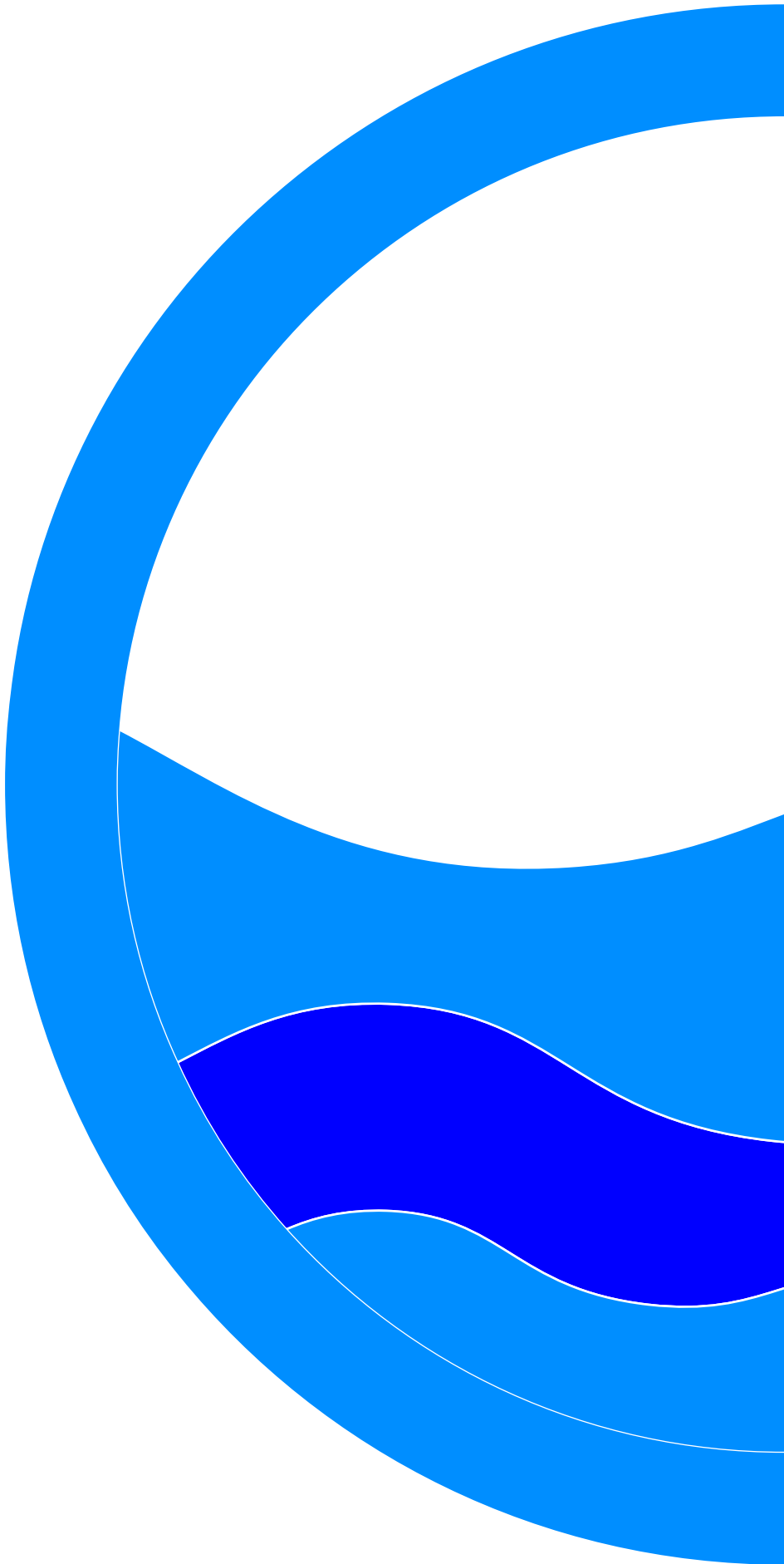


Brand guidelines



Content table

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Brand identity

Vision and mission

Vision

To create a unified and user-friendly crypto app, bringing together the vast ocean of cryptocurrencies and revolutionizing the user experience in the crypto space.

Mission

Our mission is to provide a secure and intuitive platform, empowering users to store, transact, and exchange cryptocurrencies and fiat currencies seamlessly. By offering the best-in-class user experience, extensive blockchain connections, and exceptional security measures, we aim to address the key challenges faced by crypto enthusiasts and make crypto accessible to all.



Values

User-Experience

Innovation

Security

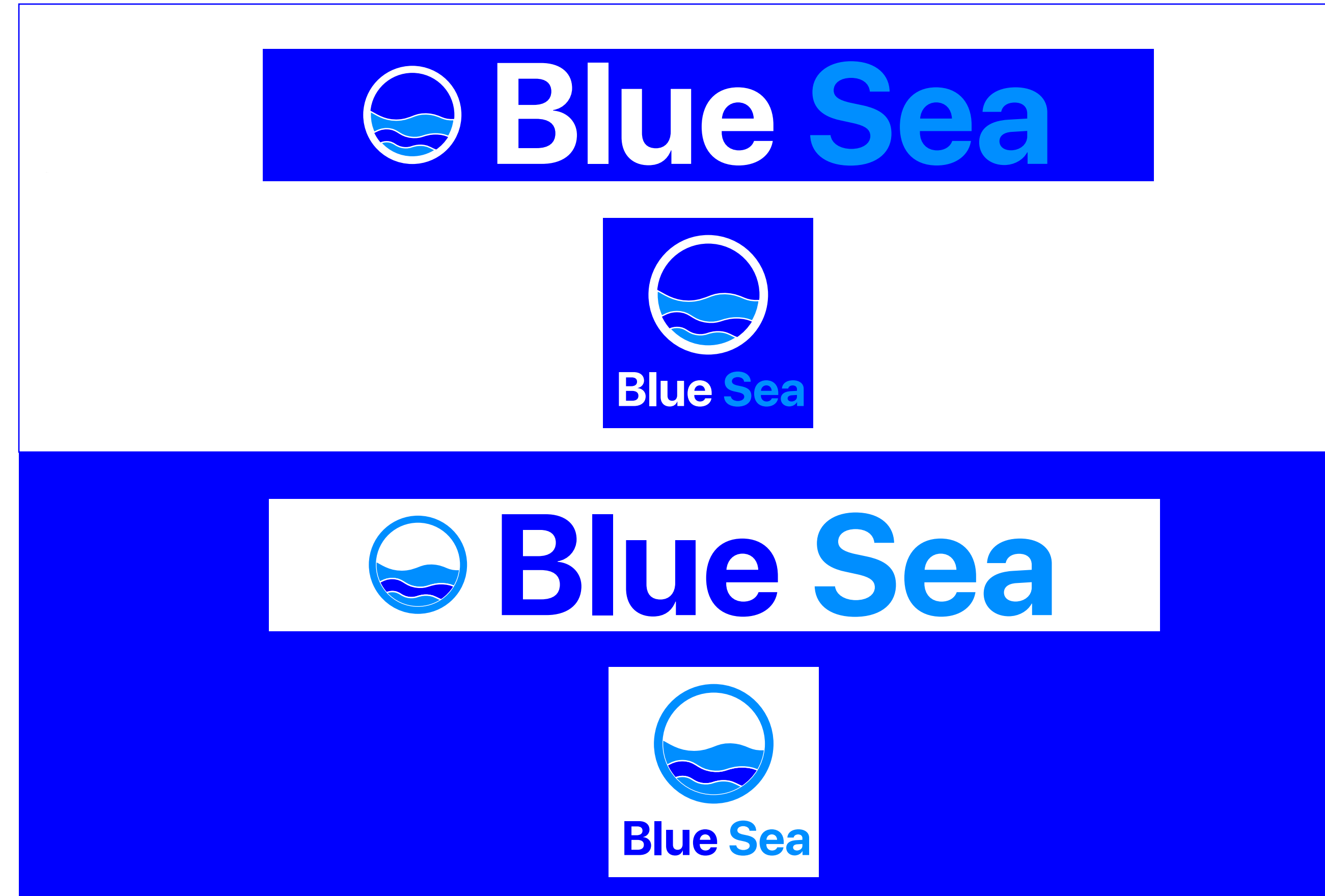


Logo

Our logo's

We have our logo's in two color ways one is for white background and the other is for colored backgrounds.

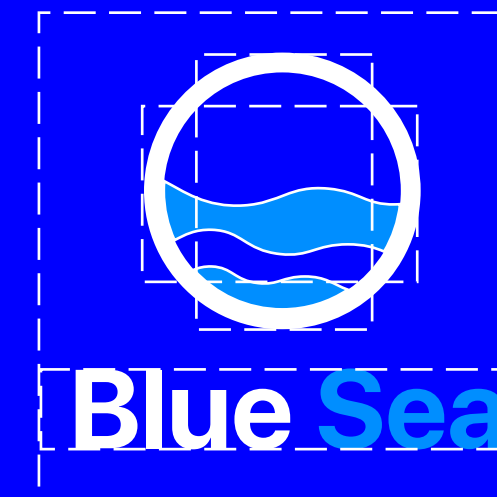
There are also long and short logo's created for different occasions.



Logo construction



Big logotype

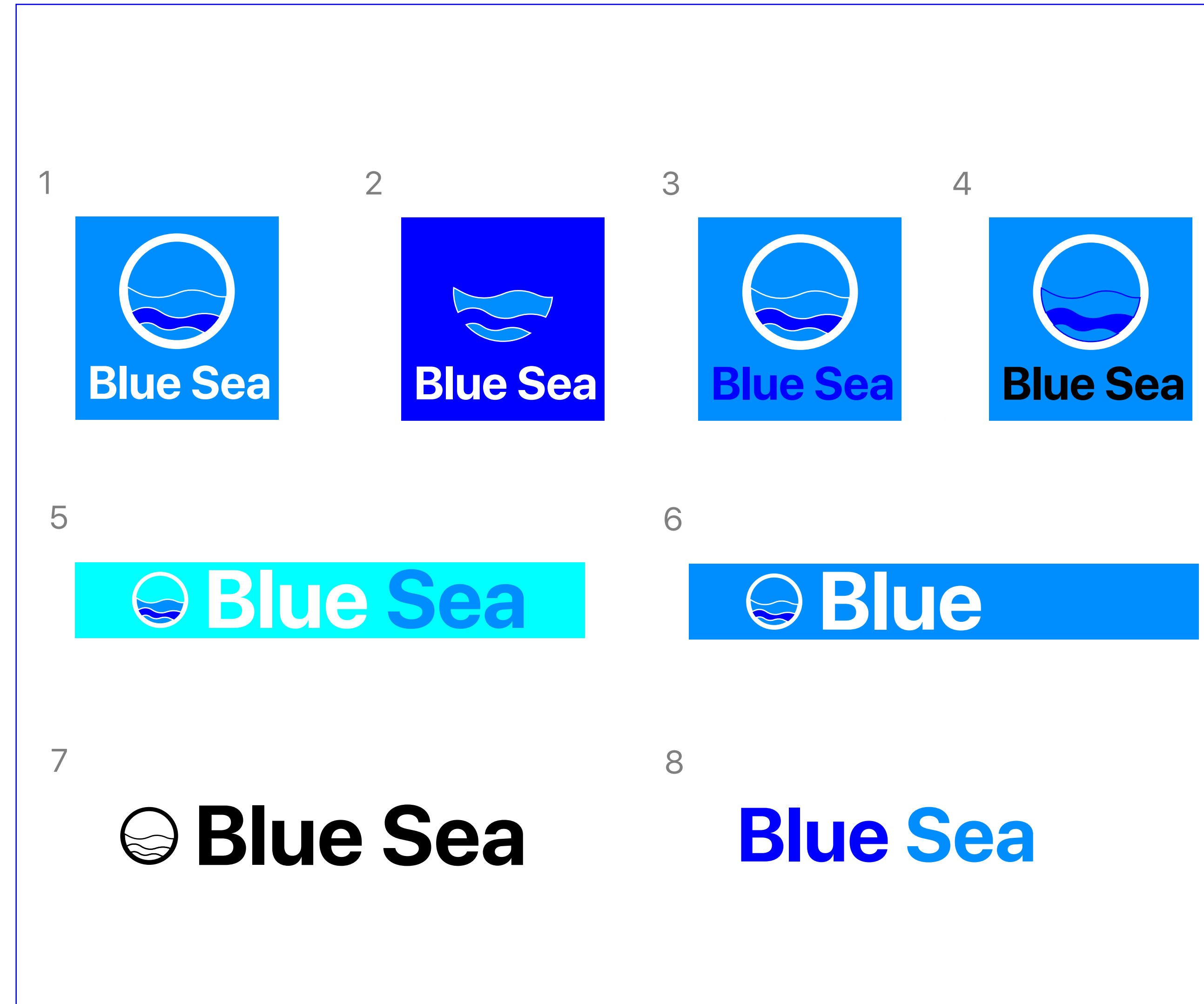


Short logotype

Logo usage

How not to use our logo

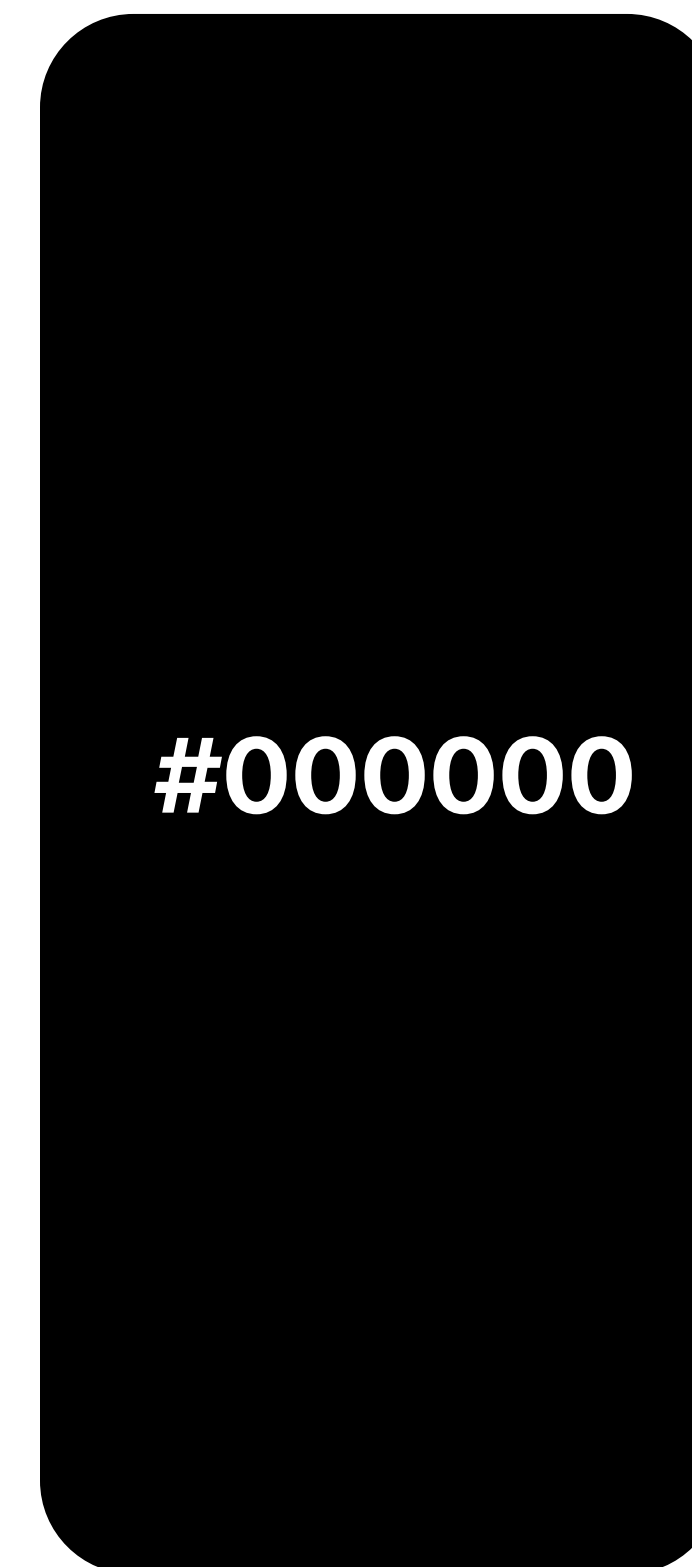
It's important to know how to use our logo and not miss use it. Miss using the logo can hurt the brand as our logo represents the brand.



Color palette



#0000FF



Typography

Fonts we use

It's important to know how to use our logo and not miss use it. Miss using the logo can hurt the brand as our logo represents the brand.

SF Pro Display

Family Bold

Aa

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

SF Pro Display

Family Medium

Aa

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

SF Pro Display

Family Regular

Aa

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