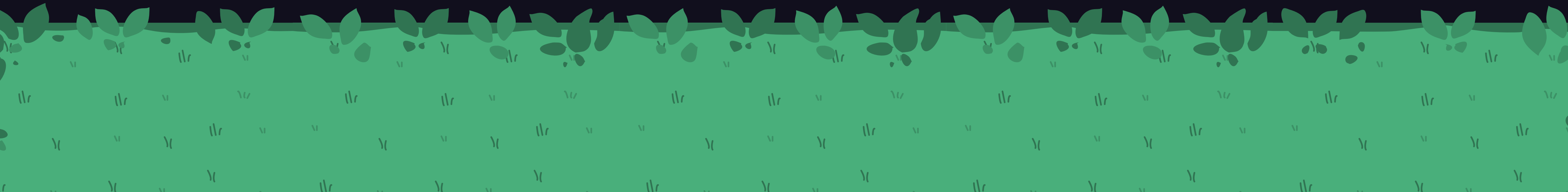


VISUAL IDENTITY

# Branding Guidelines





The Shroomy Project draws its inspiration from the majestic kingdom of fungi and the paradigm-shifting power of crypto. SHROOMY the token has found its home on Kraken's new Superchain L2 called Ink, where it seeks to cultivate a thriving community of purpose-driven mushroom lovers.

Industry:

Web3

Client:

Shroomy



Aa

# Bubblegum Sans

Bubblegum Sans is a playful, rounded display font designed to evoke a sense of fun, friendliness, and lightheartedness. Its bubbly letterforms are inspired by the inflated look of bubblegum, featuring thick strokes, generous curves, and soft, approachable shapes. The font’s bold, slightly irregular characters give it a hand-drawn, whimsical quality, adding charm and personality to any design.

Bubblegum Sans/H5

Style Sample

16px Bubblegum Sans  
Line Height: 16%  
Letter Spacing: 0%

Bubblegum Sans/H4

Style Sample

20px Bubblegum Sans  
Line Height: 20%  
Letter Spacing: 0%

Bubblegum Sans/H3

Style Sample

24px Bubblegum Sans  
Line Height: 24%  
Letter Spacing: 0%

Bubblegum Sans/H2

Style Sample

32px Bubblegum Sans  
Line Height: 32%  
Letter Spacing: 0%

Bubblegum Sans/H1

Style Sample

40px Bubblegum Sans  
Line Height: 40%  
Letter Spacing: 0%

# Aa

# Roboto

Roboto is a modern sans-serif typeface known for its clean lines, geometric shapes, and excellent readability. Designed with both digital and print environments in mind, Roboto features a mechanical skeleton with largely open curves, giving it a crisp and contemporary appearance. Its tall x-height, uniform stroke widths, and balanced proportions contribute to its clarity and legibility, even at smaller sizes.

Roboto/Medium 10px

Style Sample

10px Roboto  
Line Height: 140%  
Letter Spacing: 0%

Roboto/Medium 12px

Style Sample

12px Roboto  
Line Height: 140%  
Letter Spacing: 0%

Roboto/Medium 14px

Style Sample

14px Roboto  
Line Height: 140%  
Letter Spacing: 0%

Roboto/Medium 16px

Style Sample

16px Roboto  
Line Height: 140%  
Letter Spacing: 0%

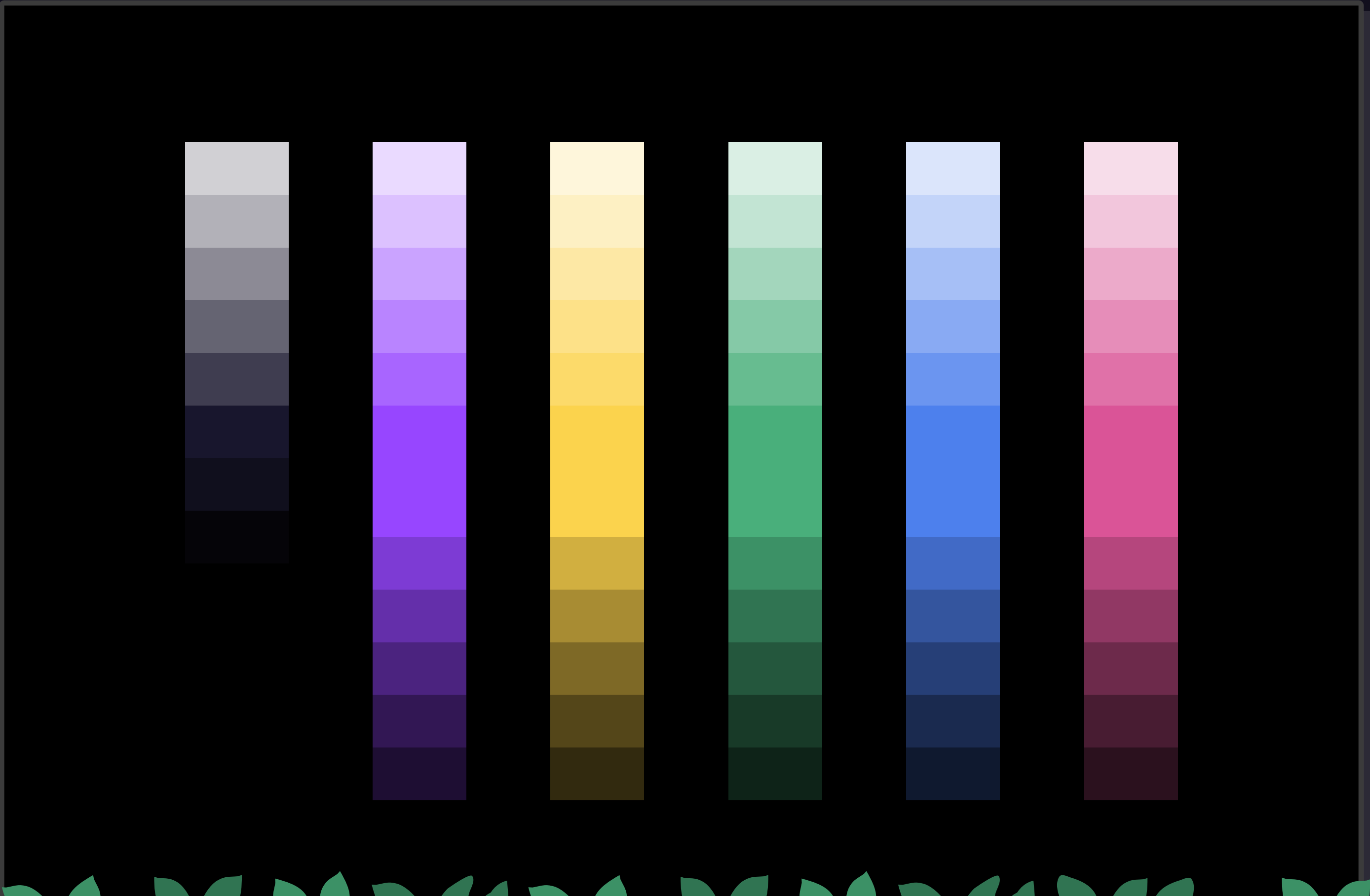
Roboto/Medium 20px

Style Sample

20px Roboto  
Line Height: 140%  
Letter Spacing: 0%

# Color Palette

The Shroomy color system is a vibrant, multi-hued palette designed for flexibility and expressive branding. It features six primary color families, each presented in a vertical column with a smooth progression from light to dark shades. This structure allows for consistent application across backgrounds, accents, UI elements, and typography.



Logo

# Shroomy Emblem

The Shroomy logo combines a playful, rounded sans-serif wordmark with a simple, bold mushroom icon. The vibrant rainbow gradient—shifting from pinks and oranges through yellow, green, and blue—creates a friendly, modern, and approachable look, ideal for creative and youthful brands.

## Logo Elements:

**Icon:** Minimal, solid-color mushroom for easy recognition at any size.

**Typography:** Rounded, informal font with soft curves for a friendly feel.

**Color Palette:** Smooth rainbow gradient symbolizes energy, diversity, and positivity.







Assets

