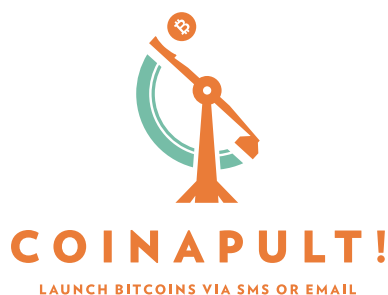


# Coinapult!

## Identity Guidelines

### LOGO

Full Color Version



Black and White Version



#### IMPORTANT:

Do not change the orientation, typography or color of your logo. Keep your logo inside a "safe area" with blank margins of at least 20% of the logo horizontal size.

### TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verlag Black

Verlag Book

(Hoefler and Frere Jones)

Use for Headlines and Important Text.

Avoid using it for long paragraphs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Droid Serif Bold

Droid Serif Regular

(Google Fonts)

Use for paragraphs and long texts.

Use for alternative headlines.

### COLOR

Block sizes suggest recommended percentage of usage

C054 M007 Y041 K000

R119 G188 B166

C005 M063 Y088 K000

R233 G124 B056



Main Brand Colors

C079 M052 Y000 K000

R059 G118 B187

C012 M009 Y012 K000

R221 G220 B216

C072 M065 Y065 K072

R034 G034 B034



Suggested Complementary Color Scheme