Visual Style Guide — H2 2024

DANIEL AUSTIN X THE BITCOIN LAYER | 2024

The Bitcoin Layer is a premium markets research provider, covering bitcoin through a global macro lens

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Brand Marketing Assets

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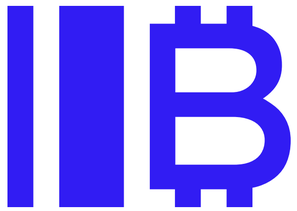
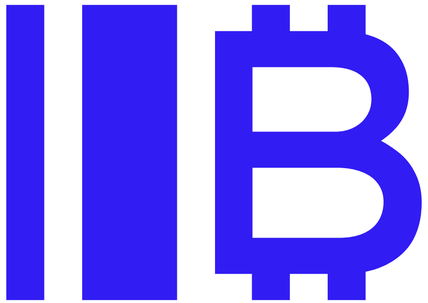
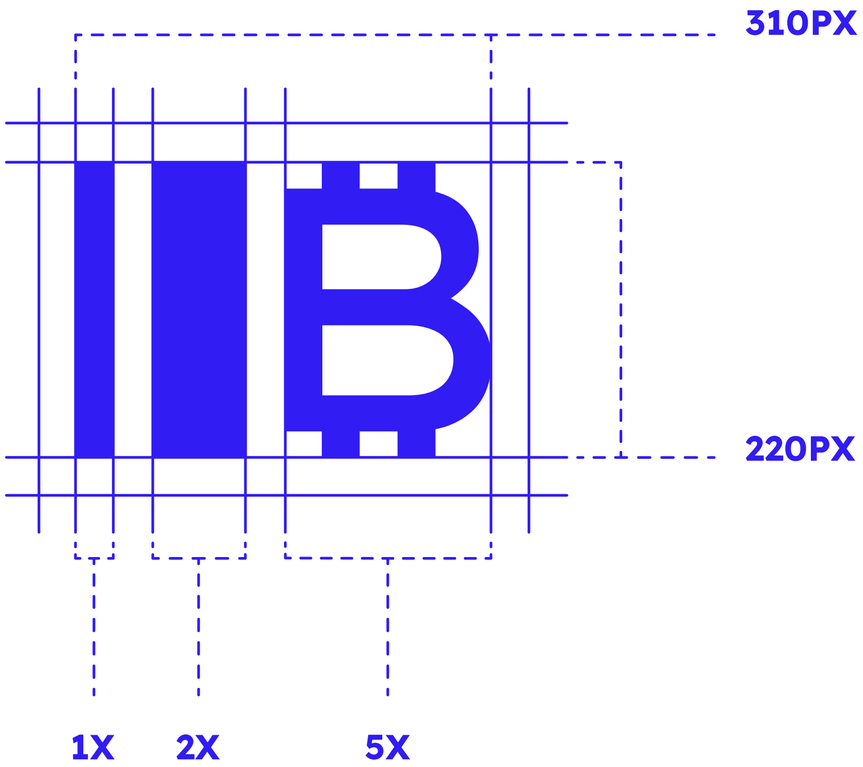
Full Logo Design



THE BITCOIN LAYER

Logomark Design




310PX
220PX
1X
2X
5X

Typemark Design

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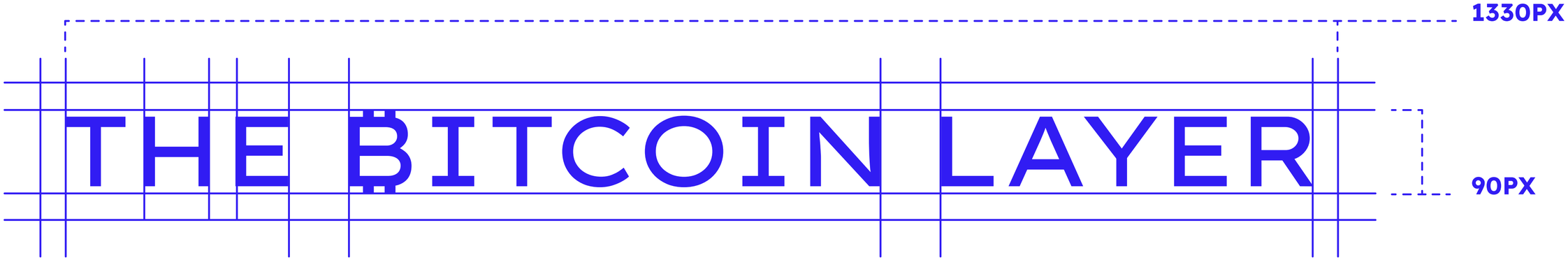
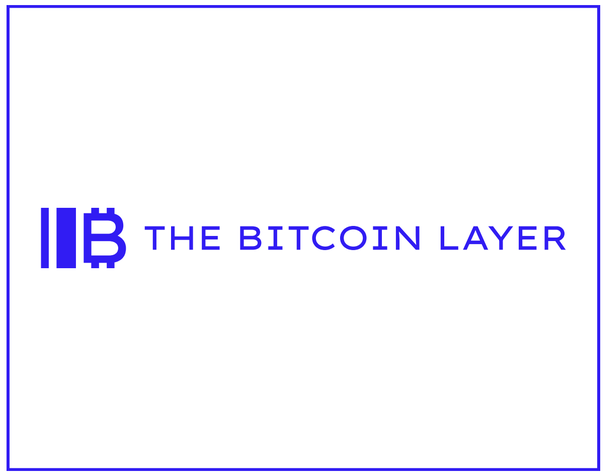

1330PX
THE ₿ITCOIN LAYER
90PX

Subsidiary Marks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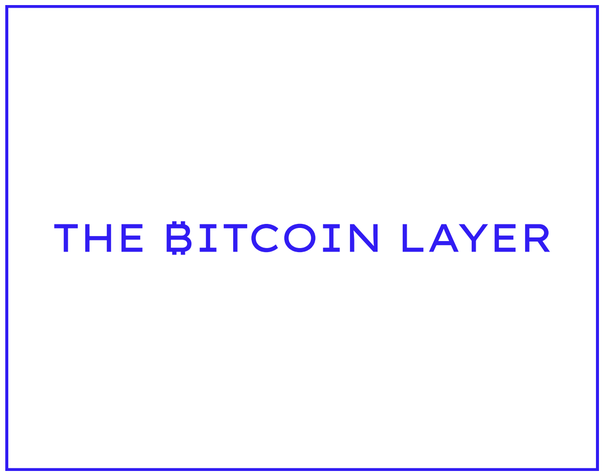
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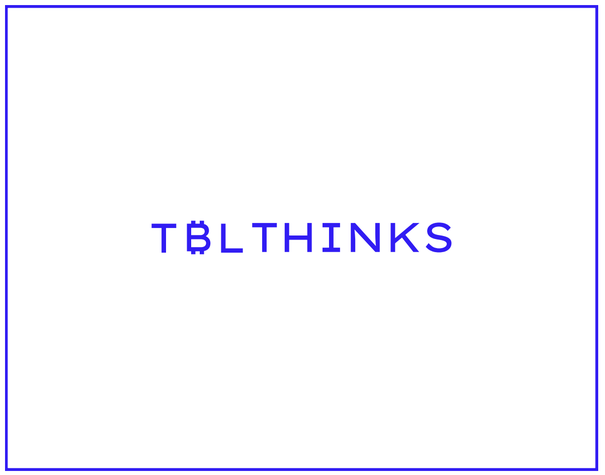
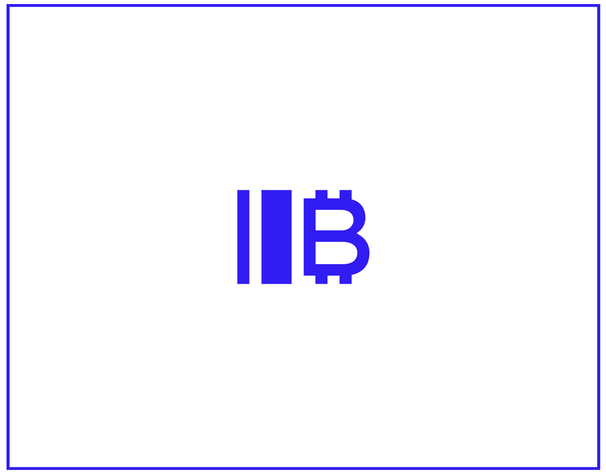

TBLTHINKS

TBL WEEKLY



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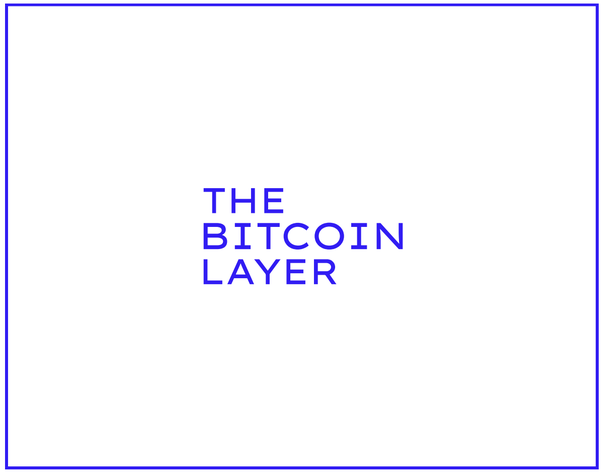
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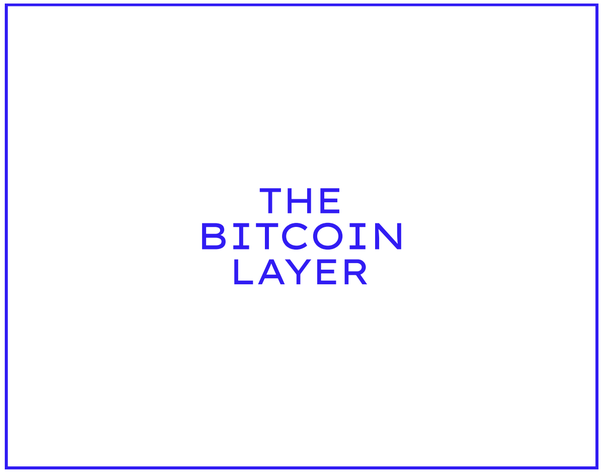
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THE BITCOIN LAYER | MARKETS RESEARCH NEWSLETTER

THE BITCOIN LAYER | MERCHANDISE FOR THE BITCOIN ERA

Color and Pattern

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MAIN HUE

HEX CODE — #080430 ; 8 , 4 , 48

ACCENT

HEX CODE — #F9D530 ; 249 , 213 , 49

TINT

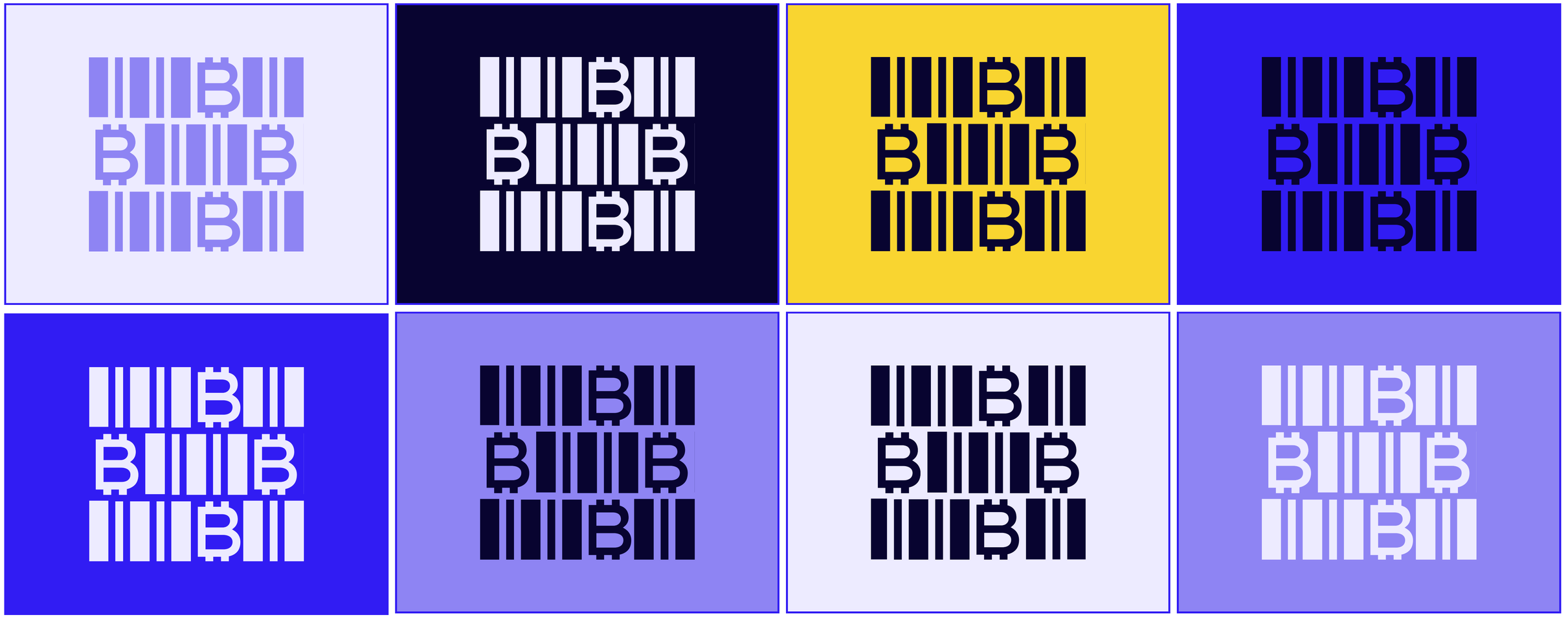
HEX CODE — #080430 ; 8 , 4 , 48

TONE

HEX CODE — #8E84F3 ; 142 , 132 , 243

SHADE

HEX CODE — #EDEBFF ; 245 , 96 , 96



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Typography

Typography

Typeface — Lexend by Lexend Project + Bonnie Shaver-Troup

ABCDEFGHIJKLMNOPQRSTUVWX
YZabcdefghijklmnopqrstuvwxyz
1213456789;:!?.(){}[]

Lexend Thin | 26pt/28

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxyz
1213456789;:!?.(){}[]

Lexend Regular | 26pt/28

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxyz
1213456789;:!?.(){}[]

Lexend Bold | 26pt/28

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxyz
1213456789;:!?.(){}[]

Lexend Light | 26pt/28

ABCDEFGHIJKLMNOPQRSTUVW
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Lexend Medium | 26pt/28

ABCDEFGHIJKLMNOPQRSTUVW
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Lexend Black | 26pt/28