



TURTLECOIN

BRAND GUIDELINES

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 spirit.

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

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

Guidelines by

Adjoining#9874

TRTLV2HYMXXDBXT21DUYPN6KMDVE22CPZHHPU3JUDEPUA9KP86FULZSFSJZAEFGY9V6VBB0YYHTOFSVCWJ8ATN2VEVV34VURE84

ostettd#3098

TRTLUZJTT8FYJN8ABHCXZQIPIGS6QAPWEBCF4TANZFTUDNEQK9QHUBNGPXCBY1V6Y5PAFWYA1YFGCGQCUIGQZZ2KKBT4VA6ILF

WORDMARK **1**

STACKED **2**

SYMBOL **3**

TICKER **4**

PRIMARY COLOURS **5**

SECONDARY COLOURS **6**

SAFETY ZONE **7**

INCORRECT USAGE **8**

TYPE FAMILIES **9**

LANGUAGE **10**

FILE CHEAT SHEET **11**



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 primary and preferred version of the logo. 90° rotations of the wordmark are permitted.



STACKED

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



TURTLECOIN



SYMBOL

The TurtleCoin symbol 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.



TICKER

The ticker icon was created to represent the TurtleCoin token. It 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.



PRIMARY COLOURS

This is the palette of our core Identity.

It's usage is preferred in cases in which you need a stronger brand presence in hand with the core TurtleCoin values.

C: 88	R: 0
M: 23	G: 133
Y: 100	B: 61
K: 10	H: 00853D

C: 72	R: 33
M: 62	G: 38
Y: 69	B: 33
K: 72	H: 212621

SECONDARY COLOURS

We have a secondary palette so everyone has more freedom in designing their own assets. You are permitted to use any varying shade or tint of these colours that you see fit.



H: 40C18E



H: 6D9EEB



H: 45818E



H: 8E7CC3



H: DE5F5F



H: F6B26B



H: FAC5C3

SAFETY ZONE

The safe zone for every logo version is represented by the height of the central hexagon in the symbol.

Necessary clear space is built into the core files.



INCORRECT USAGE

Here are some, but not limited to, incorrect usages of the logos.

- Do not stretch or distort them
- Do not place non white version on full colour
- Do not alter the colours of them
- Do not rotate them (90° is acceptable)
- Do not use low-res images (our Github files only)



TYPE FAMILIES

The two type families for use in TurtleCoin materials are Roboto and Montserrat, which are available for free on our Github.

Roboto is the family to use for the main body copy inside any given document.

All typefaces inside the respective families are valid.

Montserrat

Roboto

LANGUAGE

UPLIFTING

We want to give the best first impression to people tired of empty promises, and projects with no real value. People should feel like they can make a actual difference with TurtleCoin!

FUN

We are a brand that relies soley on people who would spend time on awesome projects for the greater good of the network, community, and union. This is the way of the TurtleCoin spirit!

INVITING

We pride ourselves on being open to anyone who wants to assist and help TurtleCoin spread across the globe. There is always a place for you to fit in with the TurtleCoin community!

FILE CHEAT SHEET





turtlecoin_stacked_colour@2x.png

Version

Colour

Size

Format

	WEB	PRINT
	turtlecoin_wordmark_colour.png	turtlecoin_wordmark_colour.eps
	turtlecoin_wordmark_white.png	turtlecoin_wordmark_white.eps
	turtlecoin_stacked_colour.png	turtlecoin_stacked_colour.eps
	turtlecoin_stacked_white.png	turtlecoin_stacked_white.eps
	turtlecoin_symbol_colour.png	turtlecoin_symbol_colour.eps
	turtlecoin_symbol_white.png	turtlecoin_symbol_white.eps
	turtlecoin_ticker_colour.png	turtlecoin_ticker_colour.eps
	turtlecoin_ticker_white.png	turtlecoin_ticker_white.eps



SLOW & STEADY