EPICENTER

Style Guide
v0.1

Our Logos

The Epicenter ecosystem comprises of many components. The key components are EPIC, EUSD & ECR.
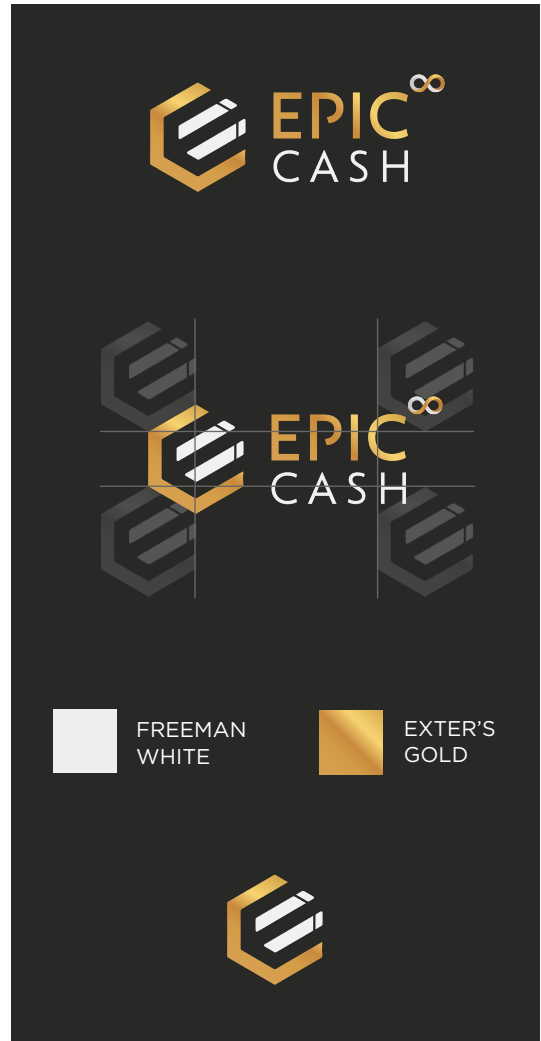
EPIC

BERNANKE BLACK

EXTER'S GOLD
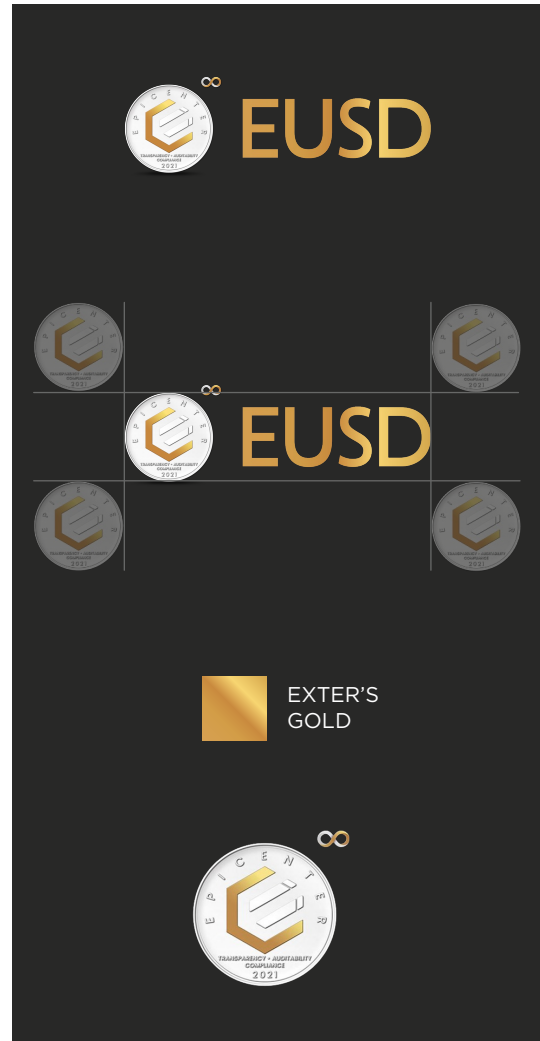
FREEMAN WHITE

EXTER'S GOLD

The appropriate logo must appear at the start and end of any document. There are two versions, one for white backgrounds, and the other for black backgrounds.

The icon can only appear by itself after the main logo has been introduced. We do not rotate the icon or use it as a button or any other live device.

A simple rule is: *The icon is used as brand reinforcement, not as a brand gimmick.*

Our Logos

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Our Logos

ECR

ECR

ECR

ECR

| BERNANKE BLACK | EXTER'S GOLD | FREEMAN WHITE | EXTER'S GOLD |

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Our Logos: No-nos

DONT'S

DONT'S

We **DO NOT** stretch our logos

Our logos should **NEVER BE TWISTED**

We **DO NOT** move elements around

We **DO NOT** change brand colors

We **DO NOT** place our logos on conflicting gradients

We **DO NOT** place our logo on complex backgrounds

ALTERNATIVES

YOU CAN use Freeman White on Bernanke Black

YOU CAN use Bernanke Black on its own

Our Fonts

Gotham HTF BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@£?()%.,""**

Gotham HTF BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@£?()%.,""**

Gotham HTF BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@£?()%.,""

NOTES

We use Gotham HTF BLACK for our headers, sub-headers and pull-out quotes. Its extended styling helps to clearly define a start point or call to action.

We use Gotham HTF BOOK for body copy and information. Gotham HTF fonts are freely available to download from the web.

Colors

BERNANKE BLACK

R: 53   G: 53
B: 53

C: 80   M: 75
Y: 70   K: 36

HEX: #353535

TRUMPELSTILTSKIN

R: 214   G: 159
B: 78

C: 8   M: 34
Y: 79   K: 5

HEX: #D69F4E

FREEMAN WHITE

R: 238   G: 239
B: 237

C: 5   M: 5
Y: 3   K: 0

HEX: #EEEFED

EXTER'S GOLD

2 COLOR GRADIENT

COLOR 1
R: 214
G: 159
B: 78

COLOR 2
R: 245
G: 210
B: 112

HEX: #D69F4E

HEX: #F5D270

EPICENTER

More...

There are many assets in the Epicenter Ecosystem. You can find many of the latest logos on Github: https://github.com/EpicenterDAO/brand_assets

Learn more on the Epicenter Website

https://epicenter.epic.tech

Chat with the Epicenter team on Telegram

https://t.me/EpicCash