

# Crypto Waffle

FEATURING FINANCIAL  
NAVIGATOR AND CRYPTOSI

# Brand GUIDE

ACHIEVING  
CREATIVITY &  
CONSISTENCY

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# ABOUT

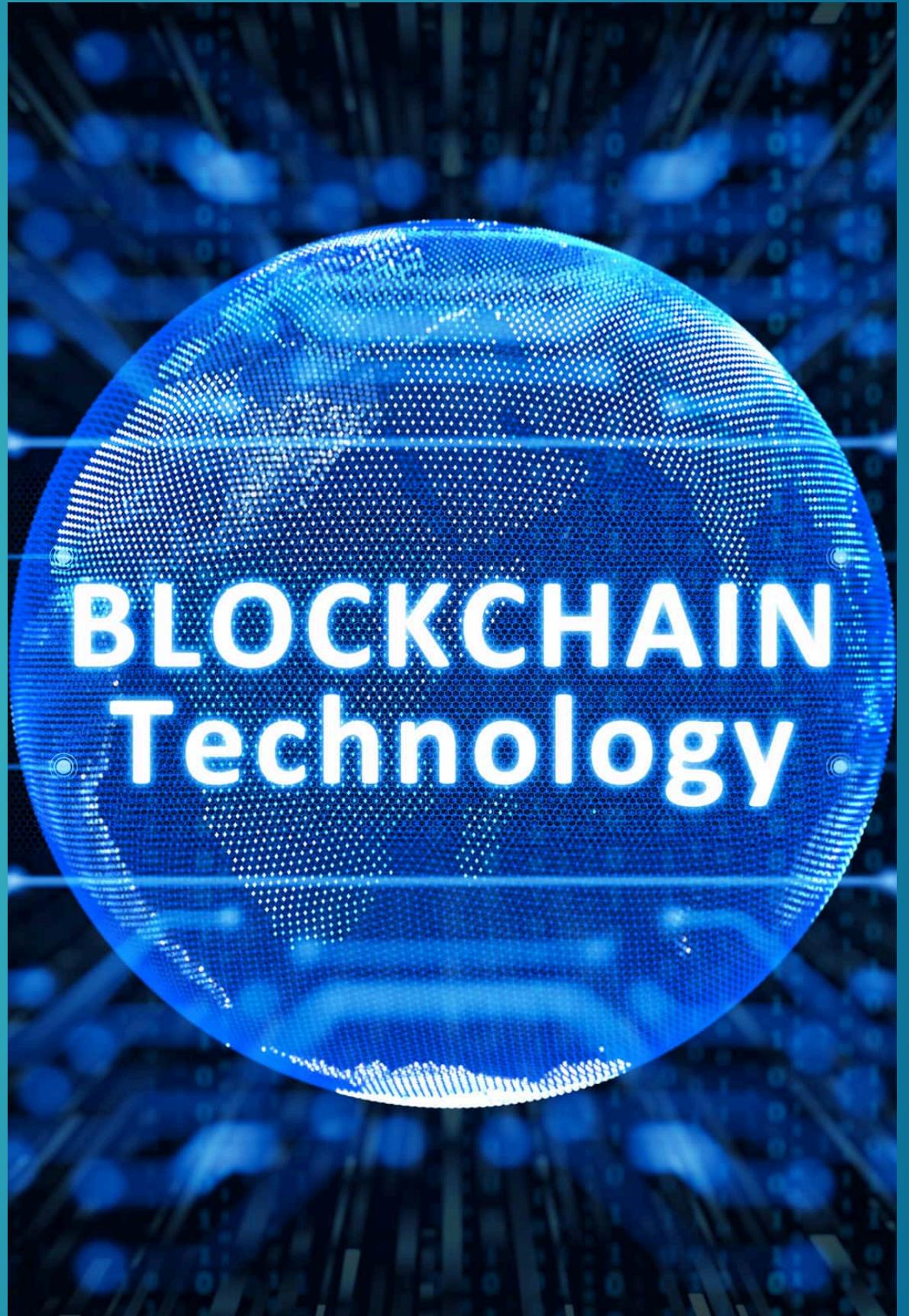
UNVEILING OUR STORY,  
INSPIRING CONNECTIONS

## VISION AND MISSION

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Crypto Waffle is a dynamic Instagram live show where finance meets crypto technology every Monday at 6 PM (UK time). Hosted by Financial Navigator, an expert in macroeconomic trends and chart analysis, and co-hosted by CryptoSI, a crypto OG with rich technical insights, Crypto Waffle offers a blend of education, engagement, and entertainment for crypto enthusiasts of all levels.

Each one-hour episode dives into diverse topics—ranging from making money in crypto to understanding the latest blockchain advancements. Through real-time analysis, live Q&A, and fascinating stories, Crypto Waffle keeps the world of crypto accessible and fun. Our goal is to empower our audience with knowledge and connect with a passionate community that's eager to explore, understand, and succeed in the ever-evolving crypto landscape.

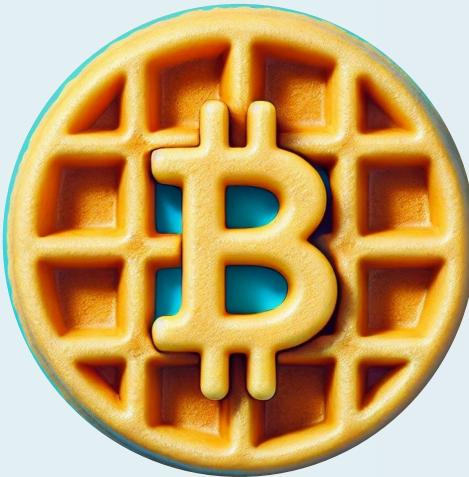


# LOGO

## SYMBOLIZING EXCELLENCE, GUIDING IDENTITY

### CLEAR SPACE GUIDELINES

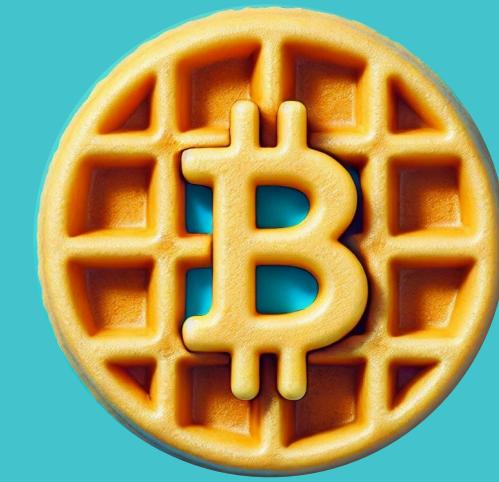
Take note of the usage on backgrounds



CRYPTO WAFFLE



CRYPTO WAFFLE



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# COLORS

SUBTLE HUES,  
HARMONIOUS ELEGANCE

## COLOR USAGE RULES

Carefully use of the colors listed in design of flyers, banners, and videos

COLOR CODE  
##43C4CC



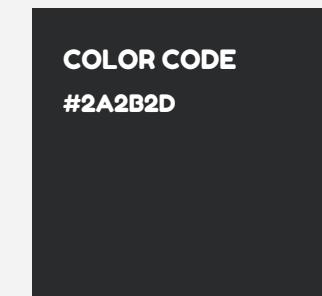
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COLOR CODE  
#FFD878



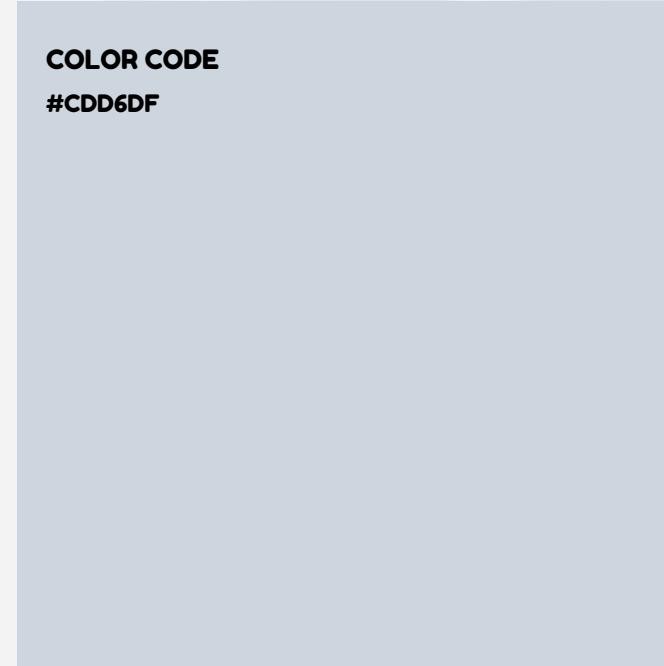
COLOR CODE  
#2A2B2D



COLOR CODE  
#80858B



COLOR CODE  
#CDD6DF



# TYPOGRAPHY

WORDS THAT SPEAK,  
FONTS THAT DEFINE

Aa

## FREDOKA FONT

AaBbCcDdEeFfGgHhIiJjKk

LlMmNnOoPpQqUuRrSsTtUu

VvWwXxYyZz

1234567890

!@#\$%^&\*()\_+<>?/\

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# TYPEFACE

Aa

## FREDOKA BLACK

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789@#\$%&\*+!

Bb

## FREDOKA WHITE

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789@#\$%&\*+!

# IMAGERY

## VISIONS UNLEASHED, STORIES CAPTURED

### IMAGE USAGE RULES

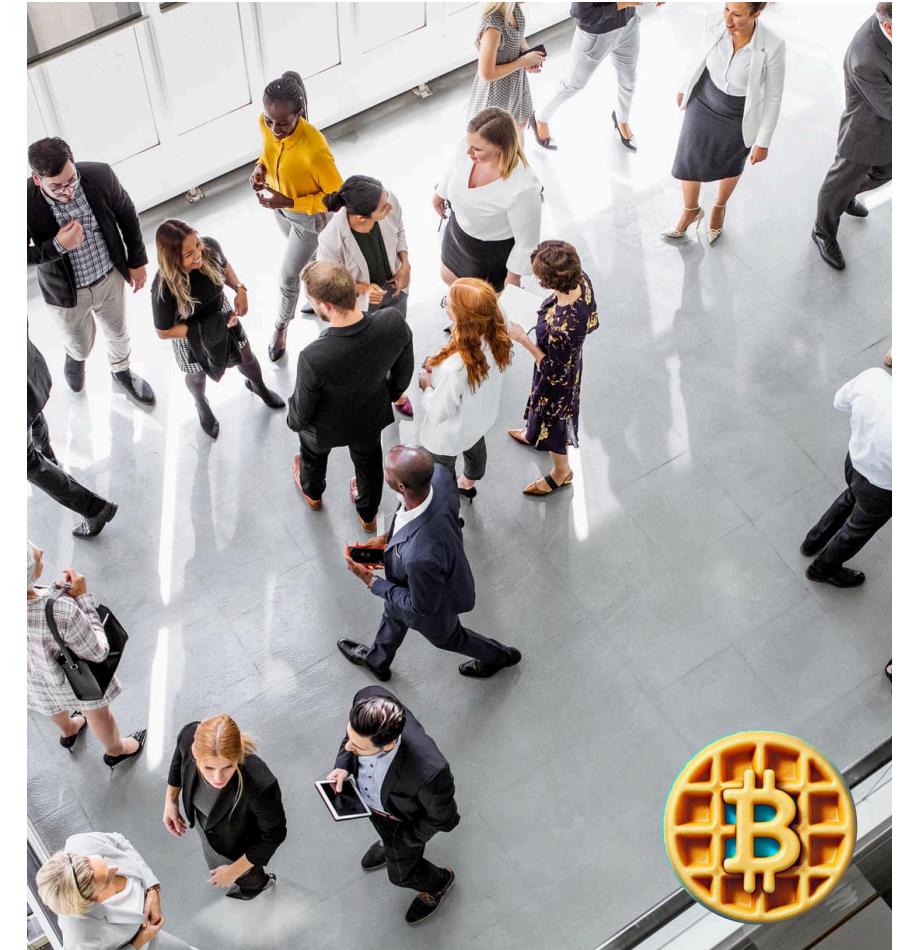
**Kindly take premium note on the usage of the logo on images. Make sure you go by the rules of the placement here. It has to be seen clearly on anywhere it used.**



BANNER USAGE



INFORMATION LABEL

DISCUSSION SNAP  
LABEL

EVENT SNAPS

# MOCKUP

DESIGNING FUTURES,  
SHOWCASING POTENTIAL

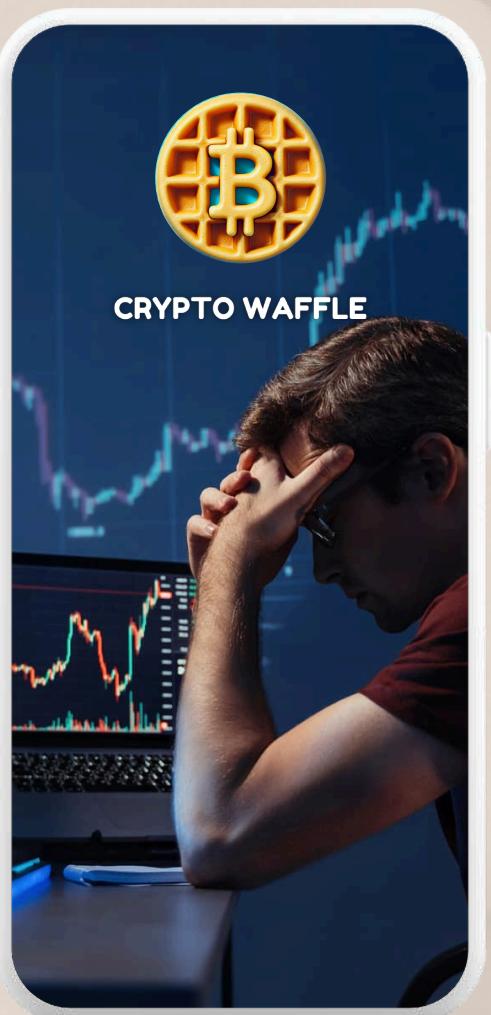


Show off the beauty of  
the identity with nice  
placement like this.



DESKTOP LANDING  
PAGE

MOBILE LANDING  
PAGE





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# THANK YOU!