



Intro

Welcome to the Facet brand guidelines. This manual is designed to provide you with clear instructions on utilizing the brand identity to its fullest potential, ensuring consistency across all brand communications.

Intro

Brand principles

Disruptive

Grassroots

Autonomous

Decentralized

Anti-corporate

Irreverent

Professional

Opinionated

Intro

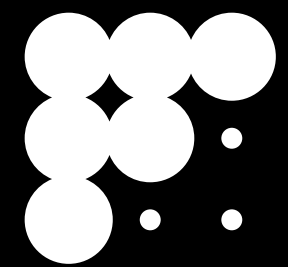
Facet is a secure, decentralized, and affordable computation protocol.

Facet is not a blockchain. Instead it is a different way of thinking about and using blockchains. Think of Facet as a new lens through which you can view and interact with Ethereum.

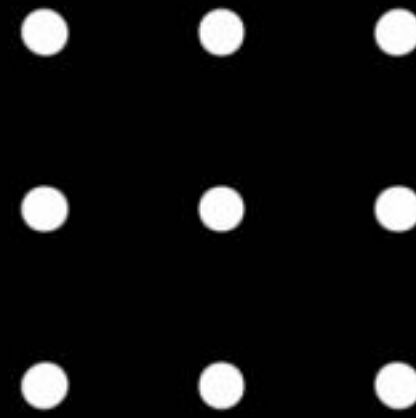
Think outside the block

01

Logo

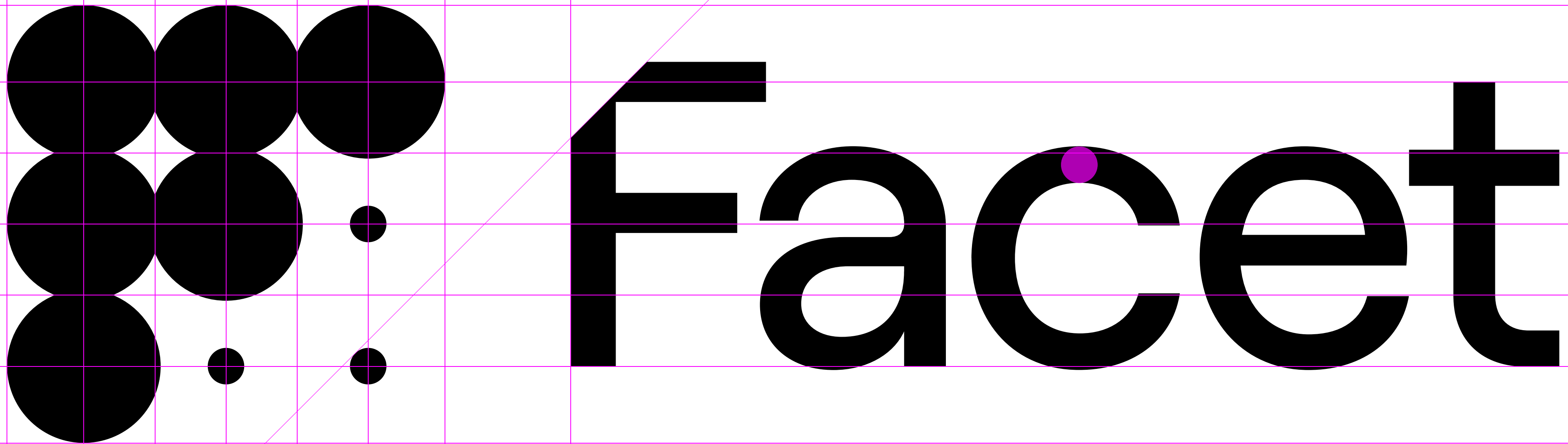


The Facet logo consists of two elements: the icon and the wordmark. The logo is inspired by the 'thinking outside the box' puzzle, represented by nine dots arranged in a grid. Our icon is derived from these nine dots, with six of them positioned closer in the z-space to form the letter 'F.' The cut in the wordmark is inspired by the angles of a gem facet. Just as viewing the same gemstone from different angles reveals its stunning facets, changing how you look at Ethereum will reveal its untapped potential.





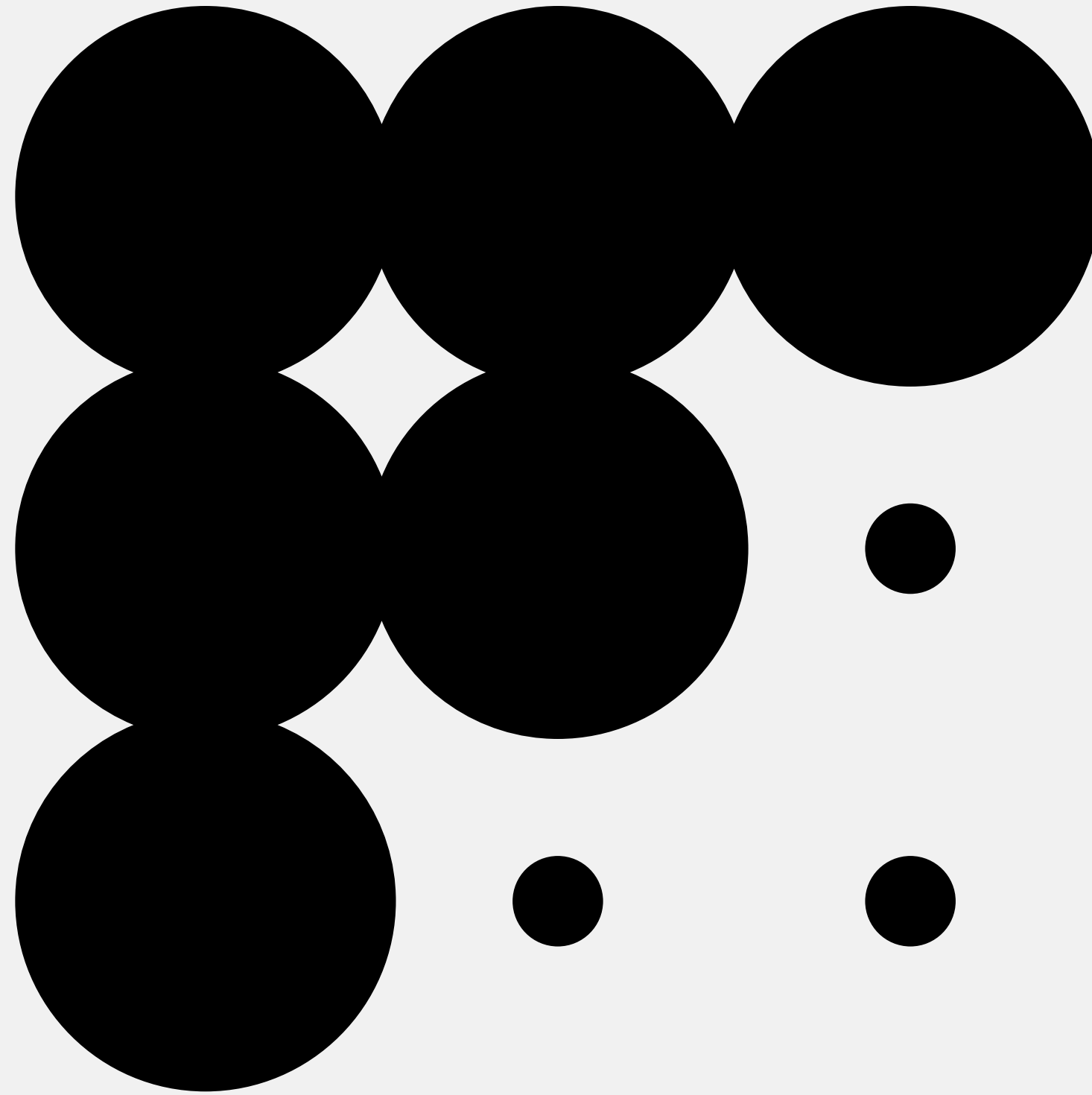
The logo blueprint is carefully constructed. When utilizing it, please refrain from using two separate icon and wordmark files; instead use the full logo file.



Our lockup is the structured relationship between the logomark and logotype. It is the most common use of the logo. It should be used for external facing applications as the use of the logomark with the logotype help provide context and establish brand recognition.



In addition to our logo, we incorporate a brand icon. The logo is inspired by the “thinking outside the box” puzzle, represented by nine dots arranged in a grid. Our icon is derived from these nine dots, with six of them enlarged to form the letter F.

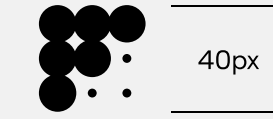
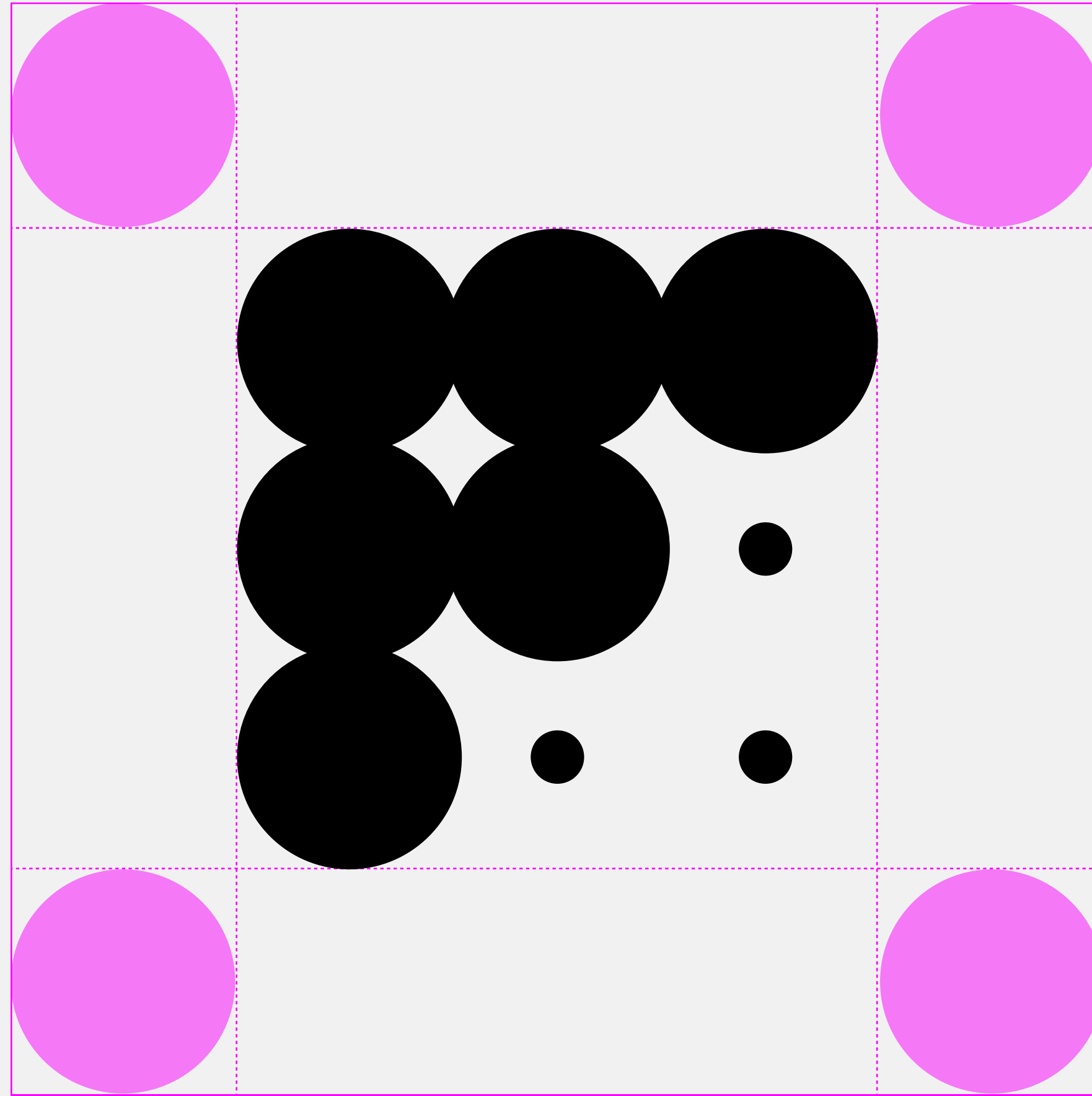


Clear Space

To ensure our logo makes a bold statement, it needs ample space to stand out. We've set clear guidelines to prevent any other elements from encroaching on this designated area.

Minimum Size

For consistency across digital and print applications, our logo should never be reproduced at a size smaller than the provided guidelines.

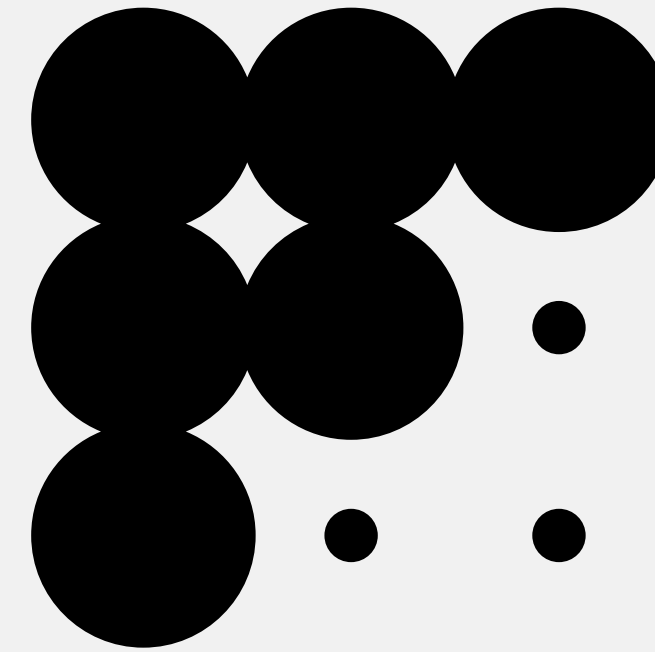


1.8

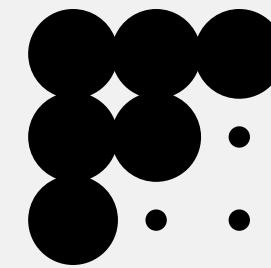
Logo
Icon

We utilize our brand icon as our primary symbol on social media and across various digital touchpoints. Our icon is designed to adapt to different shapes, whether it's a circle or square, ensuring versatility across platforms.

HeroSquare
240px



SpotSquare
96px



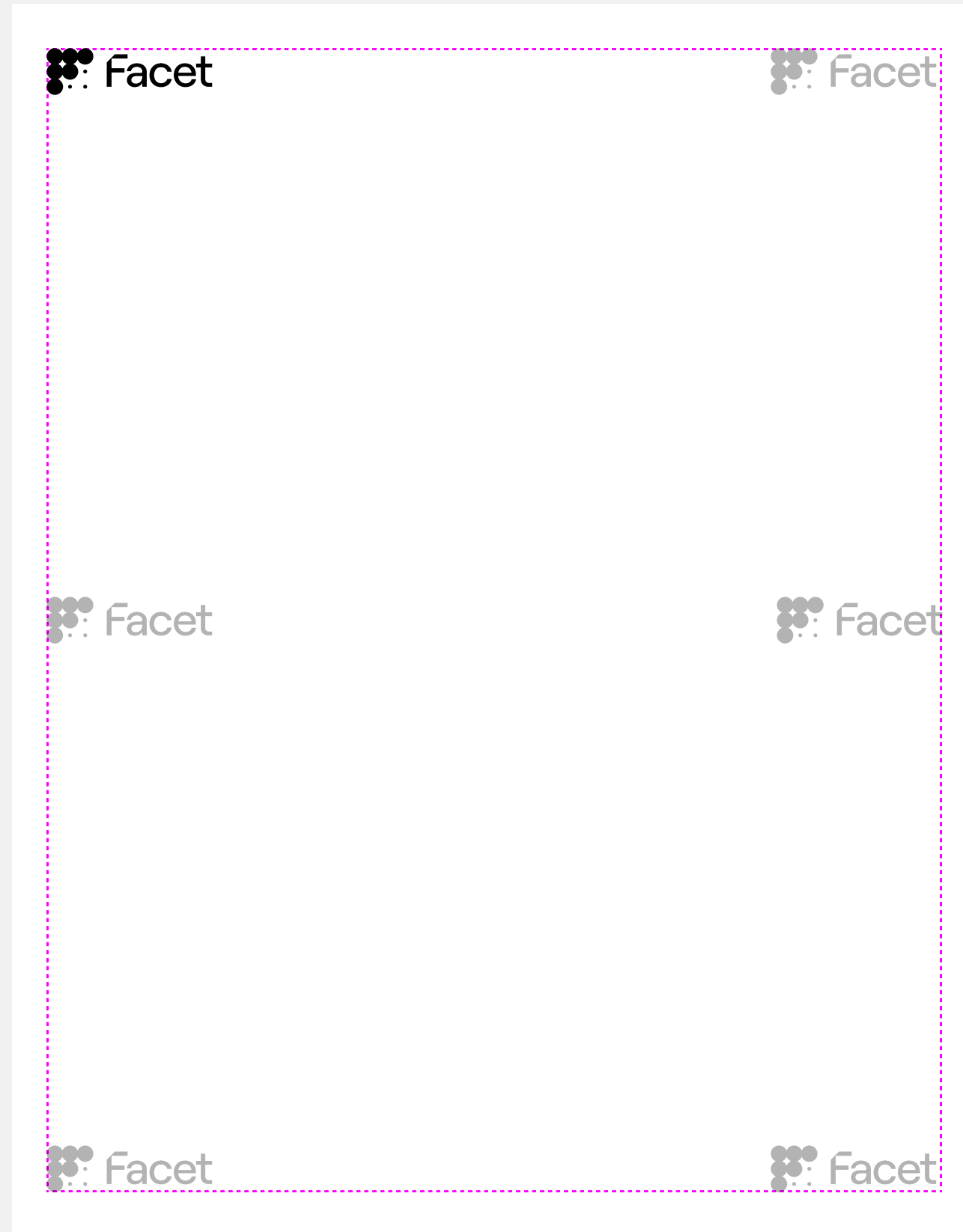
Pictogram
48px



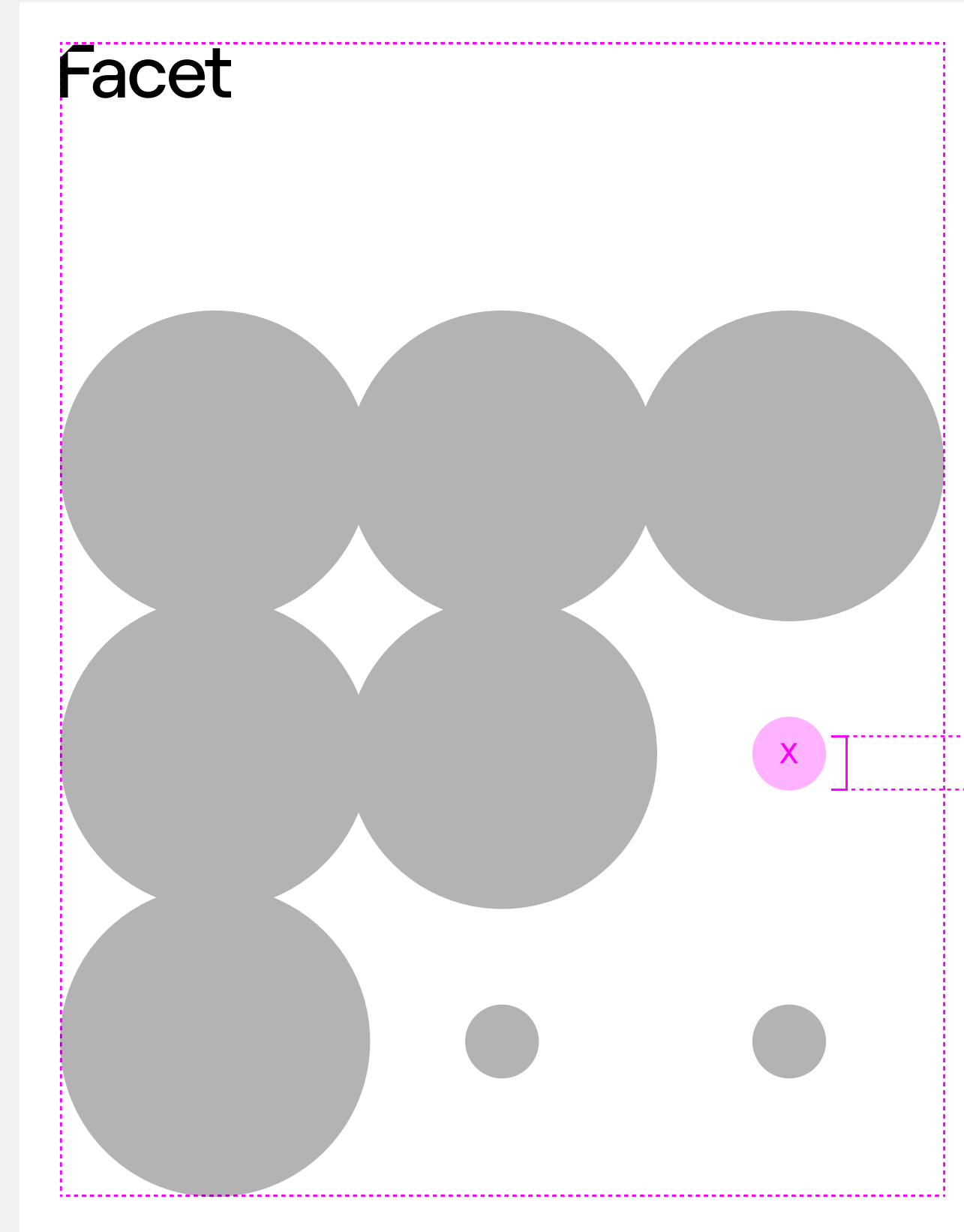
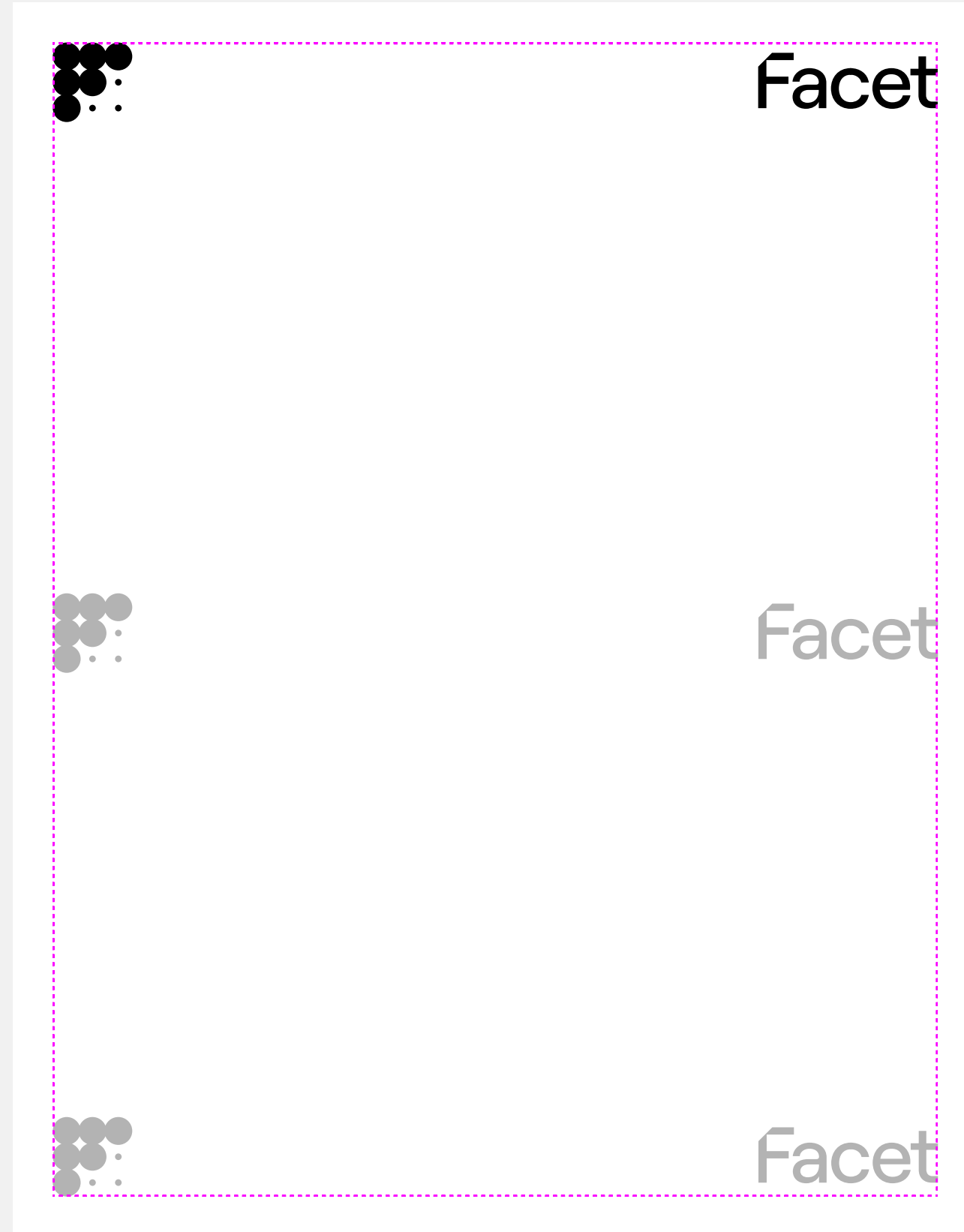
Icons
24px
16px
12px

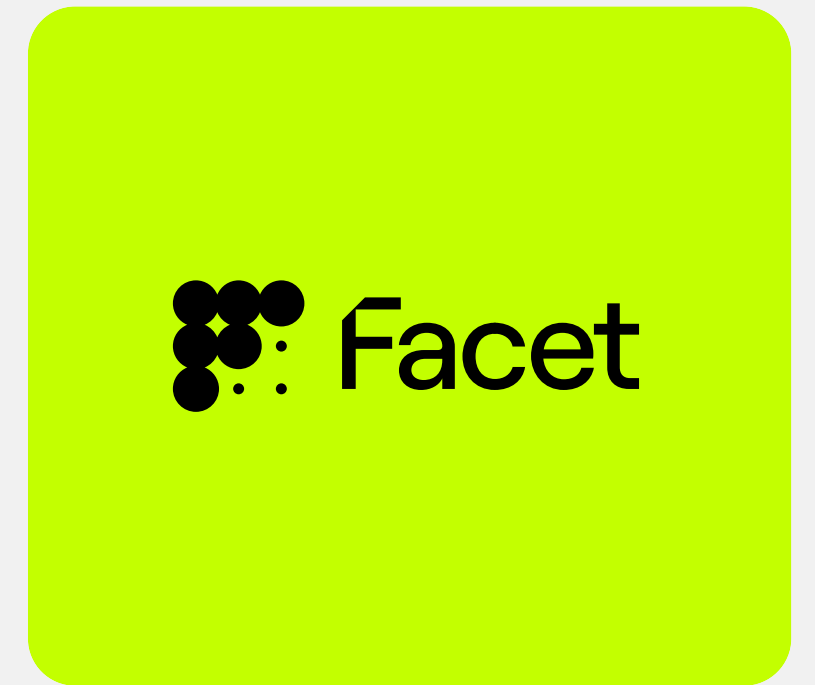
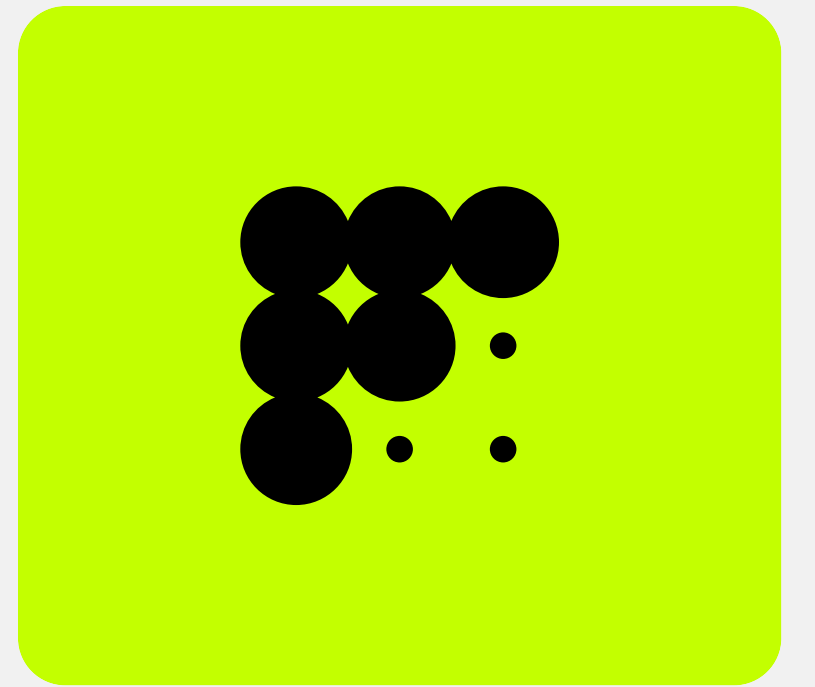
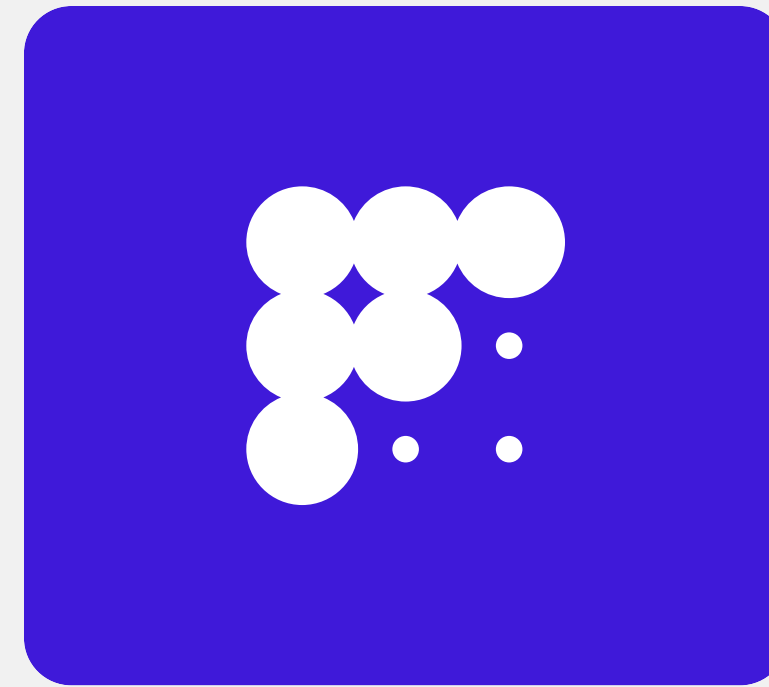
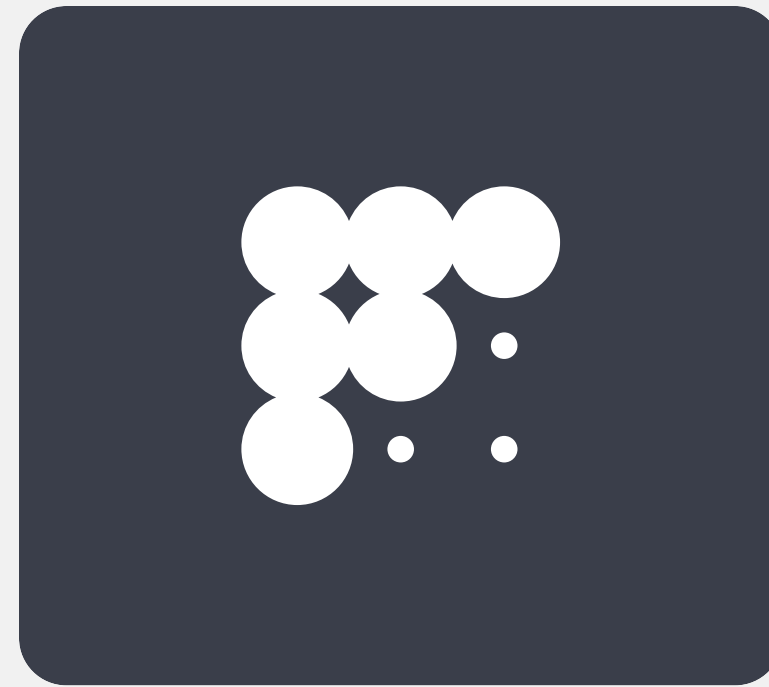
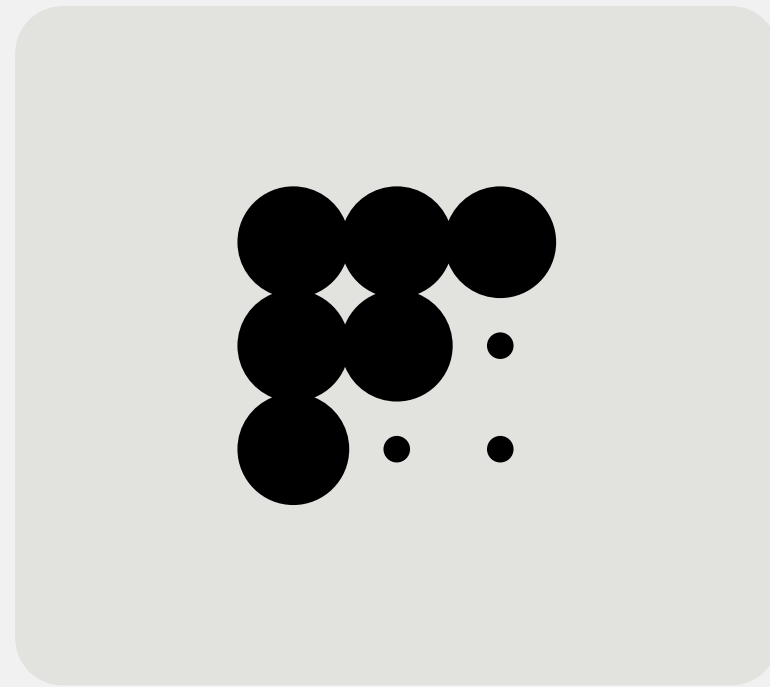
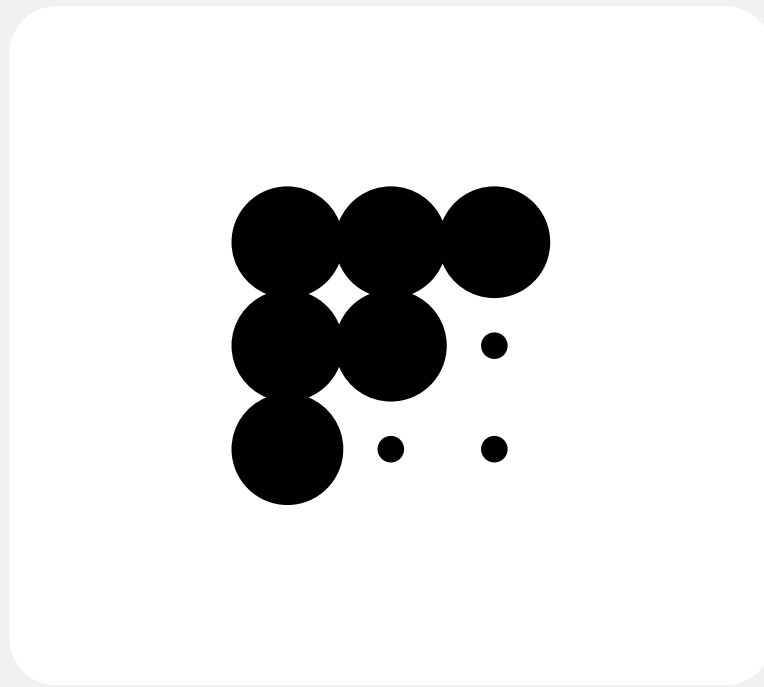
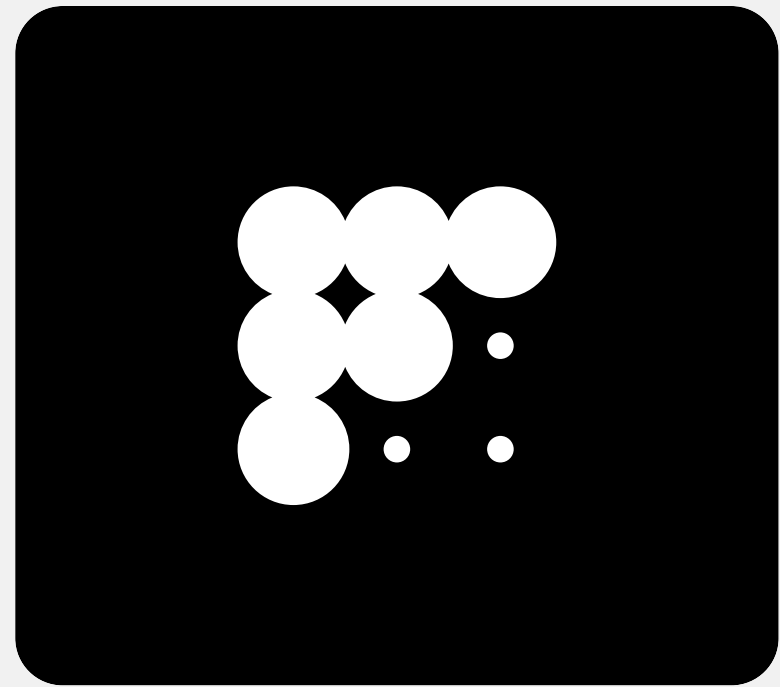


Our lockup is the structured relationship between the logomark and logotype. It is the most common use of the logo. It should be used for external facing applications as the use of the logomark with the logotype help provide context and establish brand recognition.



The icon and wordmark may be separated in specific instances. Currently, it's important to associate the icon with the wordmark to establish equity. As the equity of the icon grows over time, reliance on the wordmark can be reduced.

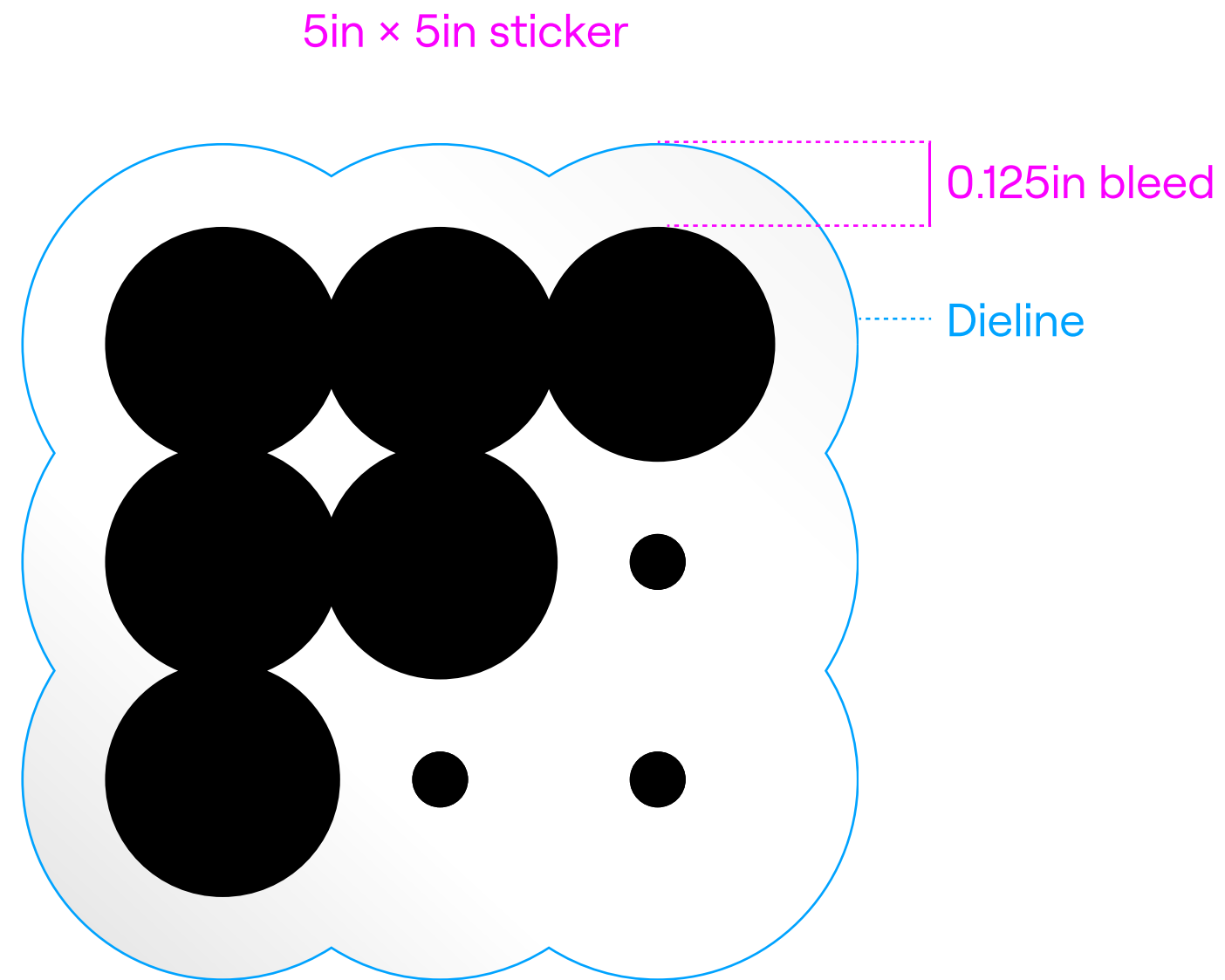




Icon Production
To create a die-cut version of the icon, please add an extra 0.125 inches of bleed around the edges of the logo. Make sure to adhere to the specified logo color guidelines. If feasible, print the logo on a clear sticker.

Logo Production
Follow clearspace rules all around.

Icon Production

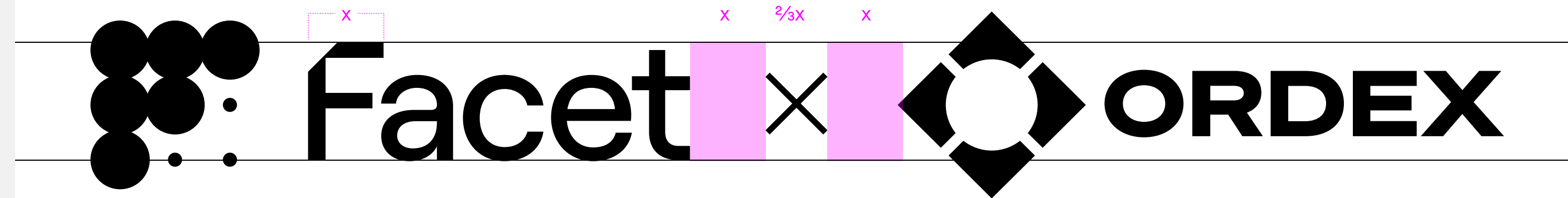


Logo Production

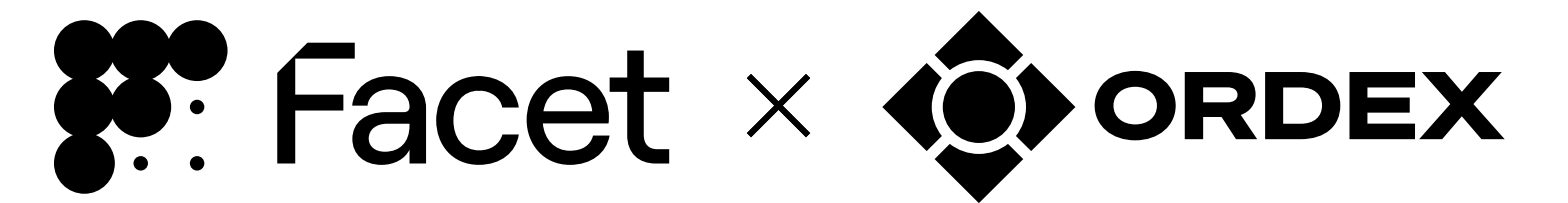


When combining logos for partners, use the 'x' symbol to separate them. Ensure that both logos appear visually balanced when placed together. If unsure, align the text to the x-height for consistency.

Construction

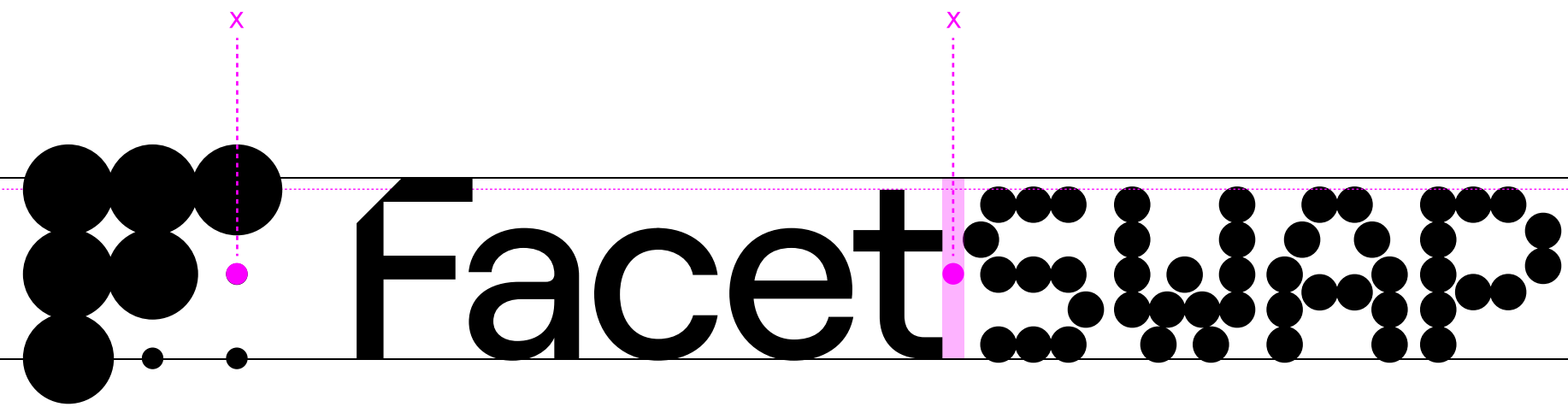


Examples



When establishing subbrands, use the typeface DMT LL VIP at its boldest weight. Ensure that the spacing between letters is defined by the small circle in the Facet Icon. Additionally, maintain visual balance by aligning the cap-height with the x-height of the letter T.

Construction

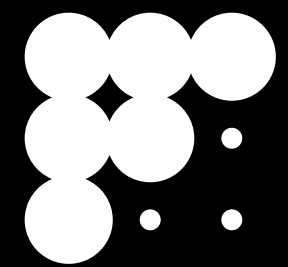


Examples

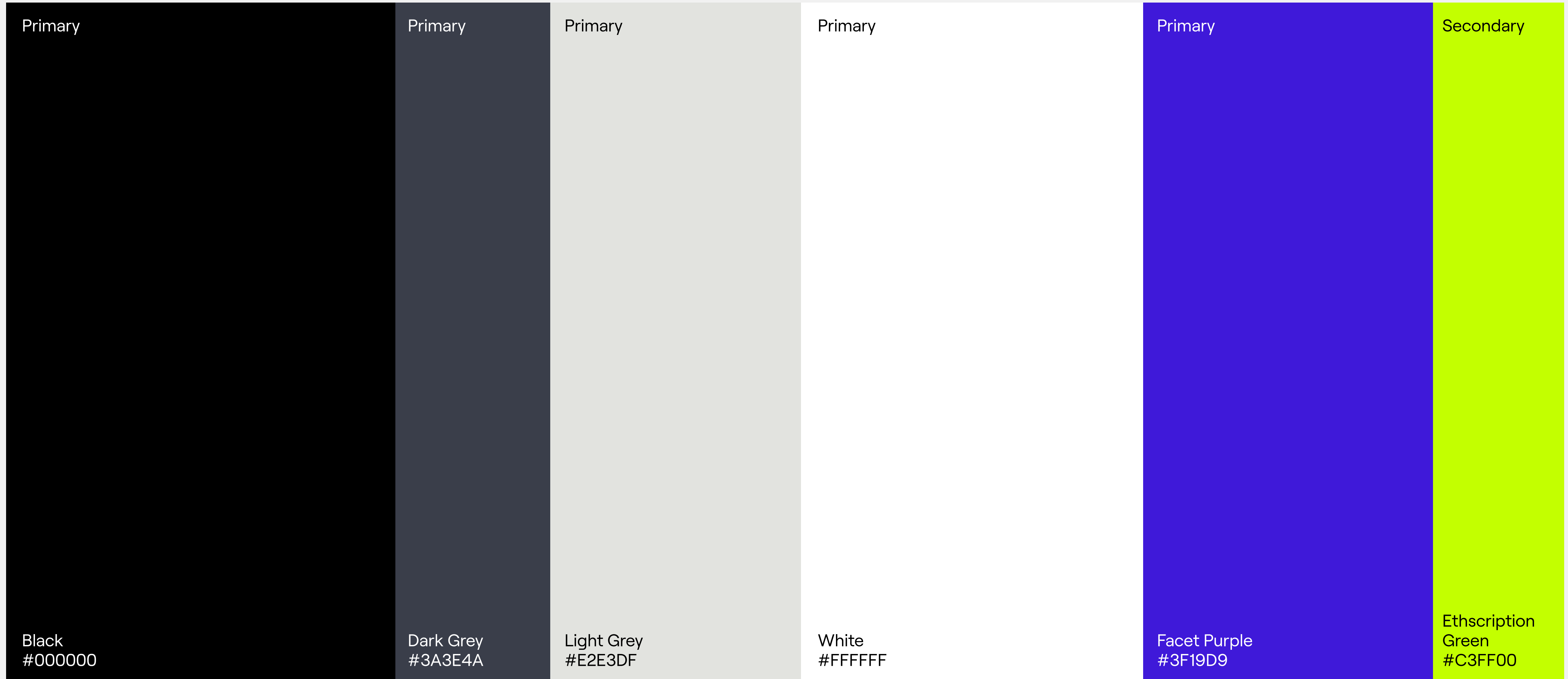


02

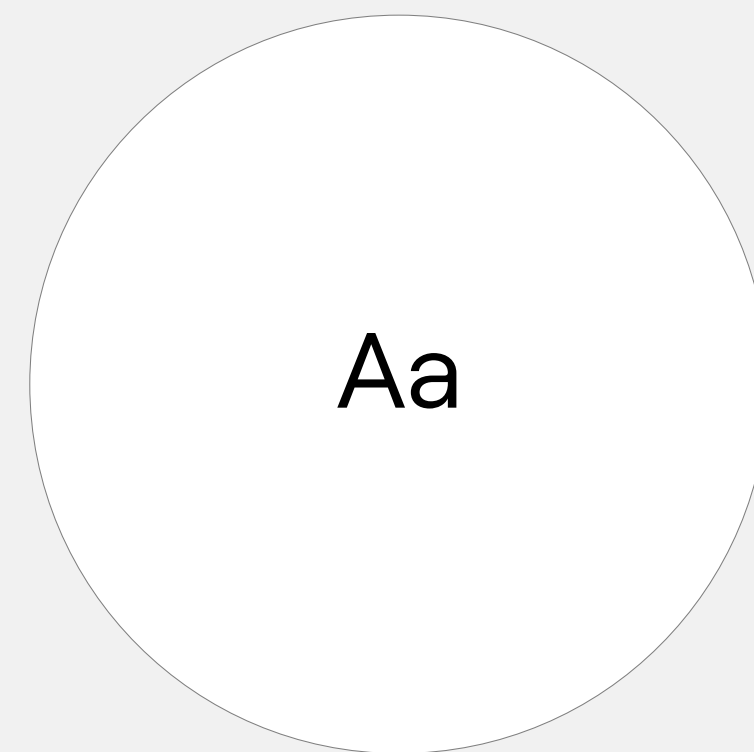
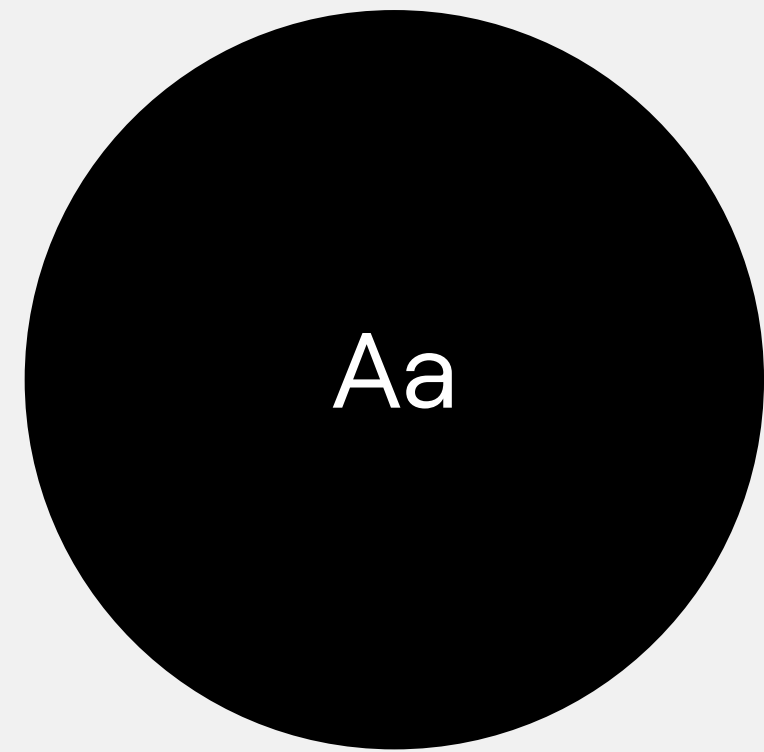
Color



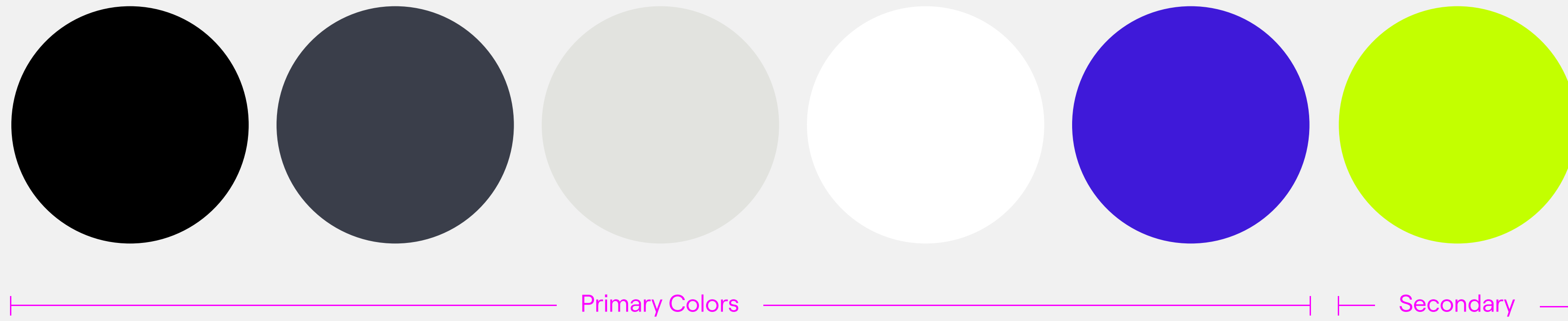
Our primary color scheme revolves around black, white, and Facet Purple. We use dark and light greys alongside black dots to create contrast. Eth Green stands out as the highlight color, bringing a vibrant touch to the palette. It's ideal for emphasizing important elements, such as website buttons or key sections in a pie chart.



Please use only black or white colors for the text. These combinations have been tested for ADA compliance, so please adhere to them.

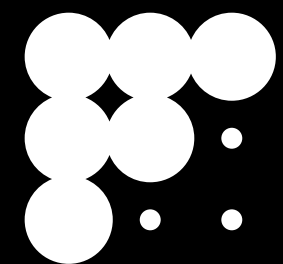


Creating a trio palette is simple. There are two options: either select three primary colors or opt for two primaries along with ETHscription green.



03

Typography



Our lockup is the structured relationship between the logomark and logotype. It is the most common use of the logo. It should be used for external facing applications as the use of the logomark with the logotype help provide context and establish brand recognition.

Roobert
Regular
Semibold
Mono

Abc
Abc
Abc

Primary Weight
Used as the Primary weight throughout Facet marketing, web, and communications.

Secondary Weight
Used to highlight section dividers or to differentiate copy in heavy text documents

Mono Weight
Exclusively used for code moments

Roobert
Regular
Font size: 250px
Teacking: -4%
Leading: 87%

Think outside
the block

Roobert
Regular
Font size: 40px
Tracking: 0%
Leading: 105%

Facet is a secure, decentralized, and affordable computation protocol. Facet is not a blockchain. Instead it is a different way of thinking about and using blockchains. Think of Facet as a new lens through which you can view and interact with Ethereum. And just by changing our perspective, it turns out that we can reduce Ethereum transaction costs by up to 99% without changing the Ethereum protocol itself. Just as viewing the same gemstone from different angles reveals its stunning “facets,” changing how you l...

Roobert
Semibold
Tracking: 0%
Font size: 70px

Predicting Smart Contract Behavior

Roobert
Semibold

Predicting with Certainty

Roobert
Regular
Font size: 30px
Tracking: 0%
Leading: 110%

So how might we predict how a given Smart Contract will behave? For example, suppose we are about to click "submit" on a transaction to mint an NFT. What will the smart contract do? To predict this we must obviously know the Smart Contract's code. Fortunately, this code is on the blockchain and available to everyone. For simplicity let's assume the contract is verified on Etherscan, though the argument doesn't rely on this fact. You head to Etherscan and look up the contract's mint() function:

Roobert
Mono
Font size: 15px
Tracking: 0%
Leading: 110%

```
application/vnd.facet.tx+json;rule=esip6,{
  "op": "create",
  "data": {
    "args": {
      "name": "Token0",
      "symbol": "TKO",
      "maxSupply": "10000000000000000000",
      "perMintLimit": "10000000000000000000",
      "decimals": 18
    },
    "source_code": "pragma(:rubidity, \"1.0.0\")\ncontract(:ERC20, abstract:
true) {\n  event(:Transfe...
  "init_code_hash":
"0xb1b0ed1e4a8c9c9b0210f267137e368f782453e41f622fa8cf68296d04c84c88"...
```

Headline: Roobert Regular
Size 96pt
Line-height: 100%
Letter-spacing: -2%

Think outside the block

Subheadline: Roobert Regular
Size 36pt
Line-height: 100%
Letter-spacing: 0%

The only way to scale Ethereum with 0% downtime

Body: Roobert Regular/Semibold
Size 16pt
Line-height: 130%
Letter-spacing: 0%

What is Facet?

Facet is a secure, decentralized, and affordable computation protocol. Facet is not a blockchain. Instead it is a different way of thinking about and using blockchains. Think of Facet as a new lens through which you can view and interact with Ethereum. And just by changing our perspective, it turns out that we can reduce Ethereum transaction costs by up to 99% without changing the Ethereum protocol itself. Just as viewing the same gemstone from different angles reveals its stunning "facets," changing how you look at Ethereum will reveal its

This list showcases 21 typographic increments within a Pentatonic scale. Should larger sizes be required, the formula can be utilized to produce further complementary sizes.

Style	Type size	Line-height	Letter-spacing
Roobert	6	130%	0%
Roobert	7	130%	0%
Roobert	8	130%	0%
Roobert	9	130%	0%
Roobert	10	130%	0%
Roobert	12	130%	0%
Roobert	14	130%	0%
Roobert	16	130%	0%
Roobert	18	130%	0%
Roobert	21	130%	0%
Roobert	24	130%	1%
Roobert	28	130%	1%
Roobert	32	130%	1%
Roobert	36	130%	1%
Roobert	42	130%	1%
Roobert	48	130%	-2%
Roobert	55	130%	-2%
Roobert	64	100%	-2%
Roobert	73	120%	-2%
Roobert	84	120%	-2%
Roobert	96	120%	-2%
Roobert	128	120%	-3%

If a font isn't supported, please use the following fallback typefaces.
Inter to replace Roobert, and IBM Plex Mono to replace Roobert Mono

Inter

Aa

Regular

Primary Weight
Used as the Primary weight throughout Facet marketing, web, and communications.

Aa

Semibold

Secondary Weight
Used to highlight section dividers or to differentiate copy in heavy text documents

IBM Plex

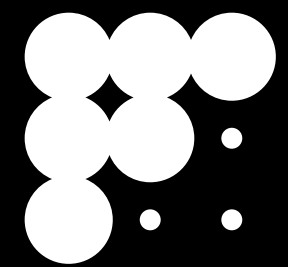
Aa

Mono

Mono Weight
Exclusively used for code moments

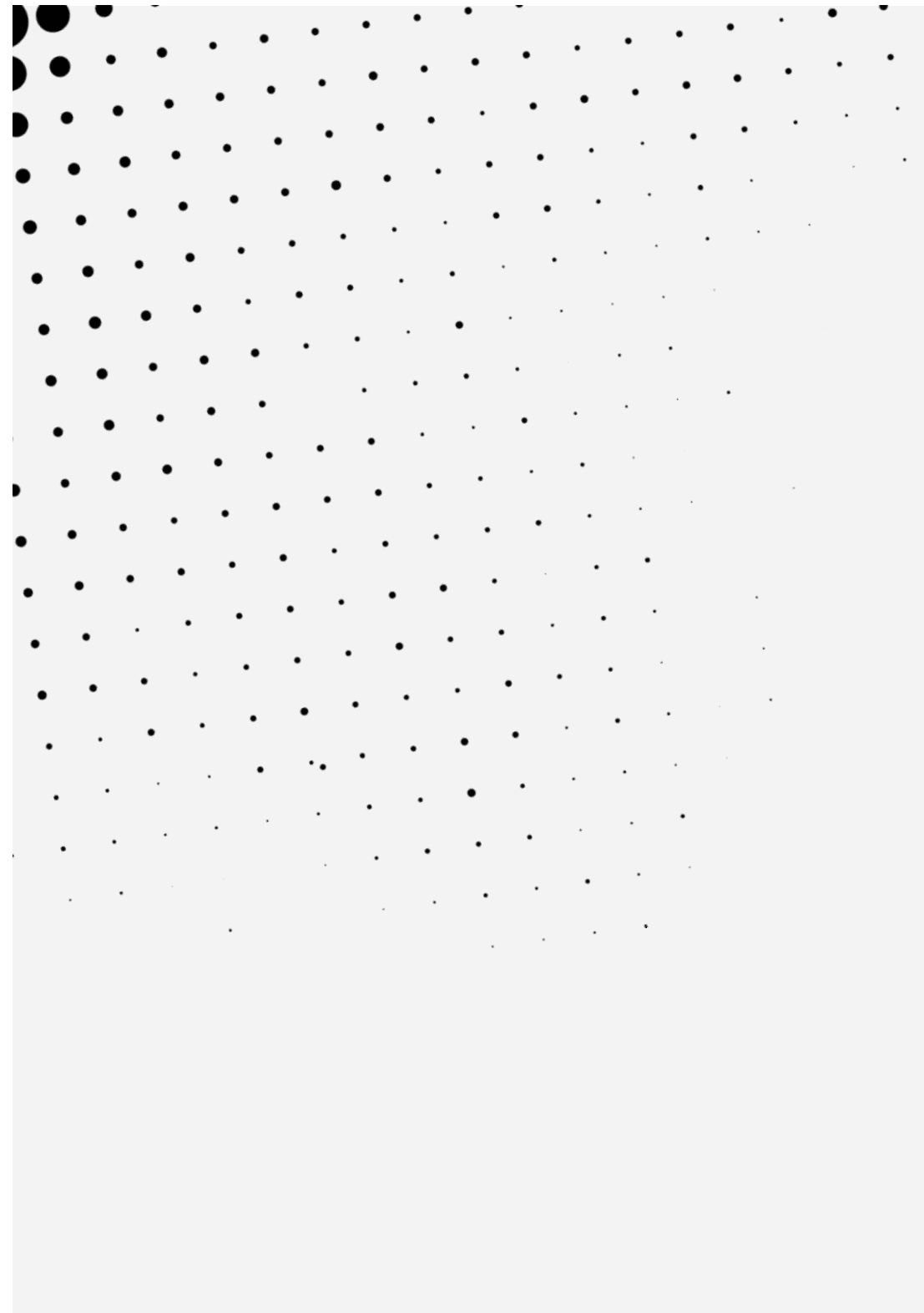
04

Layout



Our lockup is the structured relationship between the logomark and logotype. It is the most common use of the logo. It should be used for external facing applications as the use of the logomark with the logotype help provide context and establish brand recognition.

Facet halftone gradients



Facet signature cut box for holding content

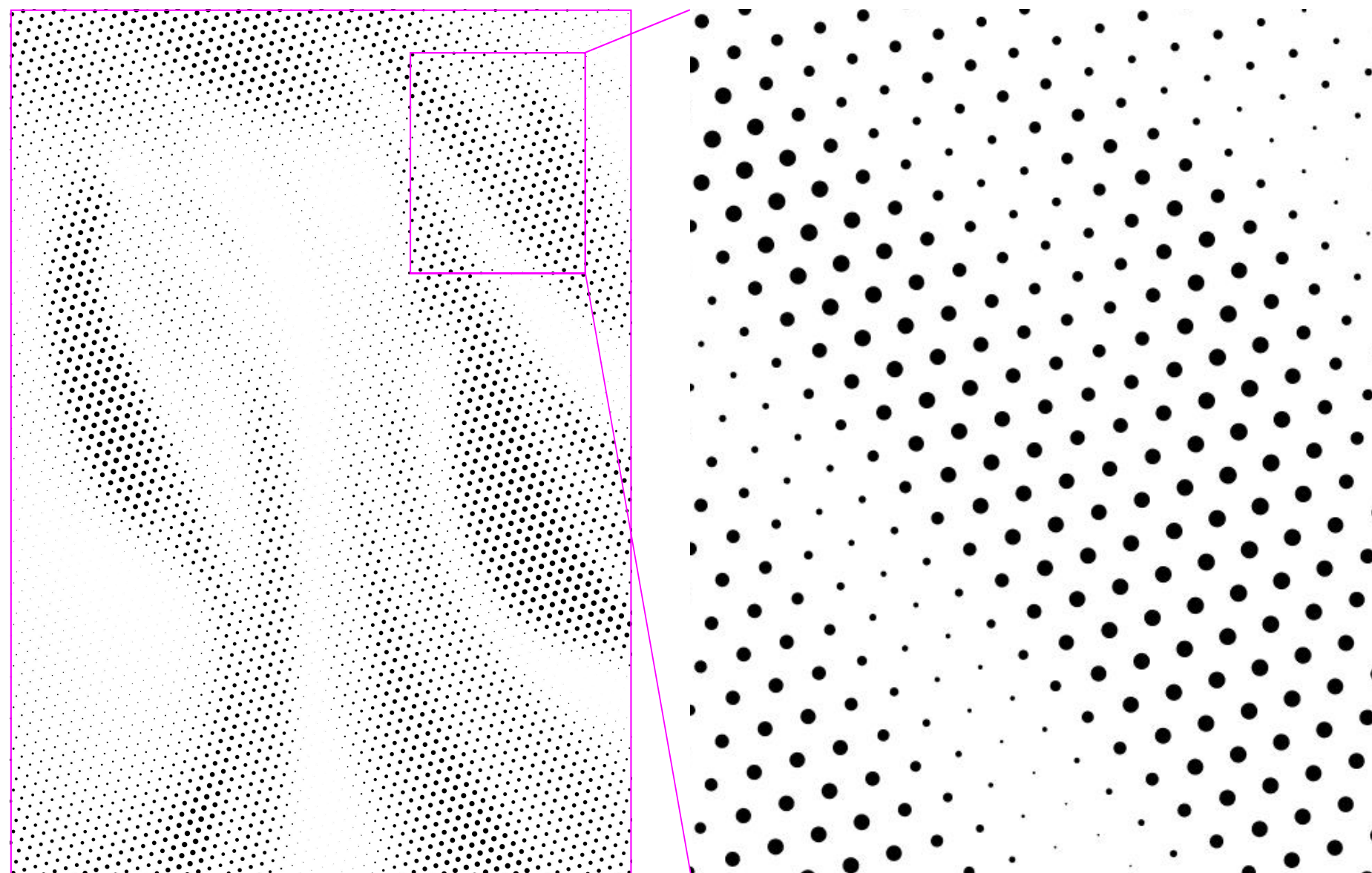


To create custom halftone backgrounds, first start with the larger halftone image. From there you can crop out different sections to create your backgrounds.

If you want custom halftones, upload and abstract the image. We use <https://halftone.xoihazard.com/> to export it as svgs. Use hexagonal setting.

Halftone as background

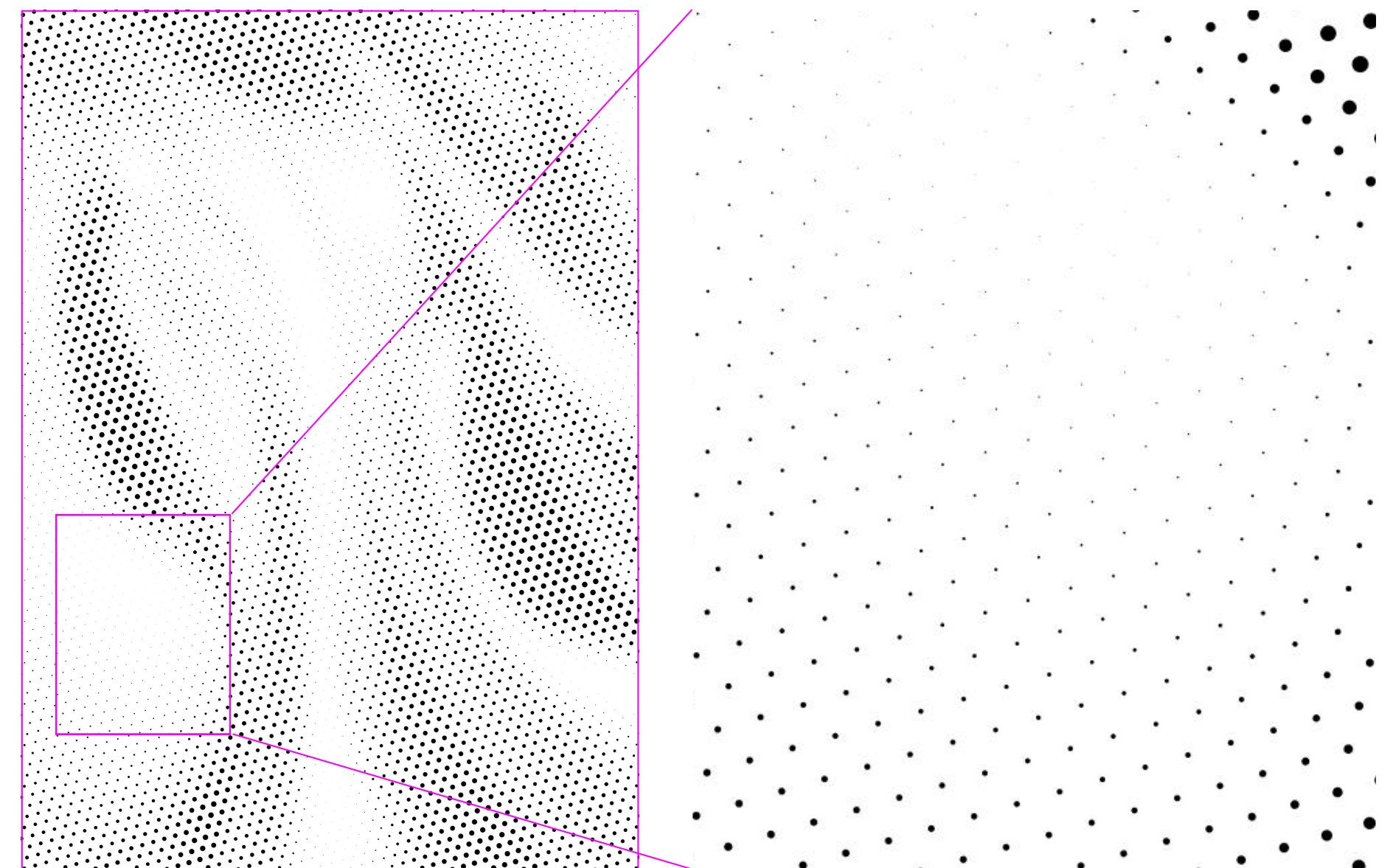
When incorporating a halftone texture as a background, opt for a denser dot pattern in the background.



 You can rotate and flip your backgrounds

Halftone as background for text

When placing typography over the background, choose a smoother section of the halftone pattern to reduce visual noise.



Think outside the block



● What is Facet?

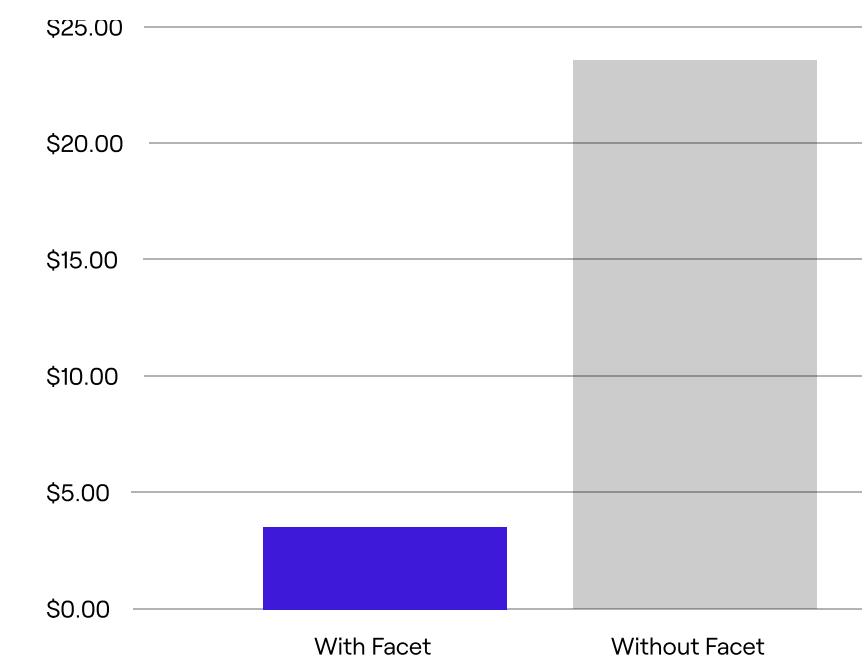
Facet is a secure, decentralized, and affordable computation protocol. Facet is not a blockchain. Instead it is a different way of thinking about and using blockchains. Think of Facet as a new lens through which you can view and interact with Ethereum. And just by changing our perspective, it turns out that we can reduce Ethereum transaction costs by up to 99% without changing the Ethereum protocol itself. Just as viewing the same gemstone from different angles reveals its stunning "facets," changing how you look at Ethereum will reveal its untapped potential. Facet Makes Ethereum (A LOT) Cheaper, Let's look at the savings in two example transactions comparing Facet Swap, a DEX built on Facet, with a traditional Ethereum UniswapV2 DEX.

● 1

● Facet Makes Ethereum (A LOT) Cheaper

Let's look at the savings in two example transactions comparing Facet Swap, a DEX built on Facet, with a traditional Ethereum UniswapV2 DEX.

Swapping Tokens



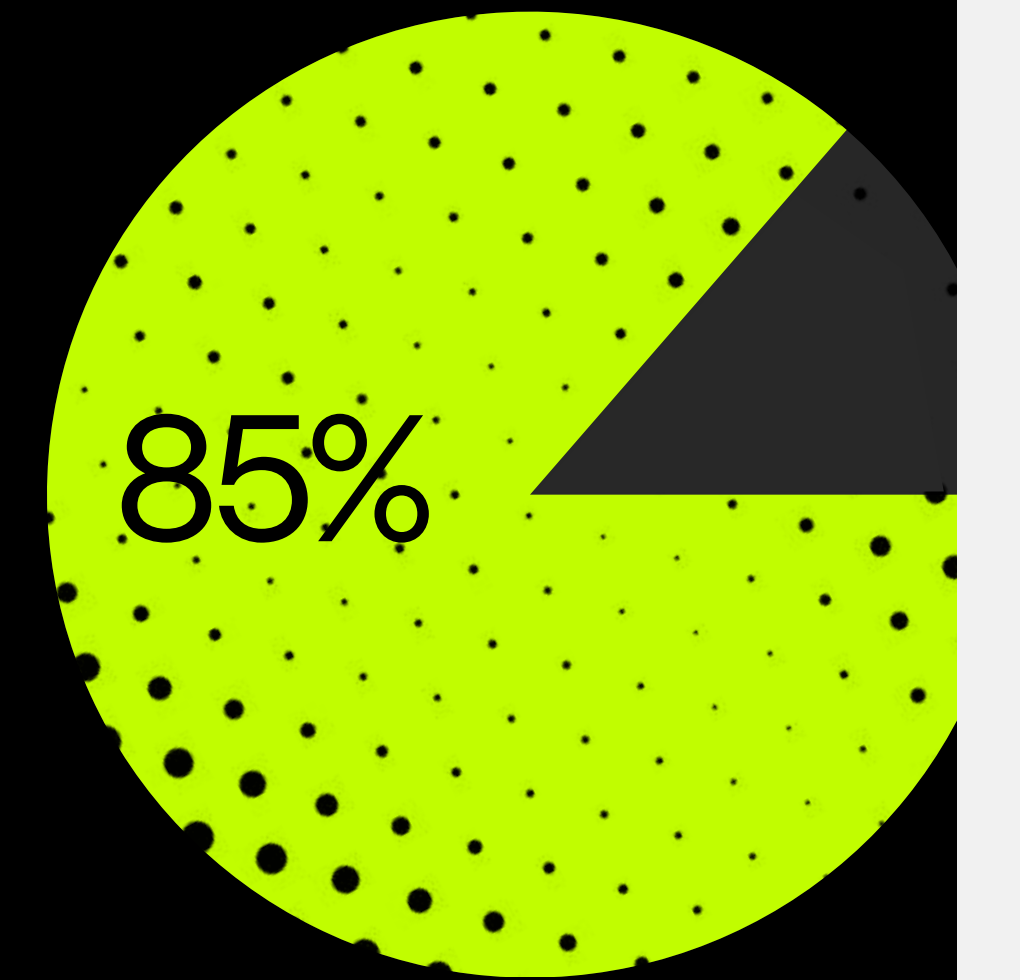
Creating a UniswapV2 Pair: When it comes to a complicated operation like creating a new pair, the difference is even more pronounced. What costs you \$316.55 the traditional way, Facet trims down to a mere \$3.09. That's a reduction of more than 99%!

● What's the Catch?

Facet can reduce gas costs by 99%? What's the catch?! There's no such thing as "free money"! You're right—Facet can't create free money. But it can create "free stop wasting money."

● 2

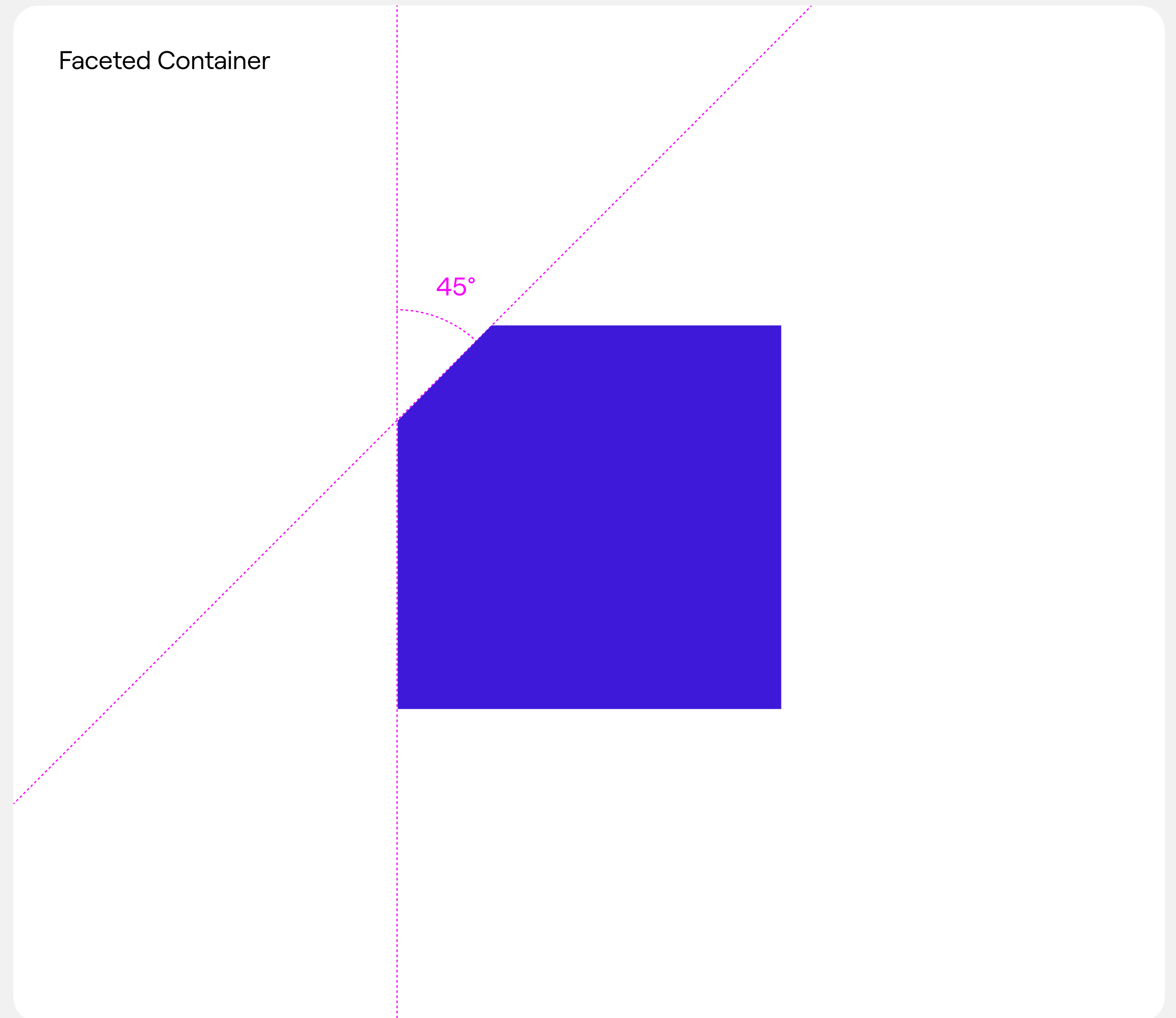
The Facet version accomplishes the same but costs \$3.41 in gas instead of \$24.61



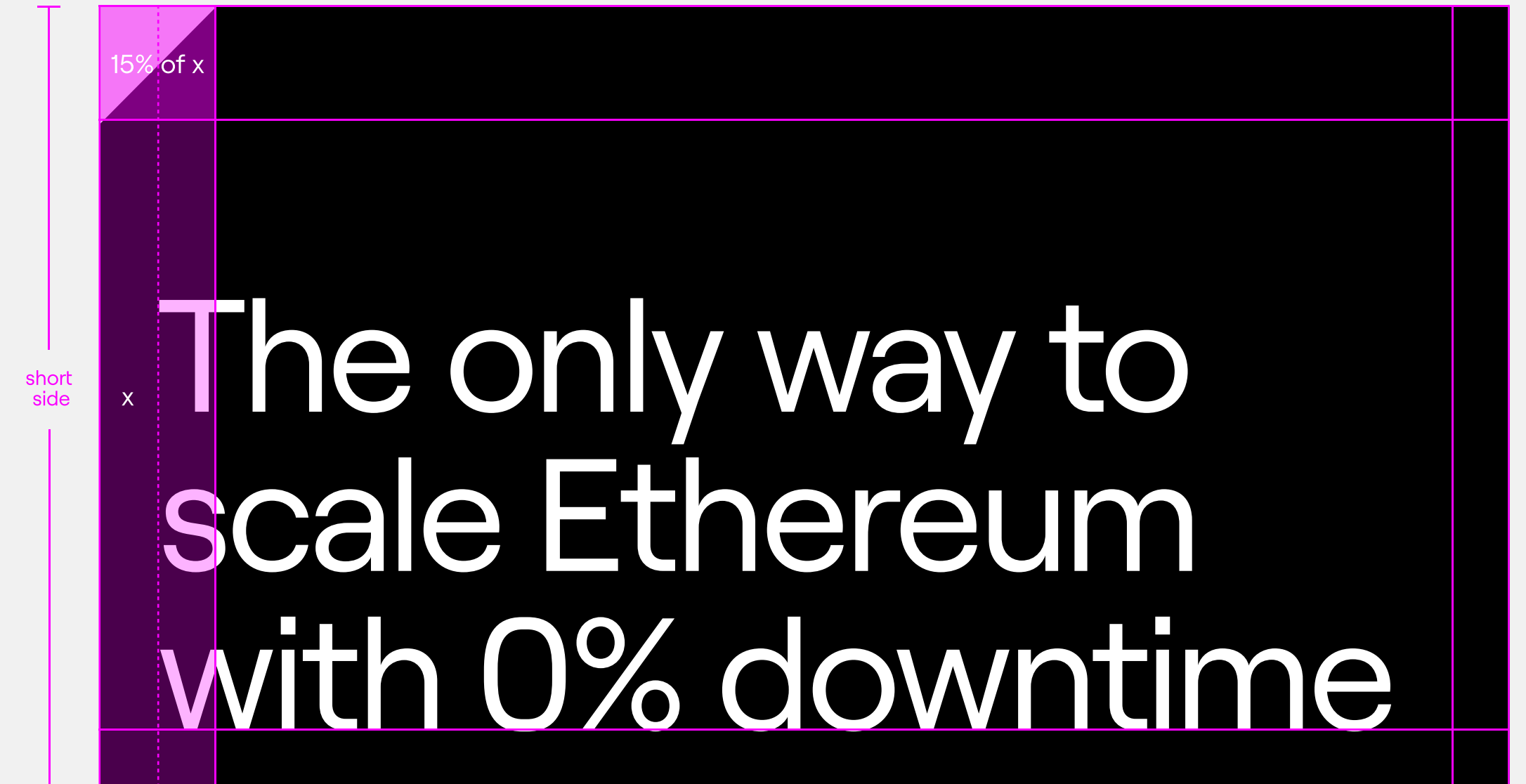
85% Savings over time \$3.41 With Facet \$24.61 Without Facet

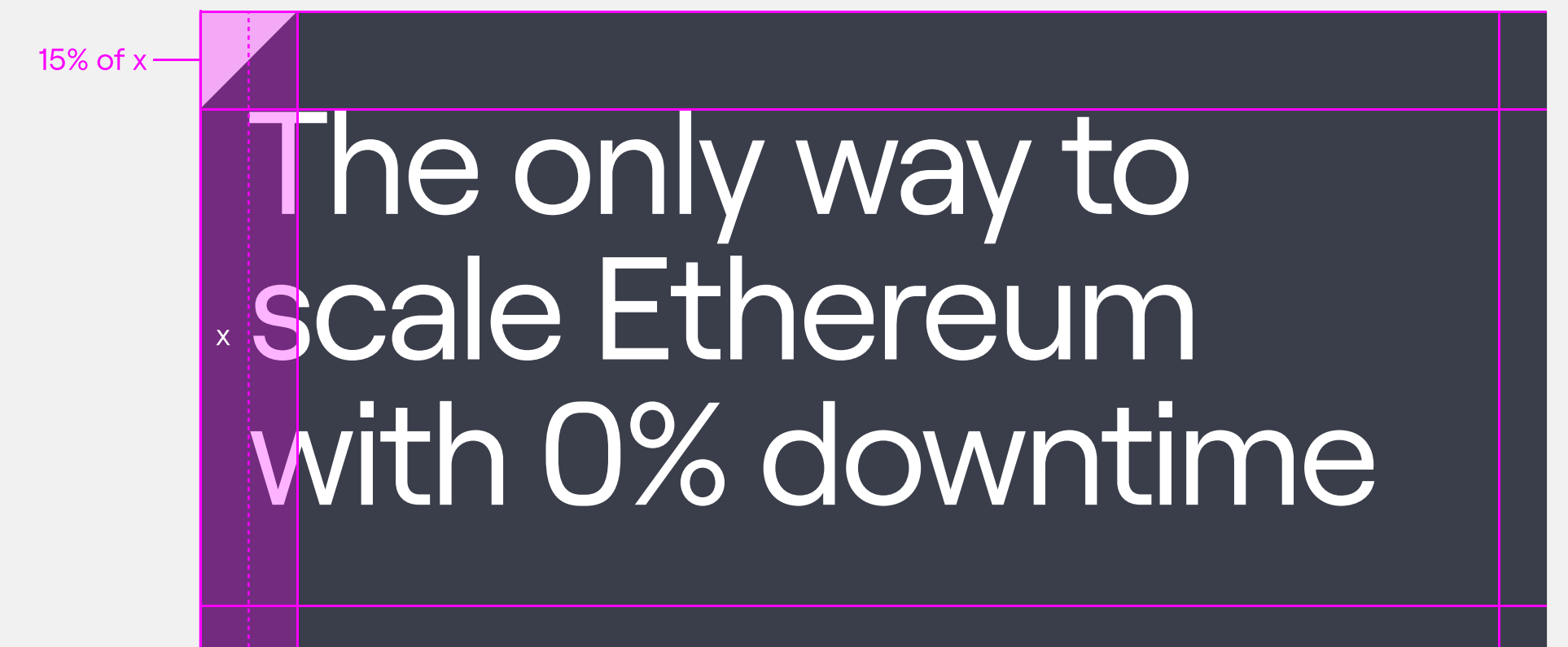
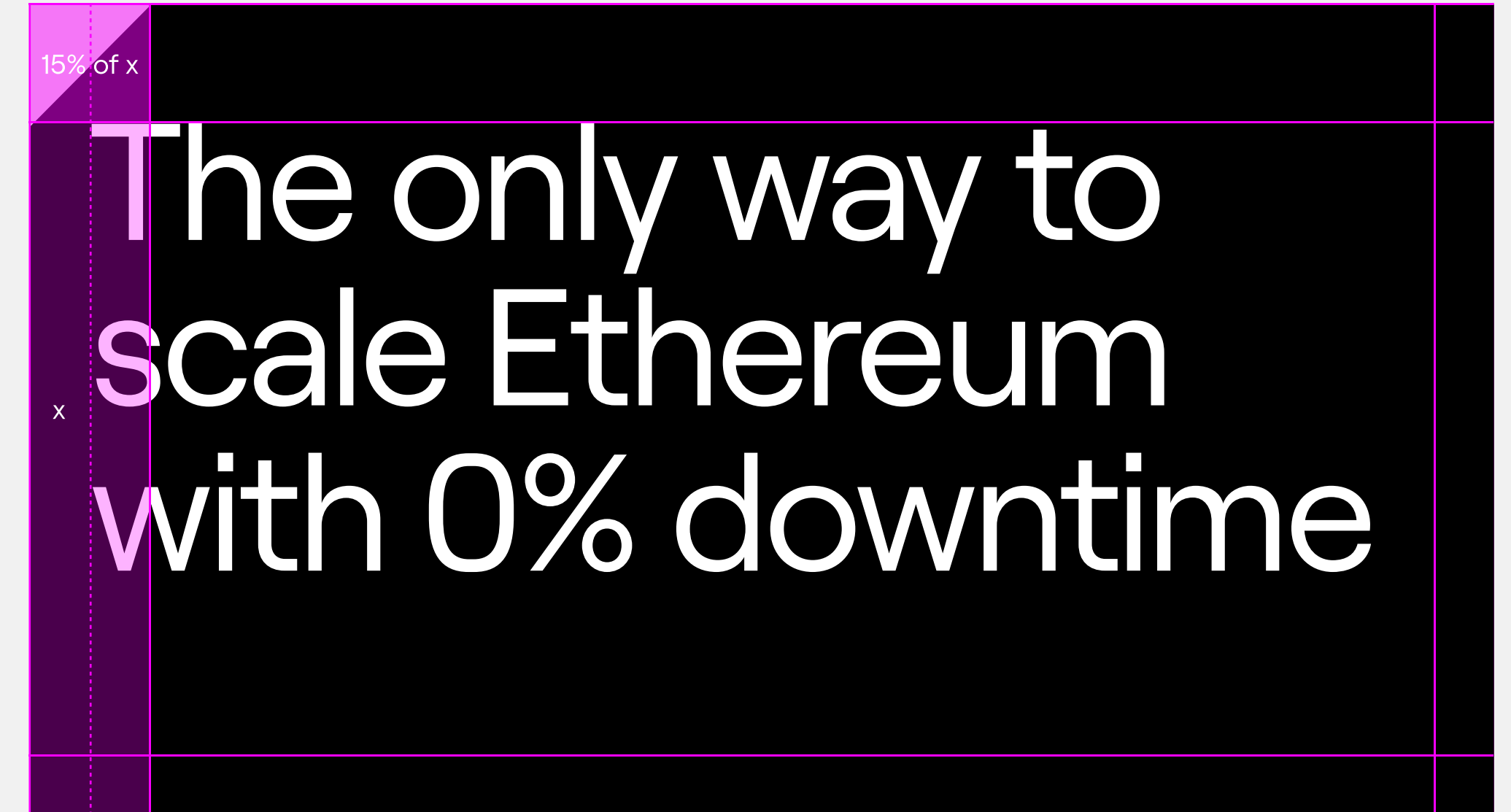
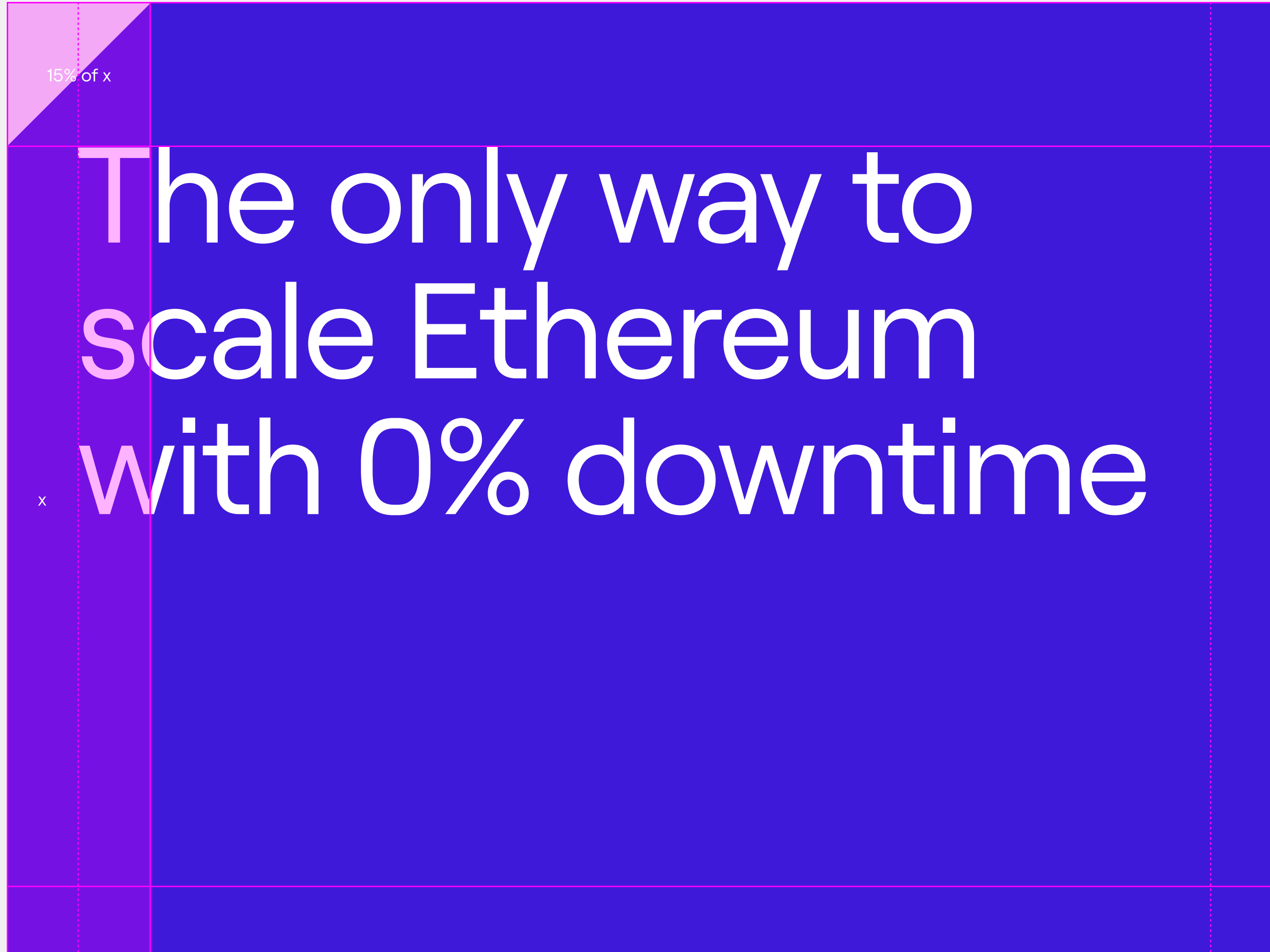
● 3

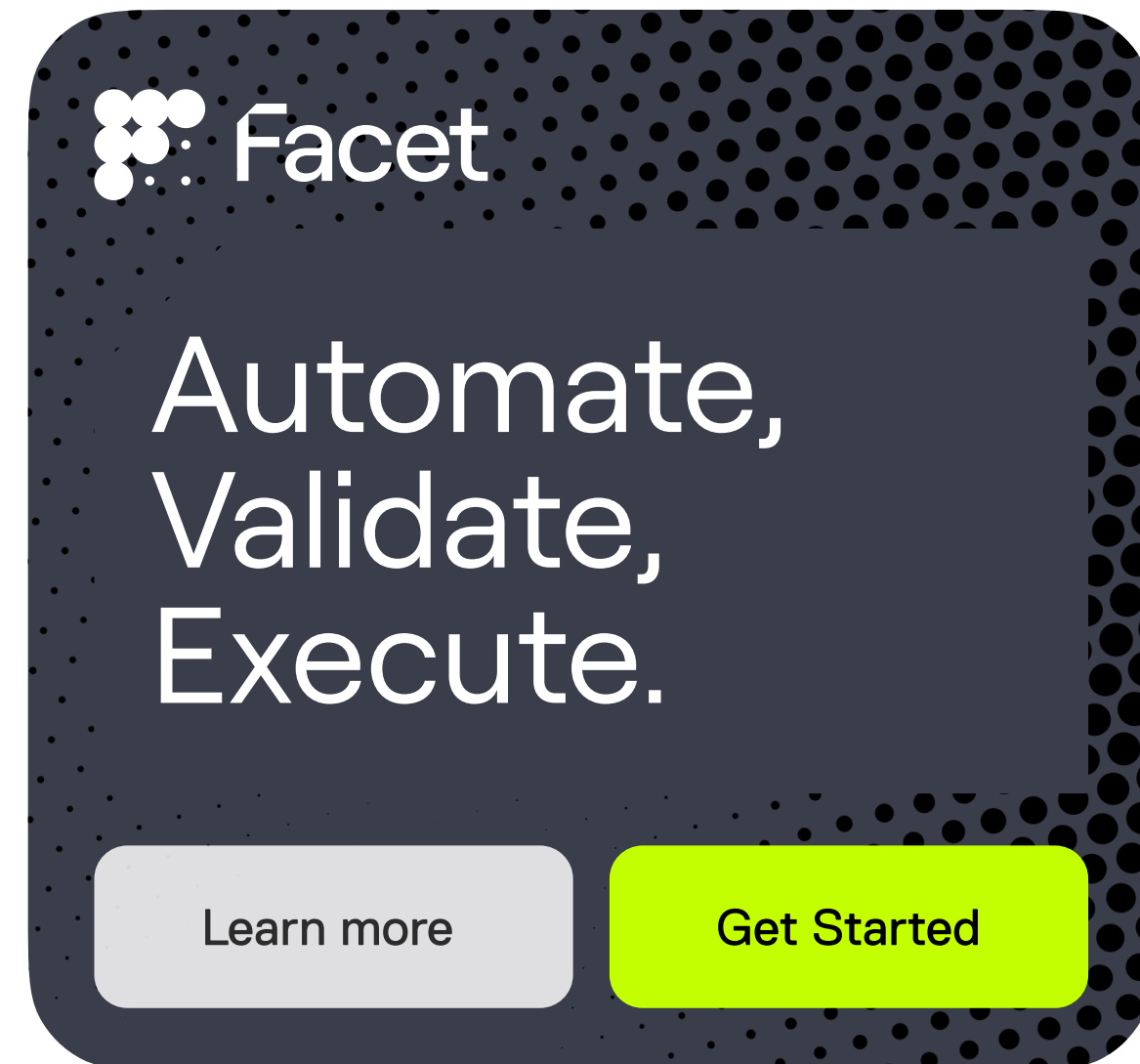
Facet's unique container is crafted with a straightforward 45° cut, mirroring our logo. This design element turns a flat 2d plane into a 3d plane based on the way you view it.



Our Faceted Container is constructed by taking 15% of the shortest side of the rectangle and cutting a 45-degree angle within it. Half of this 15% measurement is then utilized to establish the margins surrounding the box. To ensure bottom-aligned compositions, please align the copy to the bottom margin.

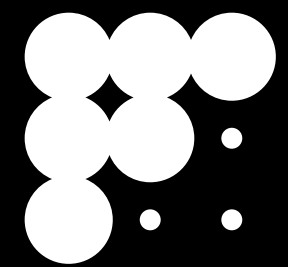




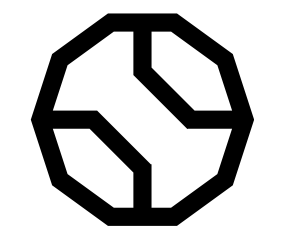
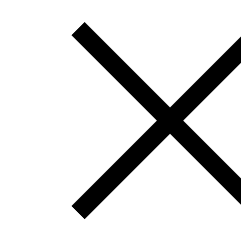
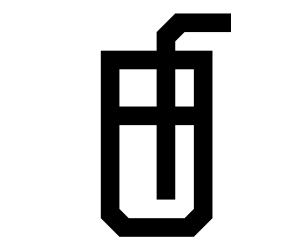
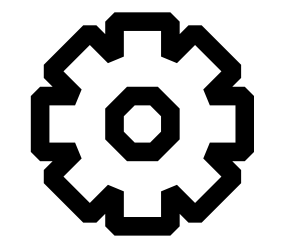
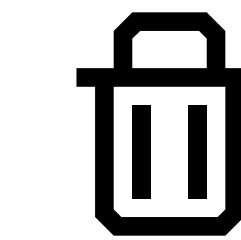
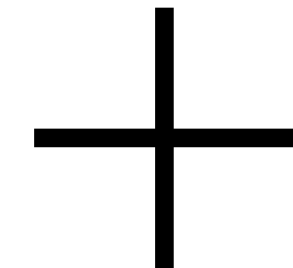
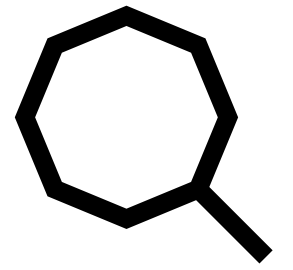
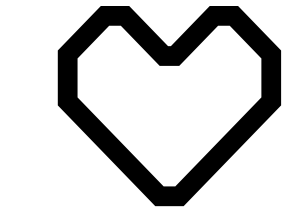
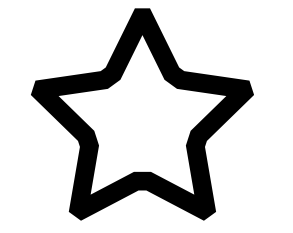
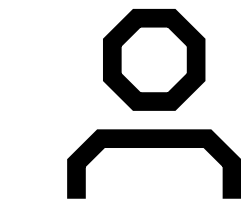
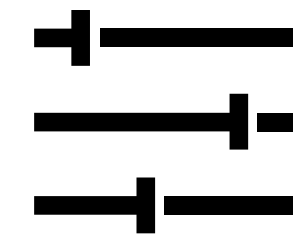
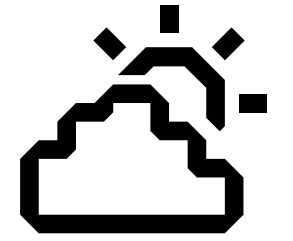
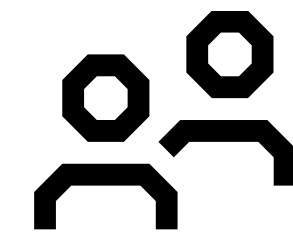
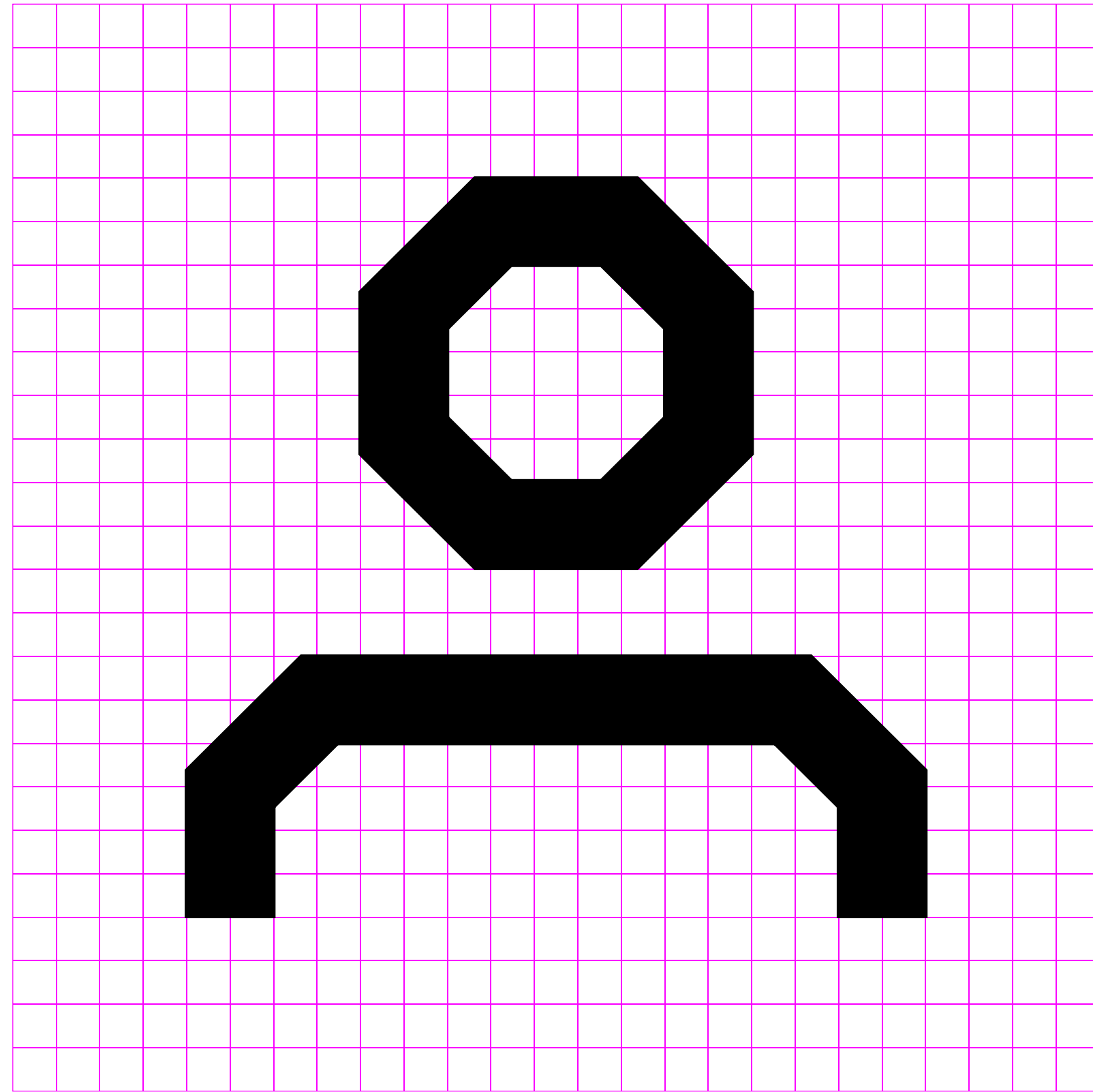


05

Iconography

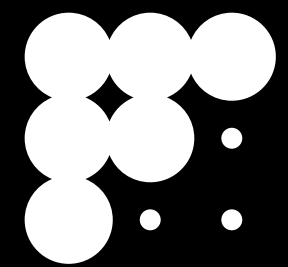


Pictograms are created on a 24 x 24 grid, with a 20px margin.
When pictogram support is not available use SF symbols.

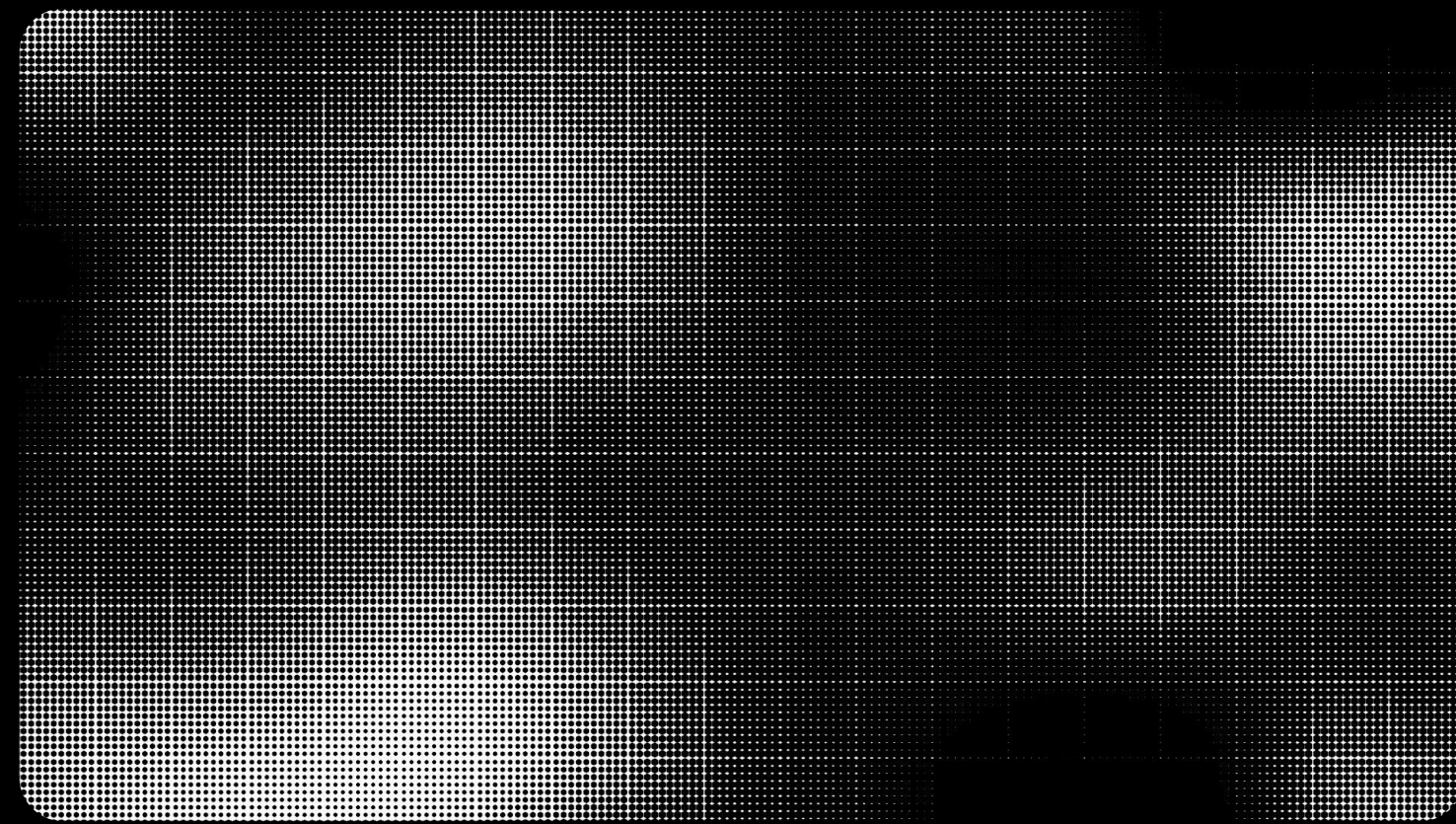
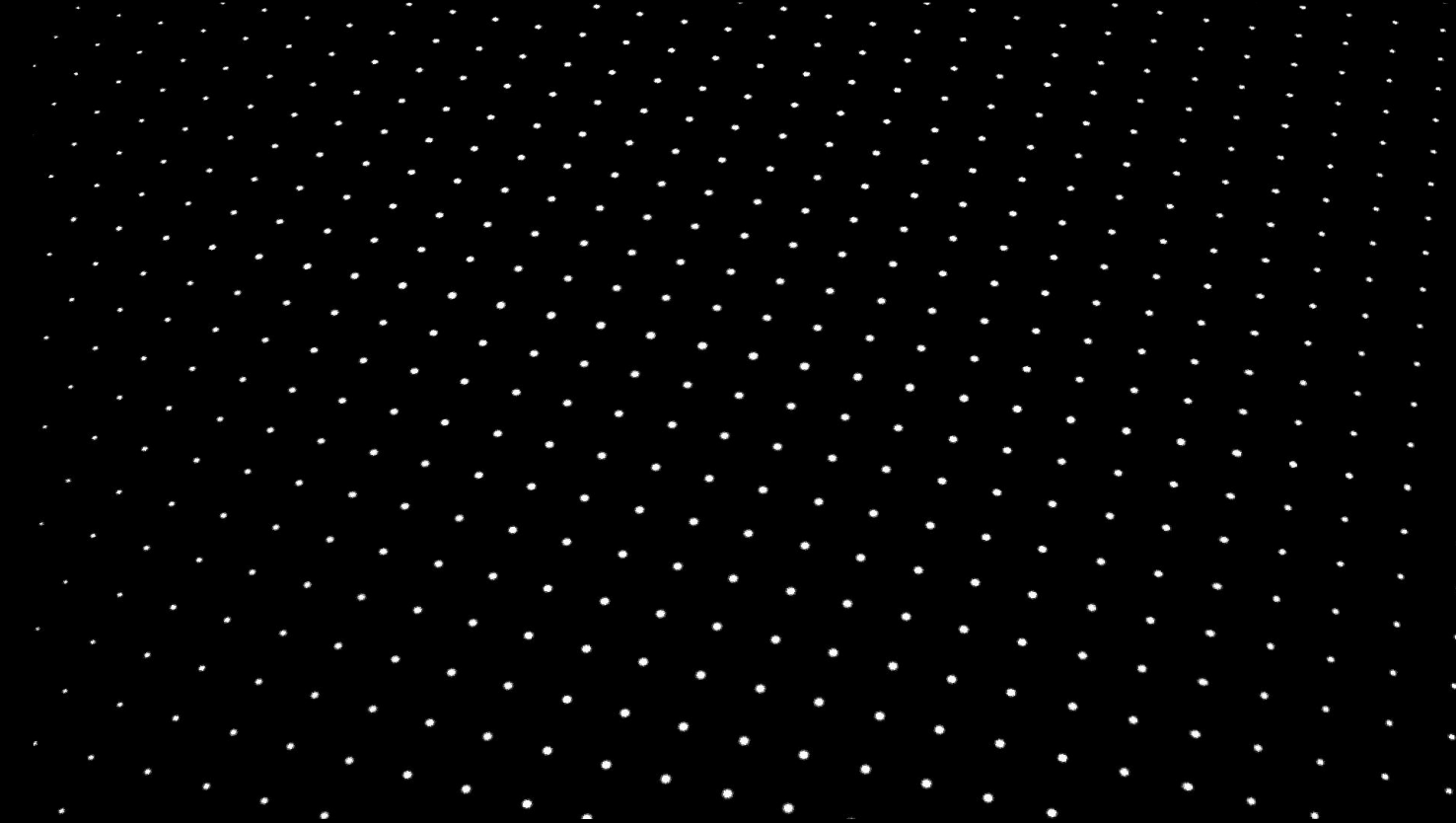
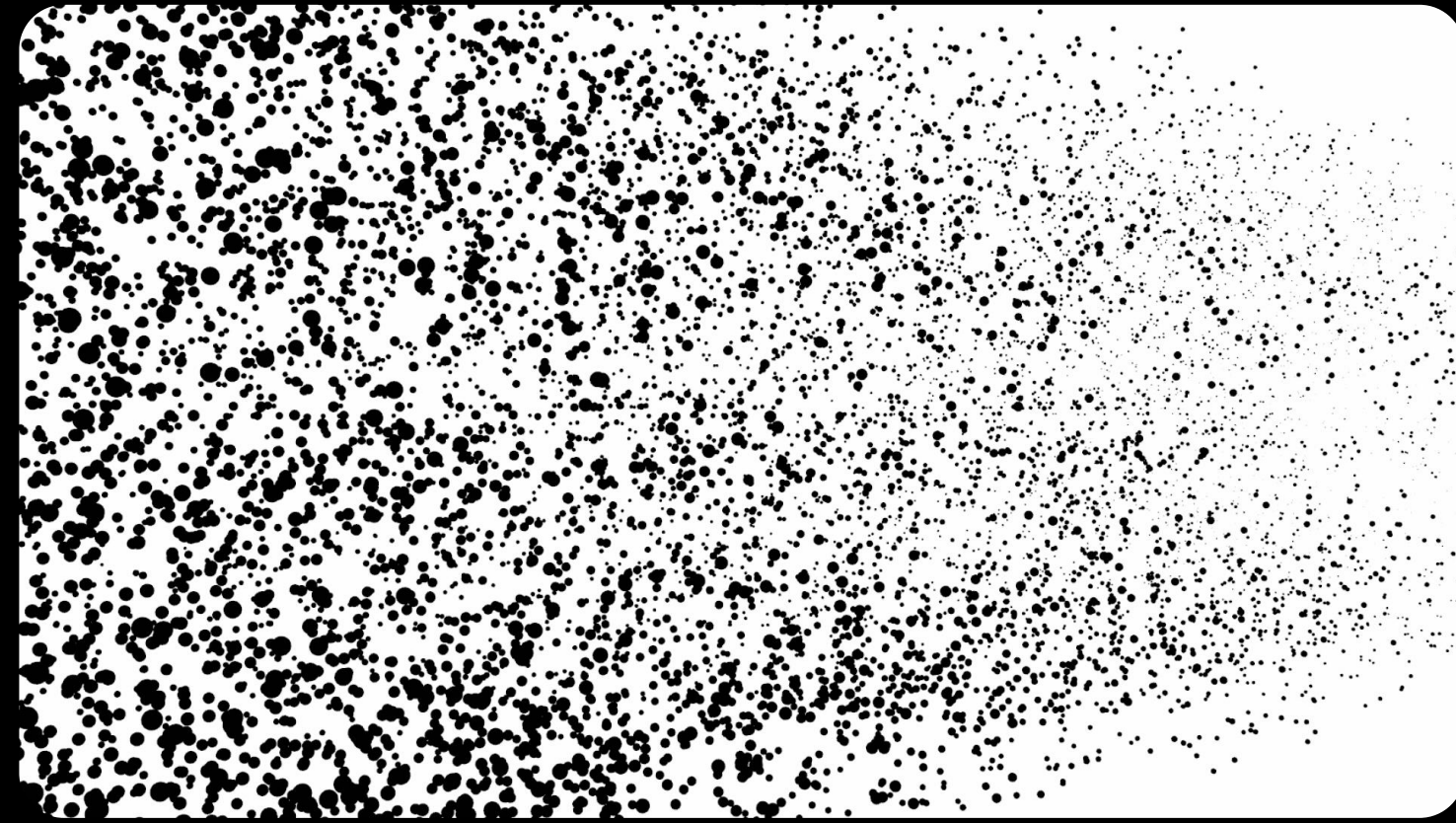


05

Motion

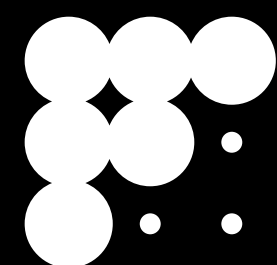


The Facet motion system is designed to animate halftone dots, bringing them to life. It can be utilized to reveal images, create ambient motion for content, or convey high-level concepts.



06

Data Visualization

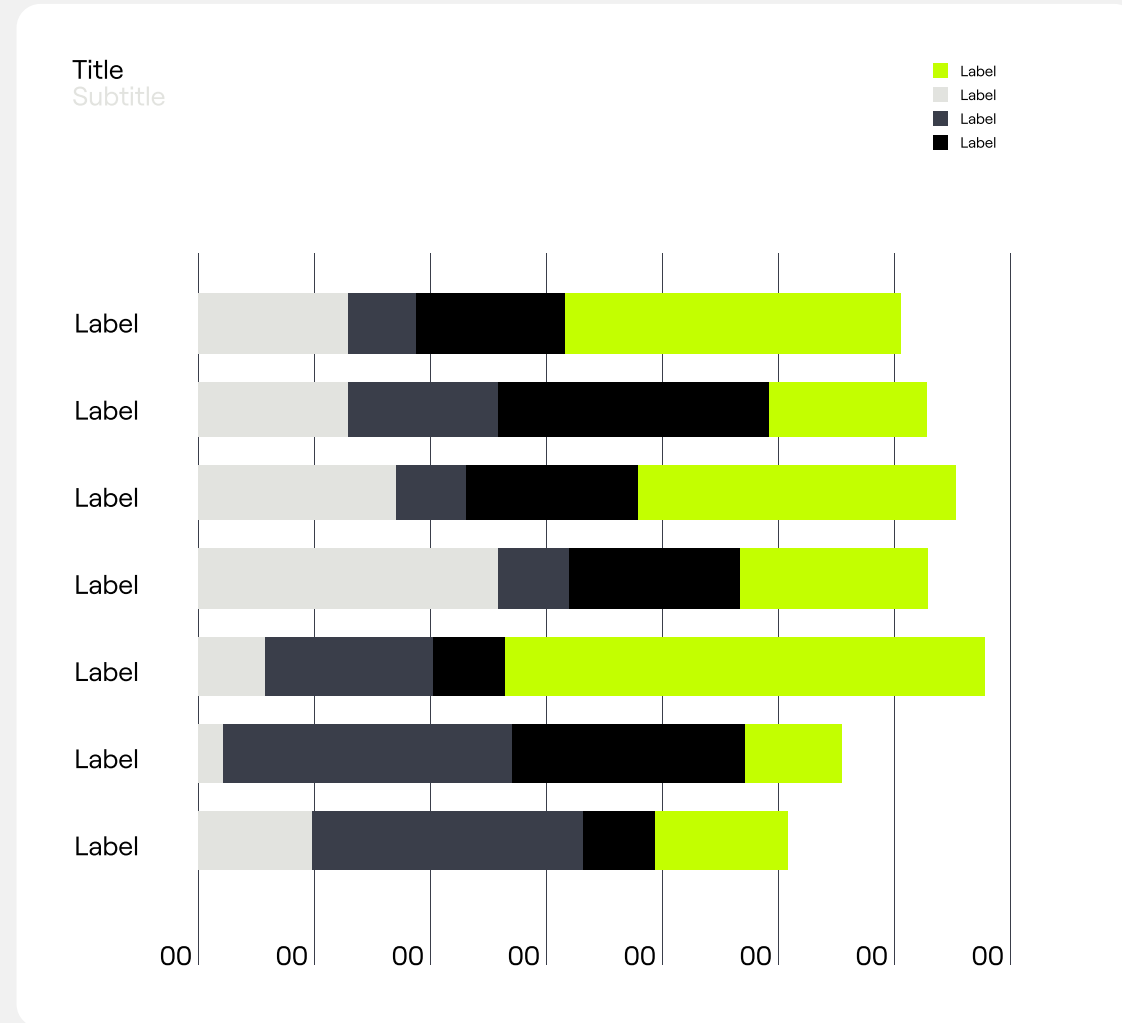


Data visualizations should to adhere to the principles of minimalism and reduction. Its sole purpose is to clarify and present the data the best way possible. Below are some examples of how data can be presented. Keep in mind not to put two similar colors together.

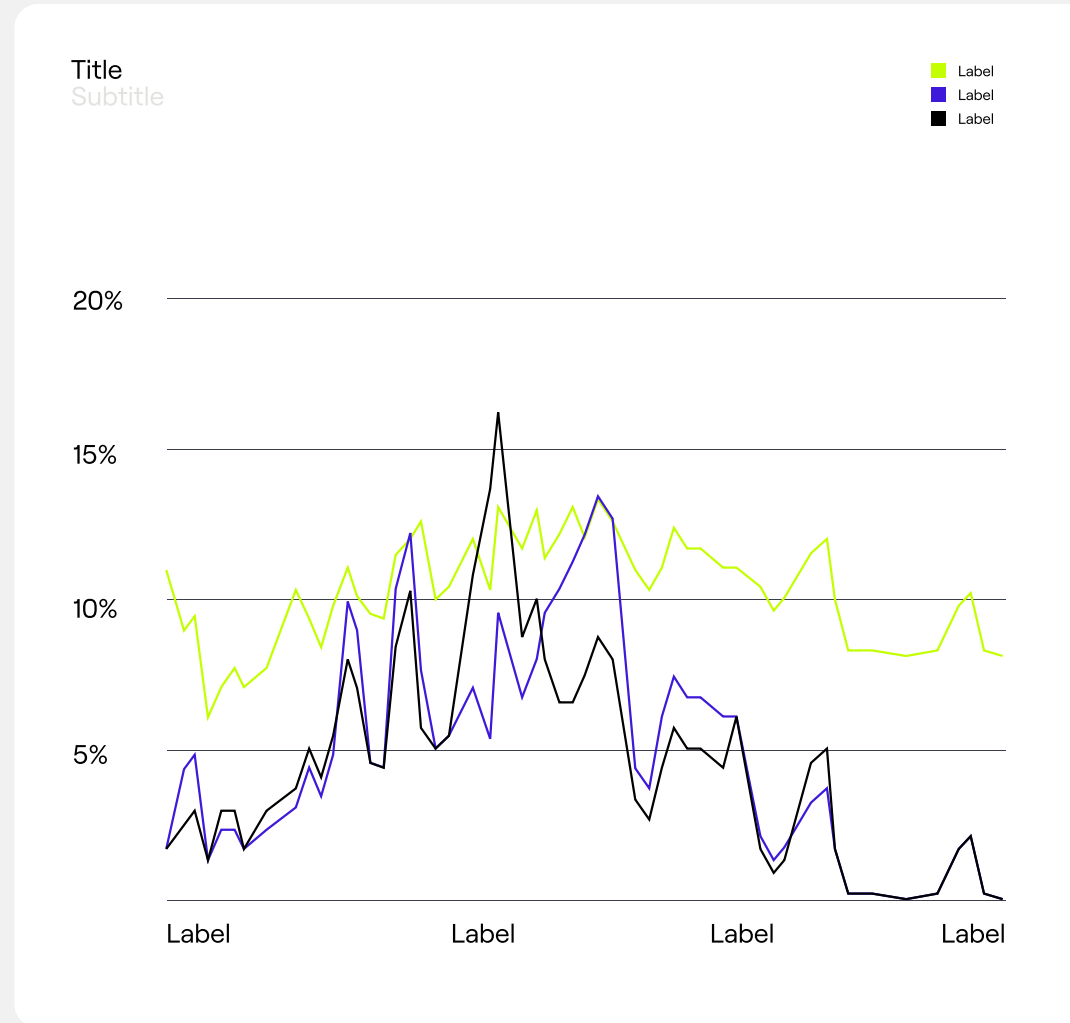
Bar Chart



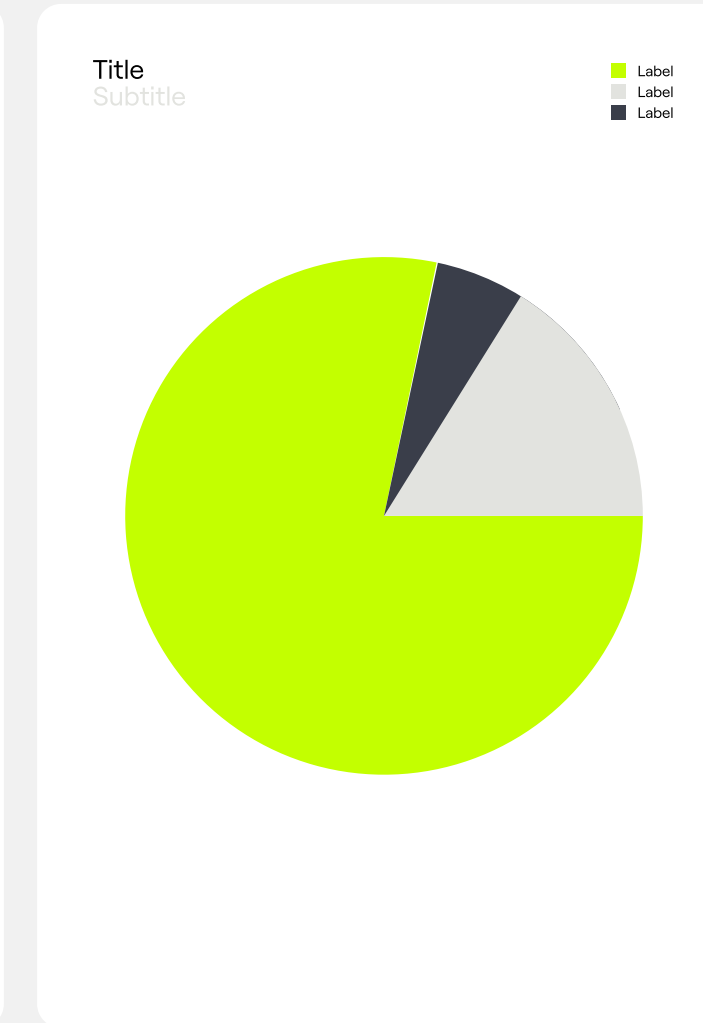
Bar and column charts (multiple bars)



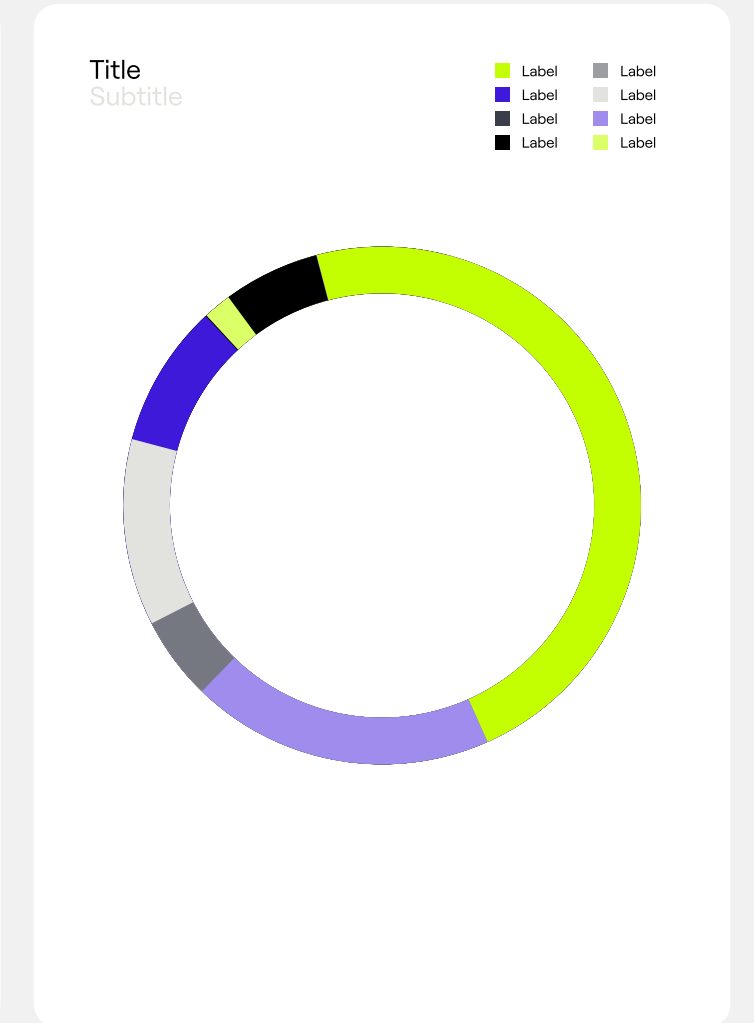
Line Chart



Pie



Donut



Big Numbers

Facet TXs

533k

Unique TX Senders

26k

Total Value Locked

\$40m

FacetSwap Volume

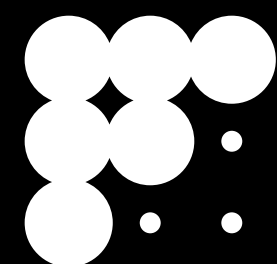
\$325m

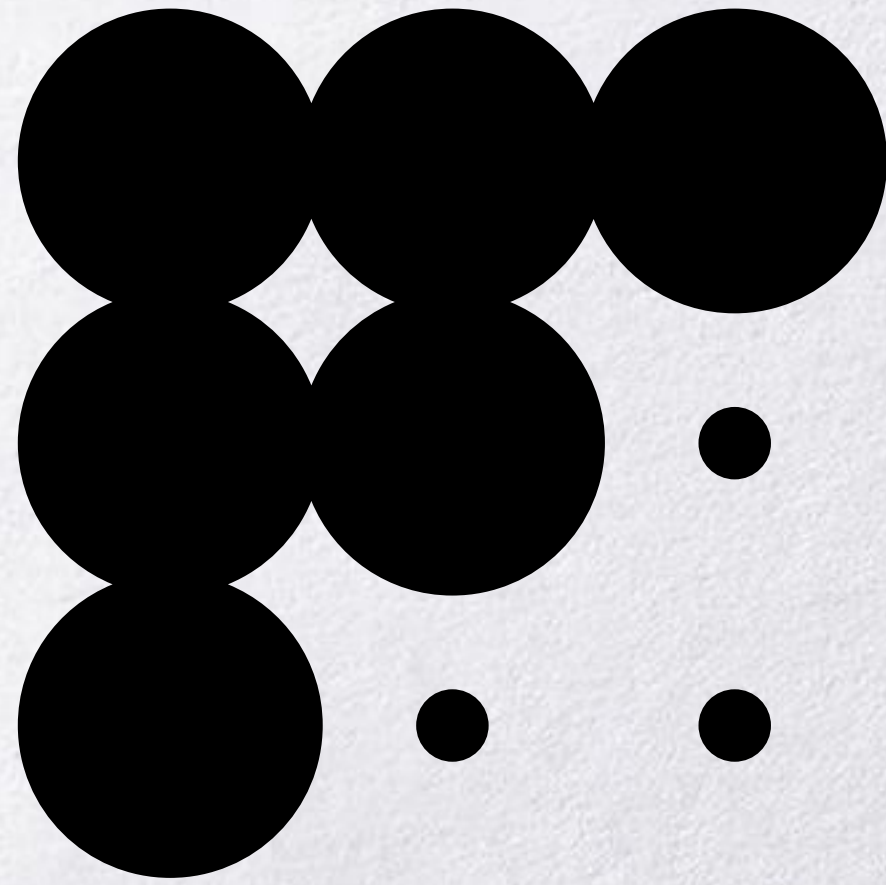
Black #000000	Dark Grey #3A3E4A	Facet Purple #3F19D9	Ethscription Green #C3FF00
#4D4D4D	#757880	#795EE4	#DBFF66
#808080	#9C9EA4	#9F8CEC	#E7FF99
#CCCCCC	#D8D8DB	#C5BAF4	#EDFFB2

06

Brand In Use

*proof of concepts





Tom Lehman
CEO
212.397.8764
tom@facet.org
facet.org

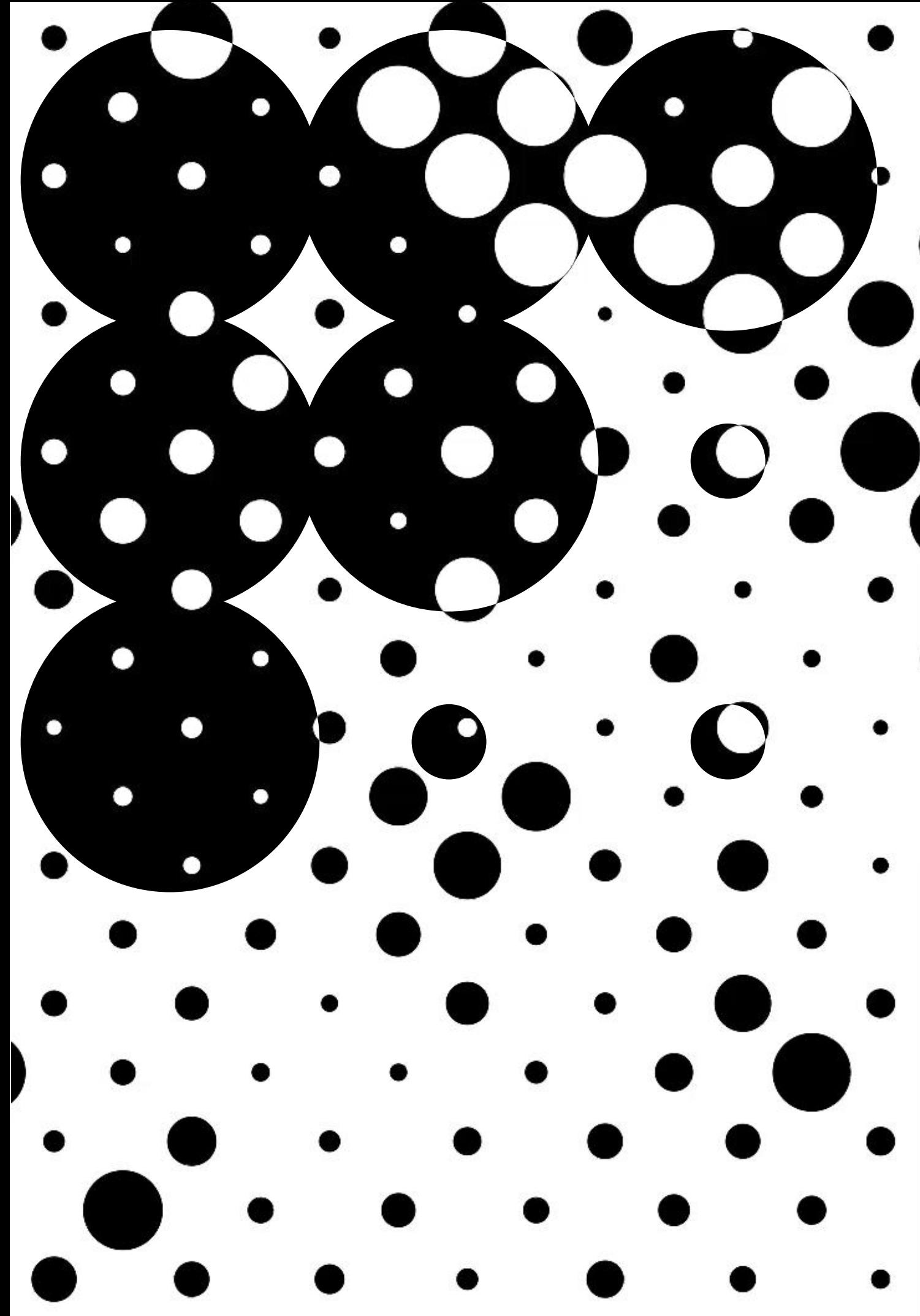


The only way to
scale Ethereum
with 0% downtime

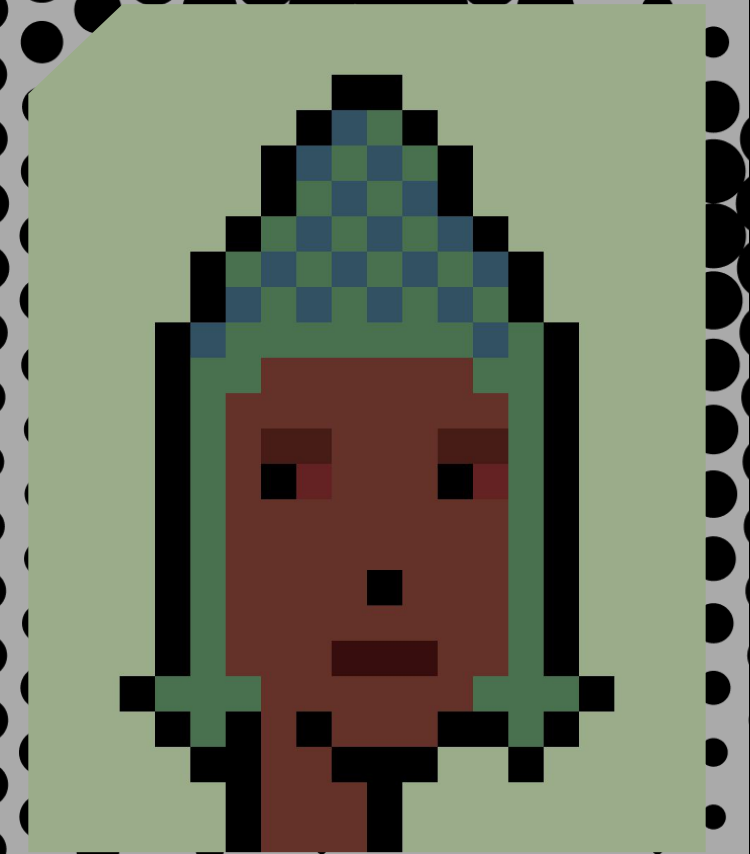
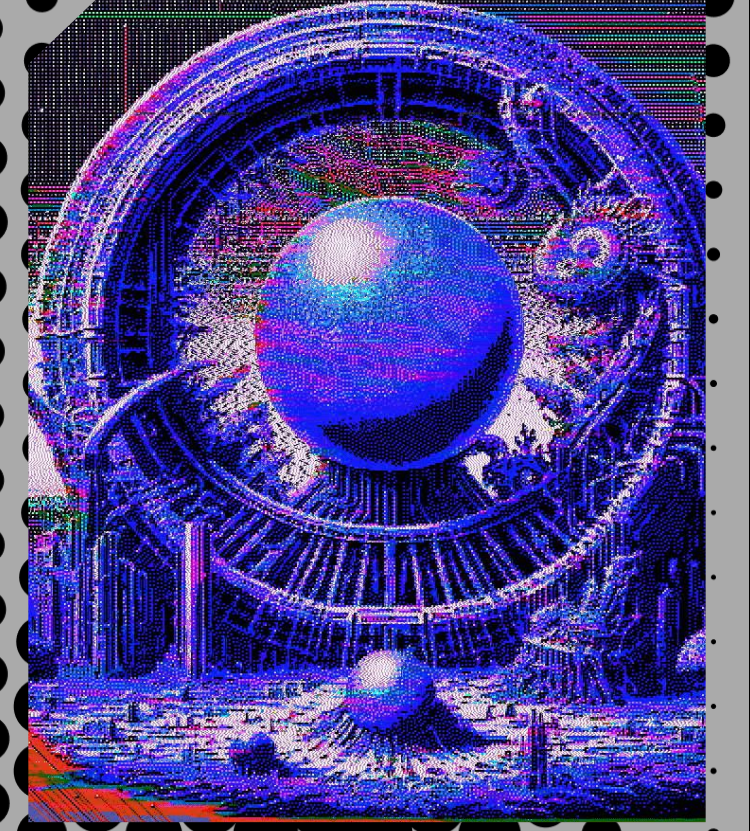
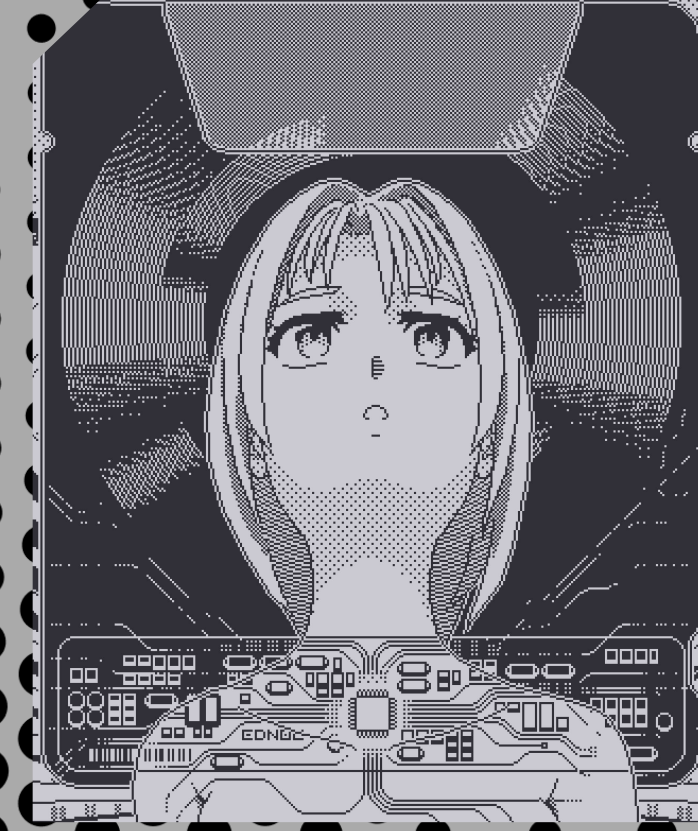


Think outside
the block





Petra.voice
golden hour
2024

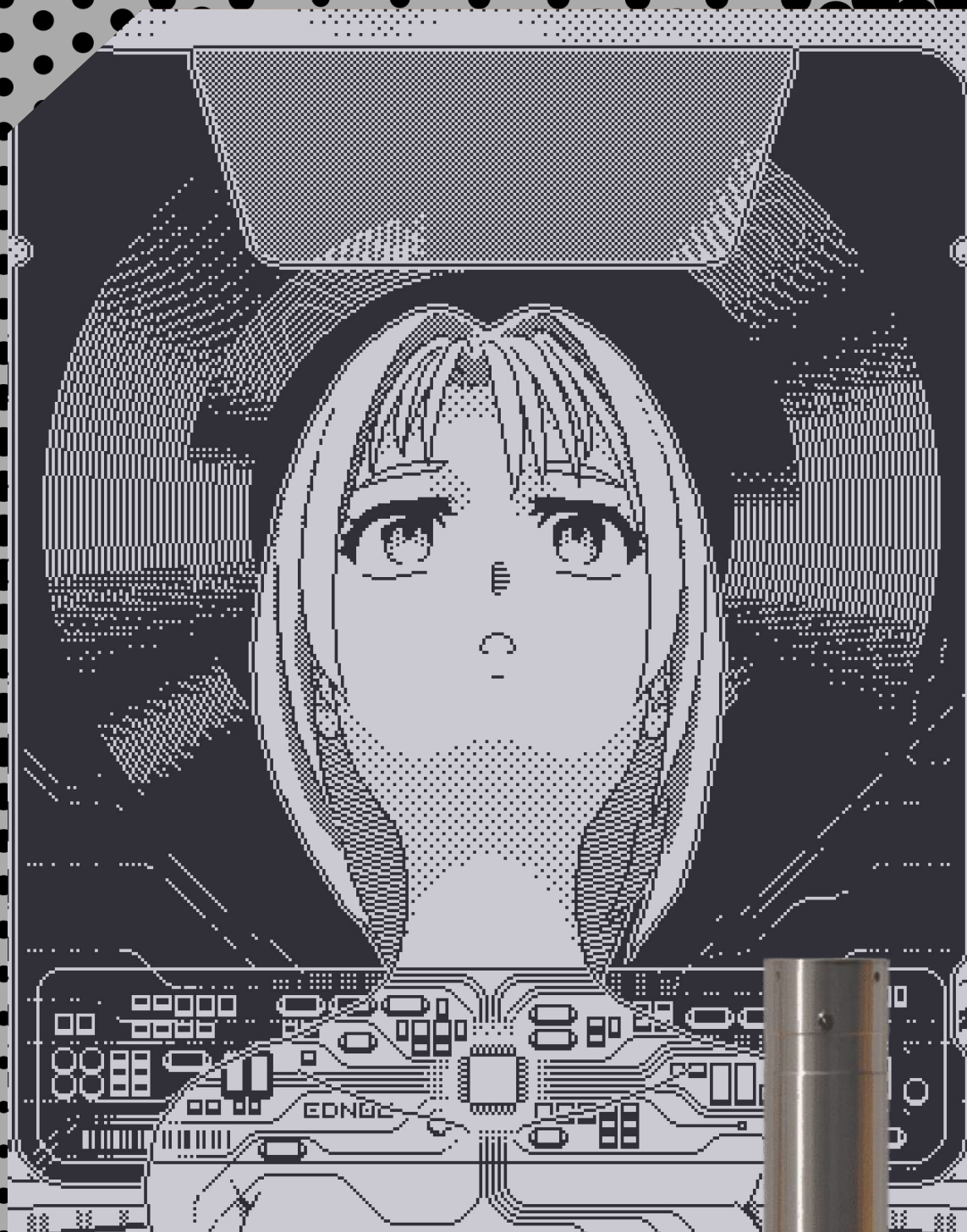


An NFT launchpad
and marketplace
built on Facet.





Facet



dmitir Uni Zorb 2024

Facet

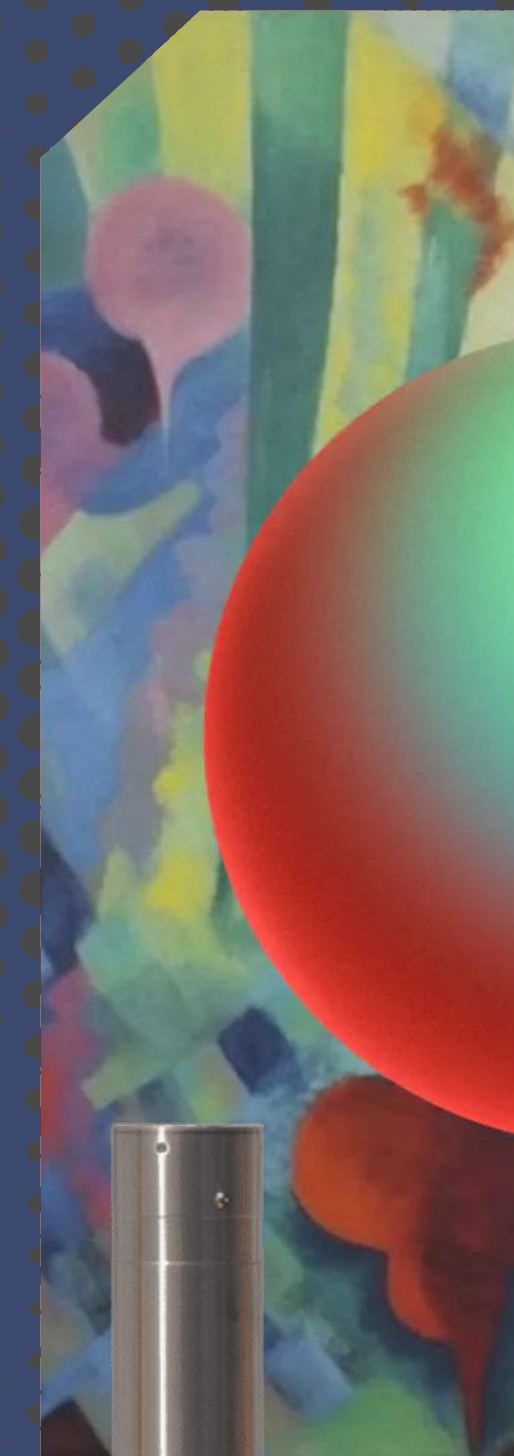
The only way to scale Ethereum with 0% downtime

Facet



Petra.voice golden hour 2024

Facet



0: En 20

The only way to scale
Ethereum with 0% downtime

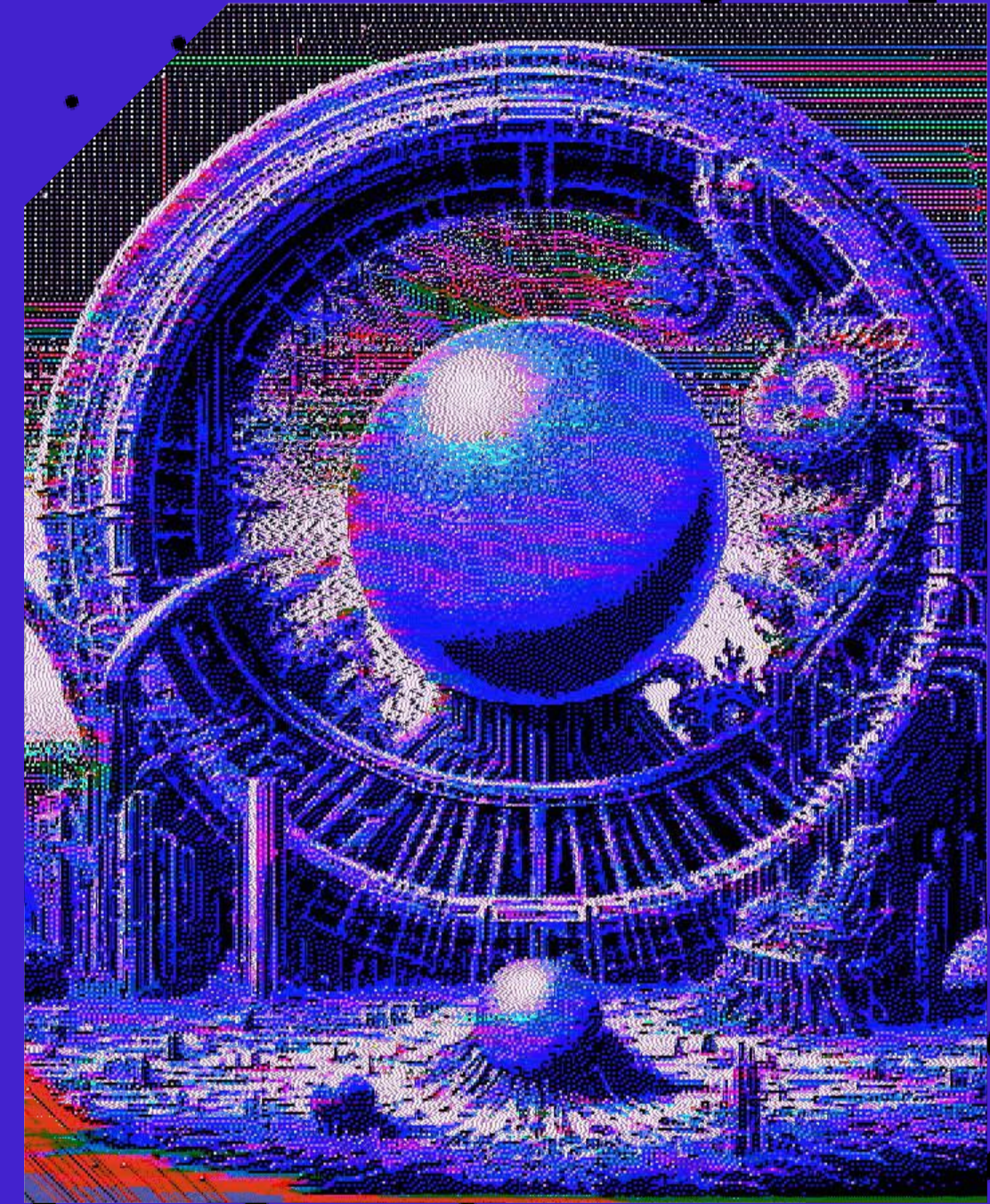


Facet

Think outside of the block



A new way
of using
Ethereum





Home

Explore

Notifications

Messages

Grok

Lists

Bookmarks

Communities

Premium

Profile

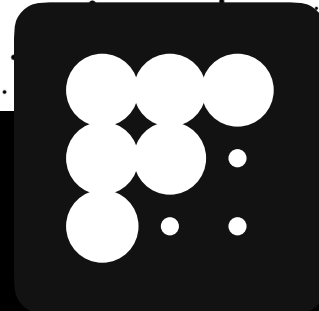
More

Post

Willie Ip
@ipWillieip



Facet
212 posts



More options, Message, Follow

Facet
@0xFacet

Facet is a decentralized, low-cost computing platform that runs on Ethereum. Think outside the block. | discord.gg/facet

facetscan.com Joined June 2023

12 Following 12.1K Followers

Followed by Matthew Kendall Clark and Middlemarch.eth

Posts Affiliates Replies Highlights Media Likes

Pinned



Facet @0xFacet · Apr 3

Introducing the Facet Universal ERC-20 Wrapper!

Swap *any* Ethereum ERC-20 token on Facet Swap for a fraction of the cost of a traditional DEX.

USDC, USDT, PEPE, stETH, WBTC... the possibilities are endless!



Search

You might like

- D Ecosystem**
@d_ecosystem Follow
- iSource News**
@isource_news Follow
- HAQQ Network**
@The_HaqqNetwork Follow

Show more

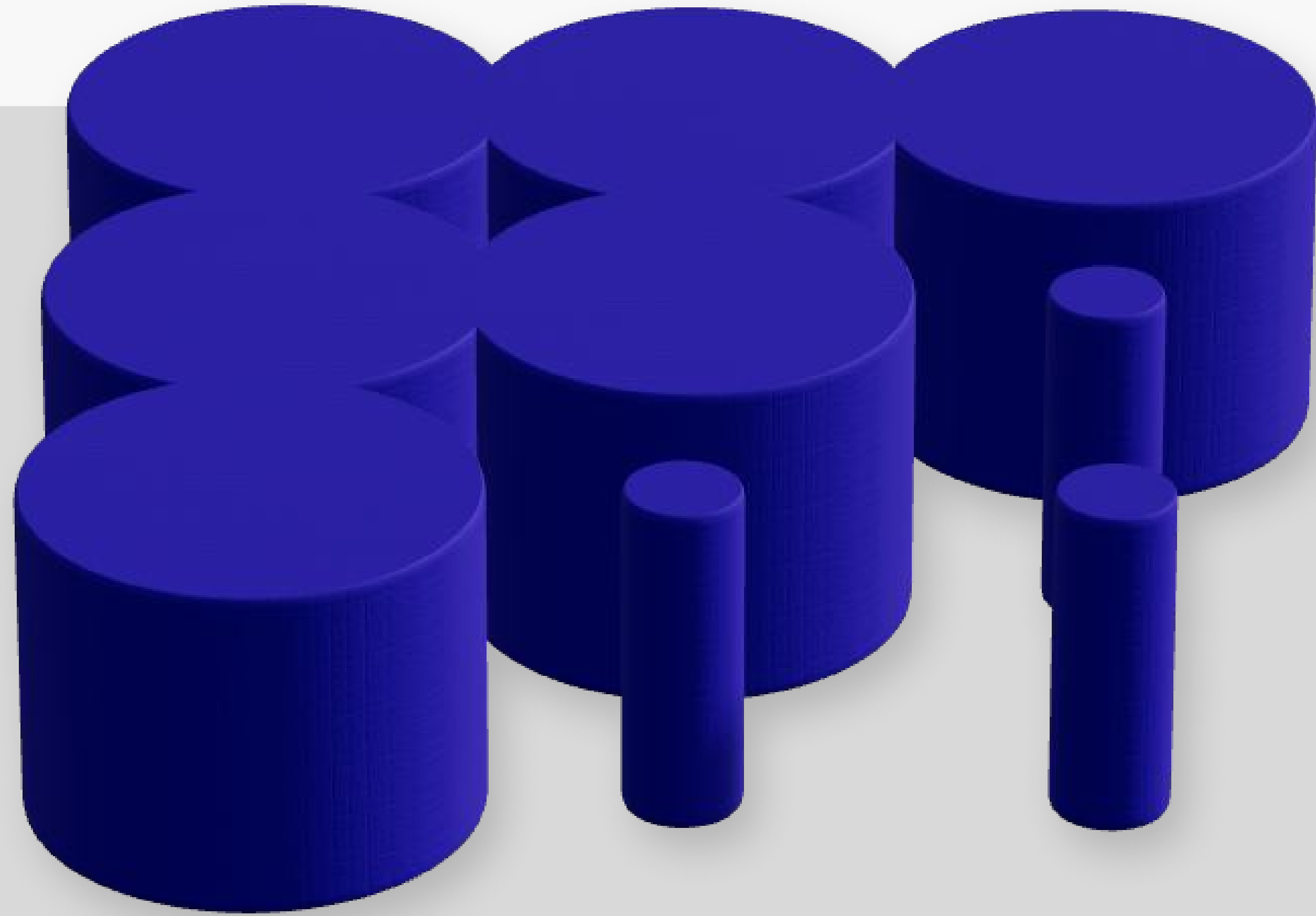
What's happening

- Lakers at Pelicans**
NBA · LIVE
- Politics · Trending
Manhattan
60.2K posts
- Sports · Trending
Je'Von Evans
- Sports · Trending
Araujo
263K posts

Messages









Eliminating
smart
contracts.

Learn more

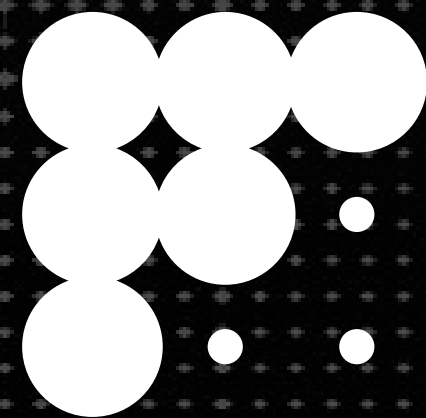
Get Started



Automate,
Validate,
Execute.

Learn more

Get Started



[About](#)

[Ecosystem](#) ▼

[Block Explorer](#)

[VM Github](#)

[View Docs](#)

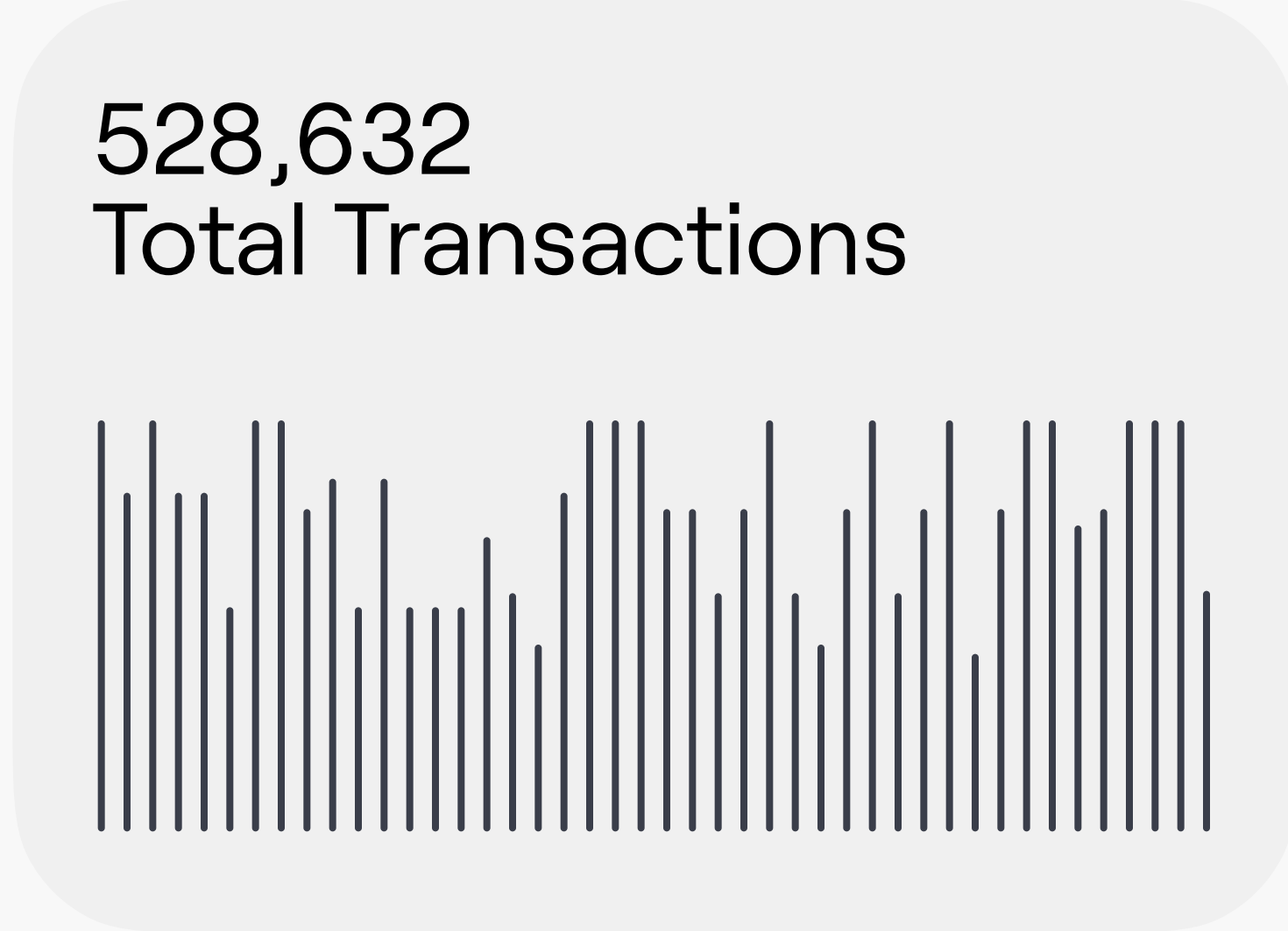
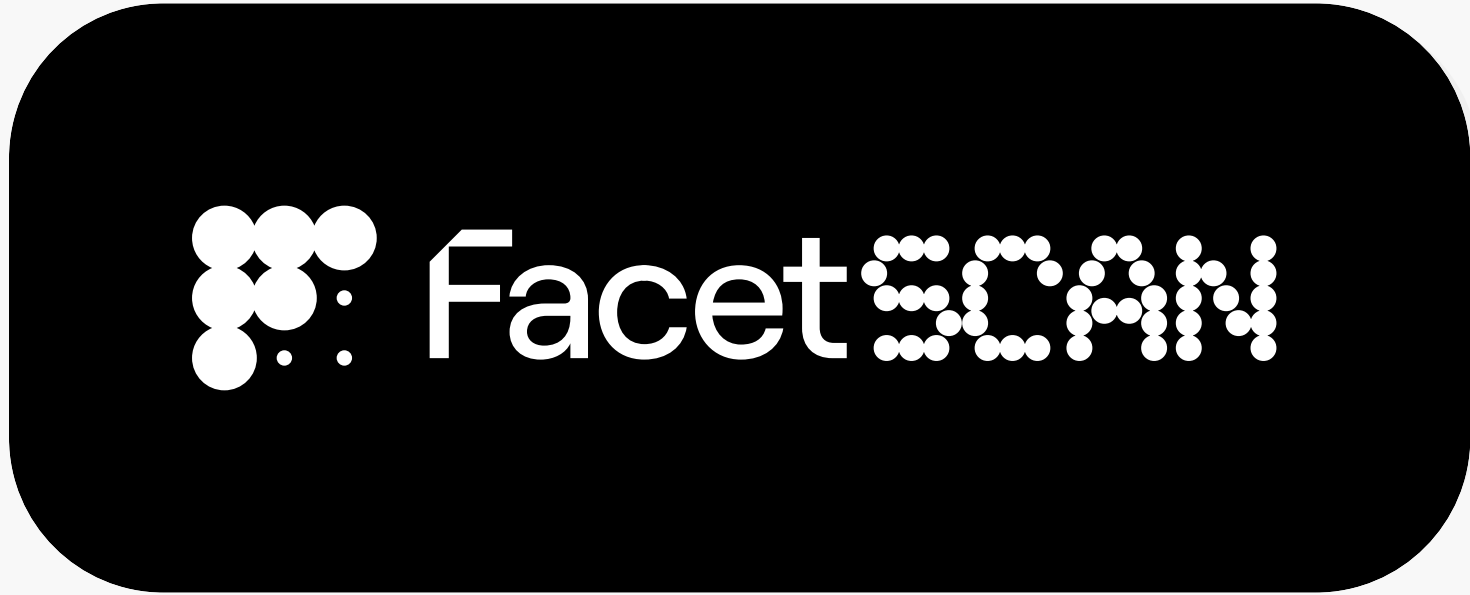
[Connect](#)

Facet is a decentralized, low-cost computing platform

Think outside the block

[Read the docs](#)

[Explore](#)



You pay
28 FETH
\$98,669.6

You receive
0
\$0

Swap

A swap interface card with a light gray background. It features two sections: "You pay" with a large "28" and "FETH" next to it, and "You receive" with a large "0" and "\$0" below it. A blue double-headed arrow icon is positioned between the two sections. At the bottom, there is a "Swap" button.

+25,213

A large, bold, black number "+25,213" with a white outline, positioned at the bottom of the graph area.