



# BRAND STYLE GUIDELINES

ethereum  
classic

## OUR LOGO

Our logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.

## PRIMARY LOGO



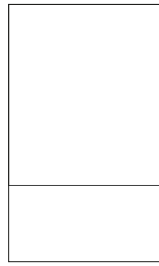
## COLOR PALETTE



#6b9171

C 62%  
M 27%  
Y 60%  
K 9%

R 107  
G 145  
B 113



#ffffff

C 0%  
M 0%  
Y 0%  
K 0%

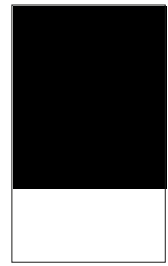
R 255  
G 255  
B 255



#3f4040

C 66%  
M 56%  
Y 53%  
K 57%

R 63  
G 64  
B 64

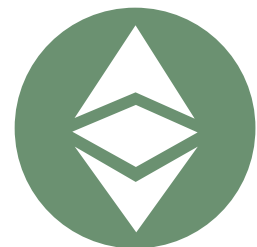


#000000

C 91%  
M 79%  
Y 62%  
K 97%

R 0  
G 0  
B 0

## SECONDARY COLOR



ethereum  
classic

## TYPOGRAPHY

ROBOTO SLAB LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789@#%&\*

ROBOTO SLAB REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789@#%&\*

ROBOTO SLAB THIN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789@#%&\*

**ROBOTO SLAB BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789@#%&\***