



Brand Guidelines.

Charity in the hands of people

Web3 Positive Impact Crowdfunding

**charity
in the hands
of people**

Brand Guidelines Content.

introduction _____	4
your company logo _____	7
company typography list _____	11
company color pPalette _____	15
marketing setup _____	17



01. the overview.

Charify.art is the first decentralised crowdfunding platform that combines great art, NFTs & DeFi to raise funds and create a sustainable income for charities.

We saw an opportunity to flip charitable fundraising on its head and solve its problems by embracing the core principles of web3 tech: decentralization, transparency & immutability.

Why?

- The new tech infrastructure allows for the decentralization of trust, transparency of cash flow, automation of processes, etc.
- We believe that the creator economy in web3 can supercharge positive social impact crowdfunding.
- We have a chance to build a positive & rewarding structure and culture around being helpful & altruistic in this world.
- Improve web3's scammy image & reinstall trust in crypto projects. We love cats, people & all things nature.

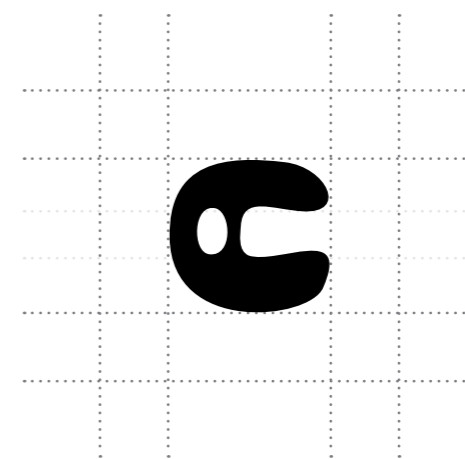
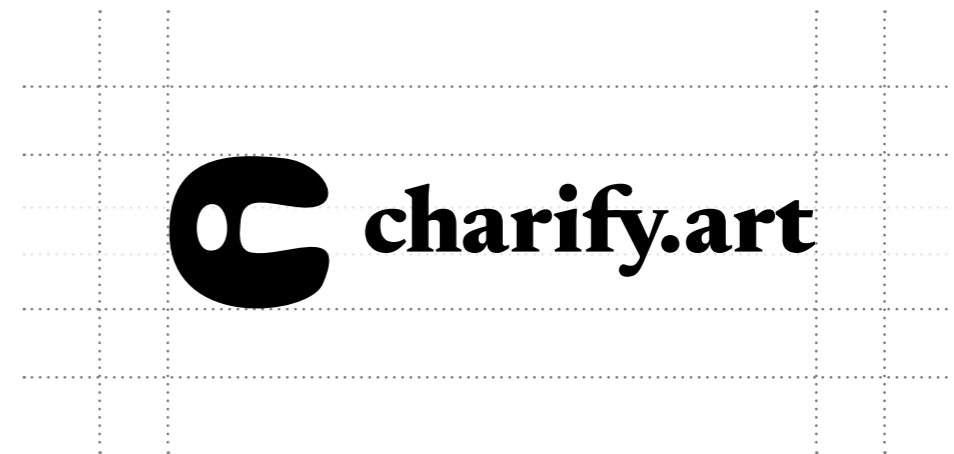
What? Charify.art Platform V1

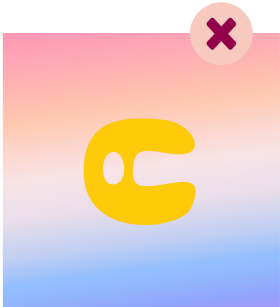
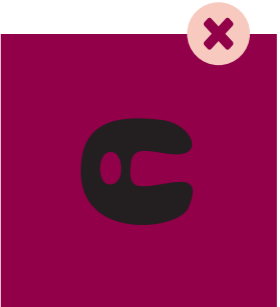
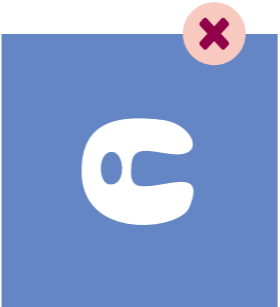
- A community platform that matches positive impact projects with cool artists based on shared values to raise funds with joint launches
- Basic example: a marine conservation organization does a launch with a great underwater photographer Think GoFundMe, Exclusive & The Foundation had a DAO baby.
- The positive impact project, the artist & Charify.art organization get a cut from primary sales & all secondary sales
- Primary sales: 60% goes directly to the project, 20% into DeFi, 5% to the artist and 15% into Charify.art treasury. 20% of the raised money goes into trying to create a sustainable income for the project - with DeFi.
- Secondary sales royalties distribution: 5% artist, 5% Charify.art treasury, 2.5% goes directly onto project wallet and another 2.5% go to DeFi.



02.

logo
type.





03. typography.

Newsreader.

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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ExtraBold

ExtraBoldItalic

Bold

BoldItalic

SemiBold

SemiBoldItalic

Medium

MediumItalic

Regular

RegularItalic

Light

LightItalic

ExtraLight

ExtraLightItalic

AaBbCcDd EeFfGg
HhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789
(&!/,;:~+;%@*")

Poppins.

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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Black

ExtraBold

Bold

SemiBold

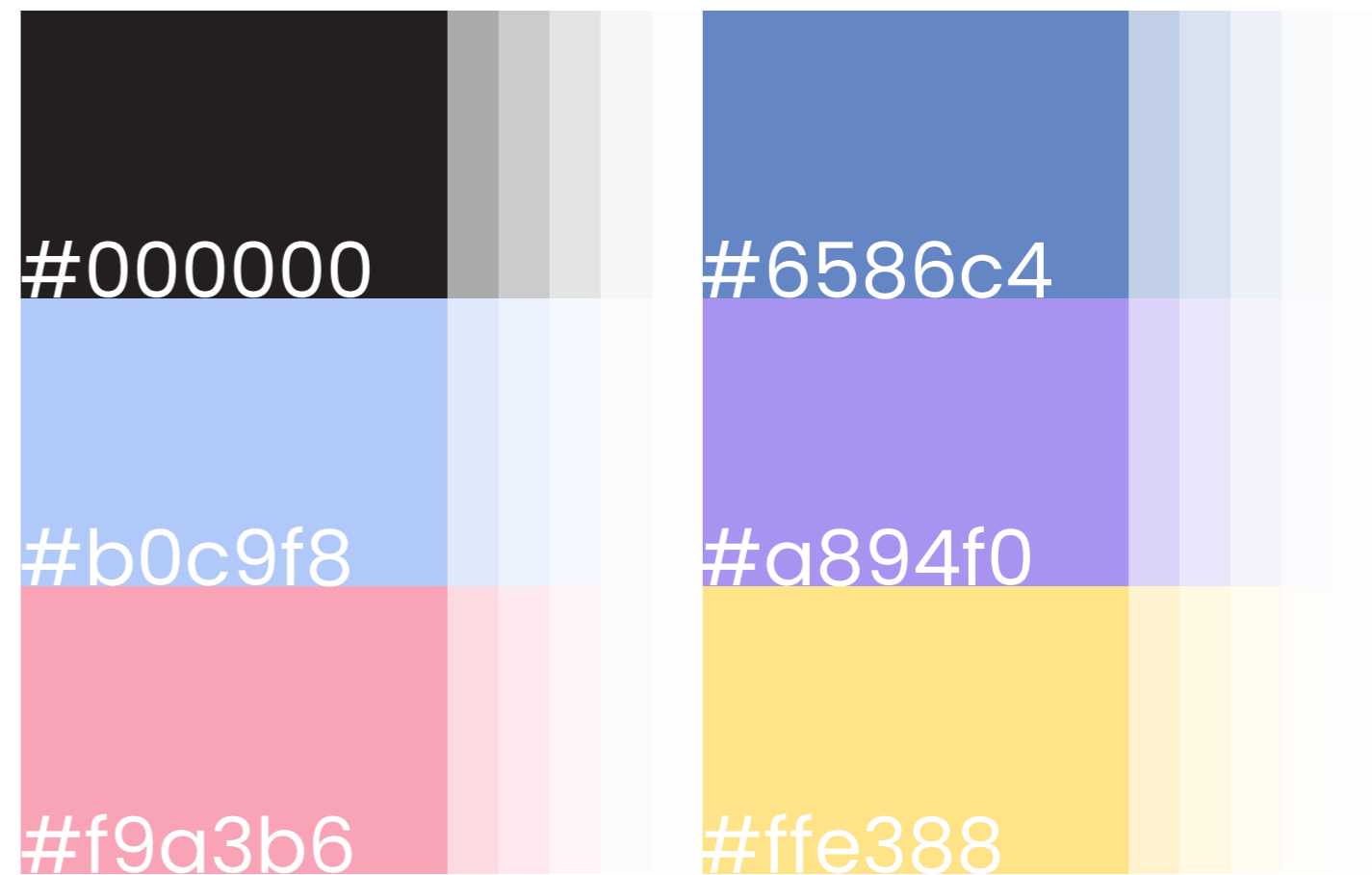
Medium

Regular

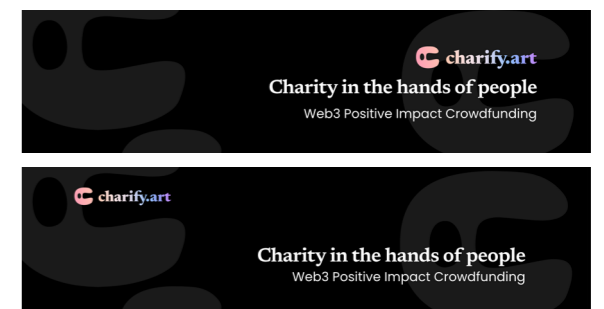
Light

AaBbCcDd EeFfGg
HhIjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789
(&!/:;'-_+;%@*")

04. colour bar options.



05. marketing setup



**web3
positive
impact
crowdfunding**



Charity in the hands of people

Web3 Positive Impact Crowdfunding