Ethereum Classic Brand Use and Guidelines
Version 1.0.1

JULY 2016

ethereum^classic

Brand Use and Guidelines v1.0.1
July 2016

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Brand Use and Guidelines 1.0.1
July 2016

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
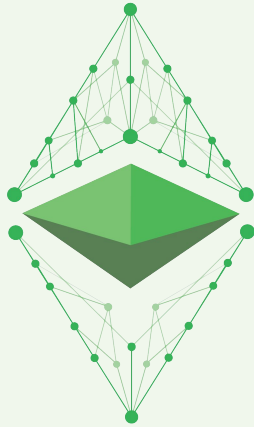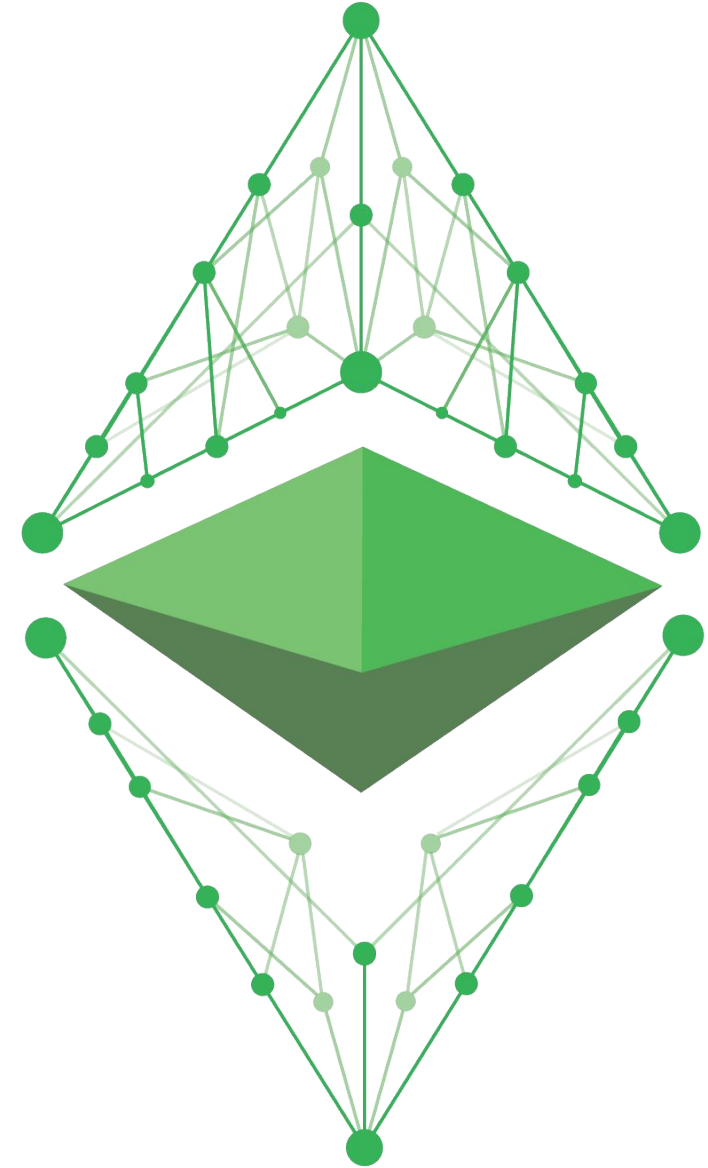
Classic
Icon

LogoType

ethereum^classic

Logo

1.1 The Ethereum^classic Icon

The Ethereum^classic Icon is our unique and distinctive brand signal. It should be used only in the color 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.
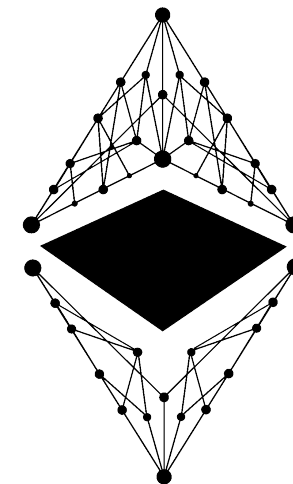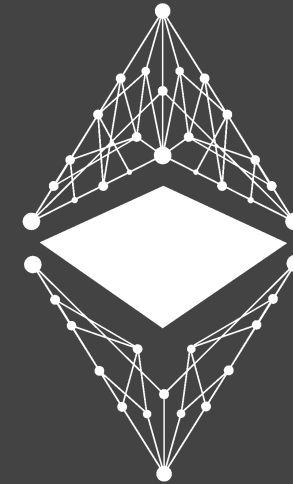
1.2 The Ethereum^classic Signature

To help cover all circumstances,
we have developed an all white signature
and an all black signature.

The high contrast logo can be used
with or without logotype.

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.

ethereum**classic**

Google font: roboto slab

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Brand Use and Guidelines 1.0.1
July 2016

1.4 Powered by Ethereum^{classic}

We have created these attribution badges to help strengthen and build equity in the master brand and to create a clear relationship between our partners and Ethereum^{classic}.

This badge is only to be used in relation to products or solutions built on or integrated with Ethereum^{classic} technology. The badge should closely follow the name of the product or solution. The text should be clearly legible and in close proximity to the name of the product or solution

Full color

On Light Background

On Dark Background