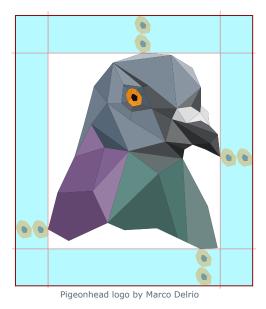


# Branding Guide



### Logo

#### Colors:

Pigeon logo must be displayed only as shown here, using official brand colors detailed below.

#### Layout / Margin:

A margin equal to the height and width of two Pigeon's 'eyes' on all sides of the Pigeon logo must be maintained, regardless of the usage context.

# Terminology

The algorithm used with Pigeoncoin is known as X16S.

In the first instance of the name in a document, the long form is to be used: X16S (shuffle)

The organization is referred to using a single word, capitalized: Pigeoncoin

Elements and projects pertaining to Pigeoncoin are referenced with lowercase text, with no empty characters between 'pigeon' and the element/project name: pigeonbrand, pigeonsite, pigeonpool, pigeonwallet, pigeonmessenger

Brand assets will be hosted on Github for use by the pigeonteam and the community. https://github.com/Pigeoncoin/pigeonbrand

# Typeface:

Primary text is Helvetica Neue 55 Roman. If unavailable, Verdana is a suitable replacement. Monospace font is Menlo Regular.

## **Brand Colors**

