

# Our Brand Logo

The meaning behind  
the logo mark of Soonak Memes





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# Logo History



## The Evolution of the Soonak Memes Logo

Soonak Memes emerged in 2024, born from internet humor and cryptocurrency fervor. Its logo, a mischievous cartoon character, became synonymous with laughter and financial risk-taking. As it spread across social media, its community grew, united by humor and potential wealth. The logo now symbolizes the unpredictable world of meme coins.





# About the Logo

## The Soonak Memes. Logo Today

Soonak Memes emerged in 2024, born from internet humor and cryptocurrency fervor. Its logo, a mischievous cartoon character, became synonymous with laughter and financial risk-taking. As it spread across social media, its community grew, united by humor and potential wealth. The logo now symbolizes the unpredictable world of meme coins.





FIRST COLOR  
#142E48



SECOND COLOR  
#3E8ED4



GENERAL COLOR  
#fafafa



THIRD COLOR  
#CE1328

# The Soonak Memes. Colors

Our color palette for logo usage

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.





# Font

SOONAK

MEMES.

## Our official font

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. .

LATO  
REGULAR

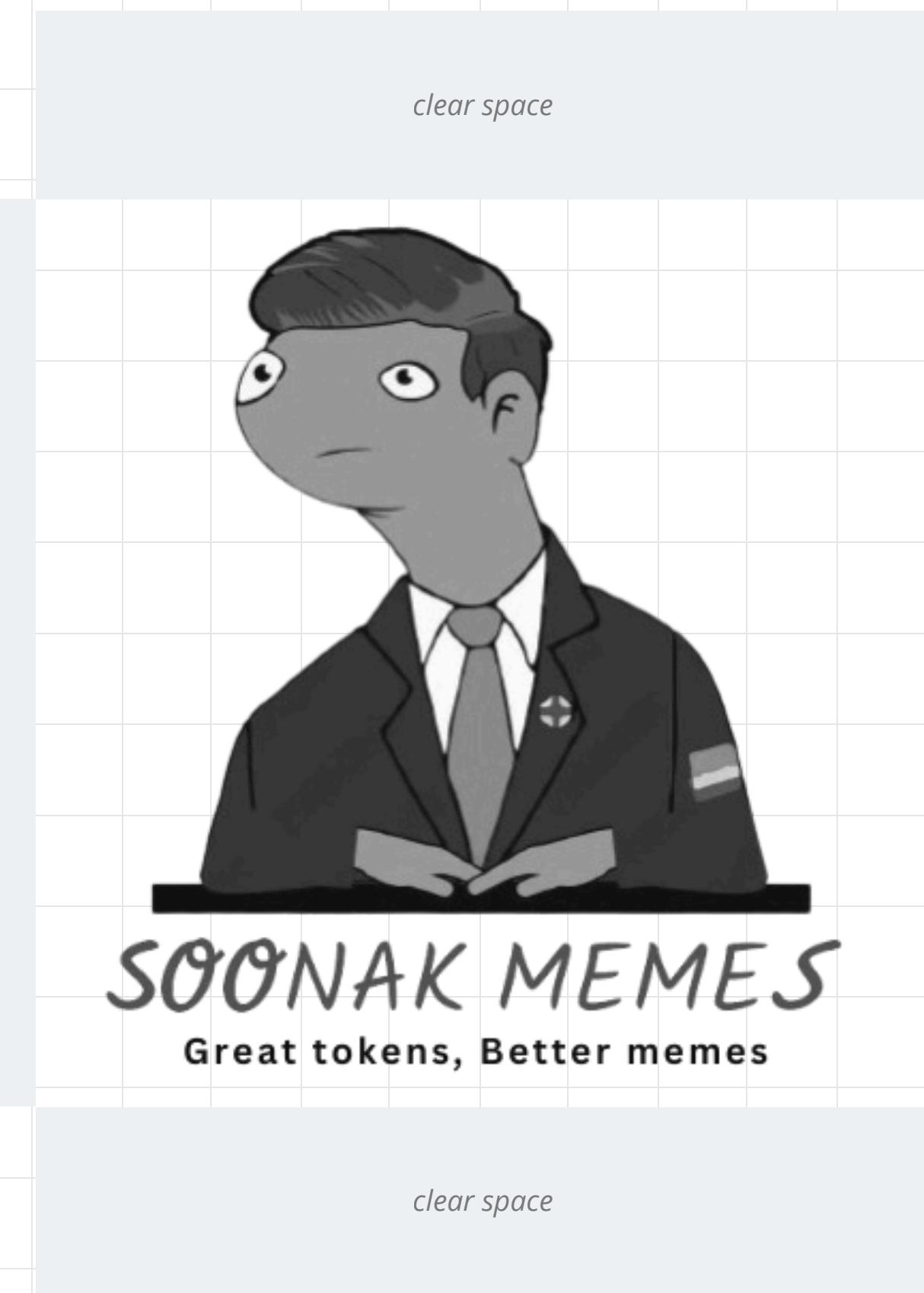
A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0



# Exclusion Zones

The safe distance  
to put our logo in

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching. To create a stunning presentation, it's best to simplify your thoughts.





# Logo Variations

Vertical



Presentations are communication tools that can be used as demonstrations.

Horizontal



Presentations are communication tools that can be used as demonstrations.

Icon



Presentations are communication tools that can be used as demonstrations.



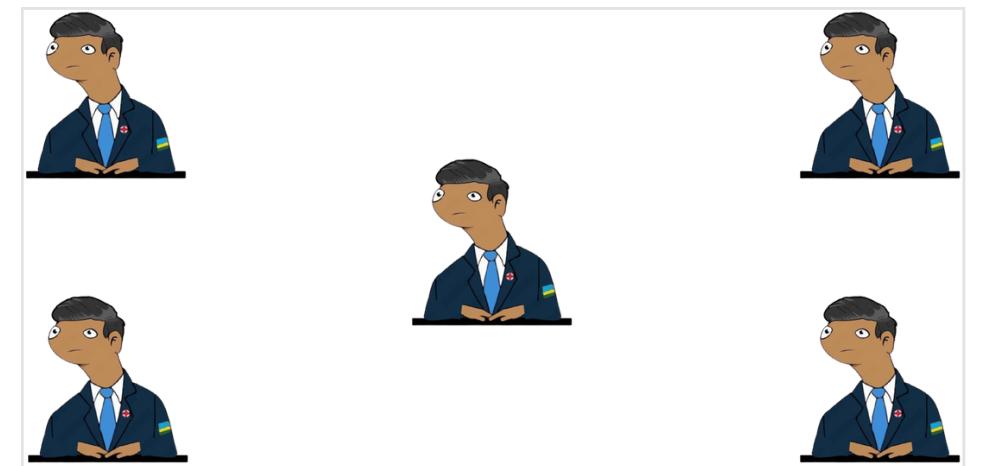
# Logo Positioning

The safe distance to put your logo in

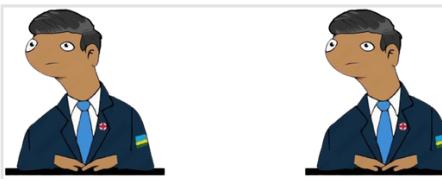
The logo can be positioned in where is best suited, depending on the application and tone.



Square



Landscape



Portrait





# Logo Application

## The rules on proper positioning

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# Reminders

Rules on logo use to keep in mind



**DO NOT** change the color.  
Use colors in the palette.



**DO NOT** crop  
the logo.



**DO NOT** rotate  
the logo.



**DO NOT** put over  
another illustration



**SOONAK MEMES**  
Great tokens, Better memes



Thank you and Follow us  
on Twitter

<https://x.com/RichySoonak>