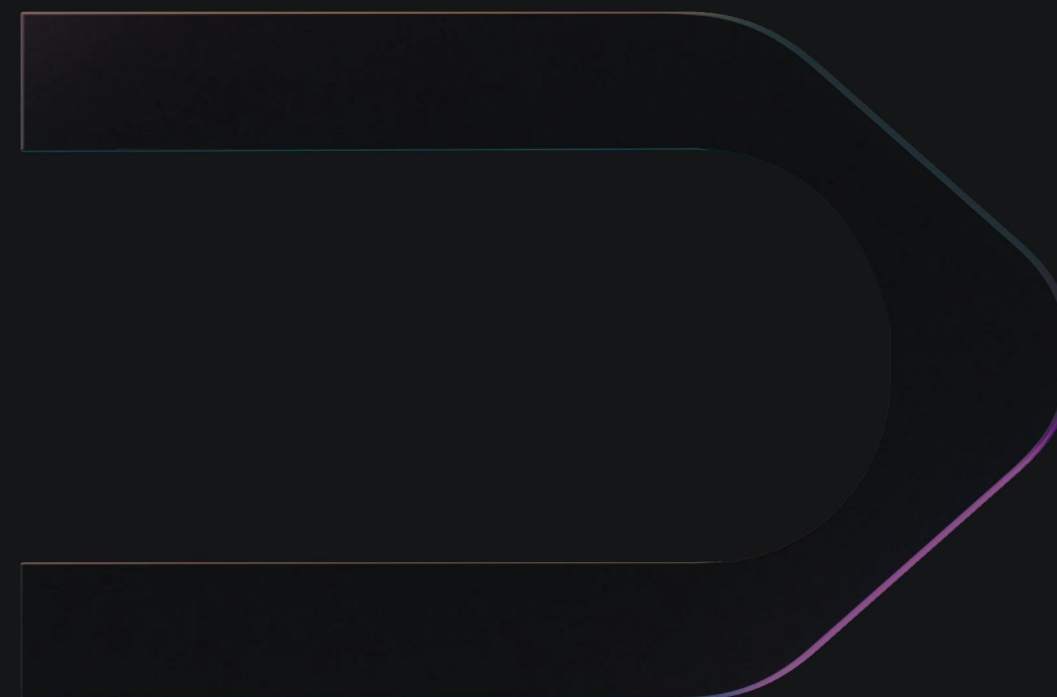


# Brand Guidelines



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01

The Logo

DEDAUB

01.1

The Logotype

Our logotype subtly communicates a sense of futurism, a forward momentum and inertia– emphasising that Dedaub is on the cutting edge of innovation and aims to stay there.

DEDAUB

DEDAUB



30 MM PRINT

DEDAUB



90 PX WEB

01.2

Logotype Use

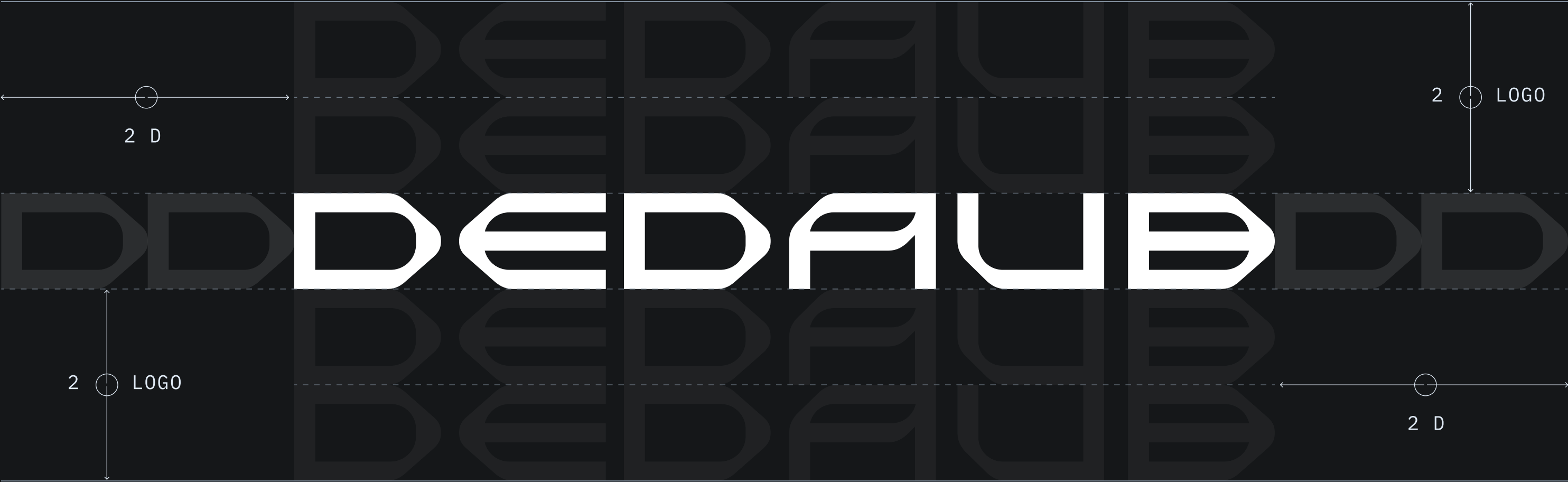
To ensure legibility the logo should not be applied at any size smaller than the recommended sizes. This will allow it to remain prominent throughout all its applications, and stand out amongst any other text and graphics while retaining legibility.



01.3

The Silhouette

As a complementary element, the logo silhouette may be used—primarily to be used within morphing logo animations, emphasising Dedaub’s mission of bringing clarity, to what would be otherwise interpreted as obscure.

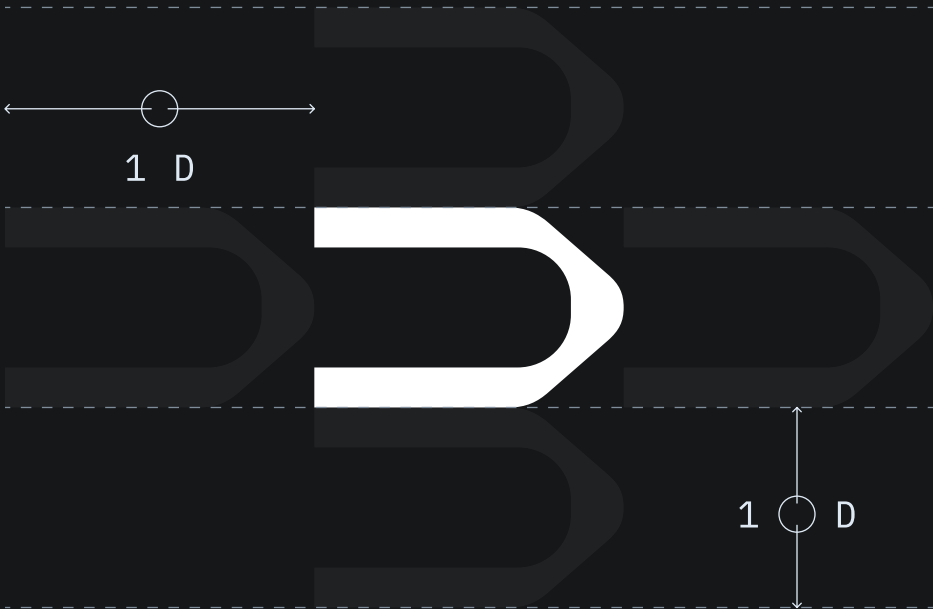


01.4

Logo Clearance

The clearance space above is equal to double the height of the logotype, and double the width of the D icon to the left and right. This is the recommended space that should be left empty in order to maintain legibility and remain distinct without any external interference.





01.6

Logo Mark Clearance

The clearance space above, to the left, right and below is equal to the height of the icon. This is the recommended space that should be left empty in order to maintain legibility and remain distinct without any external interference.

DEDAUB

DO NOT COMBINE OR USE THE LOGO AND ICON  
SIMULTANEOUSLY.



DEDAUB

DO NOT ALTER THE LOGO OR CHANGE ITS  
PROPORTIONS OR BASELINE IN ANY WAY.



DEDAUB

DO NOT ADD ANY BACKGROUND EFFECTS,  
LAYERS OR SHADOWS.



DEDAUB

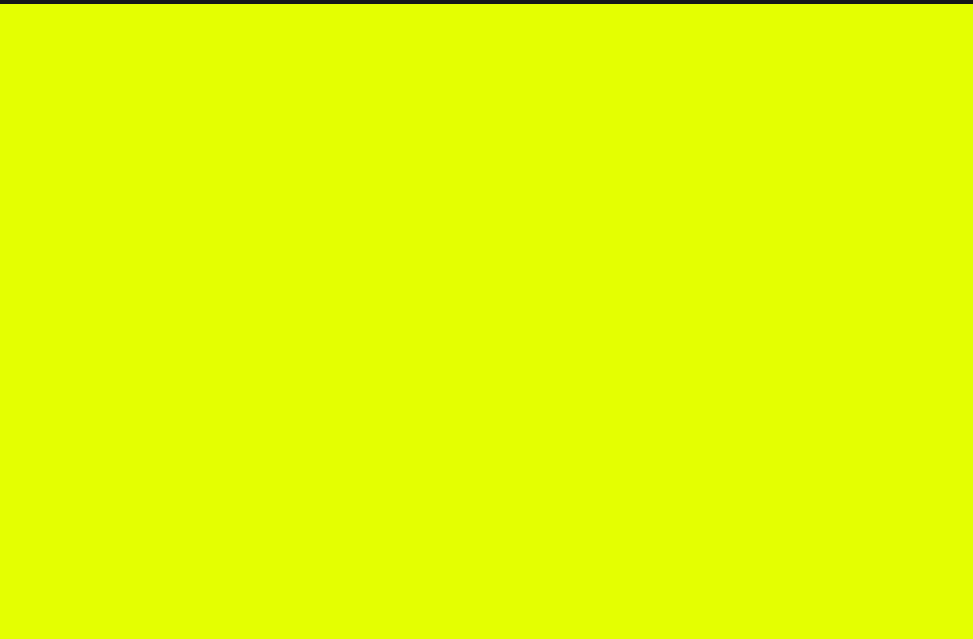
DO NOT ALTER OR CHANGE ITS COLOURS OR  
INTRODUCE ANY COLOURS  
NOT FOUND WITHIN THESE GUIDES.



02

# The Colours

# Bright Yellow



HEX            #E4FF01  
RGB           228 255 1  
CMYK           21 0 100 0

# Deep Grey

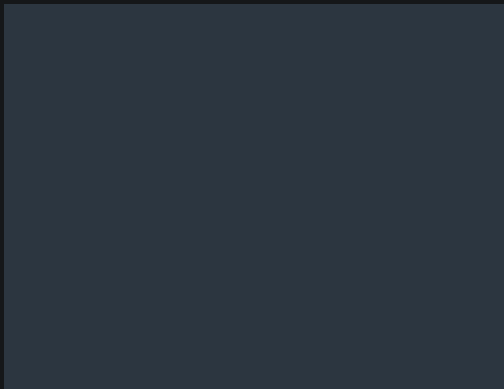


HEX            #151719  
RGB           21 23 25  
CMYK           76 68 64 79

## 02.1

## Primary Colours

Our primary colours are designed to create a strong contrast. The Bright Yellow is used for call to actions and hyperlinks to contrast enough with its surroundings.



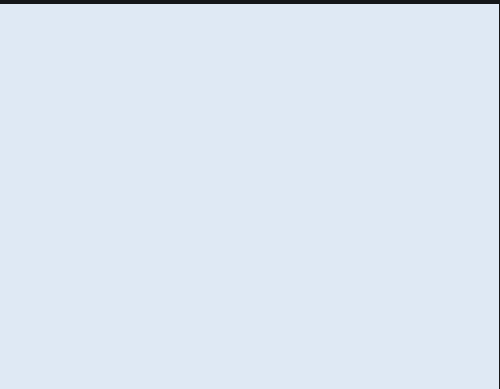
HEX    #2C3640  
RGB    44 54 64  
CMYK   81 67 53 49



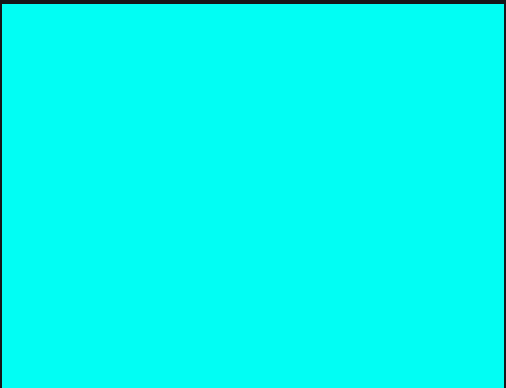
HEX    #576471  
RGB    87 100 113  
CMYK   71 53 42 17



HEX    #7F8C9A  
RGB    127 140 154  
CMYK   56 38 30 2



HEX    #DFE9F4  
RGB    223 233 244  
CMYK   12 4 1 0



HEX    #01FEF4  
RGB    1 254 244  
CMYK   52 0 17 0



HEX    #6B24FA  
RGB    107 36 250  
CMYK   71 78 0 0



HEX    #9929E3  
RGB    153 41 227  
CMYK   55 83 0 0

02.2

Secondary Colours

03

# The Typography

Recife Display Light

The quick black dog  
jumps over the lazy fox.

Be Vietnam Pro

The quick black dog  
jumps over the lazy fox.

Thin Extra Light Light Regular Medium Semi Bold Bold

IBM PLEX MONO

THE QUICK BLACK DOG  
JUMPS OVER THE LAZY FOX.

03.3

Typefaces

A modern monospaced typeface which is evocative of the code which is the cornerstone of Dedaub’s offering. To be used in small sizes, and is especially applicable to longer code/ numbers in general and always used in uppercase unless this is part of an alphanumerical code.

RECIFE DISPLAY

BE VIETNAM PRO LIGHT

IBM PLEX MONO

# Arbitrum Sequencer Major Outage — Root Cause Analysis

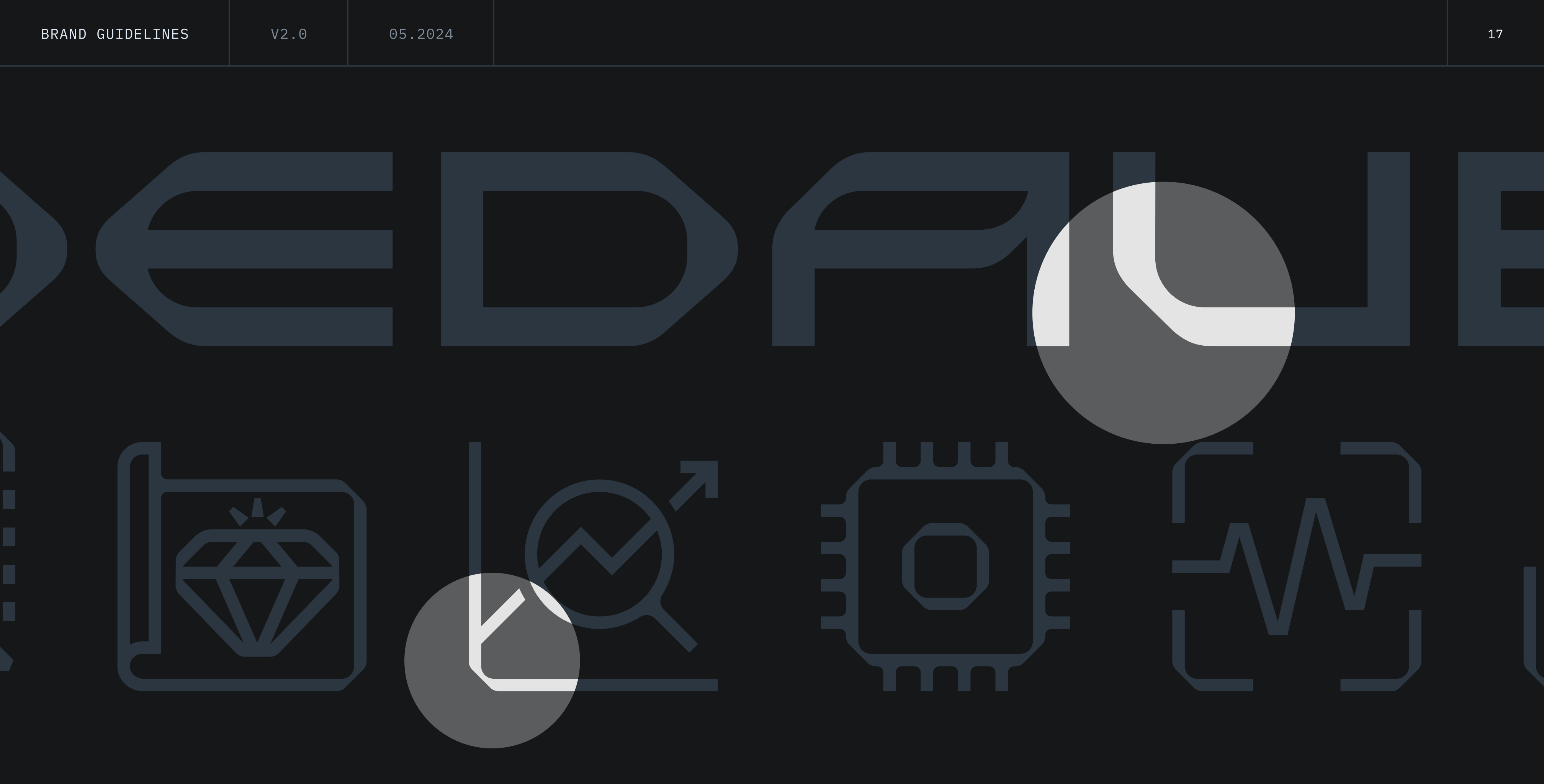
The Arbitrum network experienced significant downtime on December 15 due to problems with its sequencer and feed. The network had been down for almost three hours. The major outage began at 10:29 a.m. ET amid a substantial increase in a type of network traffic called Inscriptions. Arbitrum’s layer-2 network had processed over 22.29 million transactions and had a total value locked of \$2.3 billion. Despite the success of the network, the current design suffers from a significant chokepoint when posting transactions to L1, causing the sequencer to stall. While advancements `eth_getStorageAt` as Arbitrum Nova and Proto-danksharding might alleviate these design issues, this is not the first time Arbitrum has experienced such issues – a bug in the sequencer also halted the network in June 2023.

```
1 data: {"p":"fair-20","op":"mint","tick":"fair","amt":"1000"}
```

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04

# Iconography



04.1

Iconography

Dedaub’s iconography is designed to complement Dedaub’s logotype and typography. Corners are specifically designed to echo details found in the Dedaub logotype to present our identity across all elements.

