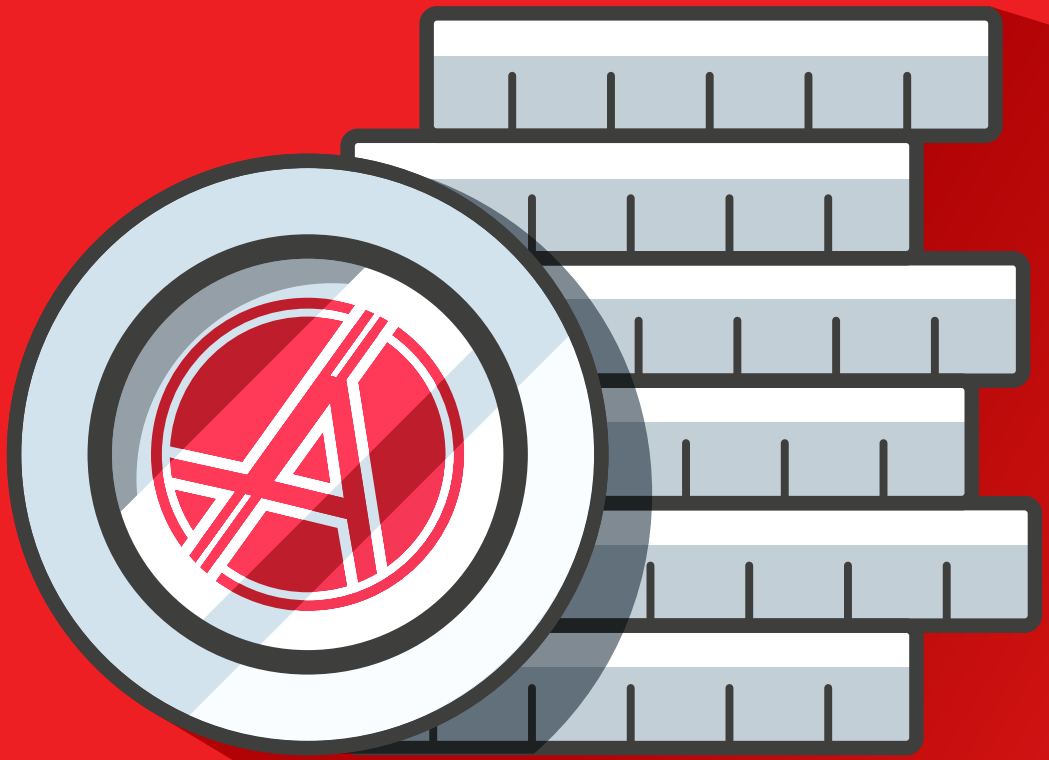
ANONYMOUS Bitcoin

Brand Book



Anonymous is a modern cryptocurrency that introduces a dual fork, combining the best of Bitcoin and Zclassic. Represented by a unique array of digital elements, this brand identity aims to catch the eye of those not already involved in the cryptosphere.

Color Palette

PENNY RED

C**1** M**99** Y**97** K**0**
R**237** G**30** B**36**
#**ed1e24**

WALLET BLACK

C**70** M**67** Y**64** K**74**
R**35** G**31** B**32**
#**231f20**

QUARTER SILVER

C**36** M**28** Y**27** K**0**
R**168** G**170** B**172**
#**a8aaac**

Lockup

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The primary lockup is a combination mark that includes the Coin icon and the wordmark. This lockup must be placed as shown, with all its elements in place.

The secondary lockup is the Coin icon. The Coin displays a symbol that makes reference to currency and the name of the brand.

ANONYMOUS Bitcoin

As a third option, the wordmark can be used by itself.

ANON

The “Anon” variation is intended to be used as a ticker.

Minimum Size

ANONYMOUS Bitcoin

2"

ANONYMOUS Bitcoin

2"

The minimum size for the combination mark and the wordmark is 2" wide.*

1"

ANON

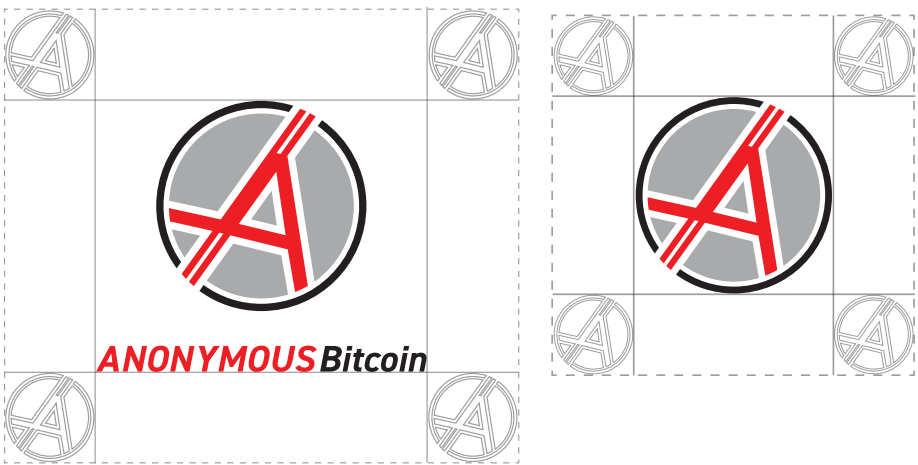
1"

The minimum size for the Coin icon and the ticker is 1" wide.*

All resizing must maintain the elements proportionate.

Clear Space

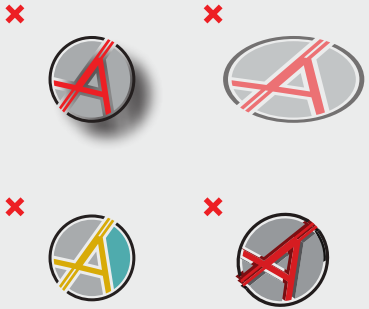
The clear space around the wordmark and the ticker lockups is proportionate to the size of the letter “A” placed on each corner.



The clear space around the combination mark and the Coin icon lockups is proportionate to the size of the Coin icon scaled down to a 40%.

Logo Usage

The lockups must be displayed upright, with all their components in place, using only colors present in the color palette, including black and white.



DON'T HURT YOUR LOGO!

Drop shadows, transparencies, proportion and color changes, misplacing elements, Rotations, and bevel effects are not allowed.

Typography

DIN Alternate

Bold

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890

Roboto

Bold

ABCDEFGHIJKLNOPQRSTUVWXYZ

Bold Italic

abcdefghijklnopqrstuvwxyz

1234567890

Regular

ABCDEFGHIJKLNOPQRSTUVWXYZ

Italic

abcdefghijklnopqrstuvwxyz

1234567890

Visual Theme

The visual theme displays a pattern resembling a circuit. This arrangement represents the digital aspect of cyptocurrencies.

Application

ANONYMOUS Bitcoin