



RCHAIN
COOPERATIVE

VISUAL SYLE GUIDE



INTRODUCTION

Here is guide to help us understand the basic elements that represent a unified and strong image of RChain Coop values to build better and more powerful communications



WHO WE ARE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut commodo diam libero vitae erat. Aenean faucibus nibh et justo cursus id rutrum lorem imperdiet. Nunc ut sem vitae risus tristique posuere. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut commodo diam libero vitae erat. Aenean faucibus nibh et justo cursus id rutrum lorem imperdiet.

OUR

BRAND

VALUES

LOGO

LOGOTYPE



This logo is used over with white background for darker background see alternatives below.

CLEAR SPACE



Whenever the logo is used, it should be surrounded by clear space to ensure it is visible and impact.

LOGO

VARIATIONS

There are a Couple of different ways to showcase the logo according to the usage



Colored



White



Grayscale



1- color black



1- color white

IMPROPER USAGE



To make the logo look as consistent as possible, examples as this should be avoided.

LOGO

THE MONOGRAM

An other correc use of the logo is the monogram. It is the logo without typography.



This monogram should be used as it was indicated for the whole logotype and also avoid the indicates improper uses.

APPLICATION USE



LOGO

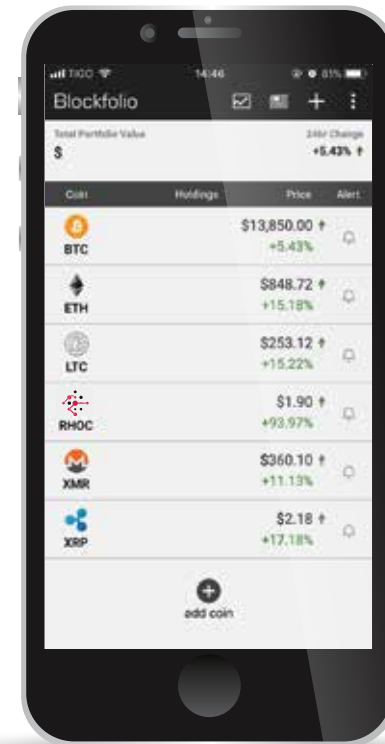
THE CURENCY LOGO



CLEAR SPACE



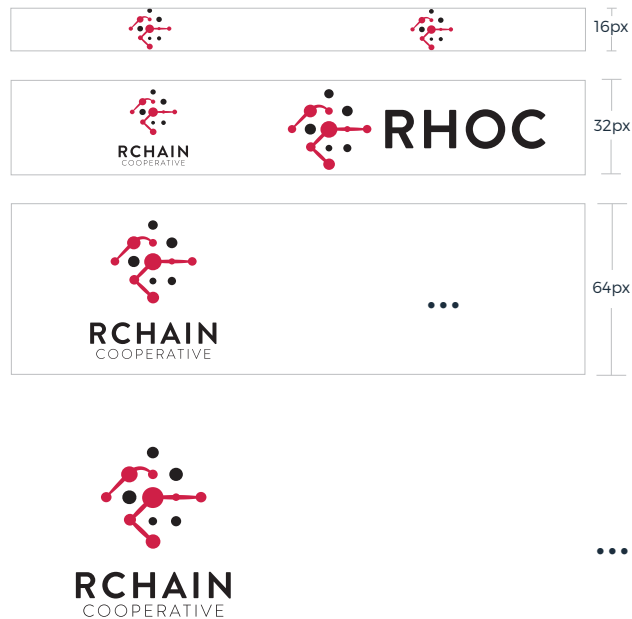
APPLICATION USE



LOGO

MINIMUM SIZES

The logo can be locked up in different ways horizontally and vertically



APPLICATION USE



LOGO

APPLICATION USE



FONT

HEADING

Montserrat

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

BODY

Avenir

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()

TYPOGRAPHY

FOR PPT USAGE

Myriad Pro

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 ñ o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * ()

Bold

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 ñ o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * ()

STYLE

PERSPICIATIS

Headings
Montserrat Bold

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut
labore

Introduction
Montserrat Regular

SED UT PERSPICIATIS UNDE

Introduction
Montserrat Bold

Ut enim ad minima veniam, quis nostrum
exercitationem ullam corporis suscipit laborio-
sam, nisi ut aliquid ex ea commodi consequa-
tur? Quis autem vel eum iure reprehenderit qui
in ea voluptate velit esse quam nihil molestiae
consequatur, vel illum qui dolorem eum fugiat
quo voluptas nulla pariatur?i

Body
Avenir Medium

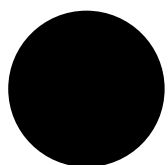
- Lorem ipsum dolor sit amet, consectetur
- Sed do eiusmod tempor incididunt ut
- Ut enim ad minim veniam, quis nostrud
- Duis aute irure dolor in reprehenderit

Bullets
Avenir Medium

COLORS

COLOR PALETTE

Recipe



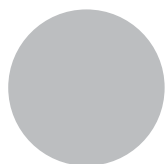
#00000

R 11	C 75
G 36	M 68
B 51	Y 67



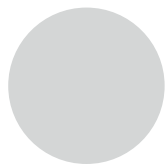
#CF1F48

R 207	C 13
G 31	M 100
B 61	Y 69



#BCBEC0

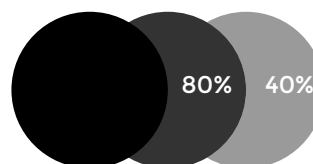
R 188	C 0
G 190	M 0
B 192	Y 0



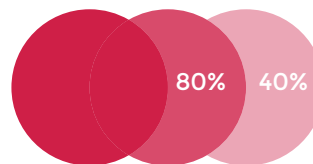
#D4D6D6

R 212	C 16
G	M 11
	Y 12

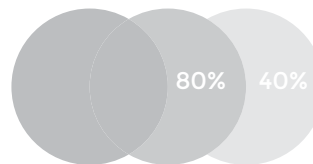
TONES



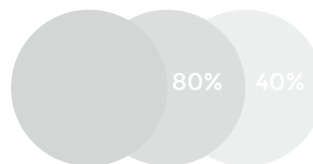
#00000



#CF1F48



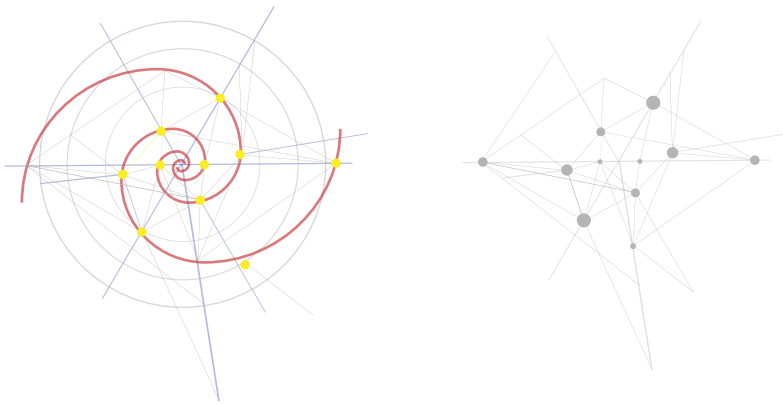
#BCBEC0



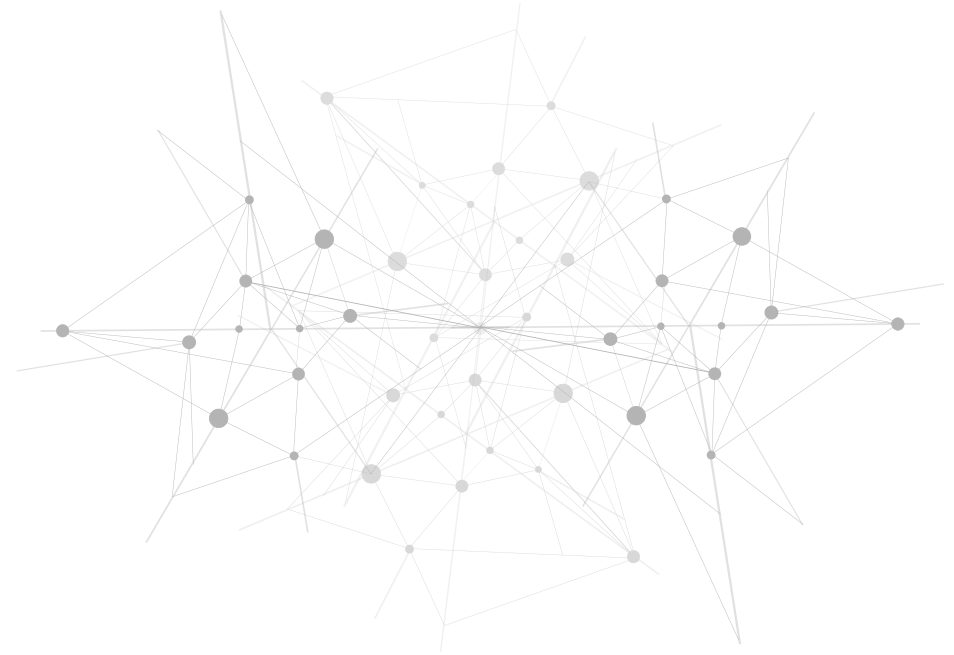
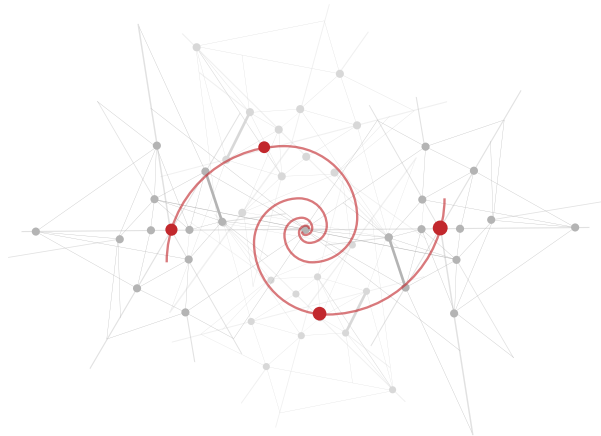
#D4D6D6

GRAPHICS

MESHNET



COMPOSITION



This graph could be used across a wide range of applications to support the communications in any mode background decreasing the opacity to 25 % or image with 100% opacity.

Is important to point out that this graphic could be fragmented for the needed usage but not modify or alter the graphic composition

PHOTOGRAPHY STYLE



Our brand utilizes a very specific photographic style. Photos should be selected because of their application in relation to the text. The scene may be of a moment in of human interaction, calculated thought/process, or the use of a fractal/abstract to show the scalability of the RCHAIN technology.

The primary photography style is clear and crisp colors with a medium linear contrast. Photos with very little saturation may be used in order to give the subjects more life and character. The use of fractals/abstracts should be done sparingly and only in instances of discussing growth/scalability.

