

Brand Guideline



Choice Coin



Overview

These brand guidelines are designed to provide relevant, practical insights into how the Choice Coin brand purpose and strategy can be visually articulated.

This guide should provide the tools you need to communicate to your team, your partners and users.



Choice Coin

ABOUT

Choice Coin is a governance token and open source software for decentralized voting. The Choice Coin Network is prioritizing democracy and will incentivize its participants to help it fundamentally change how decisions are made on a large scale. Choice Coin solves the decentralized voting problem by introducing a digital asset for voting on a distributed ledger.



Choice Coin





Logotype

01

Brand Colors



#000B23



#445066



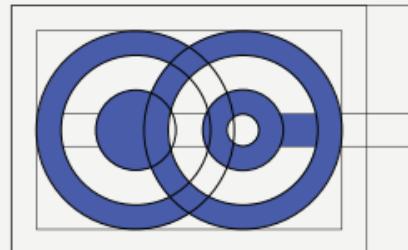
#4354F9



#41ABFF

Choice Coin

Logo Construction





Choice Coin



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Typeface & Font Usage

- **Aa**
Raleway - Bold
Aa Bb Cc Dd
1234567890

 - **Aa**
Raleway - SemiBold
Aa Bb Cc Dd
1234567890
-



Choice Coin



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Mockup



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