

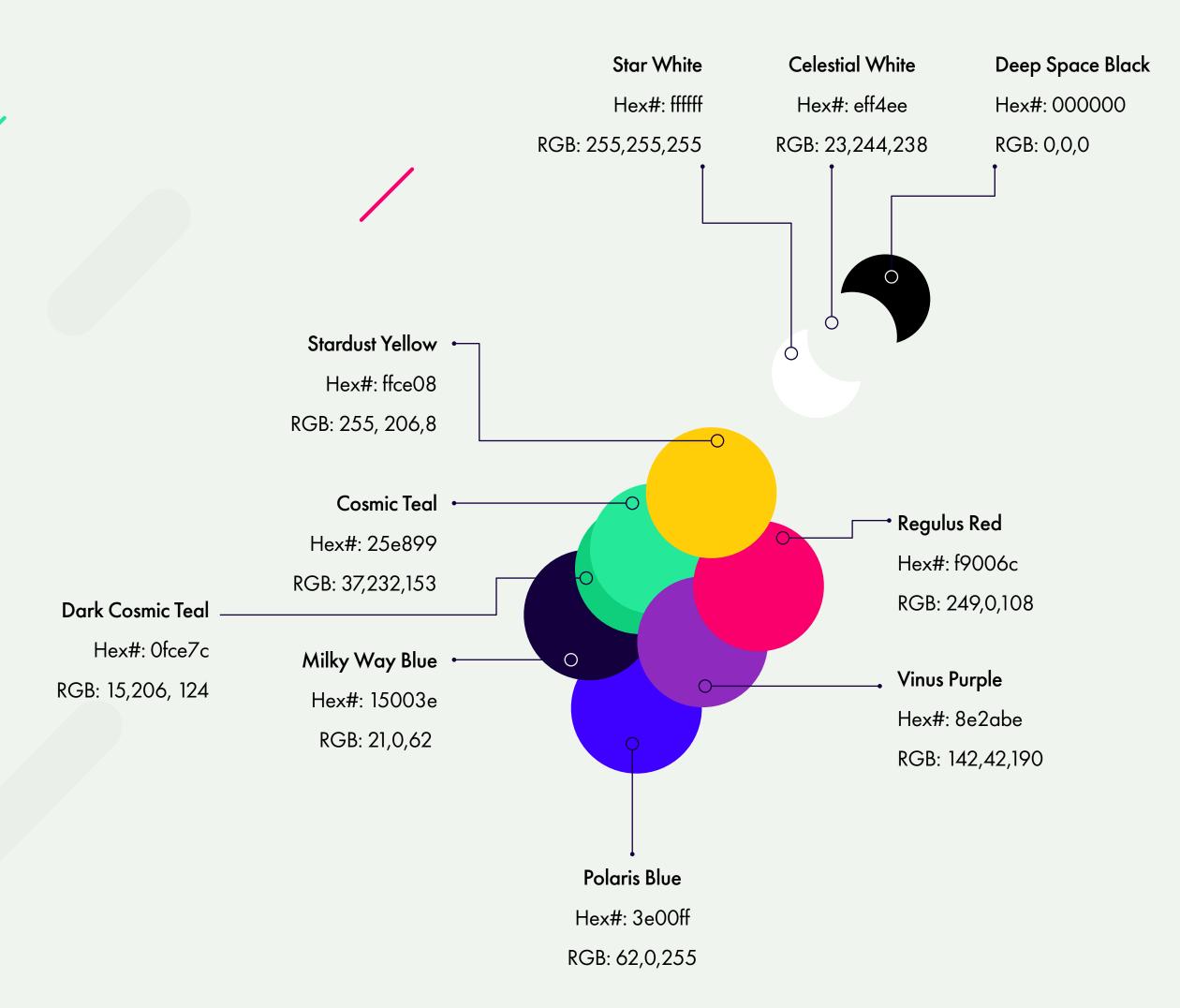
BUILD YOUR BOUNTY

A Quick Brand Guide

THE GITCOIN LOGOUSES WIDE-SET

Gitcoin body copy uses Futura Book Oblique. Futura is heavy-hitting geometric sans-serif. It strongly represents one of the most forward-thinking design movements—Bauhaus. No matter how it leans, Futura holds power, honesty and integrity—virtues that are deeply important to the success of Gitcoin.





The Gitcoin color palette is centered around incomparable inclusivity. Combining retro & future allows the consumer-facing palette to stay fun, refreshing & forward-thinking. Taking on classic singular colors, the Gitcoin brand also carries a distinctive ability to play to the more sophisticated side of VC's, Angel Investors and corporate clients.

Logomark







Favicon



