



TURTLECOIN

BRAND BOOK 2018

LOREM IPSUM

WHY GUIDELINES?

The following guidelines have been designed to help the community create a professional, powerful, easy and consistent brand identity that clearly communicates the TurtleCoin's community spirit.

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LOREM IPSUM

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Vel risus commodo viverra maecenas accumsan lacus vel facilisis volutpat.

All brand assets can be downloaded at turtlecoin.lol/brand

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THE WORDMARK

The TurtleCoin wordmark is representative of the TurtleCoin network and is favored when the focus of the document is the network as a whole, not only the Token.

90° rotations of the wordmark are allowed
e.g. vertical wallpapers, watermarks, posters,
etc.



STACKED VERSION

The vertical stacked version of the logo was created for those cases in which the horizontal version is not suitable, such as stickers, posters, profile pictures, etc.



THE SYMBOL

The TurtleCoin wordmark was created to represent privacy, union, simplicity and all the core values that it's community represents.

It can be separated from the Wordmark as long as the TurtleCoin Network's name is being prominently promoted in the document or page.



THE SHELL

The shell icon was created to represent the TurtleCoin token and is favored in place of the symbol in places which the prominence of the Network is not necessary or has already been established elsewhere in the document/page.



PRIMARY PALETTE

These are the colors of our core Identity.
Tempor id eu nisl nunc mi ipsum faucibus
vitae aliquet. Scelerisque felis imperdiet proin
fermentum leo vel orci porta. Nibh sed
pulvinar proin gravida hendrerit lectus a.

SECONDARY PALETTE

We like this colors too.

Tempor id eu nisl nunc mi ipsum faucibus vitae aliquet. Scelerisque felis imperdiet proin fermentum leo vel orci porta. Nibh sed pulvinar proin gravida hendrerit lectus a.

HOW WE TALK

Uplifting

Maecenas pharetra convallis posuere morbi leo urna molestie at. Ultricies mi eget mauris pharetra et ultrices neque ornare aenean.

Fun

Sed felis eget velit aliquet. Id neque aliquam vestibulum morbi blandit cursus risus at. Odio euismod lacinia at quis risus sed vulputate.

Inviting

Elit dignissim sodales ut eu sem integer vitae justo eget. Facilisis magna etiam tempor orci eu lobortis elementum nibh.

trtl_watermark_st_rgb.eps

Thanks!

All assets can be found at
turtlecoin.lol/brand