



Pigeonhead logo by Marco Delrio

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

Slate Dark #556677 R:85 G:102 B:119	Forest Dark #26776d R:38 G:119 B:109	Sunshine Dark #ed8a12 R:237 G:138 B:18	Eggplant Dark #775588 R:119 G:185 B:136	Charcoal Dark #424548 R:66 G:69 B:72
Slate Medium #6f7d8b R:111 G:125 B:139	Forest Medium #478b83 R:71 G:139 B:131	Sunshine Medium #f09c36 R:240 G:156 B:54	Eggplant Medium #8b6f9a R:139 G:111 B:154	Charcoal Medium #5e6164 R:94 G:97 B:100
Slate Light #99a3ad R:153 G:163 B:173	Forest Light #7dada7 R:125 G:172 B:167	Sunshine Light #f4b971 R:244 G:185 B:113	Eggplant Light #ad99b7 R:173 G:153 B:183	Charcoal Light #8d8f91 R:141 G:143 B:145
Snow #FFFFFF R:255 G:255 B:255		Midnight #000000 R:0 G:0 B:0		