



Ethereum Classic Brand Use and Guidelines

Version 1.0.0

JULY 2016



ethereum^{classic}

Brand Use and Guidelines 1.0
July 2016

1.0 Toolkit

1.1 The Ethereum^{classic} Icon

1.2 Logo Color Options

1.3 The Logotype



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1.0 Toolkit

A set of components which are to be used to differentiate Ethereum^{classic} from the Ethereum in support of the dao hardfork

Classic
Icon



LogoType

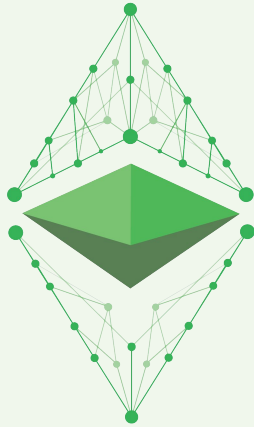
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Logo



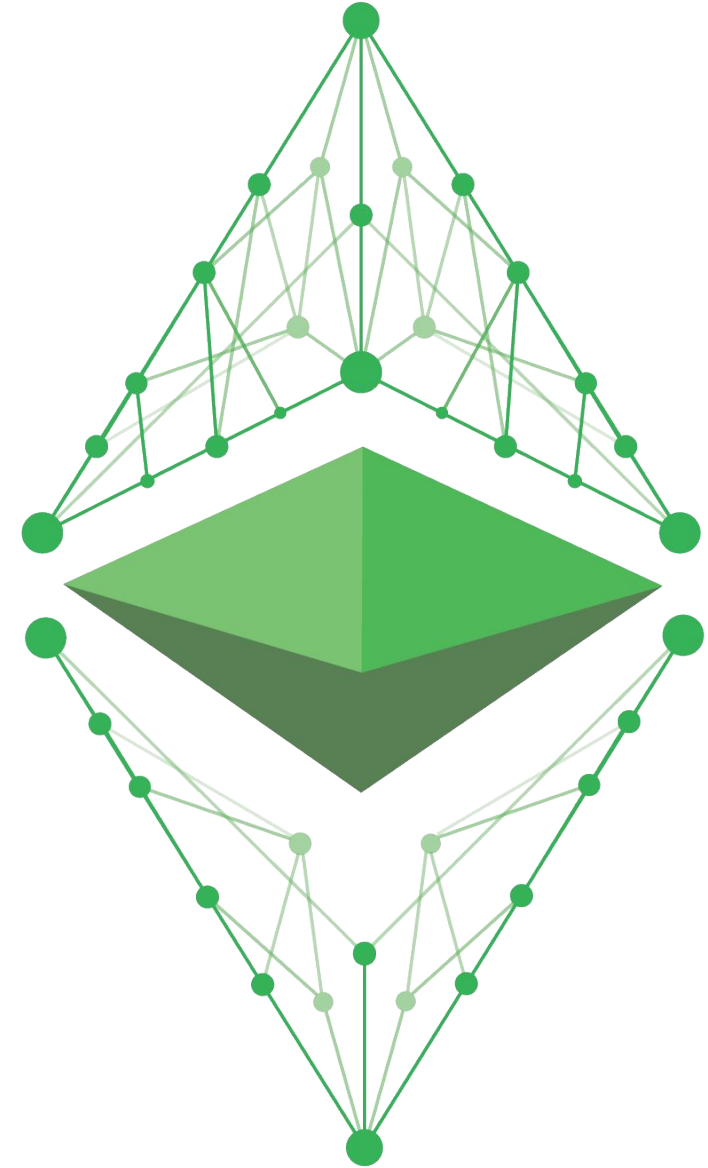
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1.1 The Ethereum^{classic} Icon

The Ethereum^{classic} Icon is our unique and distinctive brand signal. It should be used only in the colour variants available in this document. The mark may be used alone, or with the logo type. Primary and secondary colors must be matched with logo type primary or secondary colors.

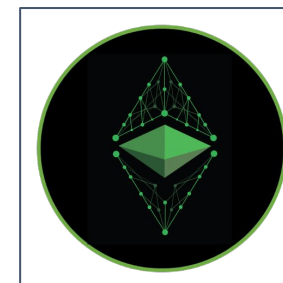




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1.2 Logo Color Options





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1.3 The Logotype

The logo and typeface use google font roboto or roboto slab. Legibility and ease of use by the viewer are our primary concern.

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Google font: roboto slab