

silencio

“Measure Noise Levels, Get Rewarded”

**Unlock the power of your data. Download Silencio
to turn everyday noise into actionable insights
and earn rewards.**

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Strategic & Verbal Identity



Mission

Silencio empowers individuals to capture their everyday soundscape and turn it into valuable data that drives actionable insights and rewards. We focus on providing real-time environmental data while safeguarding privacy, offering users meaningful rewards, and setting the foundation for future data sets beyond noise levels.





Vision

We envision a future where environmental data —starting with noise levels— enables smarter, data-driven decisions for individuals, businesses, and governments. With privacy, transparency, and fair rewards as our core principles, we aim to build a platform that continually evolves to address broader societal challenges.



Value Proposition

Silencio allows users to turn their environment into valuable, actionable data. By capturing the soundscape of different locations, users maintain control over their data, enjoy full privacy, and receive fair rewards. The insights generated empower communities, enhance quality of life, and open pathways to additional data sets in the future.

Silencio's Core Values

1

Data Empowerment

Users control their data, transforming everyday soundscapes into insights that drive positive change.

2

Fair Rewards

Every contribution is valuable. We reward users fairly for their participation, acknowledging their role in shaping global insights.

3

Continuous Innovation

Silencio is committed to expanding its data sets, ensuring ongoing relevance and impact.

4

Privacy-First Approach

All data is anonymized, secured, and never shared without explicit consent, building trust at every step.

5

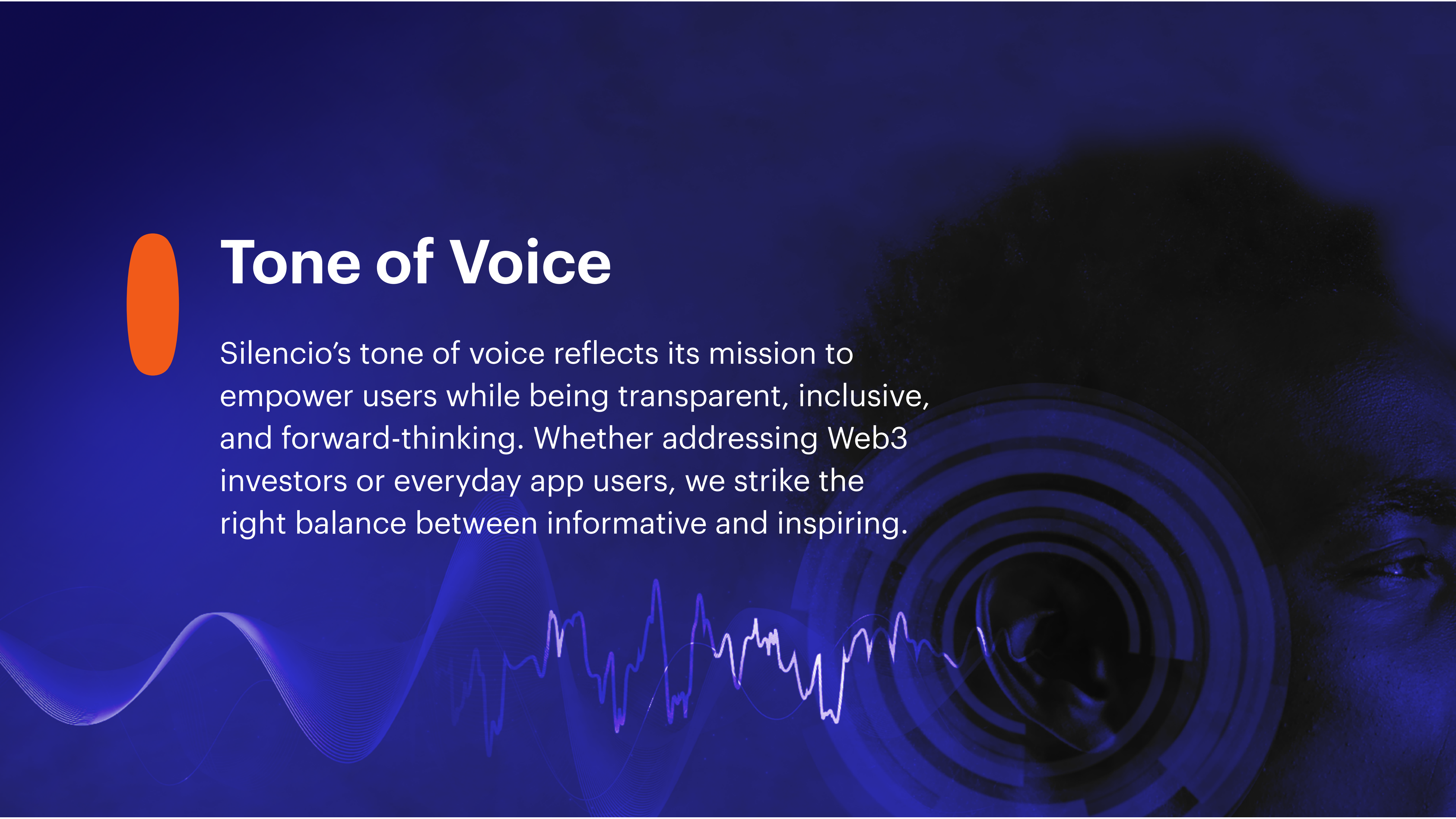
Global Impact, Local Rewards

Our data drives global insights while starting locally—helping users make smarter, informed choices.



Tone of Voice

Silencio's tone of voice reflects its mission to empower users while being transparent, inclusive, and forward-thinking. Whether addressing Web3 investors or everyday app users, we strike the right balance between informative and inspiring.



Tone of Voice

1. Empowering:

We empower individuals to take control of their data, showing them how their contributions make a global impact while fairly rewarding their efforts.

2. Transparent:

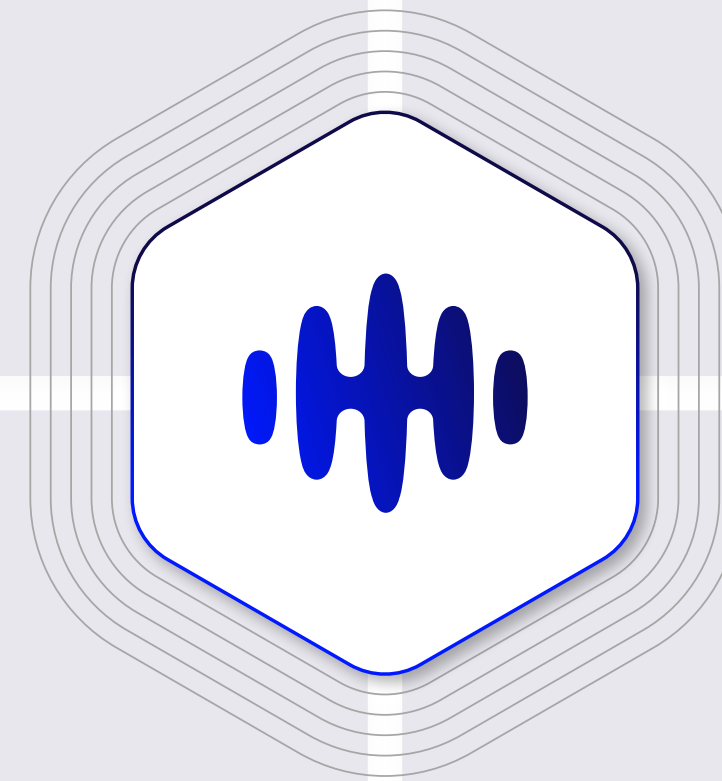
Our communication is straightforward and trustworthy, ensuring users always understand how their data is collected, used, and rewarded.

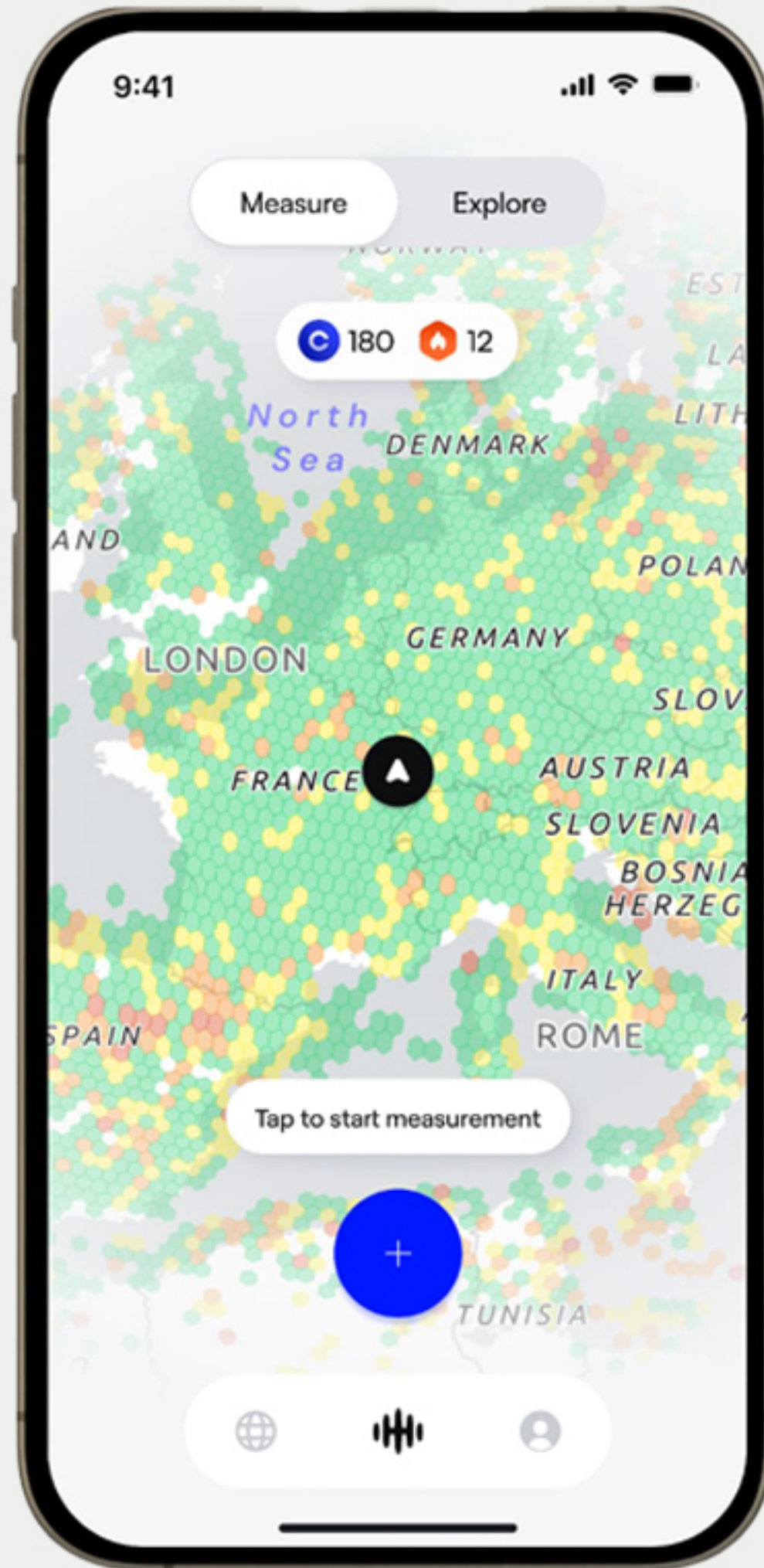
3. Innovative:

Silencio leverages cutting-edge technology to benefit users, but we keep the messaging clear and accessible, avoiding unnecessary complexity.

4. Inclusive:

Whether speaking to Web3 enthusiasts, early adopters, or non-crypto users, our tone remains inclusive, ensuring everyone understands the value they bring to the Silencio community.





Brand Story

Silencio was created to transform everyday noise into actionable insights, empowering individuals to capture data and drive smarter decisions. With over 300k users in 180+ countries, we're building the world's largest noise level data bank, focusing on privacy, transparency, and fair rewards.

But we're not just collecting data; we're turning it into a movement—one that puts users at the center, ensuring they are both rewarded and respected. Silencio isn't just a platform; it's a commitment to transforming how we live, work, and interact with the world. As we expand to new data sets, we remain dedicated to making individual actions part of a global impact.

1

Download the app

2

Start measuring

3

Get rewarded





Brand Elements

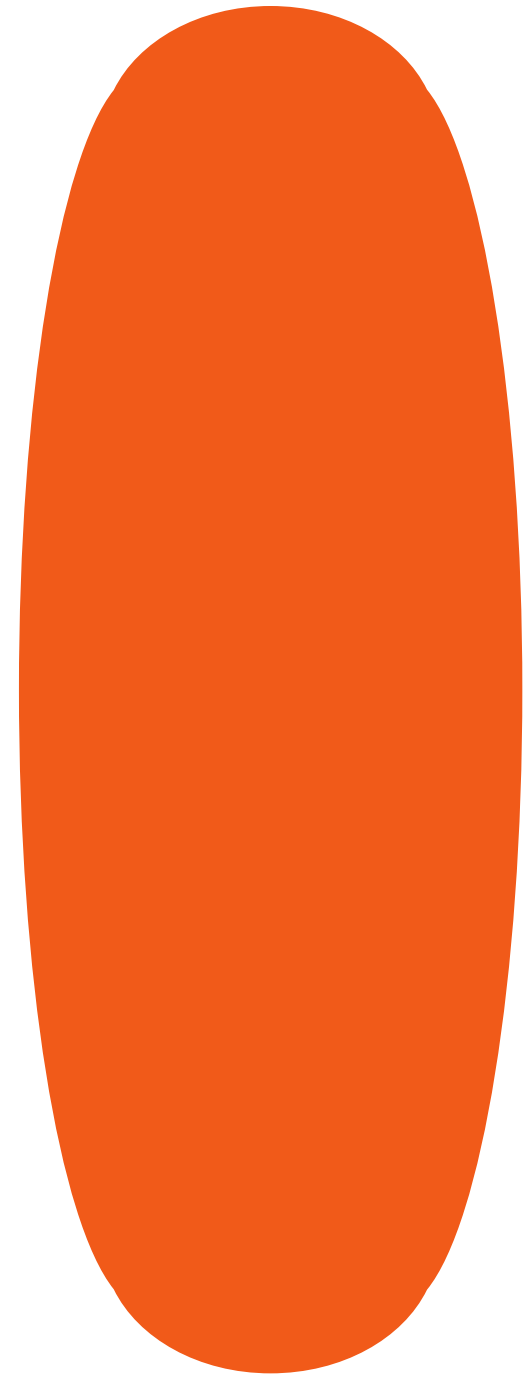


Silencio's Color Palette

Colors say everything about the brand's personality. For Silencio, we have selected a Primary **Blue and Orange** Complementary Color Pair to underscore the brand's cool ideals.

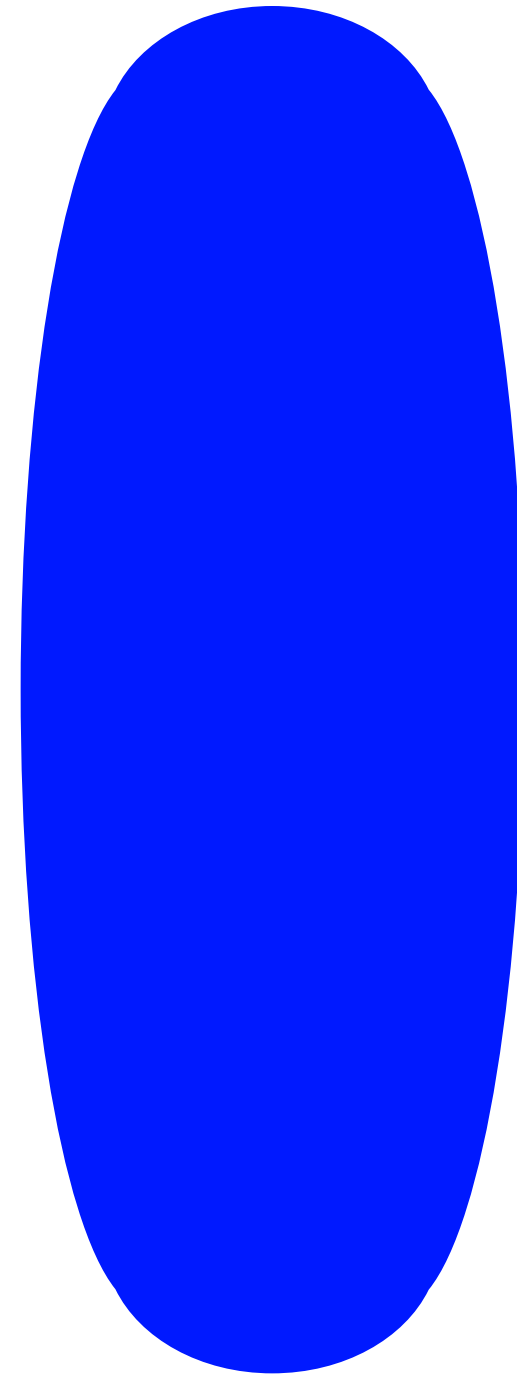
This combination not only enhances the vibrancy of each color but also gives our brand a memorable impact that resonates with our audience.

Our Color Palette is to be used mainly in RGB in digital executions. We recommend using PMS colors for printed materials rather than standard CMYK to ensure the Blue and Orange retain their full vibrancy and impact.



VIBRANT ORANGE

RGB **253 90 25**
PANTONE Orange 021C
CMYK 0 79 98 0
HEX #FD5A19



VIBRANT BLUE

RGB **0 25 255**
PANTONE Reflex Blue C
CMYK 87 76 0 0
HEX #0019FF



PRIMARY DARK BLUE

RGB **15 11 74**
PANTONE Pantone 282C
CMYK 100 100 31 44
HEX #0F0B4A



Typography

Graphik Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Headline

Font: Graphik Semibold

Headline Style

Subheadline

Font: Graphik Medium

Subheadline Style

Body Copy

Font: Graphik Regular

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



Master Logo

The **Master Logo** is the cornerstone of Silencio's brand identity. It combines the soundwave icon and the "Silencio" name, symbolizing our mission to transform everyday noise into valuable, actionable insights. This logo uses our **primary dark blue (#0F0B4A)** to convey trust, sophistication, and stability, while the clean, modern typeface reflects our forward-thinking approach. The soundwave icon captures the essence of our focus on environmental data. The Master Logo should be used prominently on key brand assets, including the website, app splash screens, official documents, and marketing materials. When placing the logo, ensure it has sufficient space around it to maintain its visual impact. This logo is available in full color, vibrant blue, and white variations to adapt to different backgrounds, ensuring consistent recognition across all mediums.

Master Logo



Master Logo. Landscape version

 silencio



 silencio



 silencio



Silencio Icon Logo



Logo Safe Area

The safe logo area ensures the logo is not compromised by other elements and helps it stand out. Whenever possible, leave more space around the logo than the minimum clear space.

****Minimum clear space**** is equal to 50% of the height of the core logo. Don't place photos, typography, partner logos or other graphic elements inside the minimum clear space.





Everyday use icons

