TURTLECOIN

TURTLECOIN BRAND GUIDELINES

WHY GUIDELINES?

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

They are intended to be as unrestrictive as possible so that every member of the community can express their ideas freely,

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

CONTENTS

THE WORDMARK

The wordmark is representative of the TurtleCoin network and is favored when the focus of the document is the network as a whole. It is the preferred version of the logo.

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

STACKED VERSION

The vertical stacked variant of the logo was created for cases in which the standard 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 its community represents.

It can be separated from the wordmark as long as the TurtleCoin networks 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 in 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.

Their usage is prefered in cases which we need a stronger brand presence and/or go more in hand with the core TurtleCoin values.

#00843D

| #00632E | #339D64 | #66B58B | #99CEB1 |

#212721

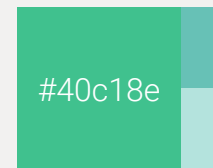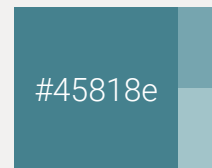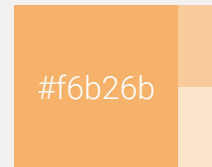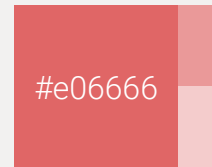| #000000 | #4D524D | #7A7D7A | #A6A9A6 |

#F2F1F0

| #FFFFFF | #D7DBD4 |

8

SECONDARY PALETTE

We have chosen to add a secondary palette so everyone has a chance to freely create and design their own assets and designs.

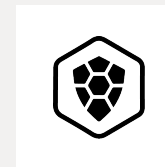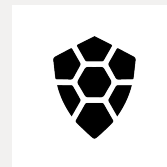If you're not sure about a certain design, feel free to ask the community!

#e06666

#6d9eeb

#f6b26b

#8e7cc3

#45818e

#40c18e

AVAILABLE COLORWAYS

These are the prefered ways for the logo to be presented to a bigger audience, like marketing materials, official social media accounts, and core projects.

We don't have a say over memes though.

Green on white/light background

Dark on white/light background.

Light on dark/color background.

SAFE ZONE

The safe zone for almost every version is represented by the height of the central hexagon in the symbol. The only exception being the vertical variant, where the width of the O is used.

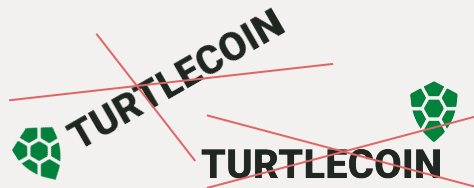Necessary clear space is built into the core files.

RESTRICTED USE

✔ Follow this book

❌ Rotate or rearrange the elements

❌ Stretch or distort the logo

❌ Change the elements colors

TYPOGRAPHY

Roboto

The Roboto font family is the one present in the wordmark and the main font to be used when wanting to clearly and objectively communicate information.

aA

123456789

Montserrat

We use the Montserrat font family for storytelling, expressing opinions and calls to action.

aA

123456789

HOW WE TALK

Uplifting

We want to have the perfect first impression for people tired of empty promises and projects with no real value. We want them to feel like they can make a difference with TurtleCoin.

Fun

We are a brand that relies on people -both the people who spend hours on awesome projects for the network and those who embody the TurtleCoin spirit of community and union.

Inviting

We are open and accessible to anyone and everyone who wants to assist and help the TurtleCoin mission spread across the globe. Even if you don't, we will make you feel at home.

Variant

Color
Format

File
Format

turtlecoin_wordmark_s_c_rgb@2x.png

Version

Color

Size

	Web / @2x / @HD	Print
	turtlecoin_wordmark_s_g_hex.png	turtlecoin_wordmark_s_g_cmyk.eps
	turtlecoin_wordmark_s_l_hex.png	turtlecoin_wordmark_s_l_cmyk.eps
	turtlecoin_wordmark_s_d_hex.png	turtlecoin_wordmark_s_d_cmyk.eps
	turtlecoin_wordmark_v_g_hex.png	turtlecoin_wordmark_v_g_cmyk.eps
	turtlecoin_wordmark_v_l_hex.png	turtlecoin_wordmark_v_l_cmyk.eps
	turtlecoin_wordmark_v_d_hex.png	turtlecoin_wordmark_v_d_cmyk.eps
	turtlecoin_symbol_g_hex.png	turtlecoin_symbol_g_cmyk.eps
	turtlecoin_symbol_l_hex.png	turtlecoin_symbol_l_cmyk.eps
	turtlecoin_symbol_d_hex.png	turtlecoin_symbol_d_cmyk.eps
	turtlecoin_icon_c_hex.png	turtlecoin_icon_c_cmyk.eps
	turtlecoin_icon_l_hex.png	turtlecoin_icon_l_cmyk.eps
	turtlecoin_icon_d_hex.png	turtlecoin_icon_d_cmyk.eps

Fin

Inspired by Ubuntu Design
https://design.ubuntu.com/