

BRANDING GUIDE



PERPER

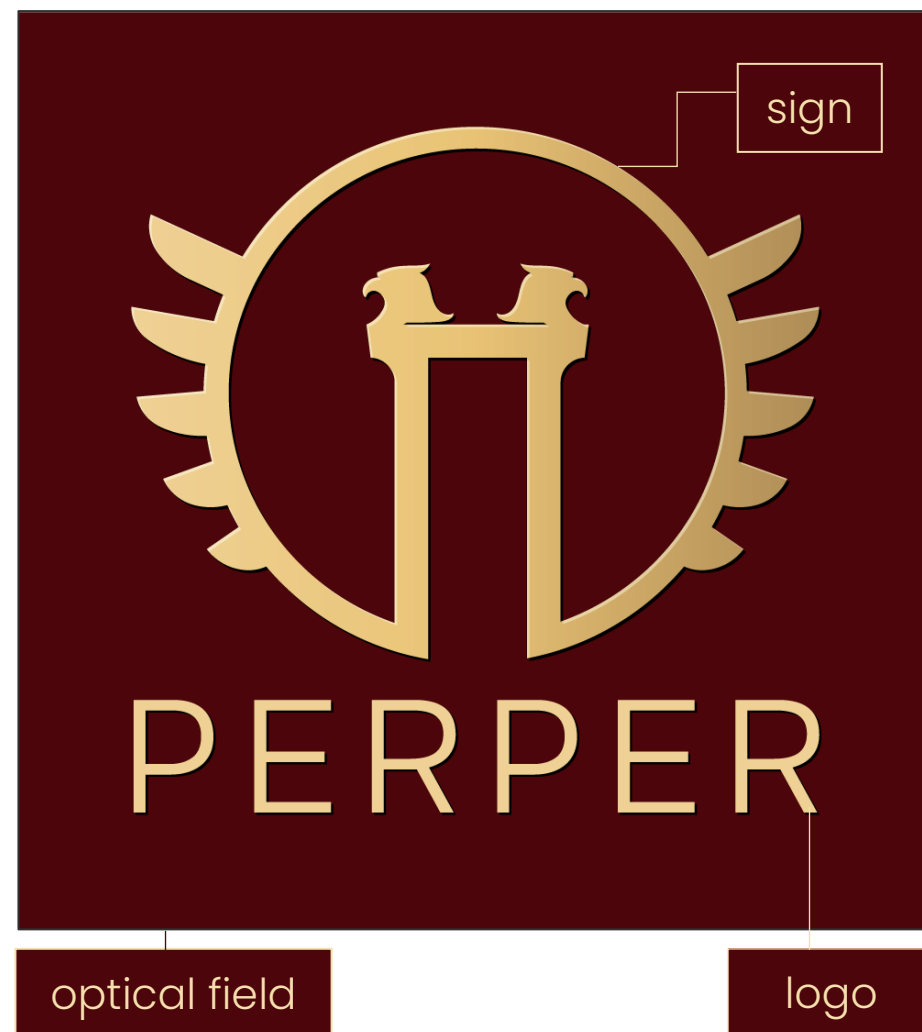
2024.

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The symbol consists of a modified and simplified coat of arms of Montenegro on a maroon background, formed from the Cyrillic letter "P" and representing a graphic symbol that incorporates distinctive elements of the country's coat of arms, while also undergoing a simplification that contributes to greater recognizability.

The gold color on a maroon background in our logo represents not only the financial value of our cryptocurrency but also symbolizes prosperity, trust, and the determination to move towards modern technologies. This visual identity clearly marks our position as pioneers in the Montenegrin crypto-world, combining luxury and technological sophistication.

For the textual elements, we used the elegant and subtle font "Onest". This font adds an additional dimension to our visual identity, providing sophistication and readability in all contexts. Both Cyrillic and Latin versions of the font are used.



The symbol and logo are designed to look effective even in specific cases when they need to be used on a light background. By adding shadows to the gold shades, an effect is achieved that highlights them and gives them additional visual appeal.



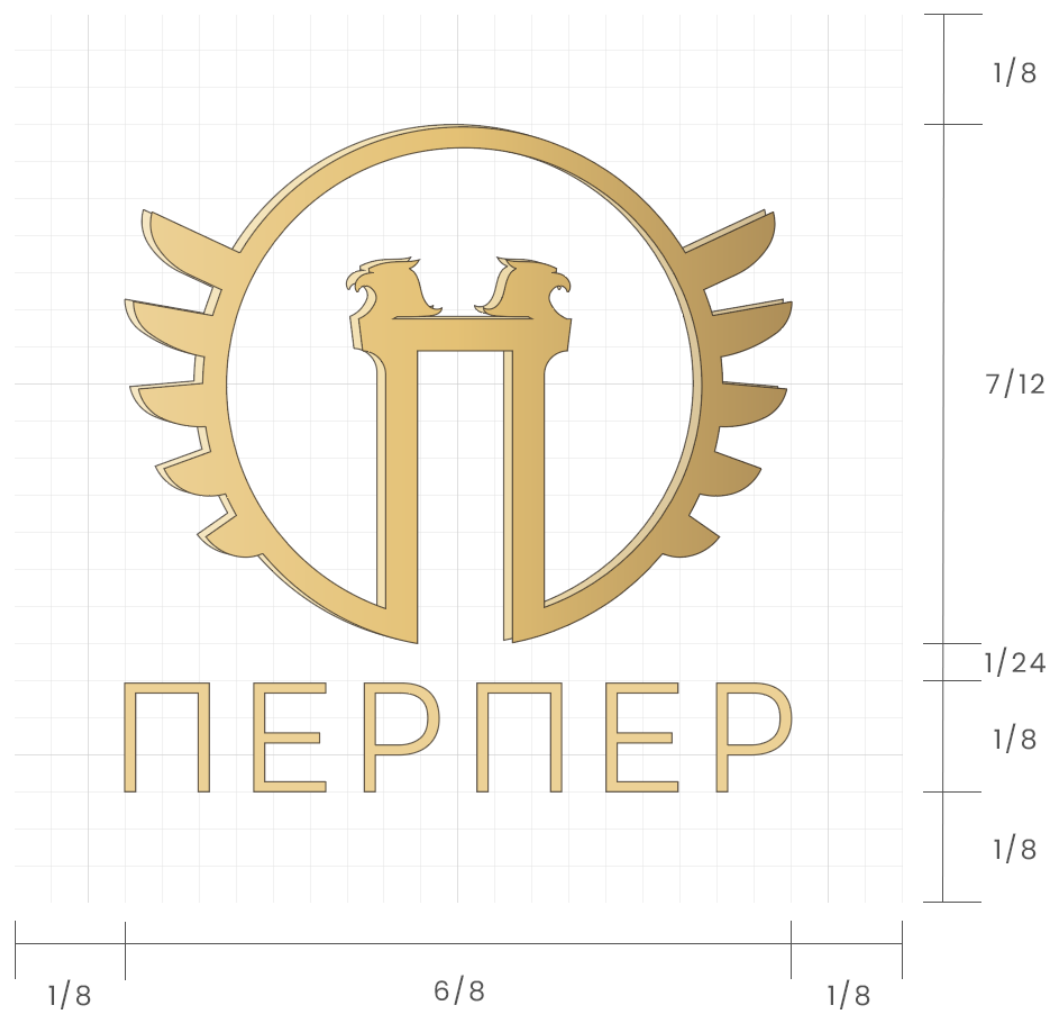
Due to the diversity of applications, we are introducing three additional solutions for the mutual positioning of the symbol and logo, expanding the options for their use. Besides the basic model that highlights the symbol, there is also an extended variant with the logo in both scripts, and two horizontal variants: one with the logo in one script and the other in two scripts. These variants allow for greater flexibility and adaptability in different media spaces.

All three additional solutions adhere to the same rules as the basic model, ensuring brand consistency across all applications. This primarily includes guidelines for use, allowing the brand to maintain its identity while adapting to different formats and needs.

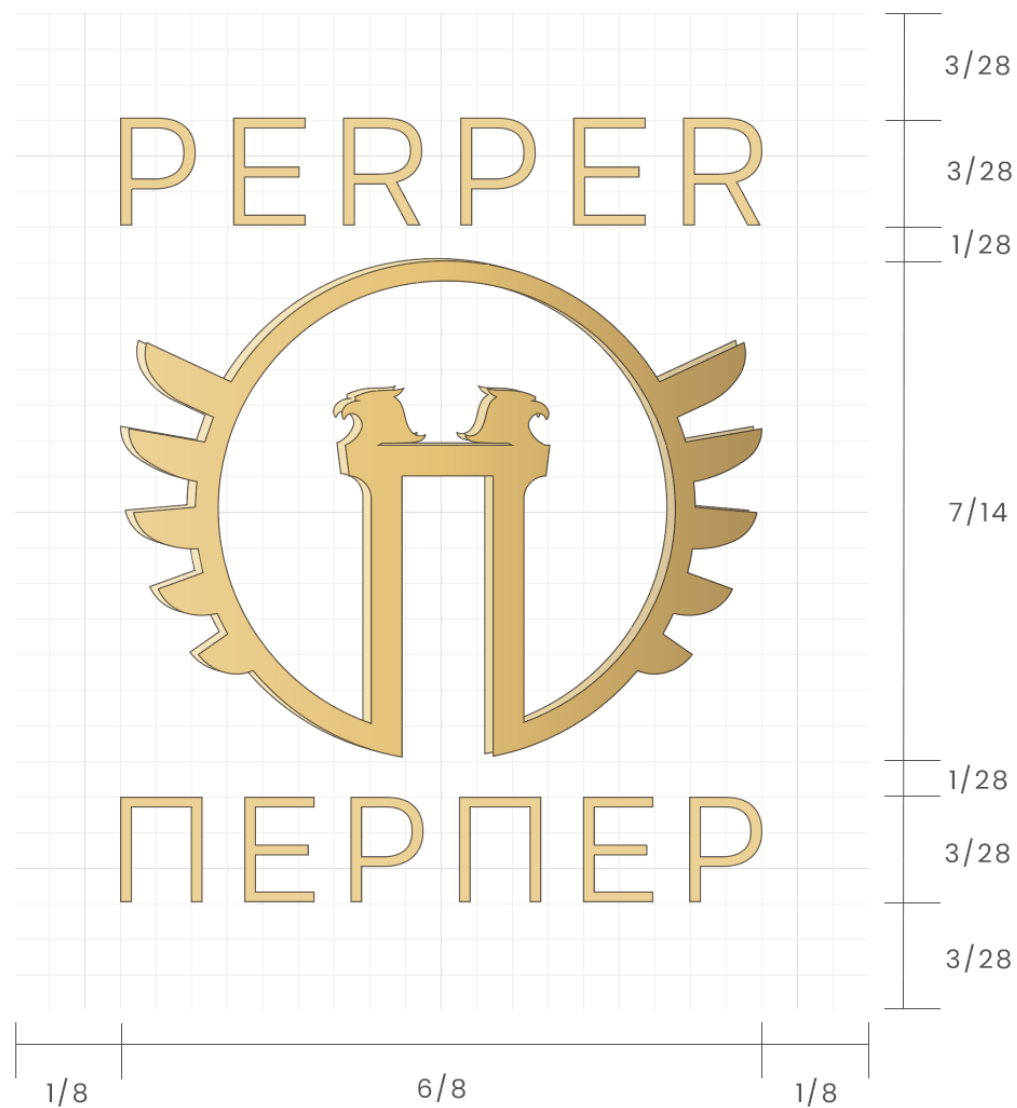


For constructing the symbol and logo in cases where it is impossible to use electronic records, transfer via a grid is used.

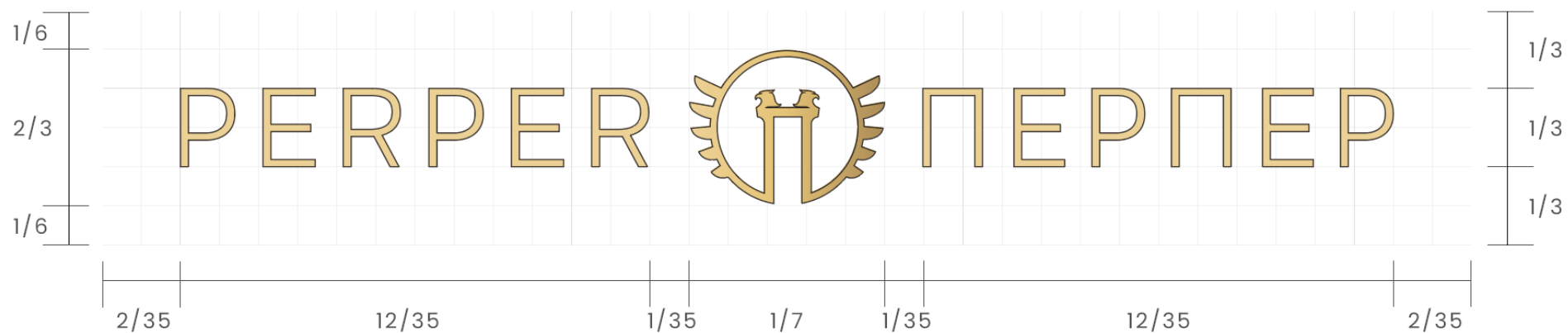
The relationship of the basic variation of the symbol and logo can be reproduced on a grid of square shapes 24:24.



In the case of the relationship between the symbol and logo for the basic variation extended with the logo in both scripts, the grid is in the proportion of 28:24.

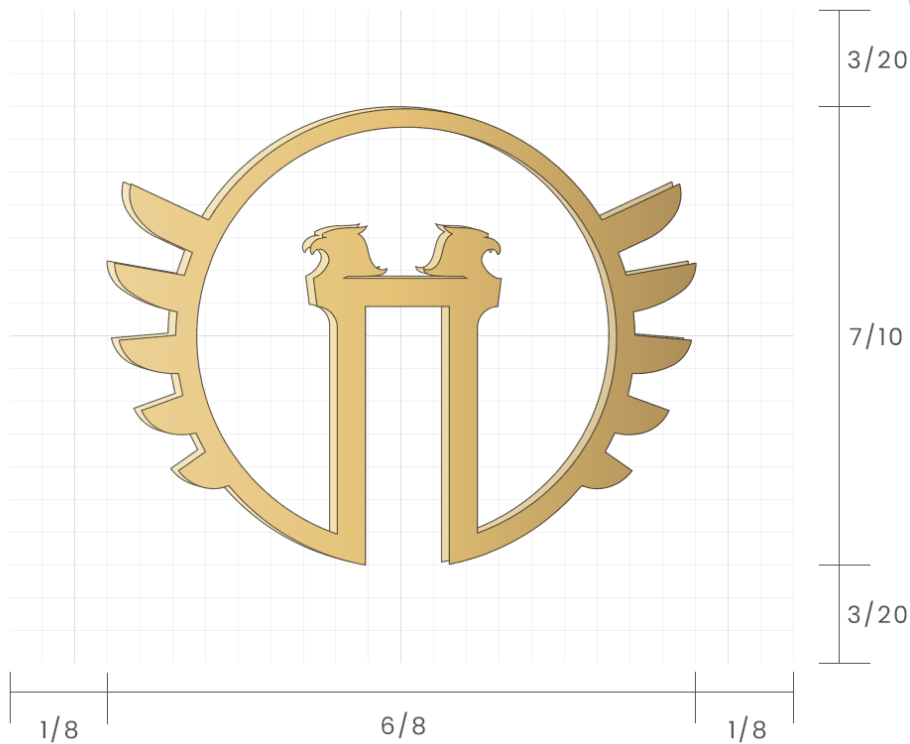


Horizontal printing with the logo can be constructed on a grid of rectangular shapes with dimensions of 22:6, or 35:6.



Given the complexity of the symbol and its irregular shape obtained digitally from multiple layers, we provide only the basic measurements for constructing a rectangular field with dimensions of 24:20.

The symbol can be used independently of the logo as needed.



The positive represents a variant of the symbol reduced to black color and is used in cases where it is technically impossible to execute the symbol in color, but it is necessary to place it on a light background. The outline of the symbol is lost because for this use, the symbol is reduced to just one layer.

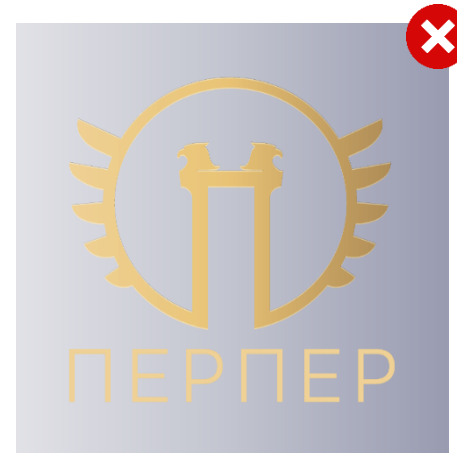
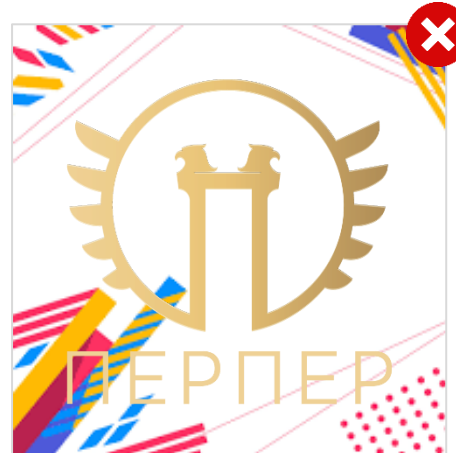
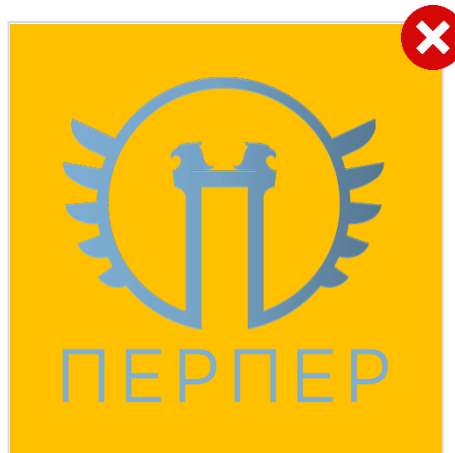
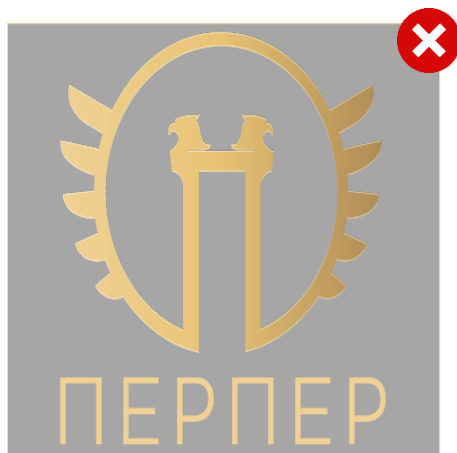
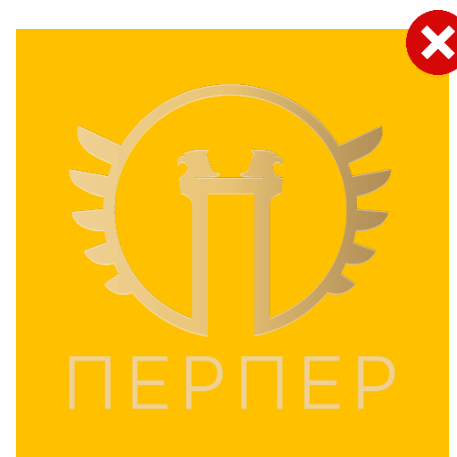
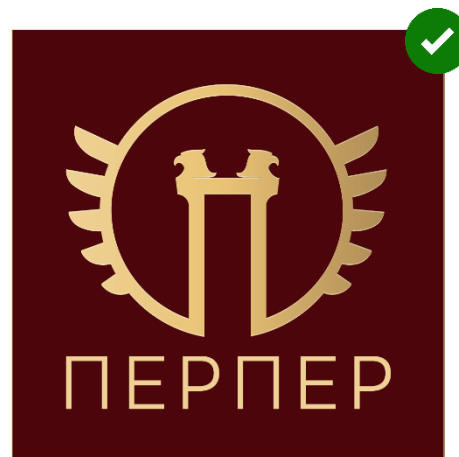


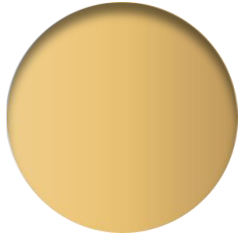
The negative represents a variant of the symbol and logo reduced to white color and is used when the symbol and logo cannot be executed in color, and the background on which it is applied is extremely dark. Like the positive, the symbol is reduced to a single layer.



SYMBOL AND LOGO / APPLICATION ON BACKGROUND

Although a recognizable maroon background is preferred, the symbol and logo are allowed to be applied to a solid-colored background in specific situations as long as the contrast between the background and it is noticeable and does not conflict with it, and as long as the minimal optical field is satisfied. Backgrounds with patterns or gradients (except in cases where it is used on the dark side of the maroon gradient as on a website or application) are not allowed, nor are modifications to the symbol and/or logo itself, proportions, and colors.





For web:

■ = R 239 G 209 B 149

■ = R 232 G 193 B 116

■ = R 176 G 142 B 87

For print:

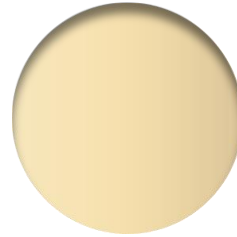
C 6 M 16 Y 47 K 0

C 9 M 23 Y 64 K 0

C 30 M 41 Y 75 K 5

CSS/HTML:

#EFD195, #E8C174, #B08E57



For web:

■ = R 247 G 231 B 195

■ = R 244 G 223 B 173

■ = R 211 G 189 B 148

For print:

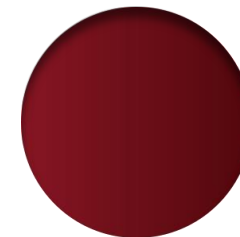
C 3 M 7 Y 25 K 0

C 4 M 10 Y 36 K 0

C 18 M 23 Y 45 K 0

CSS/HTML:

#F7E7C3, #F4DFAD, #D3BD94



For web:

■ = R 144 G 25 B 39

■ = R 109 G 15 B 24

■ = R 76 G 5 B 10

For print:

C 27 M 100 Y 87 K 28

C 32 M 99 Y 87 K 47

C 43 M 89 Y 78 K 66

CSS/HTML:

#901927, #6D0F18, #4C050A

The official font used for all prints is "Poppins," in its weight variations, but primarily the ExtraLight, Light, and Normal variations are used.

The use of italics is not allowed..

Poppins ExtraLight:

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ

abcčćdďefghijklmnoprstuvzž

0123456789,:;!,,"\$%/()

Poppins Light:

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ

abcčćdďefghijklmnoprstuvzž

0123456789,:;!,,"\$%/()

Poppins:

ABCČĆDĎEFGHIJKLMNOPRSTUVZŽ

abcčćdďefghijklmnoprstuvzž

0123456789,:;!,,"\$%/()

In the world of digital currencies, visual identity plays a key role in creating recognition and trust among users. The cryptocurrency Perper presents its unique identity through the graphic representation of a coin.

The use of this symbol extends through promotional materials, including digital platforms such as websites and social networks, as well as printed brochures and presentations.

The central role of the graphic coin in Perper's branding strategy is to communicate its core values in a clear and striking manner.



The dominant colors on the website are our recognizable gradients of maroon and gold shades. Depending on whether a light or dark display of the page is chosen, maroon and gold colors are used for links and interactive elements.

For the website's "favicon," the isolated symbol is used on a maroon background. The symbol and logo are exclusively used on the darker side of the maroon gradient.



For the use of the Perper symbol and logo on social networks, the symbol is used exclusively on the recognizable maroon background which can take three shapes: circular, square, and square with rounded edges.

The icons are displayed at the same size and height as others on social networks.

The minimum width of the icon that can be used is 32px.



Circular icon



Square icon



Square icon with rounded edges

Minimum width 32px:



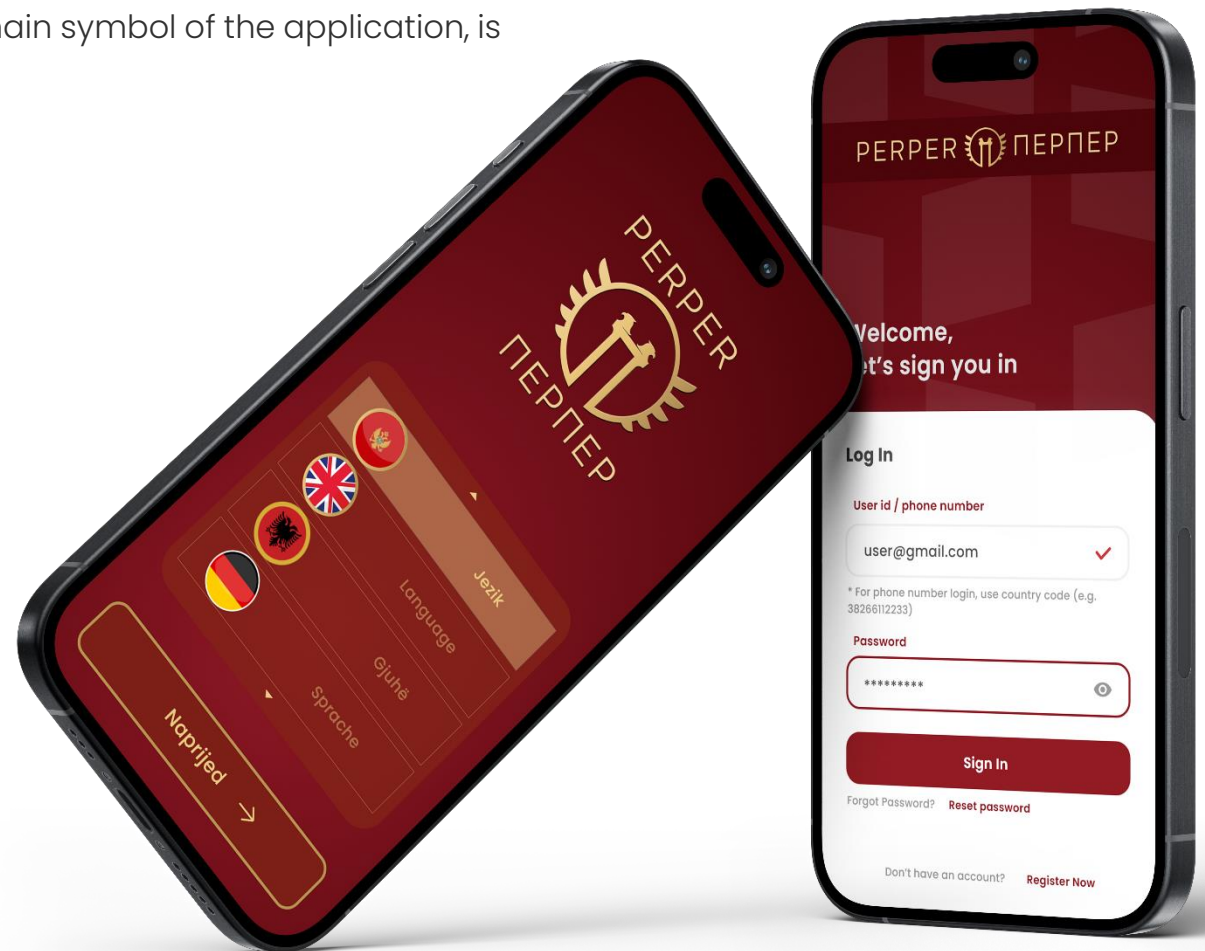
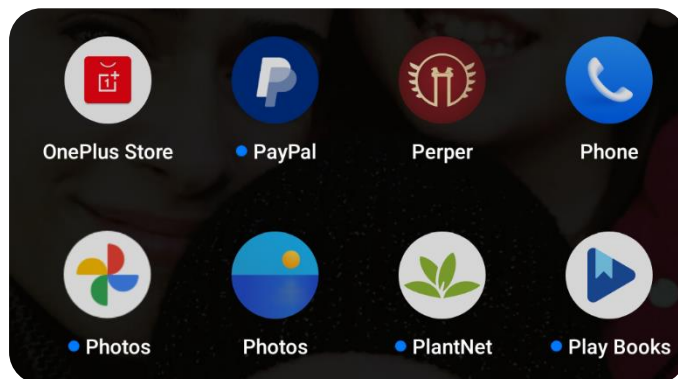
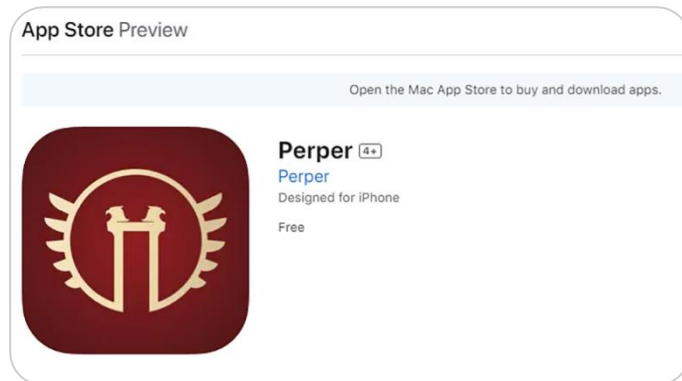
Minimum width 32px:



Minimum width 32px:



The graphic standards of the Perper brand have been successfully applied in the mobile application as well. The dominant maroon gradient contributes to consistency in communication tone, accompanied by the same typography as other elements. The icon of the symbol, as the main symbol of the application, is used in the same way as on social networks.











Branding guide prepared by

Perper Coding Team

Februar 2024.