Brand guidelines

Blue Sea

Content table

Brand identity

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.
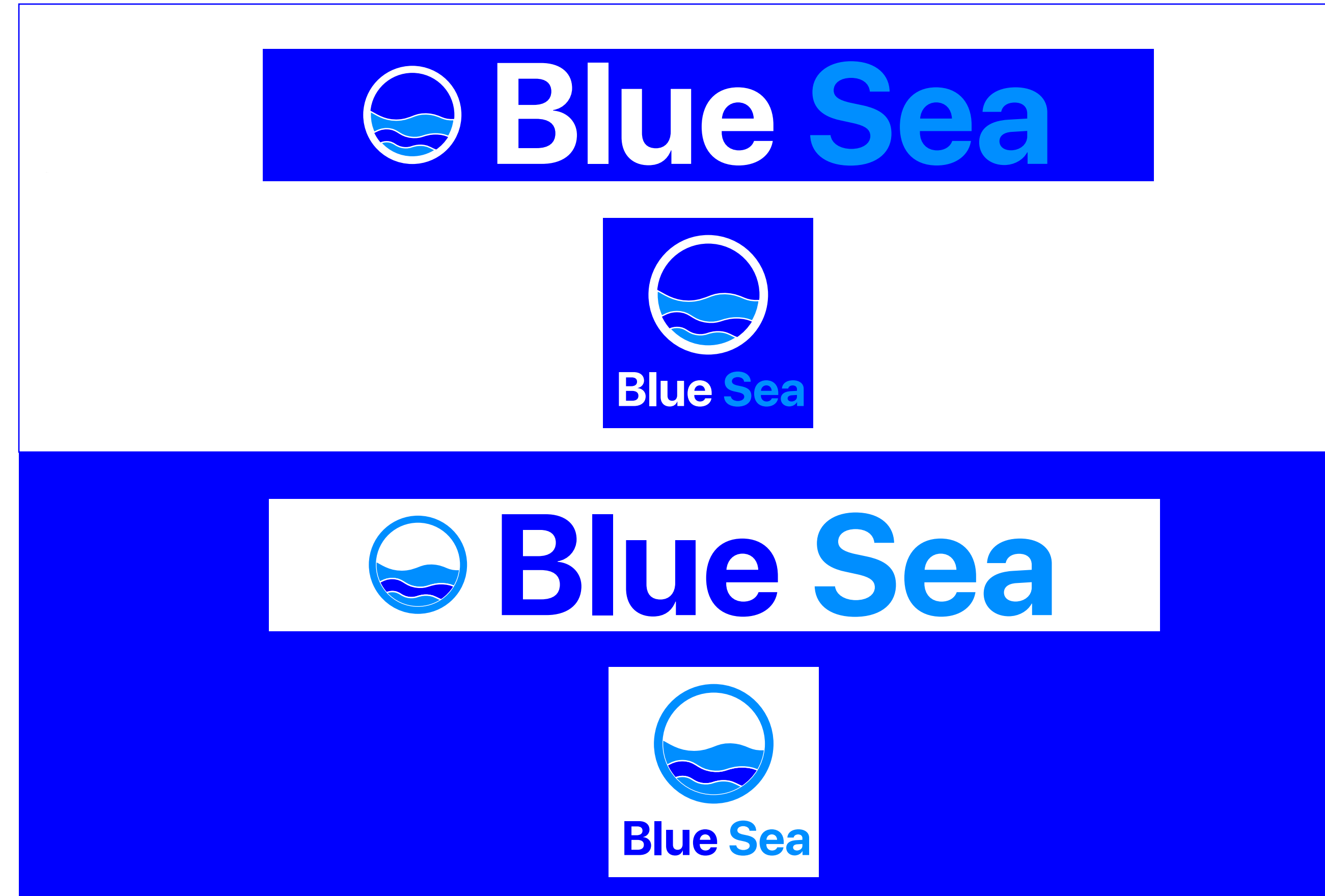
Values

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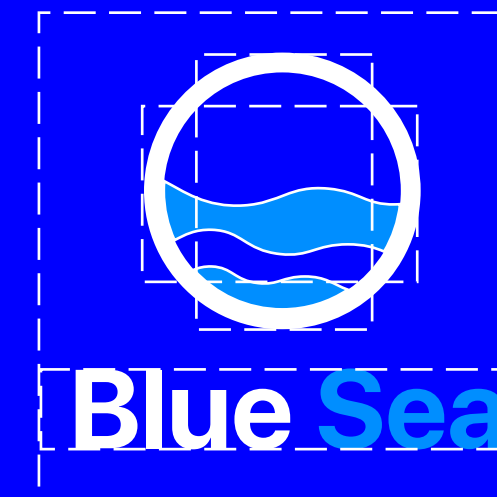
There are also long and short logo's created for different occasions.
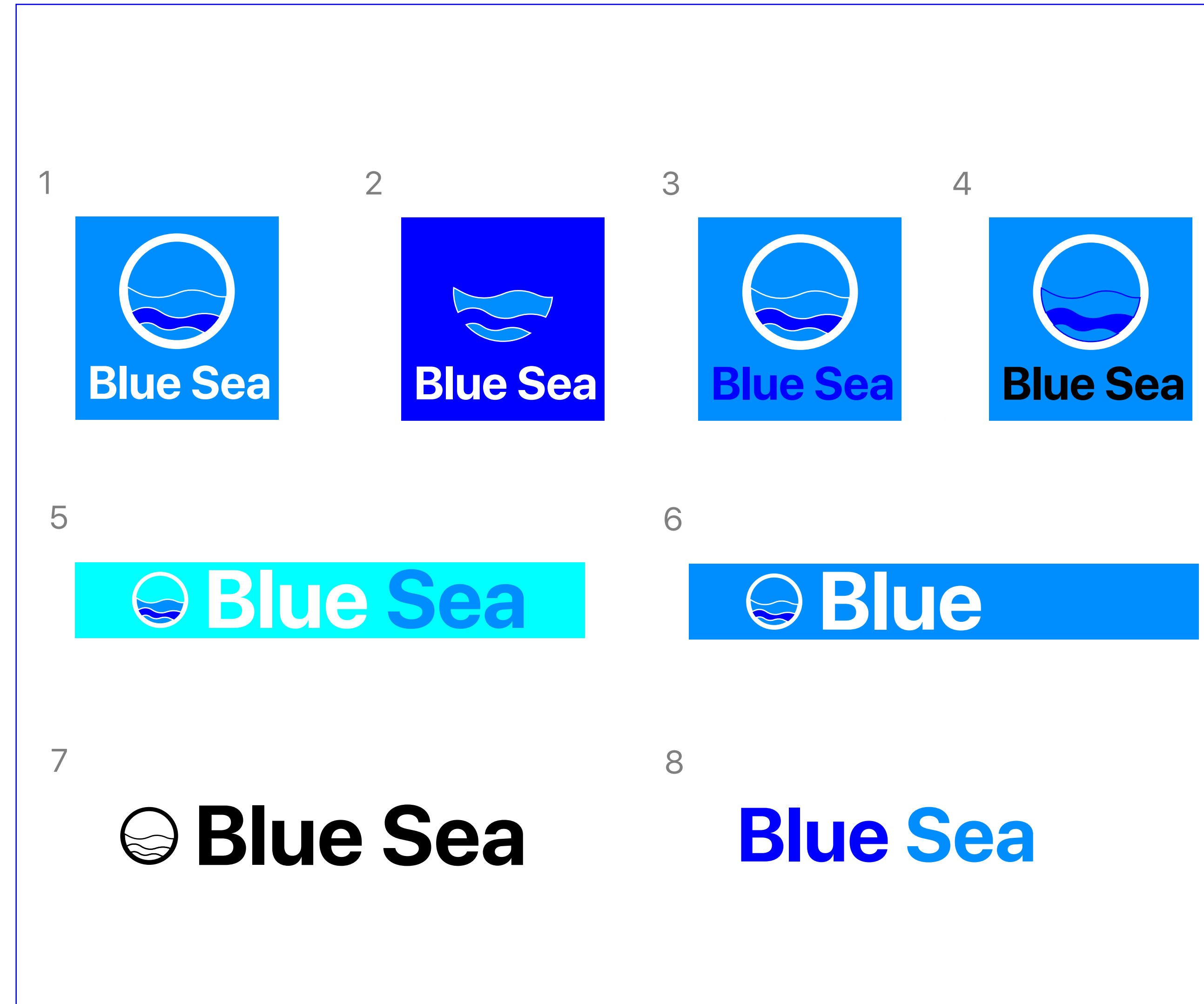
Logo construction

Big logotype

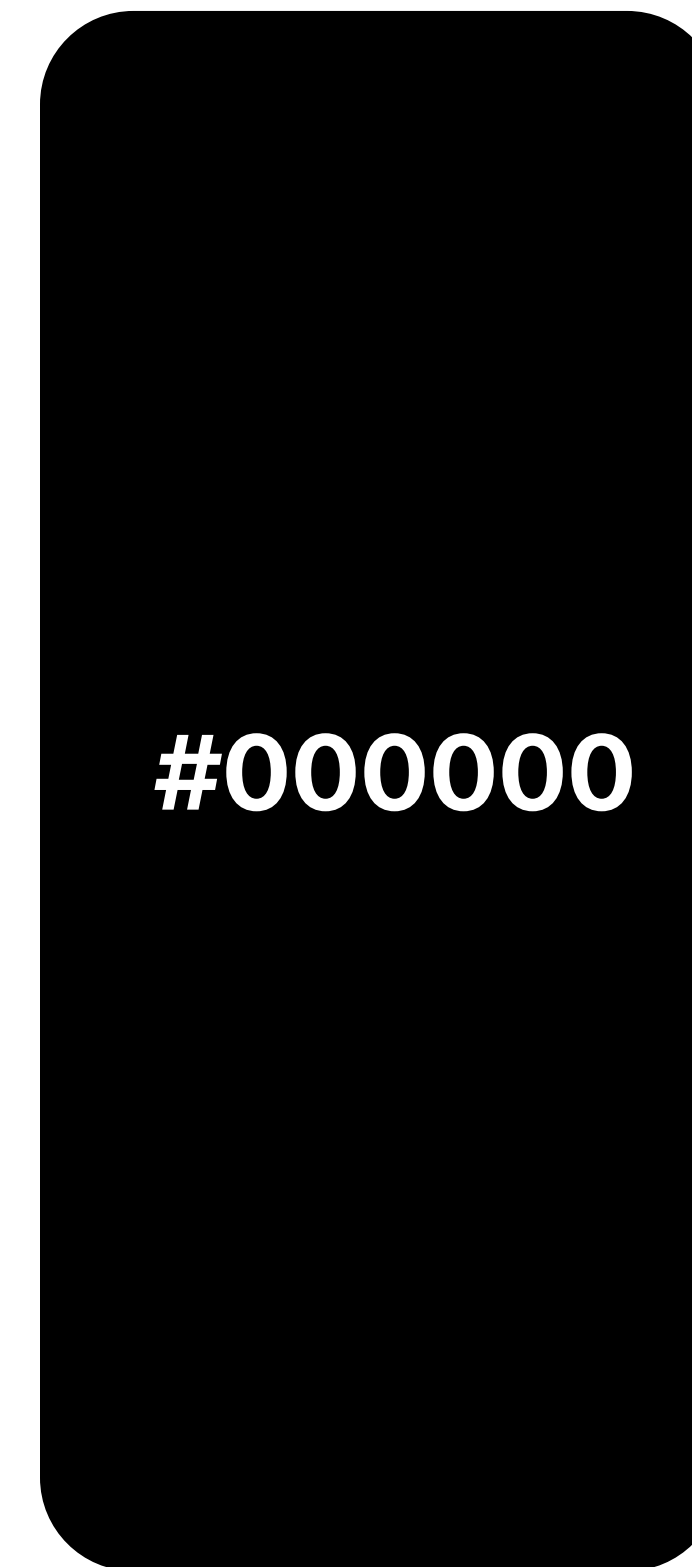Short logotype

Logo usage

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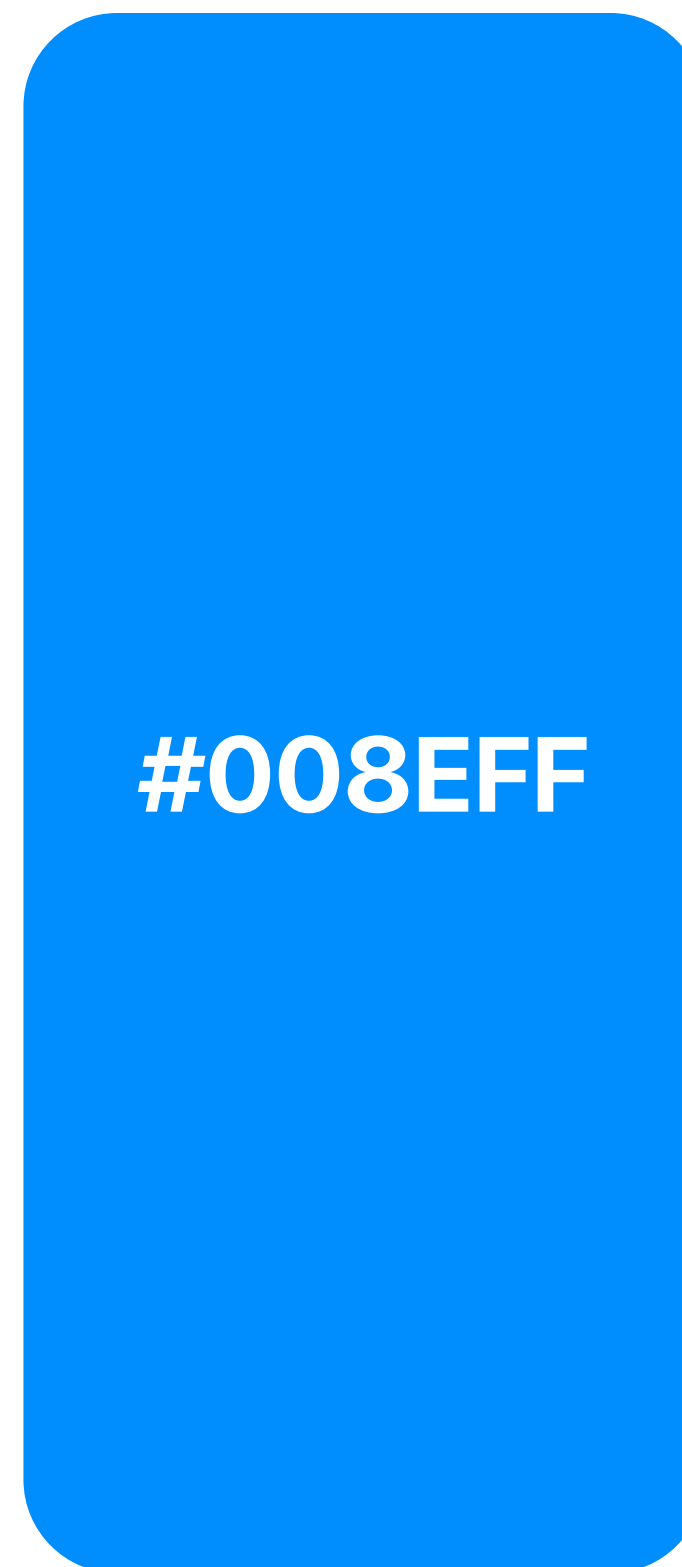
It's important to know how to use our logo and not miss use it. Miss using the logo can hurt the brand as our logo represents the brand.

Color pallette

Blue the color of the sea

#008EFF

#000000

#2B2A36

#0000FF

🌊 **Blue Sea**

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