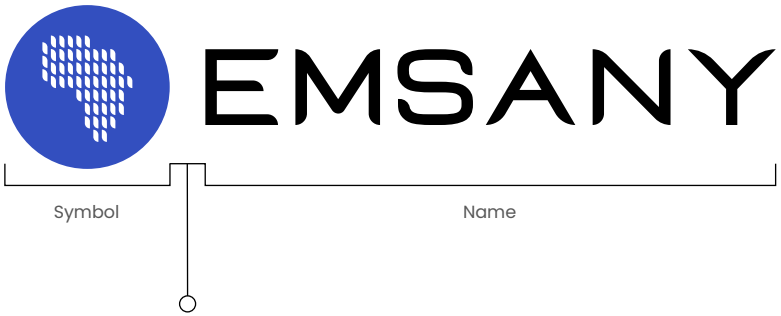
EMSANY
AFRICAN ART NFT MARKETPLACE

EMSANY

NAME MEANING

Msanii in Swahili Language (The most spoken in Africa) means Artist, and E stands for Digital. Msanii has Arabic roots as well which means "Sanii" creator or artist.

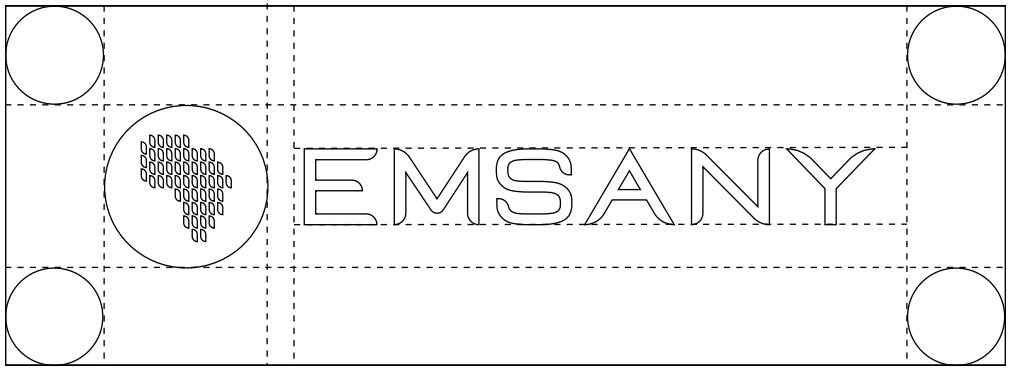


KEY ELEMENTS

There are two key elements to the Emsany visual identity: the logotype and the African continent 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 both NFT artists and collectors can identify it.

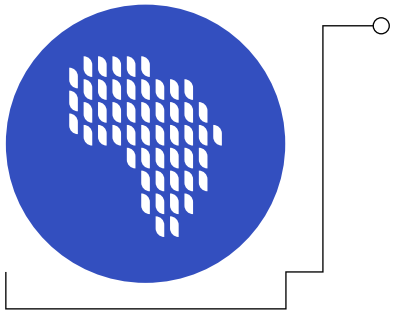
CORE LOGO

The Emsany logo works inreverse colour.



EXCLUSION ZONE & 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 Emsany 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



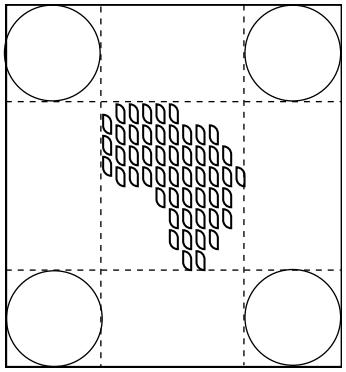
Symbol

EMANSY SYMBOL

The African continent symbol is designed to be used as a graphic visual representation of the brand in commercial and marketing use. For example, in the website, marketplace, for social media, and in advertising collateral. It has been drawn specifically for the logotype and adds another level of sophistication to our identity. Please note: The African continent is always displayed at this angle. It must never be rotated.

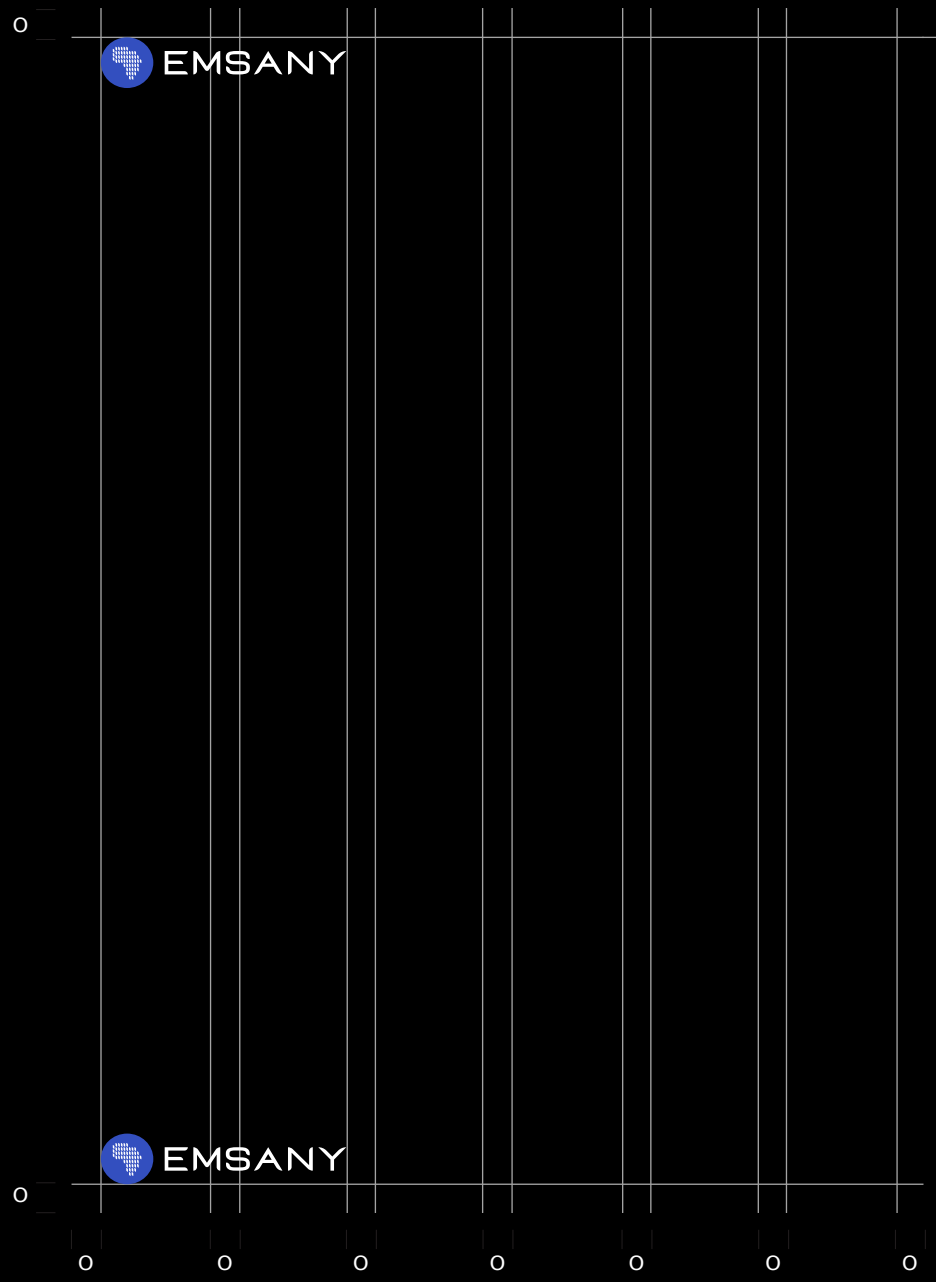
CORE LOGO

The Emsany logo works in reverse colour.



EXCLUSION ZONE & MINIMUM SIZE

Clear space surrounding the African continent 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 Africa continent 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



LOGO USAGE: 01

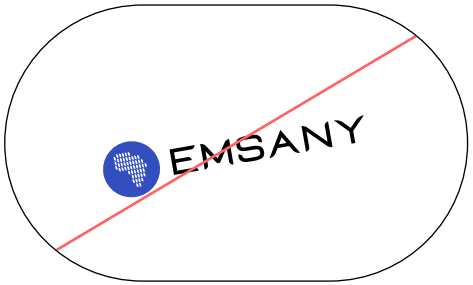
A six column grid should be used for all printed applications. This ensures a consistent and flexible structure. The Emsany logotype must sit inside 2 columns, the margin and gutter space (O) must equal the exclusion zone.

CO-BRANDING

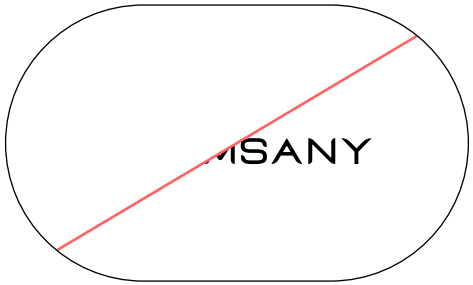
In instances where the Emansy logotype sits alongside other logos from other brands, the recommended exclusion zone must be used.

WHAT TO AVOID

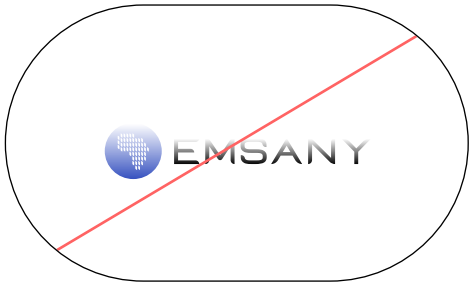
It is important to ensure that the logo is reproduced with consistency and integrity. It is essential that the supplied logo master files are used and in no instance is it appropriate to recreate, colour or redraw the elements. The logos may only be used in their original states and must not be manipulated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



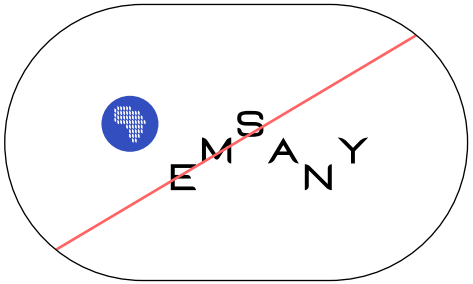
Never skew the Emsany logo.



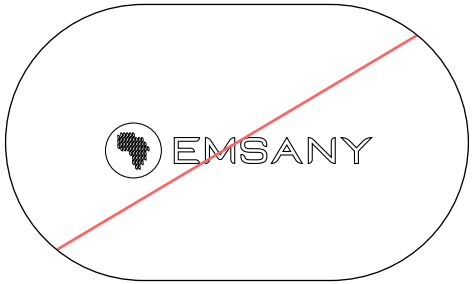
Never crop the Emsany logo.



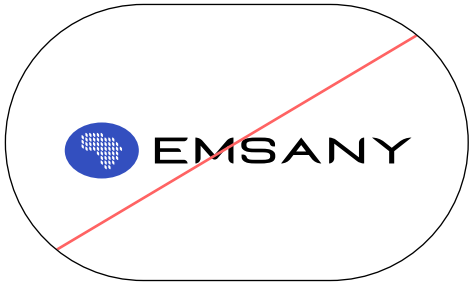
Never colour the Emsany logo as a gradient or apply any effects to it.



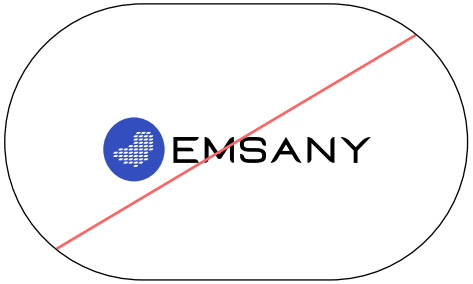
Never move or alter any of the letters within the Emsany logo.



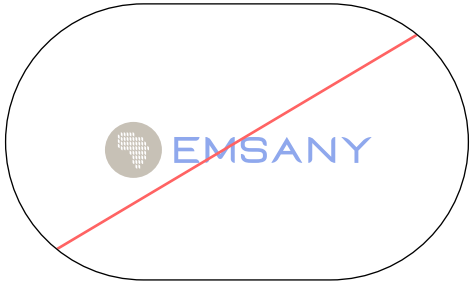
Never outline the Emsany logo.



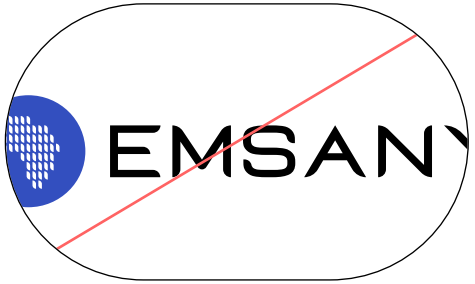
Never stretch the Emsany logo.



Never edit the Symbol



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



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

VISUAL LANGUAGE

This section demonstrates best practice examples of how to use the Emsany visual language: colour palette, typography and photography style.

NEON REGULAR

ABCDEFGHIJKLNOPQRSTWXYZ

ABCDEFGHIJKLNOPQRSTWXYZ

1234567890

NEON BOLD

ABCDEFGHIJKLNOPQRSTWXYZ

ABCDEFGHIJKLNOPQRSTWXYZ

1234567890

TYPEFACE

Our core brand typeface is Neon.

This is the primary typeface used across all brand applications.

We use two weights: Regular and Bold.

This typeface is used in for all brand applications, including print and digital.

#334FBF

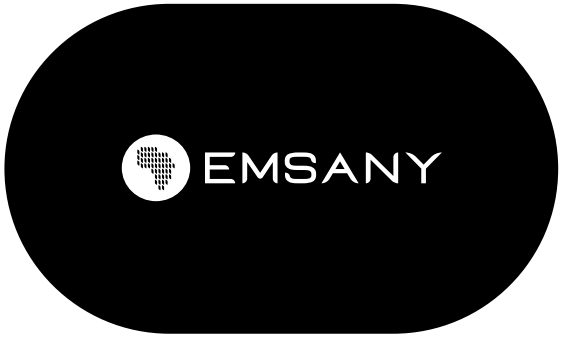
#000000

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: Emsany blue is visually stronger on digital applications, on CYMK it may appear differently.

COLOUR USAGE

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



COLOUR USAGE

Do not use the colour palette in this way

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