



# Branding guidelines

November 2020

# Contents

## The logo

Main logo	3
Logo variations	4 – 5
Logo usage	6

## Colors

Color palette	7
Primary colors	8
Secondary colors	9
Additional colors	10
Color usage	11

## Typography

Font family	12
Font usage	13

## Graphic elements

Patterns	14
Icons	15
Watermark	16

## Main logo



The logo is a graphic comprised of the [wordmark \(logotype\)](#) and figurative [mark \(symbol\)](#). It can also include a [slogan](#), usually beneath the wordmark.

The lettering is created using the Renogare Soft typeface and the curved shapes which form the symbol are inseparable.



# Logo variations



The default logo should be used on a white or light gray background.  
Do not use it on complex or dark background colors.



The grayscale version of the logo should be used in exceptional cases,  
for example on grayscale compositions or if other logos are grayscale too.



The white version should be used on dark-colored backgrounds, in case the  
default logo merges with the background or is not distinguishable.

## Logo variations



The white-mixed version should be used on the brand dark-blue color background,  
or in case the default logo merges with the background.



The default logo can be applied on Brand yellow color too,  
or other yellow hues.



In case the background is filled with a light blue color,  
the white version of the logo should be used.

# Logo usage



## CLEAR SPACE

Give the logo space. To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.

The height of the "o" letter of the logo is taken as a guide to define the exclusion zone.

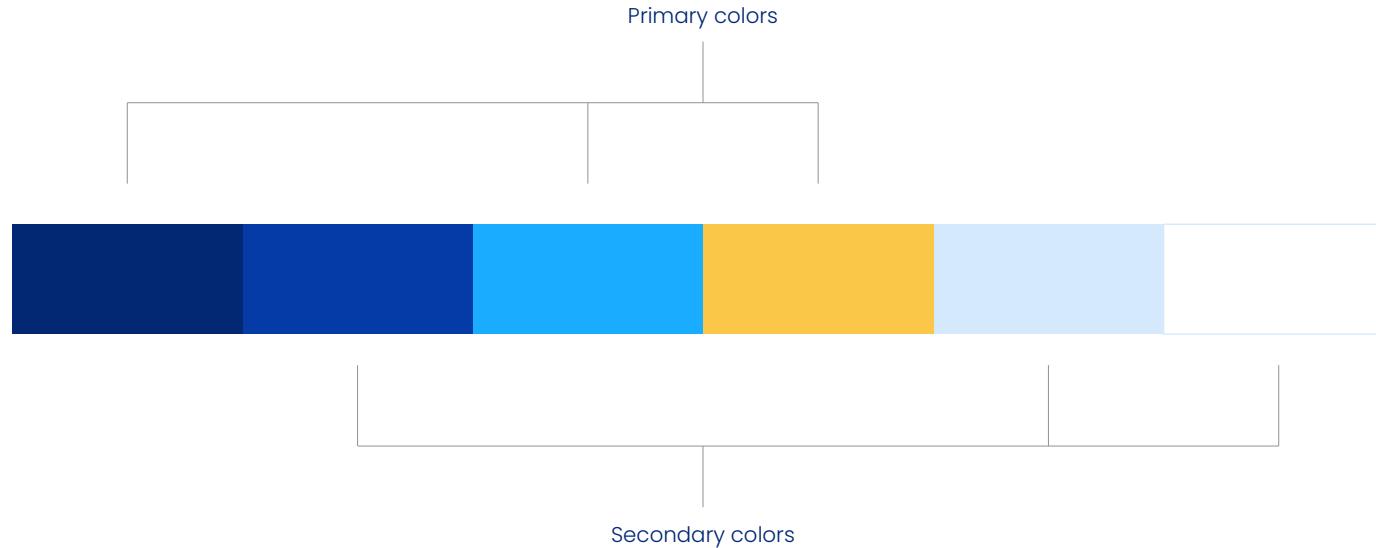


## MINIMUM SIZE

Adhering to the minimum sizes defined below will ensure legibility and recognition of the logo.



# Color palette



## COLORS

The colors are as important to us as the logo itself. They're part of the brand's personality.

We have established three primary colors: **Royal Blue**, **Sky Blue** and **Yellow**. Primary colours are the main colours of the brand identity so they have the strongest presence on our brand.

The secondary colours are: **Klein Blue**, **Beau** and **Pure White**. They provide flexibility when you need to present a large variety of elements. They should be used to support the primary palette, never dominate the piece.

# Primary Colors



**ROYAL BLUE**

HEX #022873

RGB 2 40 115

CMYK 100 88 31 14

Pantone 2147 C



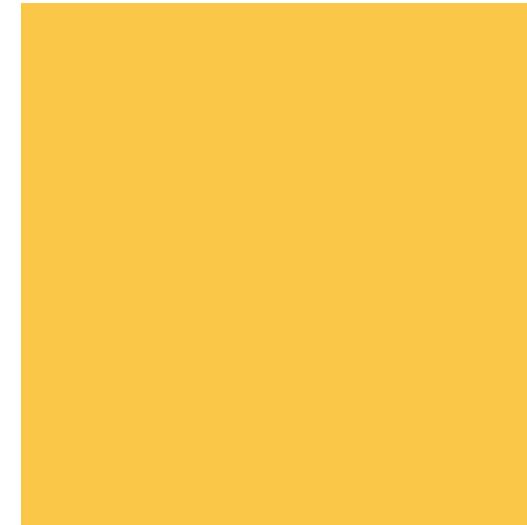
**SKY BLUE**

HEX #1AADFF

RGB 26 173 255

CMYK 68 20 0 0

Pantone 306 C



**YELLOW**

HEX #FAC748

RGB 250 199 72

CMYK 2 24 79 0

Pantone 1225 C

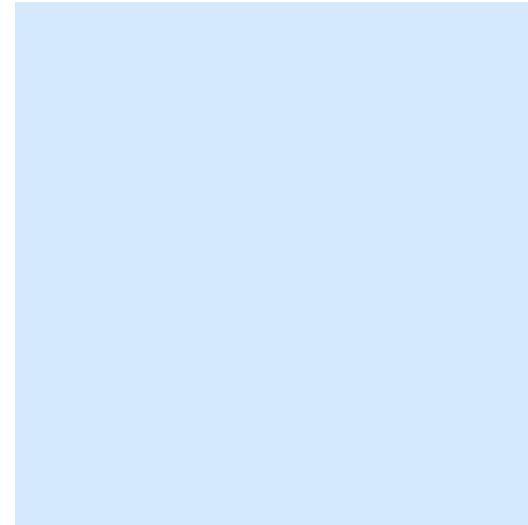
HEX is for web use only. RGB is for digital use only. CMYK and Pantone are for print only.

## Secondary Colors



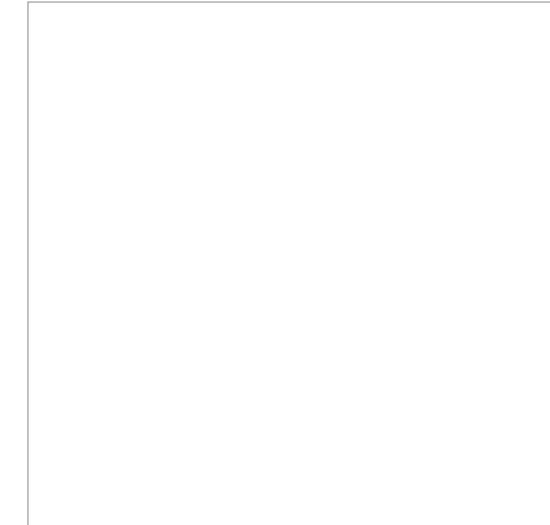
**KLEIN BLUE**

HEX	#053BA6
RGB	5 59 166
CMYK	98 78 0 0
Pantone	293 C



**BEAU**

HEX	#D4E9FC
RGB	212 233 252
CMYK	20 3 0 0
Pantone	657 U



**PURE WHITE**

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0
Pantone	-

HEX is for web use only. RGB is for digital use only. CMYK and Pantone are for print only.

## Additional Colors

### TRADING

For use as the up and down (bid & ask),  
the following colors should be used.



### IMPERIAL RED

HEX	#E63946
RGB	230 57 70
CMYK	188 65 0

### EMERALD

HEX	#2DD881
RGB	45 216 129
CMYK	66 0 66 0

HEX is for web use only. RGB is for digital use only. CMYK and Pantone are for print only.

# Colors usage

## BACKGROUNDS

For use as background and large - scale background panels or blocks.



**PURE WHITE**

HEX #FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0  
Pantone -



**BEAU**

HEX #F3B7B2  
RGB 212 233 252  
CMYK 20 3 0 0  
Pantone 657 U

## CALL-TO-ACTION

All text and button calls-to-action on the website should run in this colors to grab maximum attention.



**ROYAL BLUE**

HEX #022873  
RGB 2 40 115  
CMYK 100 88 31 14  
Pantone 2147 C

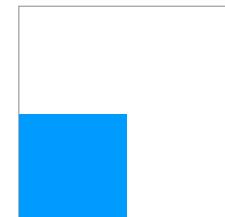
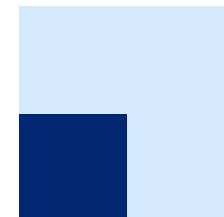
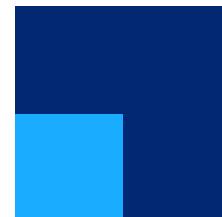


**YELLOW**

HEX #FAC748  
RGB 250 199 72  
CMYK 2 24 79 0  
Pantone 1225 C

## COMBINATIONS

It is possible to use the following color combinations for different purposes, for examples icons, patterns, buttons.



Learn more

Sign in

Sign out

No, thanks

Sign in

Sign out

## Font family

# Poppins

Poppins is the main font and must be used as often as possible. It's modern and sophisticated. It feels authentic and familiar.

Poppins is a [Google font](#) and should be used in all marketing collaterals and on the website. The [Semibold](#) version should be used as Title or Header font, while [Regular](#) or [Light](#) as body text font.

Light

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

Regular

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

Medium

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

Semibold

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

## Font usage

# Lorem

### Large Headlines

Poppins Semibold

# Lorem ipsum

### Headers & Titles

Poppins Semibold

  Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure nisl ut aliquip ex ea commodo consequat.

### Body text

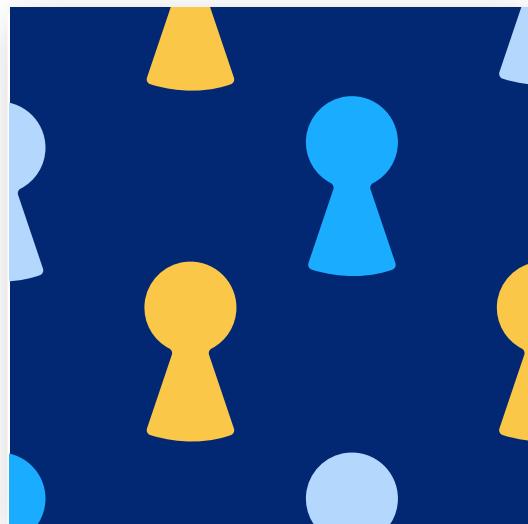
Poppins light/regular

  Lorem ipsum dolor sit amet, consectetuer adipiscing elit,

### Captions

Poppins medium

# Patterns



nr. 1



nr. 2

A card-based design element. At the top, there's a decorative bar with four keyholes in yellow, light blue, and medium blue colors. Below this, the main content area features the text "Payments infrastructure" in a large, bold, dark blue font. Underneath the title is a short paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh eti euismod tincidunt ut laoreet dolore magna aliquam erat." At the bottom are two call-to-action buttons: a dark blue button on the left labeled "Learn more" and a yellow button on the right labeled "May be later".

**Payments  
infrastructure**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh eti euismod tincidunt ut laoreet dolore magna aliquam erat.

Learn more

May be later

## Icons



round square  
version



round  
version



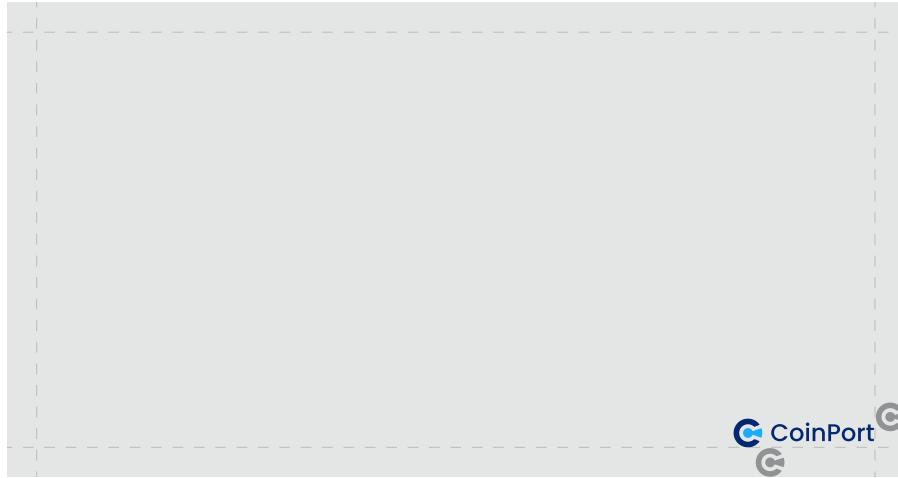
alternate icons

The CoinPort icon is a smaller representation of the brand for the browser and for the mobile interfaces.

Favicon can be used as [32x32px](#).



# Watermark



correct logo placement on an artboard



default version of logo

## PLACING LOGO ON PICTURES

If the logo is placed on the pictures as a secondary element (such as watermark), use the right lower corner as a primary logo placement area. If the image doesn't allow the logo to be legible in the right lower corner, place it in other corners respecting the safe areas.

Use the white logo version on complex backgrounds and the default logo on white or light gray backgrounds.



white version of logo