

CORE ELEMENTS

brand identity



SIZING

minimum size for
full paycoin logo
20 mm high
(56 pixels)



when logo is required at
smaller than 20 mm high then
an alternative variation should
be used



horizontal lockup
when logo is 10 mm
or less (28 pixels)



at 10mm or less
logo should be used
either without text or
alternate horizontal
lockup.



logo should not be produced at
any size smaller than 10 mm in
height or 28 pixels as it becomes
illegible. Instead simply use the
name paycoin.

PAYCOIN

CORE ELEMENTS

brand identity - variations

standard colour



variation of colour inverted



recomended variations



black and white



grey scale



0395B8

COLOURS

basic colour pallet

WEB #0395b8
C=80 M=26 Y=19 K=0



WEB #52C8EB
C=58 M=0 Y=4 K=0



WEB #333333
C=69 M=63 Y=62 K=58



WEB #666666
R=102 G=102 B=102



highlights

WEB #76C696
C=55 M=0 Y=54 K=0



WEB #f5922f
C=1 M=51 Y=93 K=0



paybase complementry colours

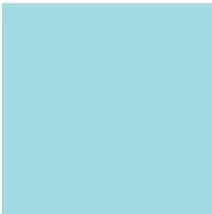
WEB #164A55
C=91 M=58 Y=51 K=35



WEB #00B2B4
C=75 M=5 Y=33 K=0



WEB #a4dbe2
C=34 M=0 Y=11 K=0



highlight

WEB #B70404
C=19 M=100 Y=100 K=12



TYPOGRAPHY

primary font

Montserrat - Light (headings)
kerning set to -50

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat - Bold (sub-headings)
kerning set to 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

secondary font (web font group)

Helvetica Neue - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

basic css font settings

```
html { -webkit-font-smoothing: antialiased; }  
body {font-family: "HelveticaNeue-Light",  
"Helvetica Neue Light", "Helvetica Neue",  
Helvetica, Arial, "Lucida Grande",  
sans-serif; font-weight: 300;}
```