# BHOLDUS BRAND GUIDELINE

© 2021

01 / **LOGO.**

This is Bholdus' official logo

- Main colors is #1F2641 **(Dark Blue):**

- Colors in all other products should be one of the following: #1F2641 **(Dark Blue)**, #000000 (Black), or #FFFFFF (White).

#1F2641 **(Dark Blue)**

- Bholdus symbols:



White symbol



Dark blue symbol

02 / **FONT.**

- Official font pack: **Titilium** for Bholdus web/app/offline documents.

- Here is the link: **Download**

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z $ &
a b c d e f g h i j k l m n o p q r s t u v x y w z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z $ &
a b c d e f g h i j k l m n o p q r s t u v x y w z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V X Y W Z $ &
a b c d e f g h i j k l m n o p q r s t u v x y w z
1 2 3 4 5 6 7 8 9 0

- In normal documents like slides, marketing contents,, banners, etc,. Black (#000000)  is primary color on white background, and White (#ffffff) is the primary color on other color background
- You can emphasize important texts by using **this effect**: bold text with main color #1F2641 **(Dark Blue)**, or #000000 (White). See examples below:



**DECENTRALIZED
FINANCE EXCHANGE**

Bholdus blockchain network



**DECENTRALIZED
FINANCE EXCHANGE**

Bholdus blockchain network

# 03/ NAMING.

- Official name: **Bholdus & BHOLDUS**

- No blank space between the letters

**Bholdus**

✓ Correct

**BHOLDUS**

✓ Correct

**BHoldus**

⊗ Incorrect

**BHoldUs**

⊗ Incorrect

**bholdus**

⊗ Incorrect

**bHOLDUS**

⊗ Incorrect

**bHoldus**

⊗ Incorrect

**bHoldUs**

⊗ Incorrect

04 / **CORRECT & INCORRECT**

- Our logo have only 2 version of color: Dark blue & white, all the other color is incorrect.



✓ Correct                    ✓ Correct

Correct



Correct



Correct



Correct



Correct

Incorrect

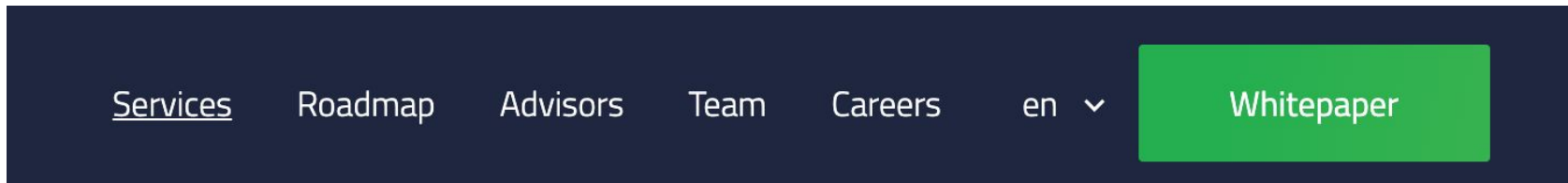

Incorrect



Incorrect



Incorrect



Incorrect

05 / DOCUMENTS

- In normal documents such as slides, banner, and other marketing contents:
  - Black is primary color (#000000) on white background,
  - White (#ffffff) is primary color on other color background
- You can emphasize text by using **bold** font and one of the following colors:  #1F2641 (Dark Blue), #000000 (Black), #FFFFFF (White).
- Font/color for **online** documents:
  - Title: 22 point, Titilium, bold, #1F2641 (Dark Blue) or #000000 (black)

    Example: **This is title or THIS IS TITLE**

  - Body text: 16 point, Titilium, bold, #1F2641 (Dark Blue) or #000000 (black)
- Using font/color for **offline** document:
  - Title: 14 point, Titilium, bold,  #1F2641 (Dark Blue) or #000000 (black)
  - Body text: 12 point, Titilium, bold, #1F2641 (Dark Blue) or #000000 (black).

- Special Case: in some cases you can use #16B04B (Green) on #1F2641 (Dark Blue) background (website)



- Note that this green will not be used in most of the cases. The Main color is still #1F2641 (Dark Blue).