



BRAND GUIDELINES



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INTRODUCTION

About Action Coin

The Action Coin Platform represents over 1 Million Action collectors and customers from more than 200 countries and territories. It is the basis of an incentive-driven rewards program with “points” that are rewarded in the form of a decentralized, block-chain-based digital asset known as Action (“ACTN”). Action may be redeemed for member-only discounts on a growing list of products and services offered through our business network.

LOGO

Logo elements

When using the Action Coin logo the two elements are to be separated only in occasions when the peak is used separately as an icon (for ref. see icons).

Logo proportions

In order the Action Coin logo to look at it's best, the following proportions need to be followed when placed next to other logos or borders.



the distance between the action coin logo and other logos and borders, should be not less than half of the size of the logo (top-bottom) and half the size of the symbol (on both sides)



LOGO

Logo variations

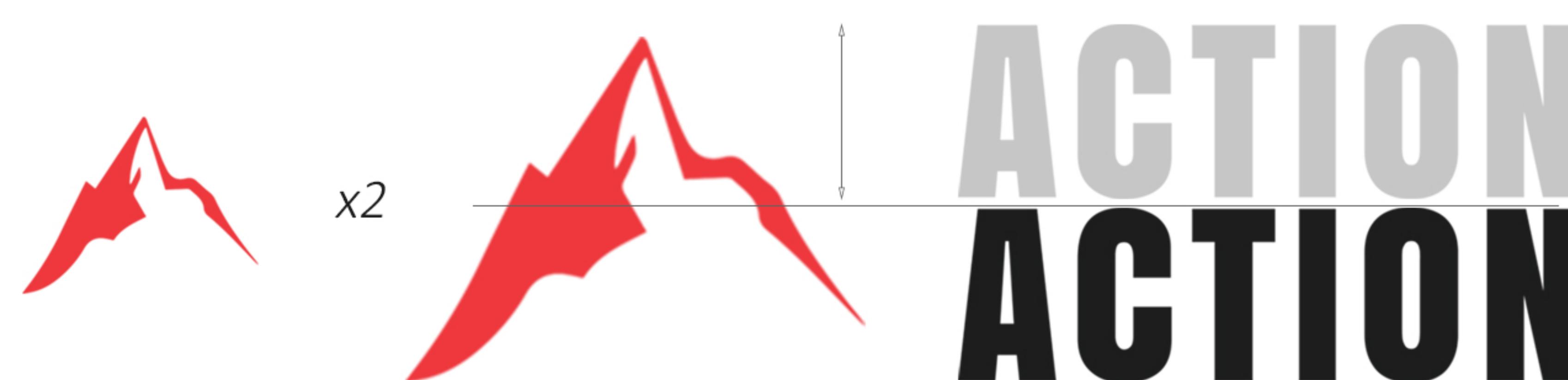
In some cases, in order to maintain the visual harmony of the images and the position of the logo, the logo can be situated vertically.

Meaning the peak can be situated above the letters, as shown.

the distance between the action coin logo and other logos and borders, should be not less than half of the size of the logo (top-bottom) and half the size of the symbol (on both sides left and right)



in case the the logo is used vertically the peak element is scaled as follows



LOGO do's

Correct use of the logo:

*You may use logos in different variations,
all in compliance with the official color
scheme of the brand.*

In order to follow the brand consistency, the correct usage of the logo is shown bellow

full color logo on white background



red logo on white background



black logo on white background



full white logo on red background



full white logo on black background



LOGO don'ts

Incorrect use of logos:

Don't use logos in a way that makes it illegible- e.g. dark logo on dark background, logo on complicated backgrounds.

In order to follow the brand consistency, the usage of the logo as shown bellow is not permitted.

any other color different
from the main colors



change of the places of the colors



any distortion of the logo



black logo on red background



red logo on black background



gradients or any other background colors



FONTS

Main font
Sub font

The Action Coin's primary font is ANTON

ANTON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Action Coin subfont is CALIBRI

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

COLORS

Main colors

Action coin main colours are red, black and white.

Red is used for the peak.

Black is used for the name and mainly for typography.

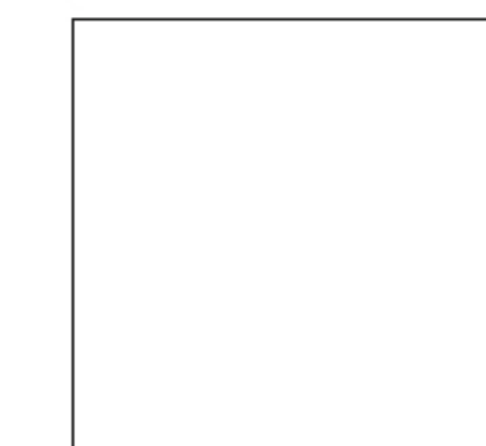
White is used for the background.



ee383d
COM92Y79K0
R238G56B61



1c1d1d
C73M66Y65K76
R28G29B29



ffffff
COM0Y0K0
R255G255B255

IMAGES/ICONS

Images:

In general- don't use Action Coin corporate logos on backgrounds that are different colour schemes than red/black/white/dark grey.

Icons:

Icons for Google Play, iTunes etc.

Action Coin logo may be placed on images as follows:

Examples



Action Coin logo may be used as an icon in the following variations:

Examples



COLLATERAL

Business cards
Pop-up Banner
T-shirts
Flyer
Stickers

Business cards



Pop-up banner



T-shirt



Sticker



POP-UP BANNERS

Standard sizes for pop-up banners:

85/200 cm - 33.46 in / 78.74 in

85/215 cm - 33.46 in / 84.64 in

80/200 cm - 31.49 in / 78.74 in

80/215 cm - 31.49 in / 84.64 in

100/215 cm - 39.37 in / 84.64 in



A BLOCKCHAIN-BASED REWARD PROGRAM



scan to visit our website



BUSINESS CARDS

Business cards:

Size in inches- 3.5 in x 2 in

Size in centimeters - 8.89 cm x 5.08 cm

The business cards should be printed on 14 point stock with semi-gloss coating on the logo.

front



back



T-SHIRTS

Front:

Size of the logo in inches: 5.55 x 5.90

Size of the logo in centimeters: 14.10 x 15

not less than 2.75 inch / 7 cm distance



FLYERS AND STICKER

Size of the flyer in inches: 5.83 x 8.27
Size of the flyer in centimeters: 14.8 x 21

front



back



Size of the stickers in inches: 2.44 x 2.95
Size of the stickers in centimeters: 6.21 x 7.5

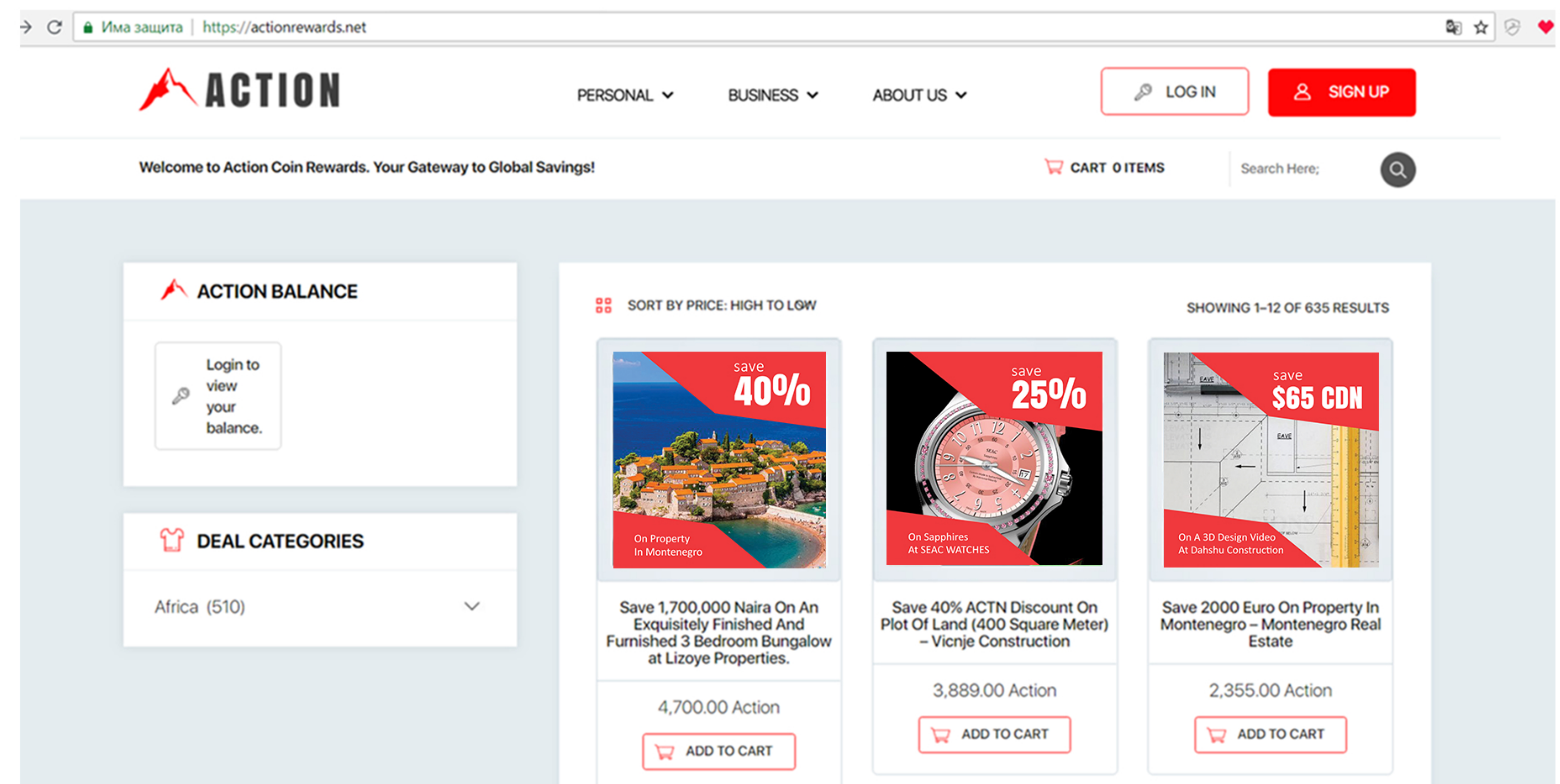


WEB

Images for website

Action Rewards Site Image Guidelines

Examples





THANK YOU