

QUARRYCHAIN

Brand Style Guide

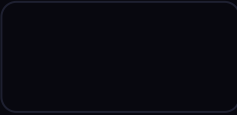
Version 1.0 — April 2026

COLOR PALETTE

Dark mode. Always.

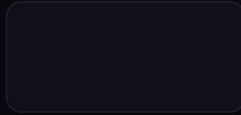
All colors are designed for dark backgrounds. Never use on light surfaces. Background: #08080f (near-black with blue undertone).

BACKGROUNDS



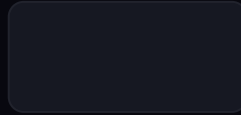
bg-primary

#08080f



bg-secondary

#0f1019



bg-tertiary

#161822

BRAND COLORS



qc-teal

#14b8a6



qc-teal-glow

#2dd4bf



qc-blue

#3b82f6



qc-blue-glow

#60a5fa



qc-red

#ef4444



qc-red-muted

#dc2626



qc-green

#22c55e



qc-green-muted

#16a34a

TEXT COLORS



text-primary

#f1f5f9



text-secondary

#94a3b8



text-muted

#475569

PRIMARY GRADIENT



Teal (#14b8a6) → Blue (#3b82f6) — Used for headline accents and button borders. Never on body text.

TYPOGRAPHY

Three fonts. Clear hierarchy.

Each font serves a specific role. Space Grotesk carries the brand voice, Inter carries content, JetBrains Mono carries data authority.

Space Grotesk

Display / Headlines — Bold (700)

The Blockchain Built for What's Next

Inter

Body Text — Regular (400), Medium (500)

100,000 TPS. 3-second finality. Minimal fees. Zero compromise.

JetBrains Mono

Code / Data / Labels — Regular (400), Medium (500)

GOVERNANCE · BUILD ON QUARRYCHAIN · 100,000 TPS

Type Scale

Level	Size	Weight	Usage
Hero	48-80px	Bold	Hero headline only
Section	30-48px	Bold	Section titles
Body	16px	Regular	Paragraph text

Label

12px

Medium, Uppercase

Tags, badges, metadata

Download fonts: fonts.google.com/specimen/Space+Grotesk | [Inter](#) | [JetBrains+Mono](#)

LOGO

Logo assets.

Always use on dark backgrounds. Maintain clear space equal to icon height on all sides.

Variants

Variant	Use Case	Min Size
Icon + Wordmark	Navbar, hero, deck covers	120px wide
Icon Only	Favicons, social avatars	24px
Wordmark Only	Footer, document headers	100px wide

Wordmark Treatment

"Quarry" renders in **brand blue (#3b82f6)**. "Chain" renders in **primary white (#f1f5f9)**. Always presented together — never separate the color split.

Do

- ✓ Use on dark backgrounds only
- ✓ Maintain clear space equal to icon height
- ✓ "Quarry" in blue, "Chain" in white
- ✓ Minimum size: 120px wide

Don't

- ✗ Stretch, skew, or rotate
- ✗ Place on busy backgrounds
- ✗ Change the blue/white color split
- ✗ Add drop shadows or outlines

ICONOGRAPHY

Lucide icons. Nothing else.

All icons come from the Lucide library — clean, consistent line icons at 24px default size with 2px stroke weight.

Rules:

- No clipart, emoji, or filled/illustrated icons — ever
- Icons in containers: rounded-lg with bg-{color}/10 and matching text color
- Every icon is chosen for semantic accuracy, not decoration
- Browse icons: lucide.dev/icons

VOICE

State. Don't ask.

Engineers who know they built something good. Confident, precise, no hedging, no hype.

We Are / We Are Not

We Are	We Are Not
Confident — state facts plainly	Arrogant — never mock competitors
Technical — precise terminology	Impenetrable — jargon serves clarity
Focused — builder shipping energy	Hype-bro — no "This is HUGE"
Punchy — minimal, effortless copy	Corporate — no qualifiers
Respectful — trust reader intelligence	Condescending — never over-explain
Direct — show capability, full stop	Comparative — never frame against competitors

Examples

✓ Good	❑ Bad	Why
"Start building on QuarryChain."	"Ready to Build on QuarryChain?"	Statements, not questions
"100,000 TPS. 3-second finality."	"Really fast blockchain technology"	Stats, not adjectives
"Read the Docs"	"Learn More"	Specific CTAs, not generic
"Non-custodial AMM with liquidity pools."	"Our powerful decentralized exchange"	Mechanism, not superlatives

Banned Terms

Never use: "Built Different" · "Innovative" · "Revolutionary" · "Game-changing" · "Potentially" · "We believe" · "Ready to build?" · "Learn More" · "Get Started Today!" · "World-class" · "Disrupt" · QRC (as ticker — correct ticker is QRY)

COMPONENTS

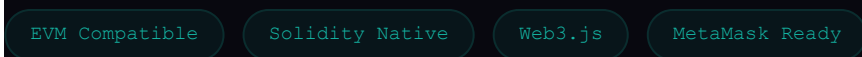
UI patterns.

Buttons



Primary: gradient border teal→blue, transparent fill, glow on hover, px-6 py-3. Secondary: border-white/10, text-secondary, hover border-white/20.

Badges



Rounded-full, teal/8 bg, teal/15 border, JetBrains Mono. Used for compatibility tags and feature labels.

Cards

- Background: bg-secondary (#0f1019)
- Border: 1px border-white/5
- Radius: rounded-xl (12px)
- Padding: p-6 to p-8
- Hover: spotlight glow follows cursor
- No drop shadows — use subtle glow

Stats

- Value: 30px Bold, Space Grotesk
- Label: 12px Uppercase, JetBrains Mono, tracking-widest
- Animated count-up on scroll (NumberTicker)

MOTION

Every animation earns its place.

Animations communicate information — entrance reveals, live data, active governance. No decorative motion.

Entrance

BlurFade — fade up 6px + blur, stagger 50ms between siblings

`400-600ms ease-out`

Hover

Spotlight radial gradient follows cursor on cards, glow expansion on buttons

`200-300ms ease`

Continuous

HexGrid wave, WireframeShape rotation, Marquee scroll, node ring

`20-60s linear`

Data

NumberTicker count-up on scroll. Chart transitions on hover.

`1.5-2s ease-out`

Accessibility

All animations are disabled when `prefers-reduced-motion` is set. Static frames shown instead. This is non-negotiable.

SPACING & LAYOUT

Structure.

Element	Value
Max content width	1280px (max-w-7xl)
Centered text sections	1024px (max-w-5xl)
Page padding	px-4 / sm:px-6 / lg:px-8
Section spacing	py-24 (96px) to py-32 (128px)
Card padding	p-6 (24px) to p-8 (32px)
Card gap	gap-4 (16px)
Label → headline	mb-4 (16px)
Headline → content	mb-8 to mb-16

QuarryChain Brand Style Guide v1.0 — April 2026

For internal use and agency partners