

● BRAND KIT · V1 · 2026



RUNEbond

How we look and sound across product, social and docs.

Mark + wordmark

Always in one flat color. Wordmark is Sora ExtraBold with “RUNE” capitalised and “Bond” in title case, never RuneBond or Runebond.





Mark only



Avatars, favicons, app icon. Minimum 16px on screen. Inside a tile, the mark takes 60% of the tile.

Clear space



Keep free space equal to the mark's height $\times 0.6$ on every side.
Gap between mark and wordmark: $0.3 \times$ mark height.



✗ Don't rotate or skew



✗ Don't recolor off-palette



✗ Don't add effects



✗ Don't change the spelling

02 · COLOR

Blue does the talking

Blue is the brand. Amber is the only accent: one highlight per piece, never for body text on white.

Brand gradient

150° · #2563EB → #1B4BC9 55% → #12369B



Bond Blue

#2563EB rgb

Primary. Buttons, links, brand surfaces.



Deep Blue

#1B4BC9 rgb

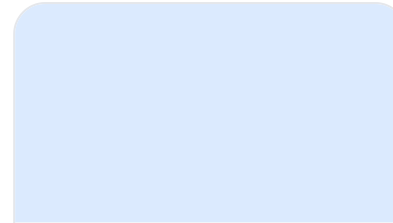
Gradient mid-stop, pressed states.



Navy

#12369B rgb

Gradient end, dark brand surfaces.



Sky

#DBEAFF rgb

Tints, selected rows, chart fills.



Amber

#FBBF24 rgb

Single highlight on blue. Never text on white.



Ink

#0F172A rgb

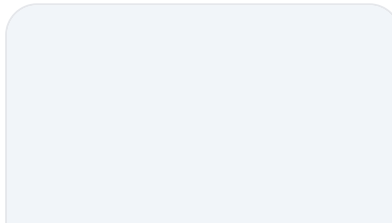
Headlines and body text.



Slate

#64748B rgb

Secondary text, captions.



Mist

#F1F5F9 rgb

Page backgrounds, dividers.



Yield Green

#16A34A rgb

Earnings, success, positive deltas.



Alert Red

#DC2626 rgb

Errors and slashes only.

Sora, tight and heavy

Aa

Sora

Brand, marketing, social. 400 · 600 · 700 · 800

[Google Fonts ↗](#)

thor1...

JetBrains Mono

Addresses, tx hashes, memos. Always truncated: 6 chars...6 chars.

[Google Fonts ↗](#)

111 nodes

Display

96 / 800 / -4.5%

The Bond Wars are coming

Headline

36 / 800 / -3%

AFTER THE LATEST CHURN

Eyebrow

15 / 700 / +20% · caps

Rewards come 100% from network usage. No incentives, no inflation.

Body

16 / 400 / 150%

Applies from the next churn

Caption

13 / 600

Plain, factual, on-chain

Say the number

Do 111 active nodes after the latest churn.

Don't Massive growth incoming!!

Explain once, simply

Do Bond is the RUNE staked inside a node.

Don't Leverage the bond primitive for yield.

No promises on returns

Do Rewards come from network usage.

Don't Guaranteed passive income.

Post anatomy · 1200 × 675

 EYEBROW · CONTEXT

One idea. Big.

One line of support, never a paragraph.



RUNEBond

1

Eyebrow

Context in caps with the amber dot. 3–5 words.

2

Headline

One idea, Sora 800, tight leading. Max 2 lines.

3

Support line

Optional. White at 78%, one sentence.

4

Lockup

Bottom-left, white. Margins 76px on a 1200 canvas.