



BRAND GUIDELINES 2022

DEVELOPED BY **La bru
nette**

OVER VIEW

This guide was developed in order to lead guidance regarding the logo and the principles elements of it such as typography, color, patterns, etc., for a proper use of them and to help maintain the Cryptocanal brand consistency.

OUR BRAND

LOGO USAGE

MAIN LOGO

To be mainly used on any platform that doesn't have any kind of restriction.

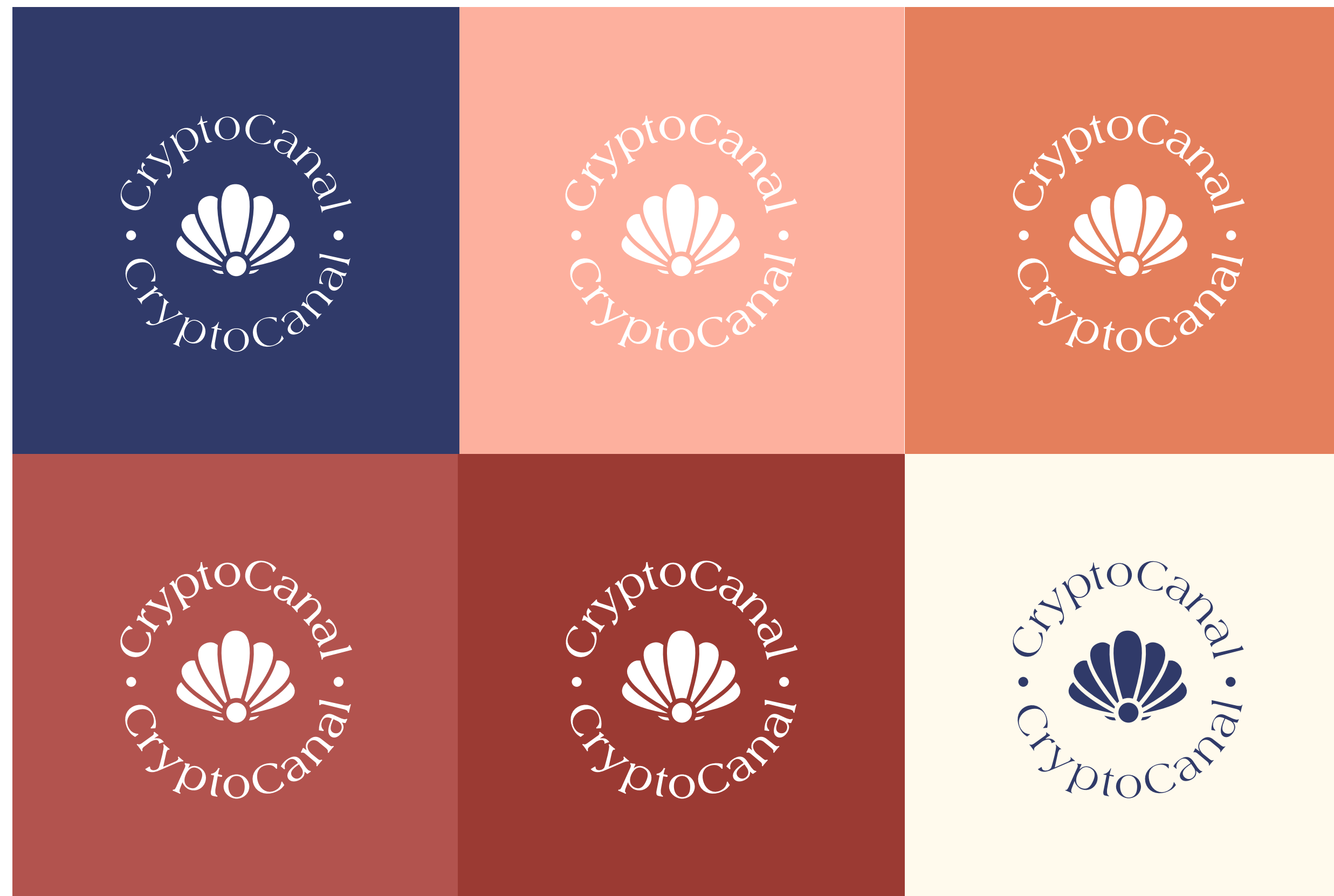


MAIN LOGO

SINGLE COLOR

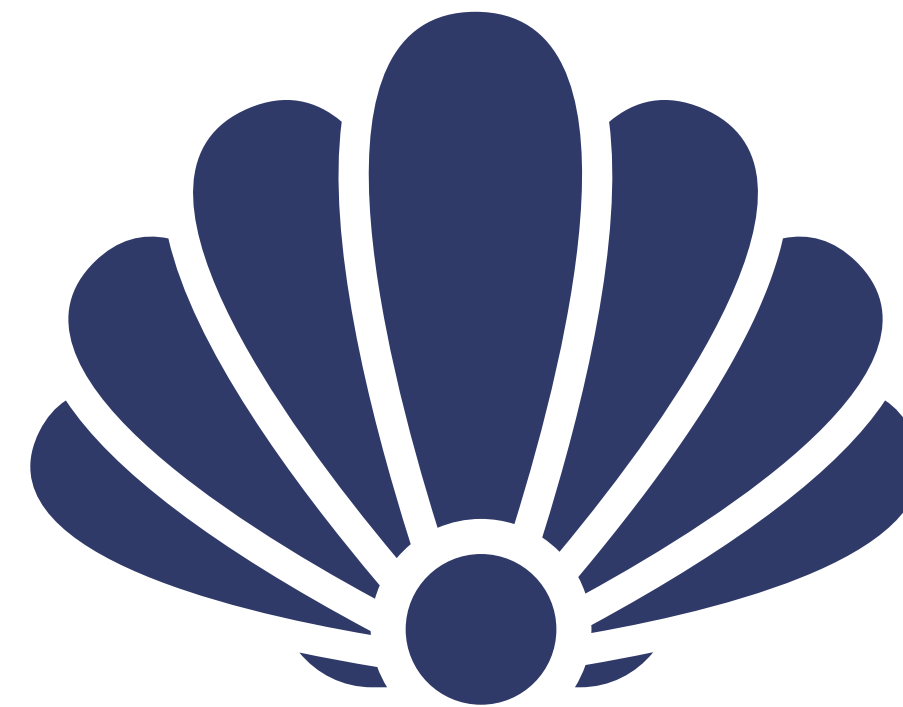
This version could be used in cases where single ink printing is necessary.

It's recommended to use the brand color that creates more contrast with the background.



BRAND MARK

This version was created to
be used as an icon where
space is limited.

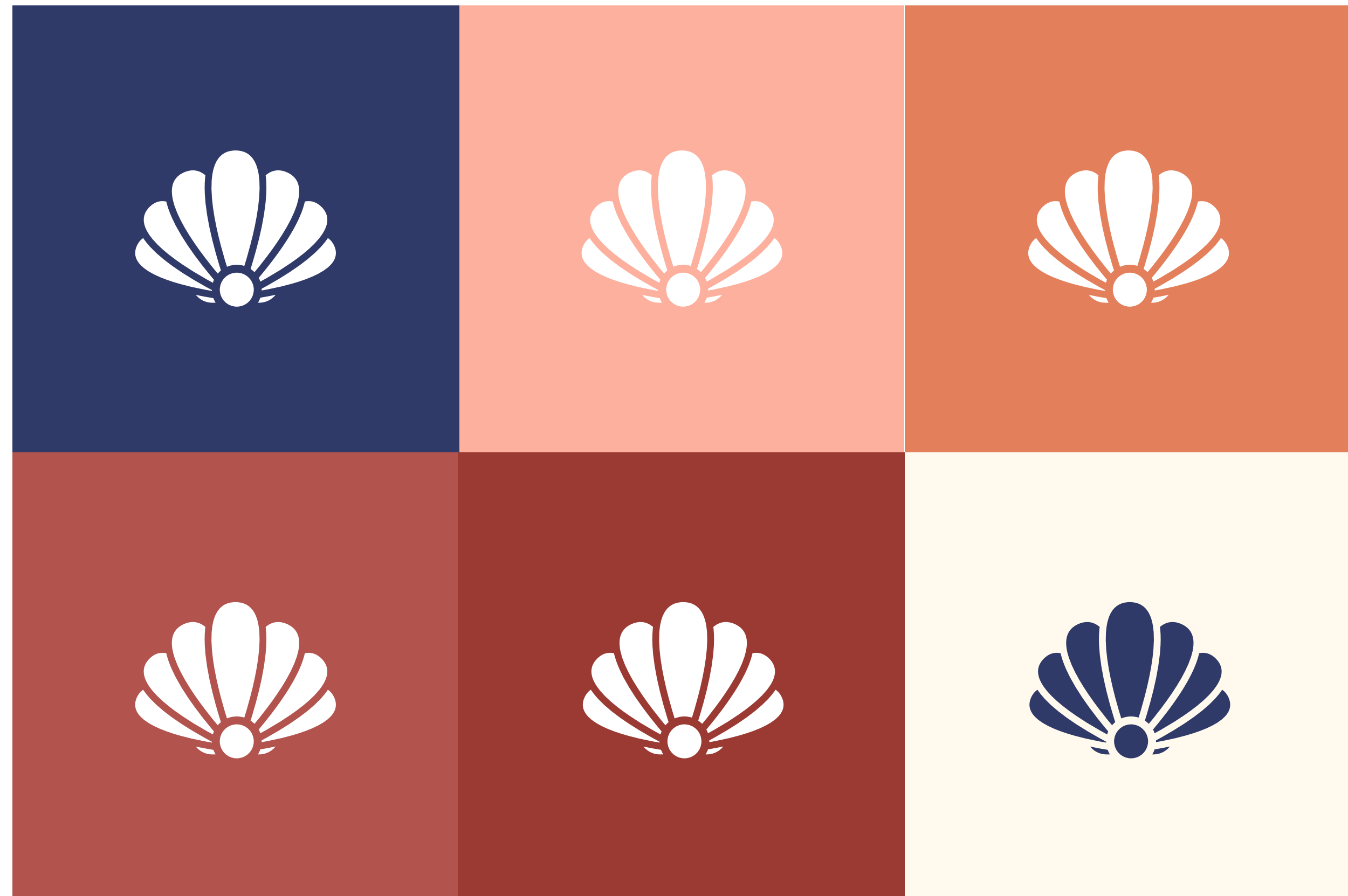


BRAND MARK

SINGLE COLOR

This version could be used in cases where single ink printing is necessary.

It's recommended to use the brand color that creates more contrast with the background.



VARIATIONS

These versions were created to be used when the logo is used in a very limited spaces.



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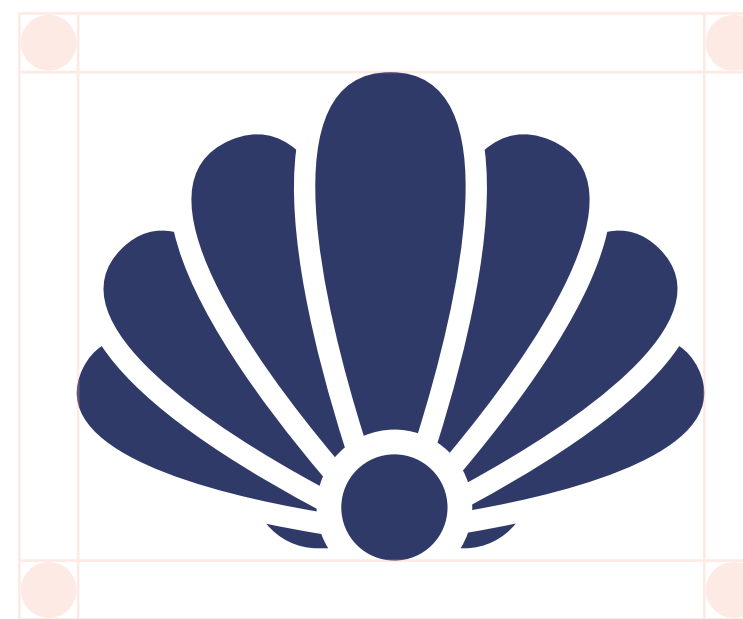
CLEAR SPACE

All logos must have a minimum space around them. A clear space is an invisible boundary around the logo that creates an area of isolation in order to avoid that additional elements as text, icons, etc., don't overlap the logo.

MAIN LOGO



BRAND MARK



VARIATIONS



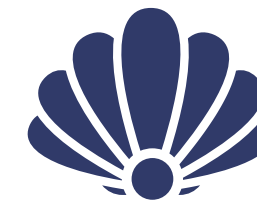
INCORRECT USAGE

To keep brand consistency,
its logo should never be altered.

The only permitted usage of
the logo are those published
in this guideline.

It is unacceptable to altered
the logo structure in any way.

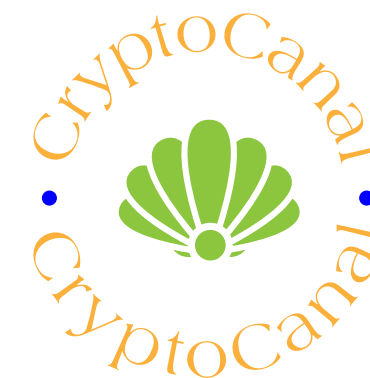
CryptoCanal



⊗ Do not create different layouts.



⊗ Do not stretch, squeeze, or distort the logo.



⊗ Do not change the color of any part of the logo.



⊗ Do not rotate the logo in any angle.



⊗ Do not add shadow, glow, blur or any other effect to the logo.



⊗ Do not alter the order of the elements in the logo.

BRAND COLORS



HEX 303A69
C93 M85 Y31 K19



HEX fdb09e
C0 M38 Y31 K0



HEX e47f5c
C7 M61 Y67 K0



HEX 9b3a33
C27 M87 Y82 K21



HEX b2534e
C23 M78 Y67 K10



HEX fffaed
C0 M1 Y6 K0

TYP GRAPHY

HEADLINE

TYPE FACE

Catchy Mager

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

@ # \$ % & ! ?

BODY

TYPE FACE

Rany

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

@ # \$ % & ! ?



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