MALISASOFT

CORPORATE IDENTITY
BRAND GUIDES

MALISASOFT

VISUAL IDENTITY
ELEMENTS



MALISASOFT

The main elements of corporate identity:

- Logo
- Color and Gradients
- Font
- Background



THE MAIN LOGO

MALISASOFT

The sign can be used separately, as a short marking, for example, for decorating souvenir



Main Logo Version

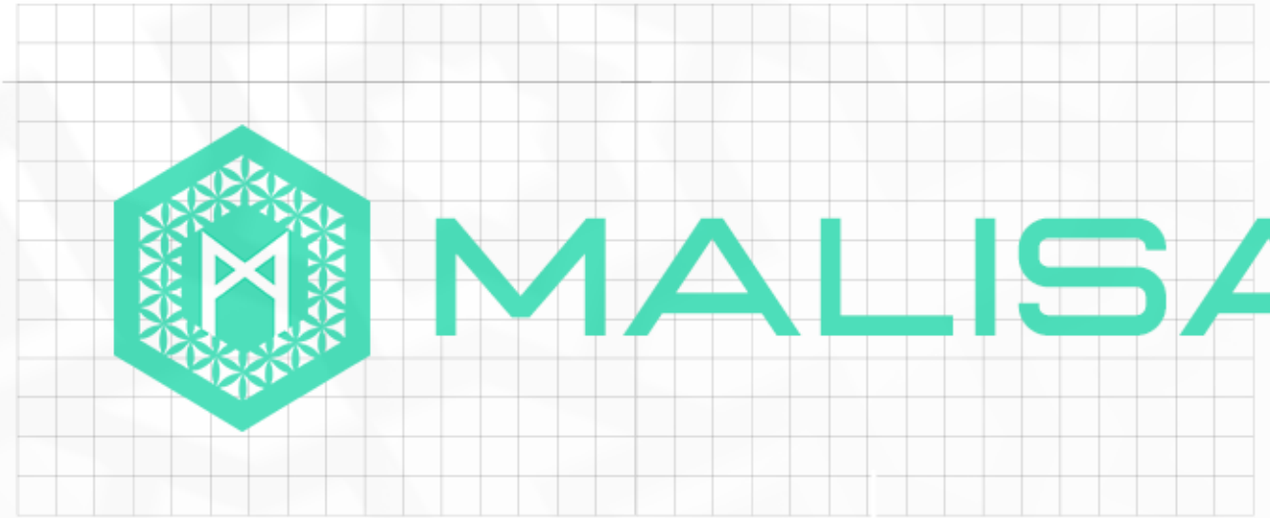
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The horizontal version is considered the main one, with a color mono color green

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Brand Color and Font



main font used is “**Technovier**”

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bold + thin

PRIMARY
#4de0bb

SECONDARY
#41c4e0

Let the logo breathe



Clear space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its capital M.

Minimum size

In print, the logo should never appear smaller than 1" (25 mm). On-screen, it must appear at least 70 pixels wide.

Acceptable backgrounds for the full-color logo

The full-color logo may be shown on any of
the colors shown here or on simple areas of photographs.













One-color use

The one-color logo should be used only on photographs and color backgrounds within the MALISASOFT color palette.





Logo Misue


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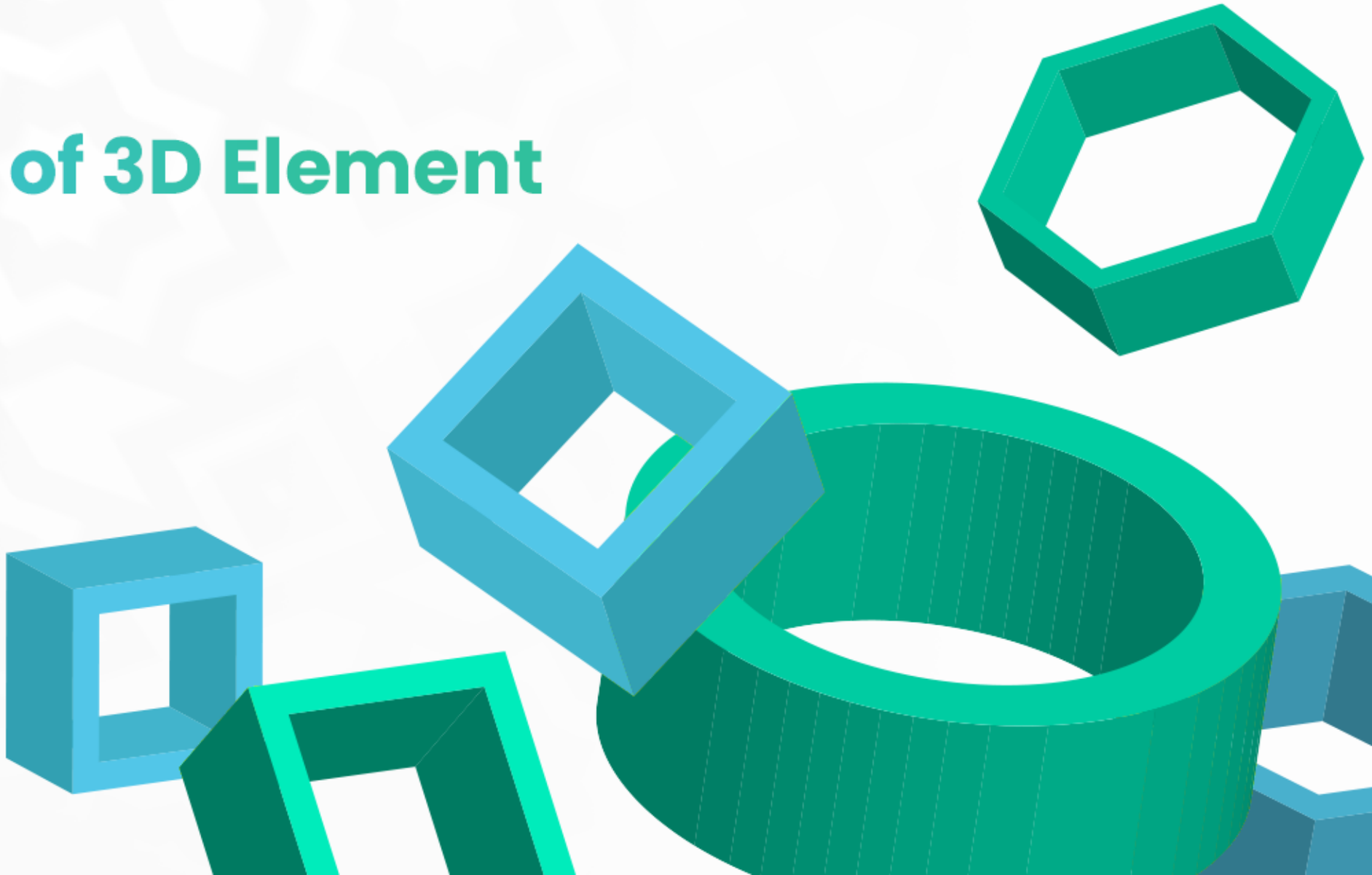

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Example of 3D Element



Business Cards

Euroformat business cards 85x55 mm. There are 2 types of business cards.

Corporate

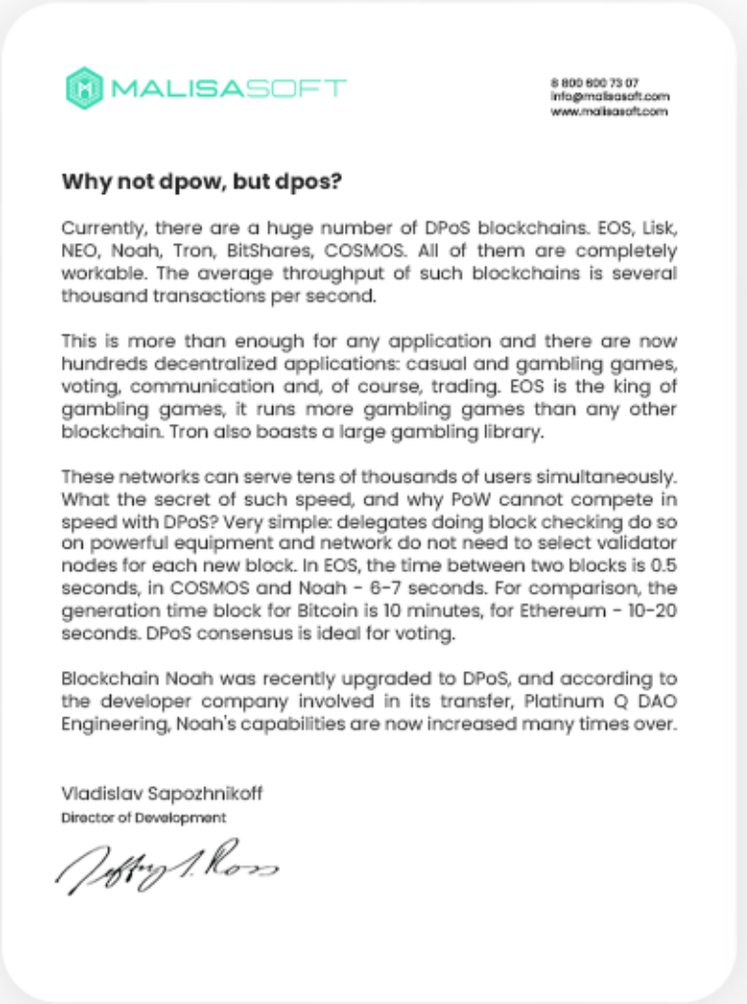


Personal



Form

Universal Forms fit most tasks. There are two types: with color logo and monochrome. Corporate font is Poppins, or alternative you can use Raleways.



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info@malisasoft.com
www.malisasoft.com

Why not dpow, but dpos?

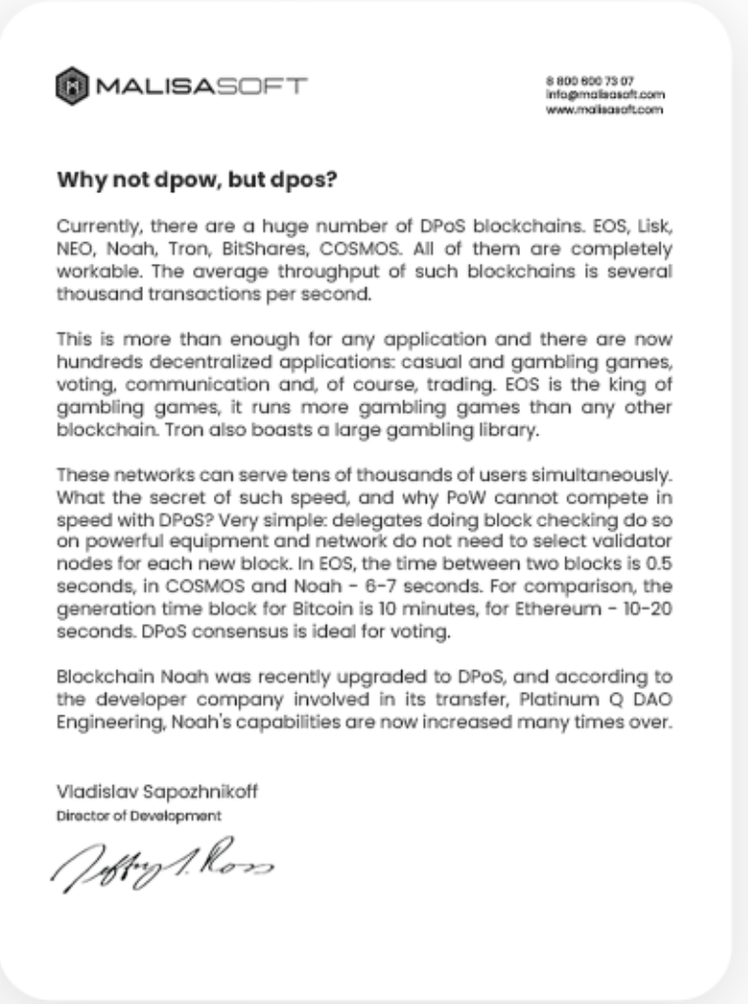
Currently, there are a huge number of DPoS blockchains. EOS, Lisk, NEO, Noah, Tron, BitShares, COSMOS. All of them are completely workable. The average throughput of such blockchains is several thousand transactions per second.

This is more than enough for any application and there are now hundreds decentralized applications: casual and gambling games, voting, communication and, of course, trading. EOS is the king of gambling games, it runs more gambling games than any other blockchain. Tron also boasts a large gambling library.

These networks can serve tens of thousands of users simultaneously. What the secret of such speed, and why PoW cannot compete in speed with DPoS? Very simple: delegates doing block checking do so on powerful equipment and network do not need to select validator nodes for each new block. In EOS, the time between two blocks is 0.5 seconds, in COSMOS and Noah - 6-7 seconds. For comparison, the generation time block for Bitcoin is 10 minutes, for Ethereum - 10-20 seconds. DPoS consensus is ideal for voting.

Blockchain Noah was recently upgraded to DPoS, and according to the developer company involved in its transfer, Platinum Q DAO Engineering, Noah's capabilities are now increased many times over.

Vladislav Sapozhnikoff
Director of Development



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Notebook

The brand name and logo are placed on the cover of the notebook





Pen & Pencil

Any variety can be. The main thing is that the logo is present and corporate color.



Other Identity

Any variety can be. The main thing is that the logo is present and corporate color.









Billboard

Billboard has dimensions: 6000x3000 mm

Design: logo and text on color/white background, plus image.

In advertising can be used as whole photos, as well as any Images.



Rollup Banner

Roll-up has dimensions: 850x2000 mm

Design: logo on dark background, image, text on a white background.

In advertising can be used as complete photographs and any images.



Park Billboard



Park Billboard has dimensions:

1200x1800 mm

Design: logo and text on color/white background, plus image.

In advertising can be used as whole photos, as well as any Images.

Wallpress

Wall press has dimensions: 4000x2200 mm. Design can be on a white or dark background.

The sign and logo are used in different variations.



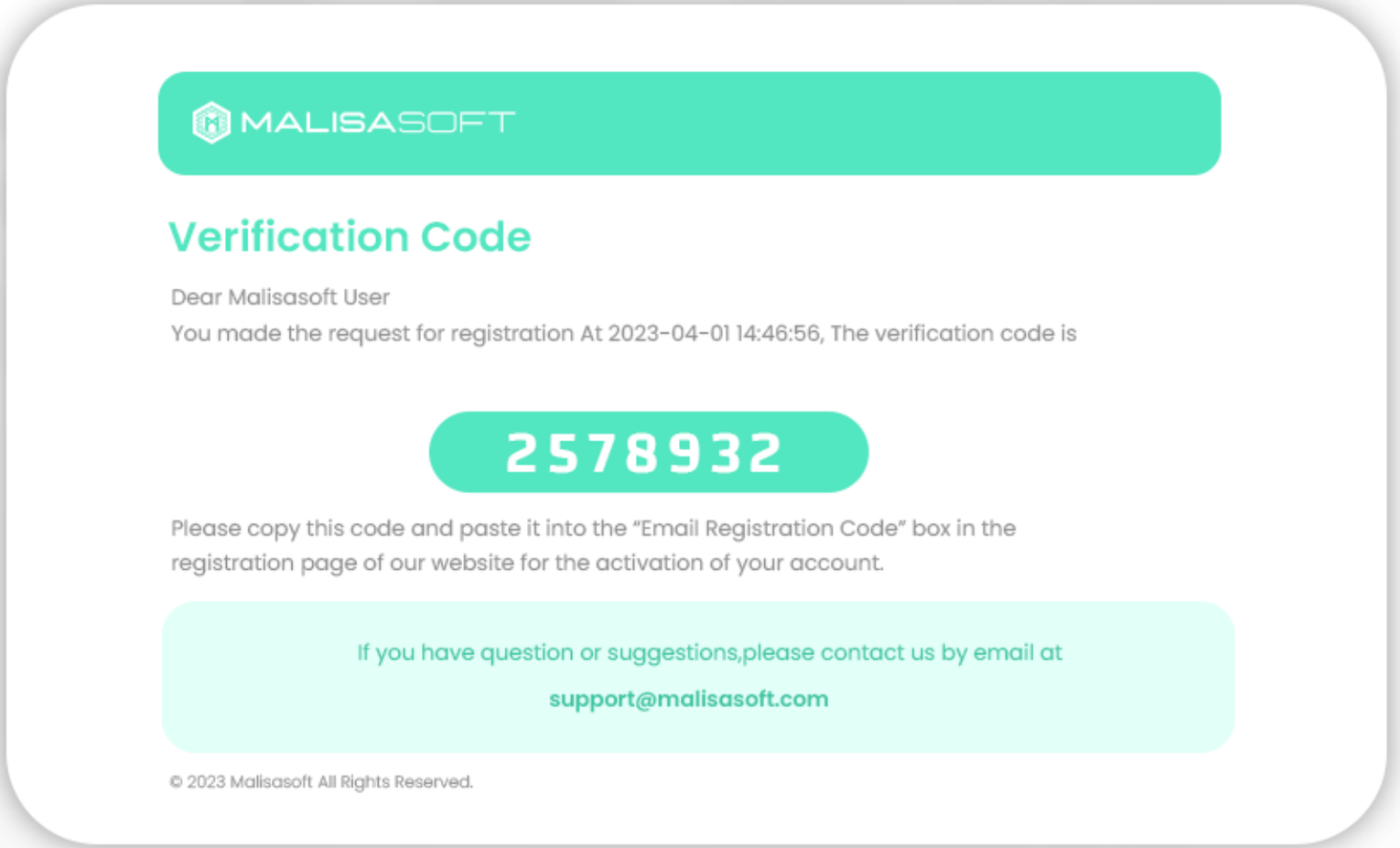
light version



dark version

Eletronic Letter

An example of a letter for daily needs, such as registration confirmation.



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Verification Code

Dear Malisasoft User

You made the request for registration At 2023-04-01 14:46:56, The verification code is

2578932

Please copy this code and paste it into the "Email Registration Code" box in the registration page of our website for the activation of your account.

If you have question or suggestions,please contact us by email at

support@malisasoft.com

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THANK YOU

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