



My Data Coin

BRAND BOOK



My Data Coin

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Basic elements



My Data Coin

Corporate logo

The My Data Coin logo is the main element of the company's corporate identity.

The My Data Coin logo must be present on all the company's media.

Corporate palette

RGB: 211-211-211 CMYK: 20-15-16-0

RGB: 185-210-241 CMYK: 31-11-0-0

RGB: 25-61-122 CMYK: 100-81-23-8

RGB: 1-26-76 CMYK: 100-91-41-42

RGB: 1-11-36 CMYK: 100-90-51-76

Corporate font

The main corporate font of the brand is Bahnschrift. It is used everywhere on all advertising layouts for a set of headings, subheadings and other messages.

The font uses three typefaces:
SemiBold, SemiLight. Bold and Regular fonts can be used in various advertising layouts, Light – only in SMM.

Additional font

The Montserrat font is optional and is used in promotional materials in addition to the branded Bahnschrift

Bahnschrift

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

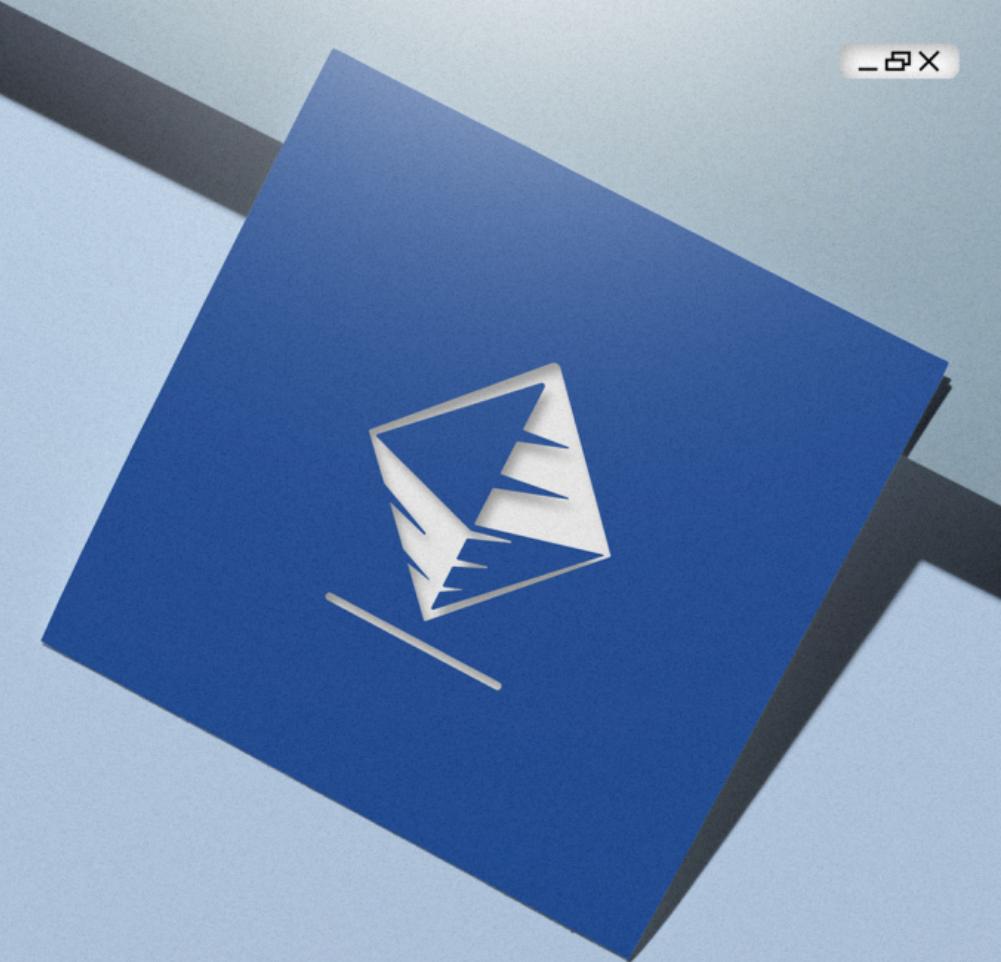
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Symbol

The My Data Coin symbol is the main element of the brand identity. This symbol represents a two-sided statistical pyramid.

The symbol is the basis of the company's logo. It can also be used as an independent element.

All proportions of the symbol are fixed and cannot be changed. The symbol must be used only from original materials.





My Data Coin

Communication logo

The My Data Coin communication logo is used in various advertising media of the company.

All proportions of the symbol are fixed and cannot be changed. The symbol must be used only from original materials.

Vertical and horizontal options

The My Data Coin communication logo exists in vertical and horizontal versions. The vertical option is the main one. Use it when creating advertising layouts.

Only if the media format does not allow the vertical option to be used fully and without loss of readability, you should turn to the horizontal format. Also , the horizontal option is sometimes used in co-branding communications



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Horizontal logo. Construction and security field



My Data Coin

Vertical logo with a handle
and its security field



My Data Coin

Security field



My Data Coin

Vertical logo with a handle
and its security field



My Data Coin

Security field

Branded color solutions



How not to use the logo

The example of the symbol A shows examples of how not to use the brand logo.

1. Do not distort the proportions of the logo.
2. You cannot rotate the logo.
3. You can not paint the logo in any colors other than branded.
4. The logo cannot be textured.
5. You cannot use a gradient fill of the logo.
6. Can not be used on backgrounds other than those specified in this manual.
7. Can not be used as a stencil.
8. You cannot use a logo without a line.
9. You can not make a shadow under the logo.







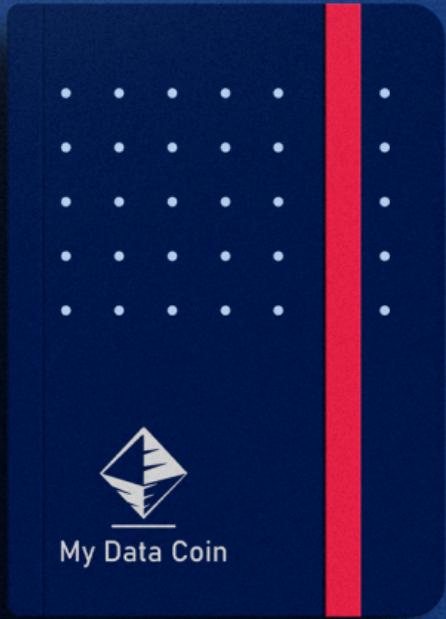
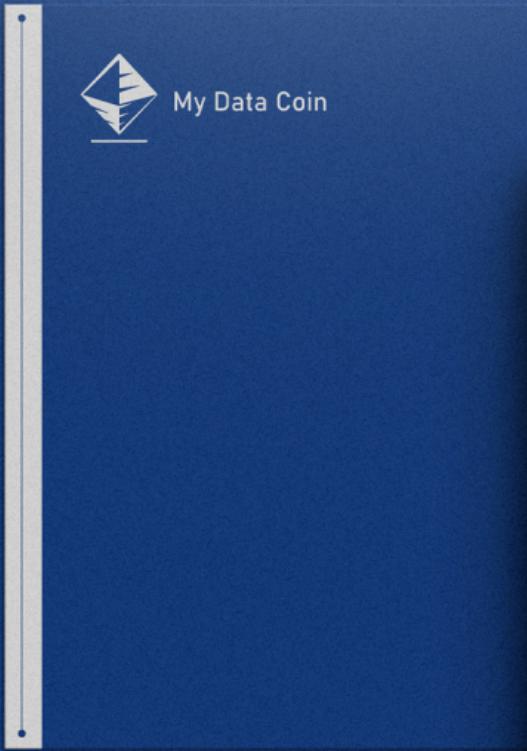




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Data (US: *data*; UK: *data*) are individual facts, statistics, or items of information, often numerical, recorded and interrelated for reference, analysis, or calculation; or (in computing) a collection of related data. Data are a set of values of qualitative or quantitative variables about one or more persons or objects, while a datum (singular of data) is a single value of a simple characteristic of a person or object. In some popular publications, *data* and *information* are sometimes used interchangeably, though the terms 'data' and 'information' are often used differently. However, data are viewed in context or in a process, while information is a meaningful interpretation of data, revenue, profit, price, speech, etc., of homogeneous data, or of homogeneous data, revenue, profit, price, speech, etc., of homogeneous data.

Data has been described as the new oil of the digital economy.



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1.611 Post 924 Followers 678 Following

My Data Coin

one two three
What about Data?
#MyDataCoin

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