



# BRAND GUIDELINES

2023

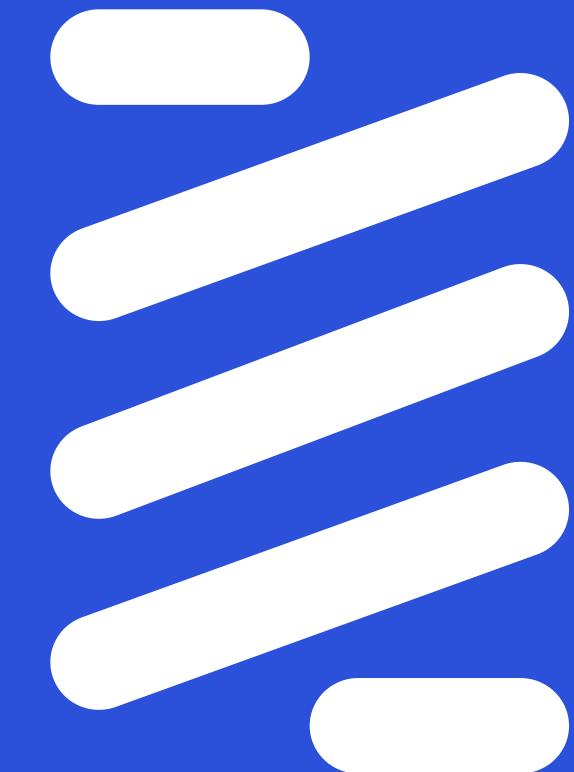


# Auction as a Service

## Brand Story

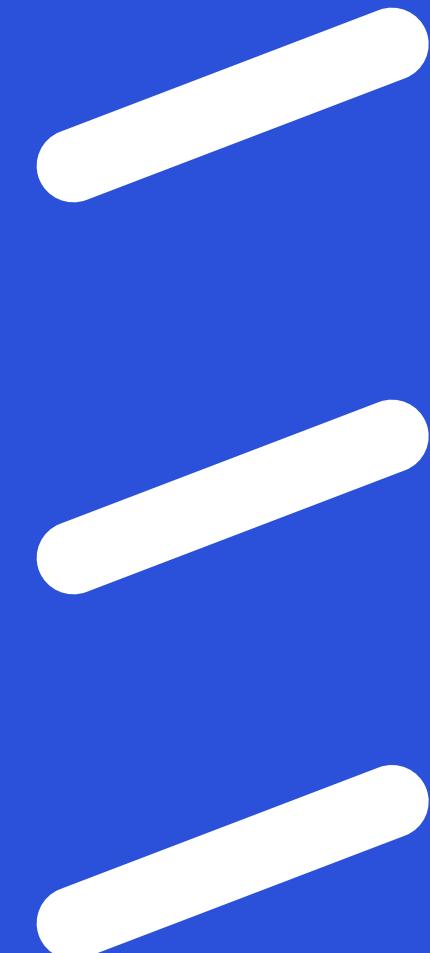
**Bounce is not just an auction platform.**

It's an all-in-one, transparent, and seamless auction ecosystem for users worldwide. We were founded with a vision of revolutionizing the auction market and empowering users through innovation and versatility. As a team, we have always strived to meet the demands of the auction market by exploring different auction models and markets, with the core objective of offering Auction as a Service and expanding the advantages and applications of decentralized auction.



**Bounce**

## Brand Voice



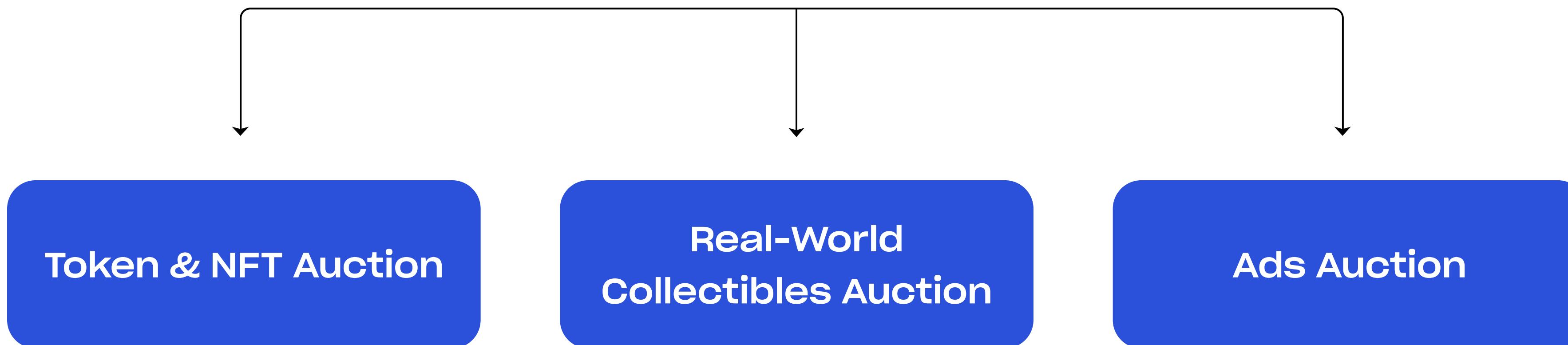
Innovative  
Forward-Thinking  
Customer-Centric

Bounce's brand voice should be innovative, forward-thinking, and customer-centric. It should emphasize the company's commitment to providing a seamless and accessible auction ecosystem for users worldwide.

The tone should be confident, yet approachable, and should focus on empowering users to take advantage of the benefits of decentralized auctions. Additionally, Bounce's brand voice should emphasize its commitment to ongoing innovation and improving the auction experience for all users.

# Bounce Product

Three Pillars  
Of Bounce Finance (Product)



## Primary Typeface

### Sharp Grotesk - Medium & 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

0 1 2 3 4 5 6 7 8 9

\$ % ^ & \* ( ) # @

A a

### Inter - 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

0 1 2 3 4 5 6 7 8 9

\$ % ^ & \* ( ) # @

A a

# Color Palette

## Future Blue

R42 G81 B218

#2951DA

01

## White

R255 G255 B255

#FFFFFF

02

## BLACK

R0 G0 B0

#000000

03

## Logo Guideline

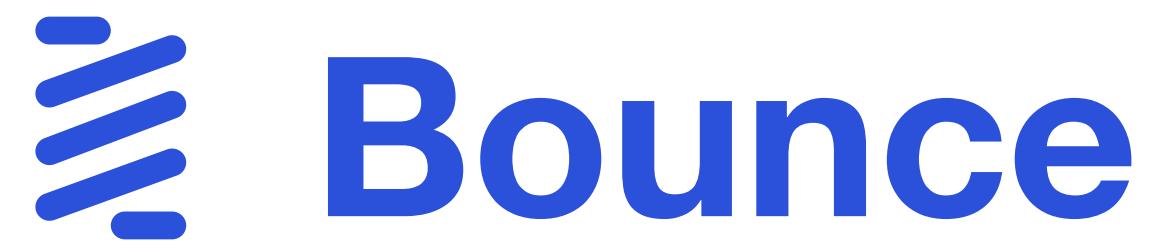


Bounce

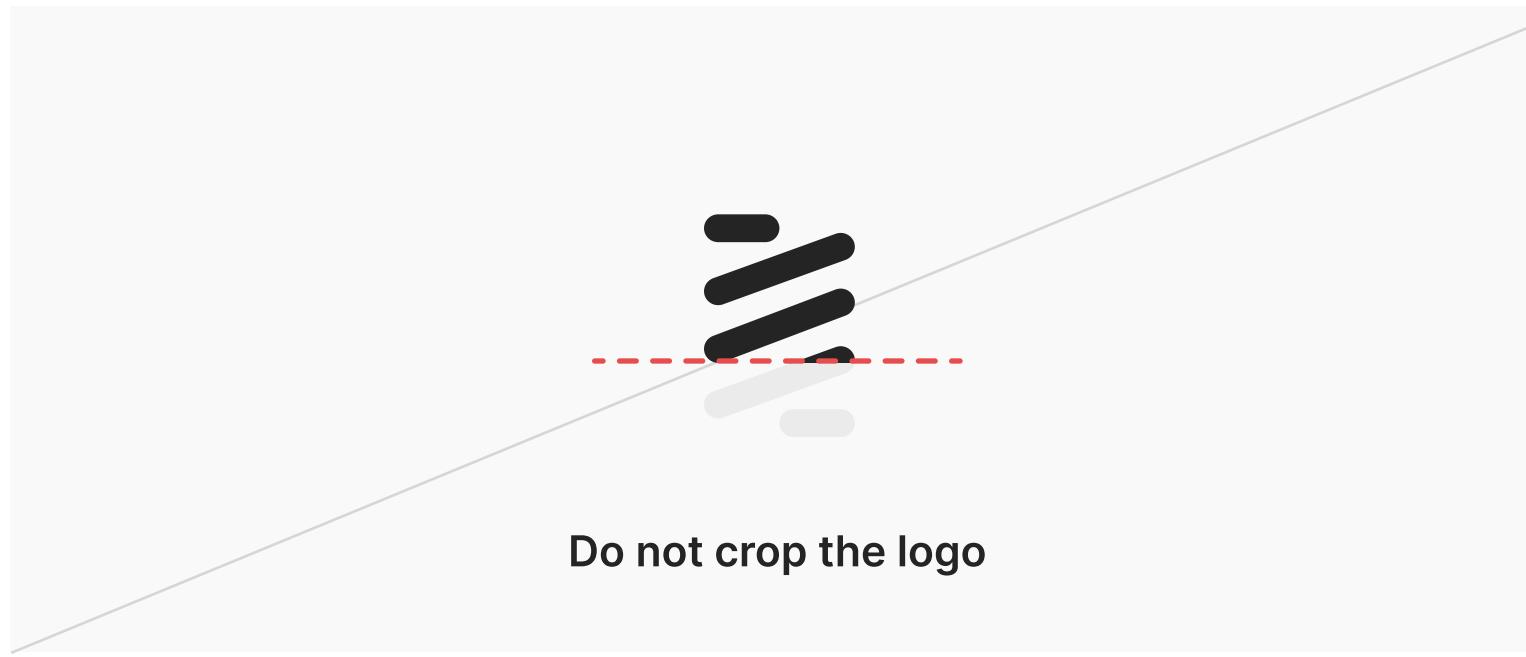


Bounce

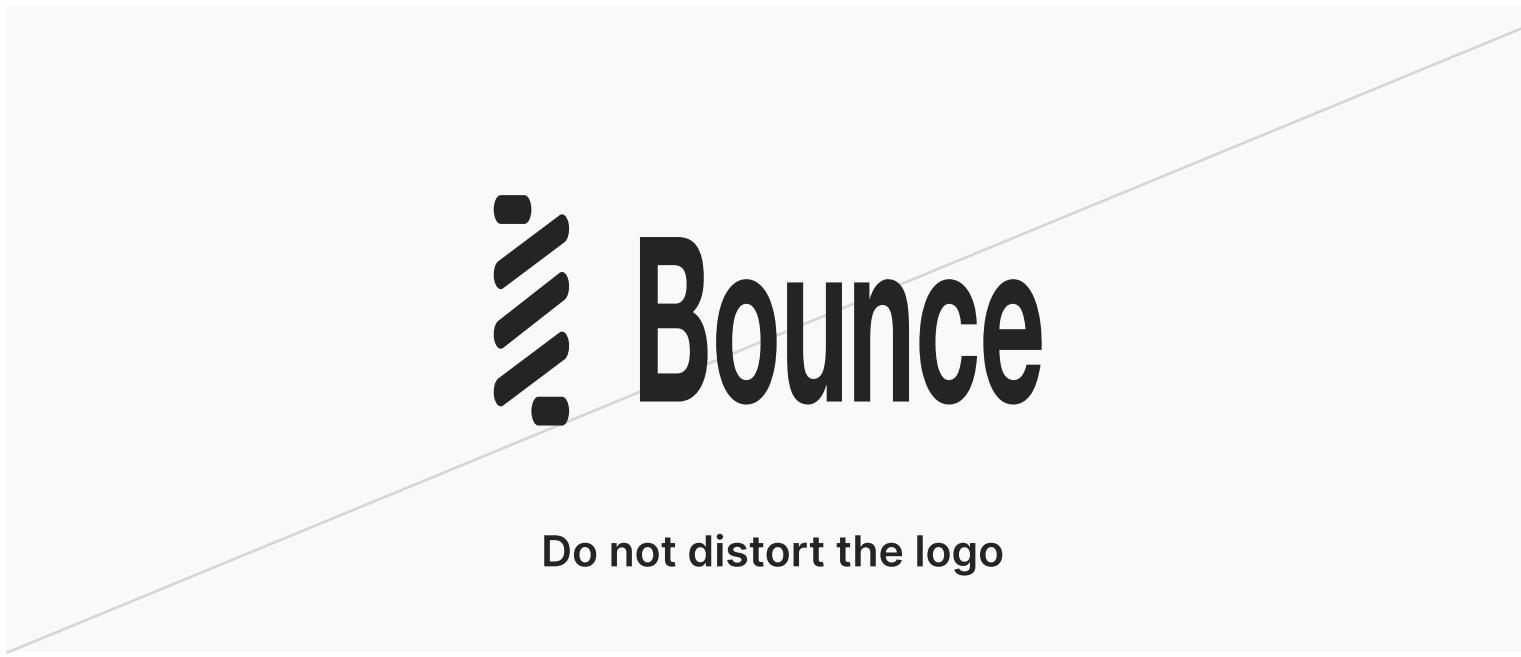
## Logo Color



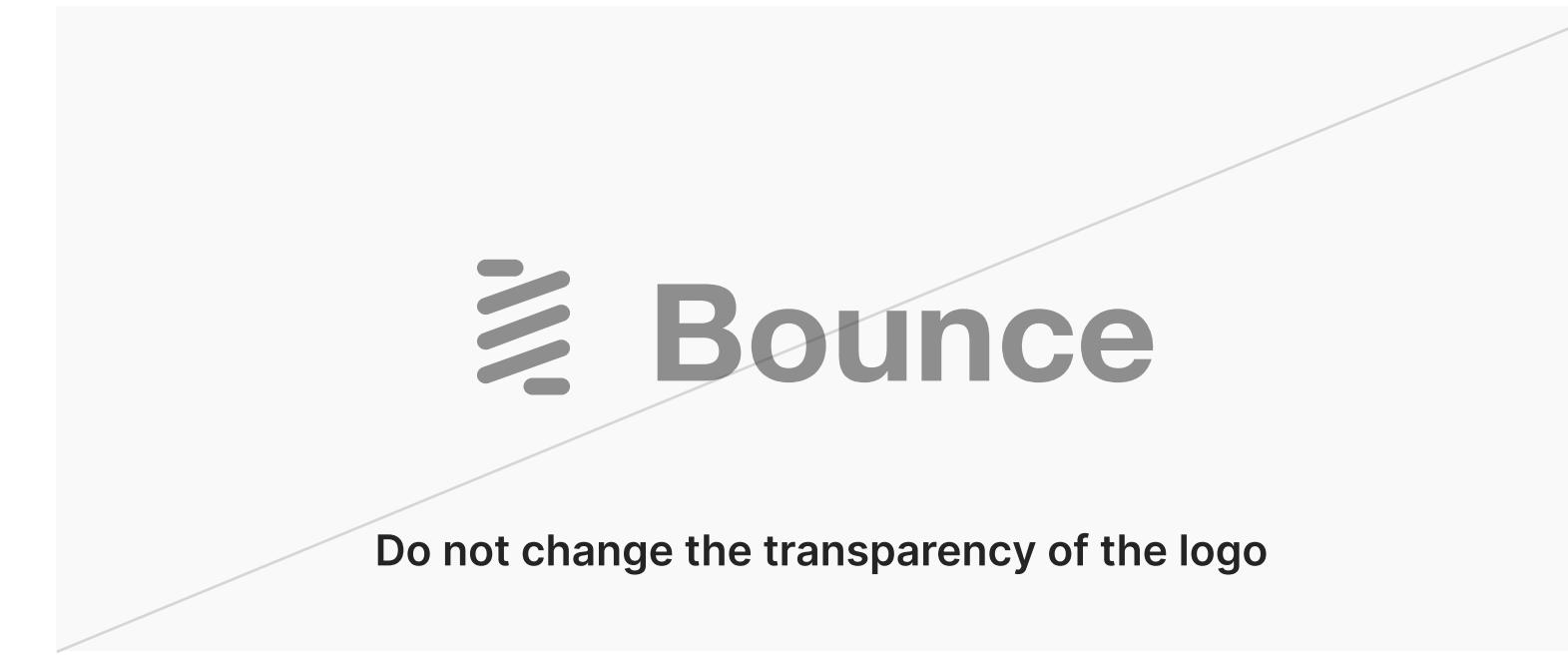
## Incorrect Logo Treatment



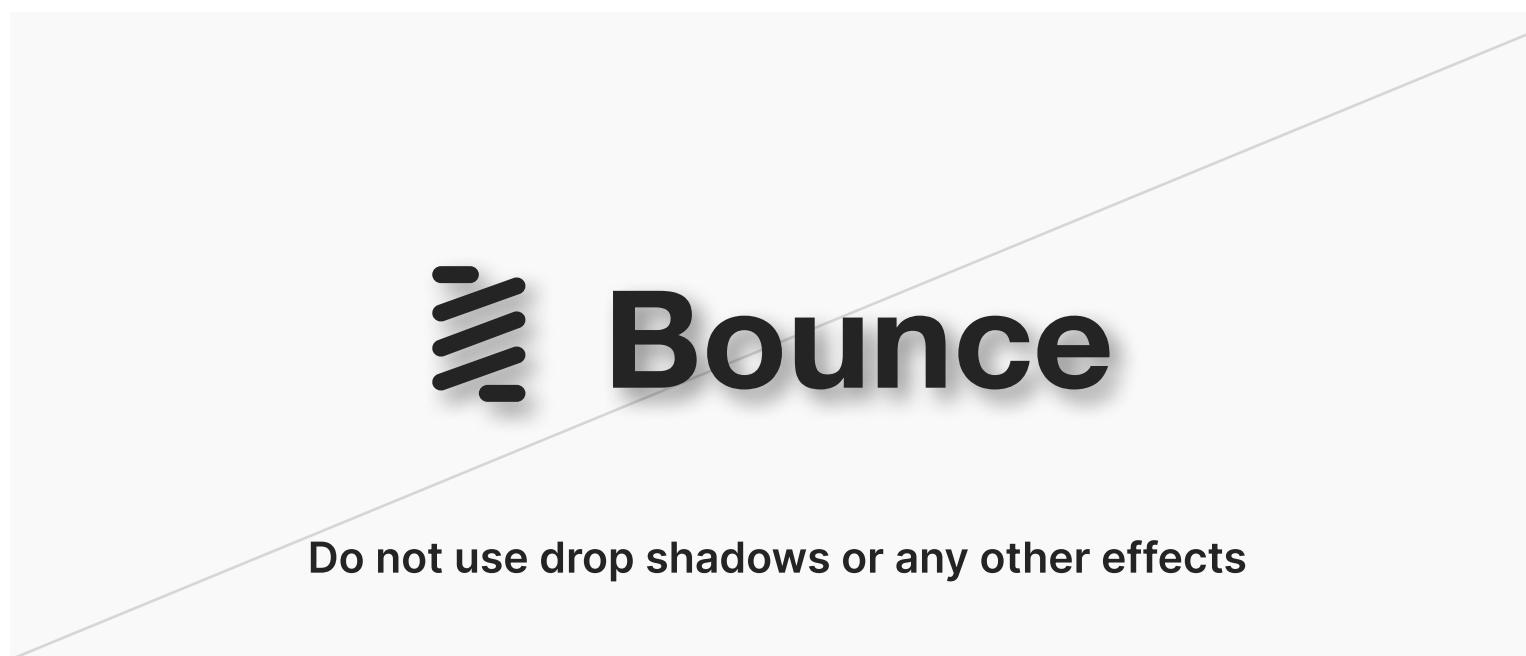
Do not crop the logo



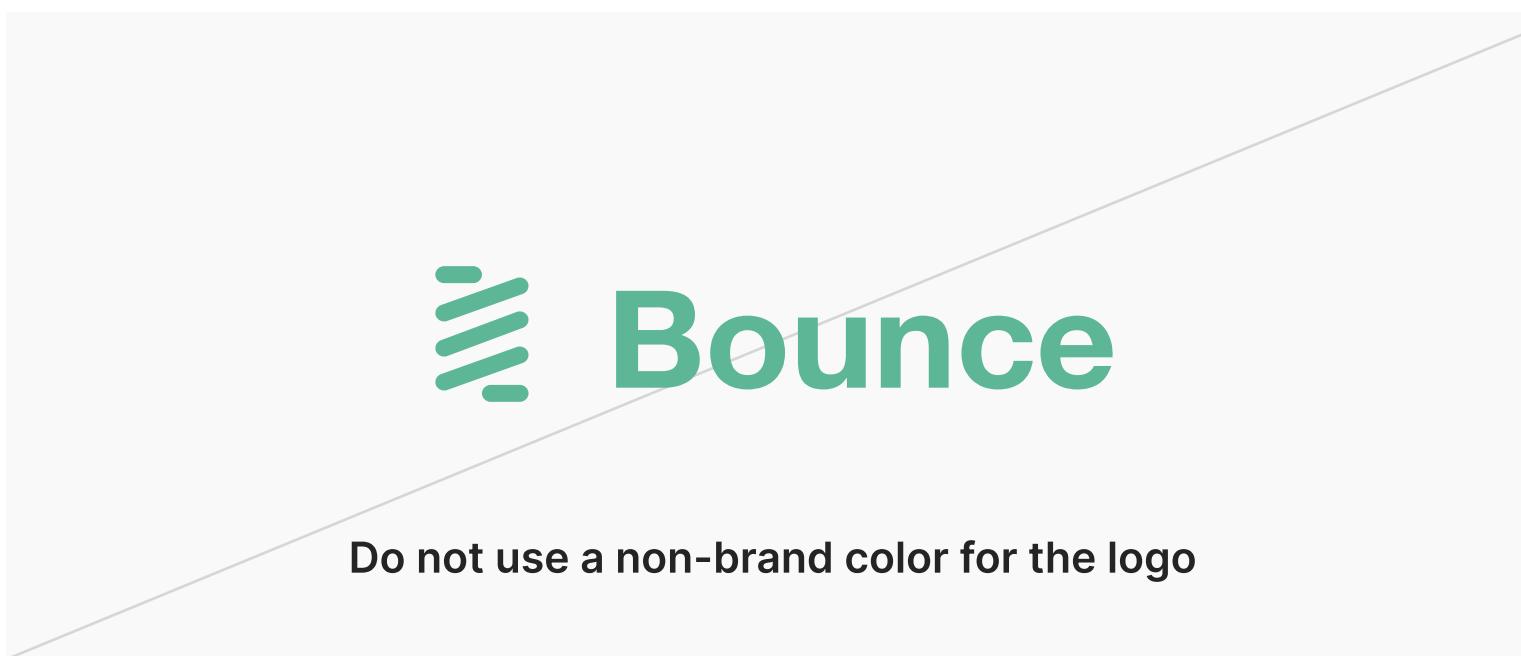
Do not distort the logo



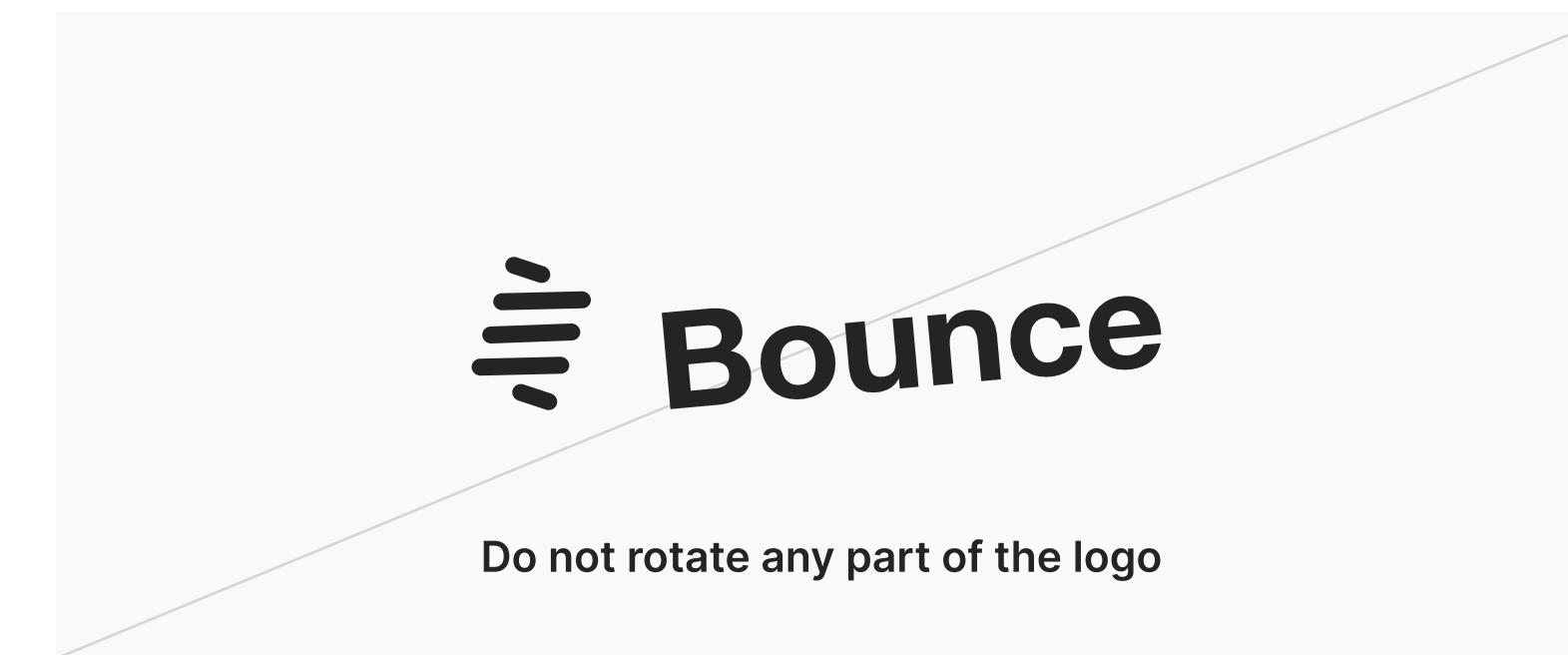
Do not change the transparency of the logo



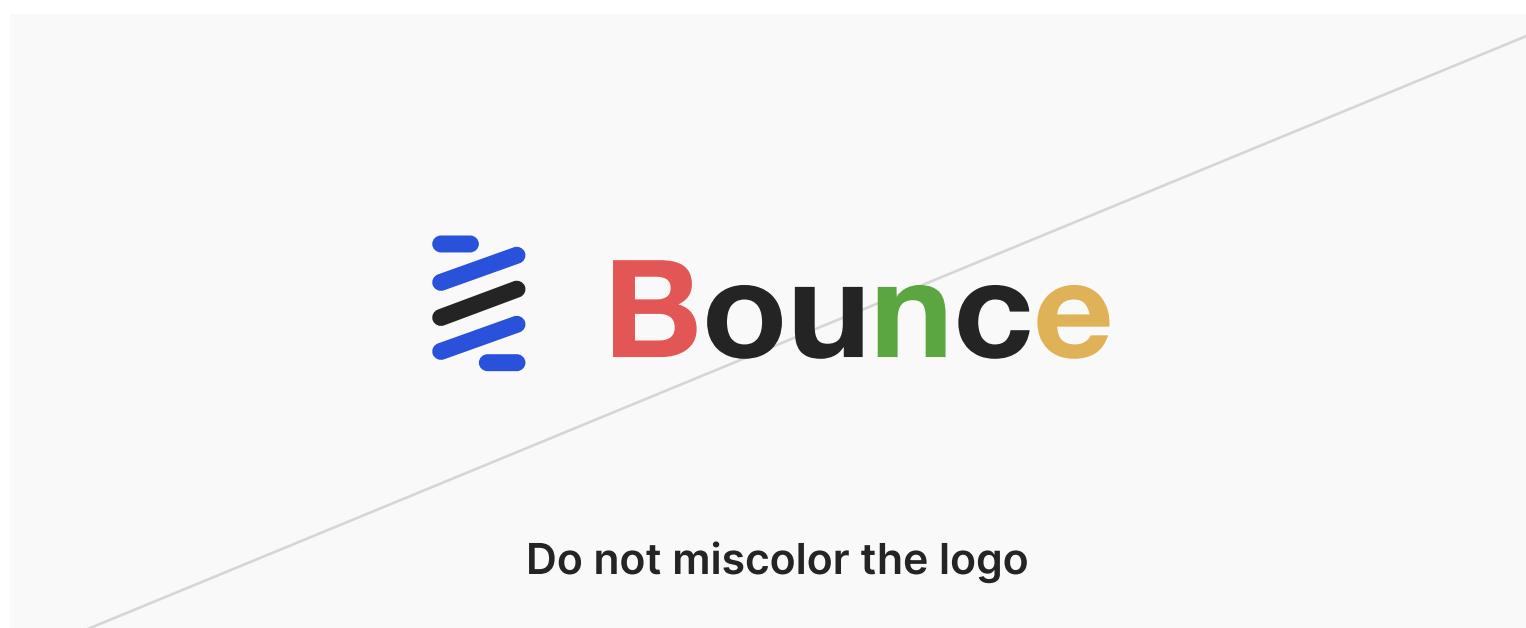
Do not use drop shadows or any other effects



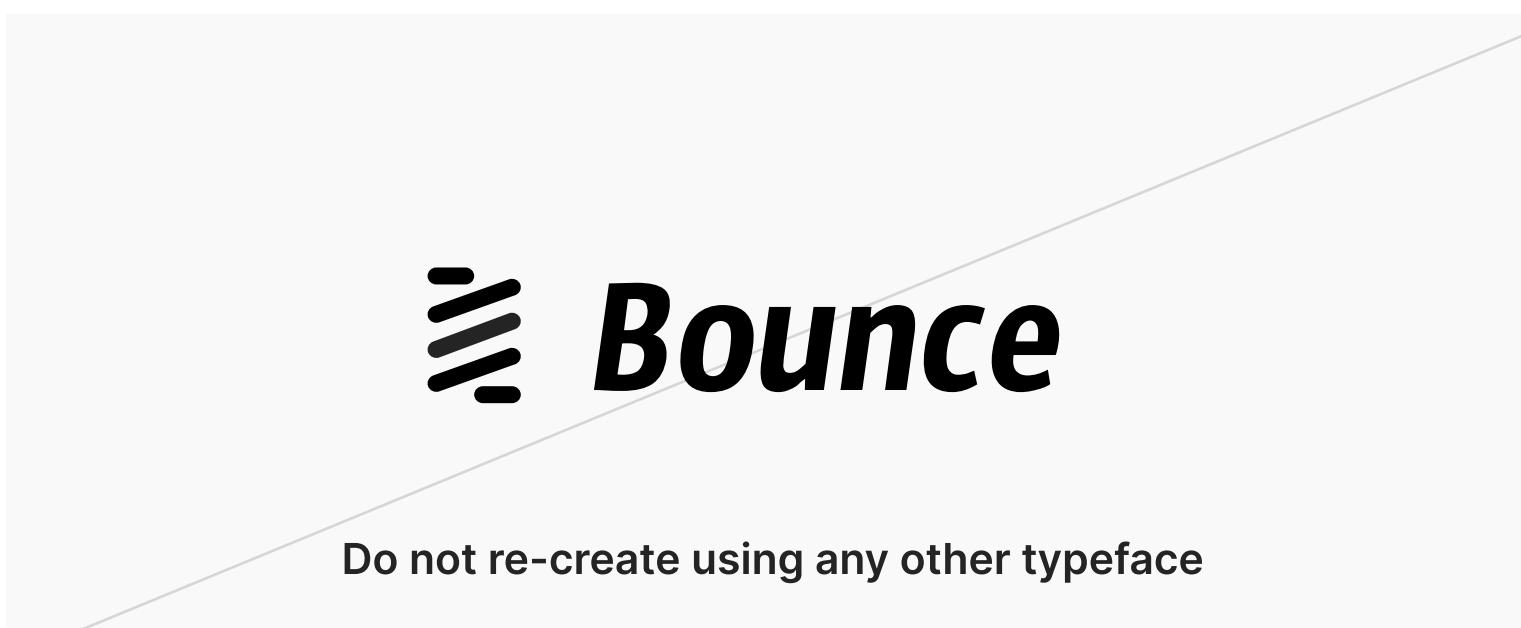
Do not use a non-brand color for the logo



Do not rotate any part of the logo



Do not miscolor the logo



Do not re-create using any other typeface

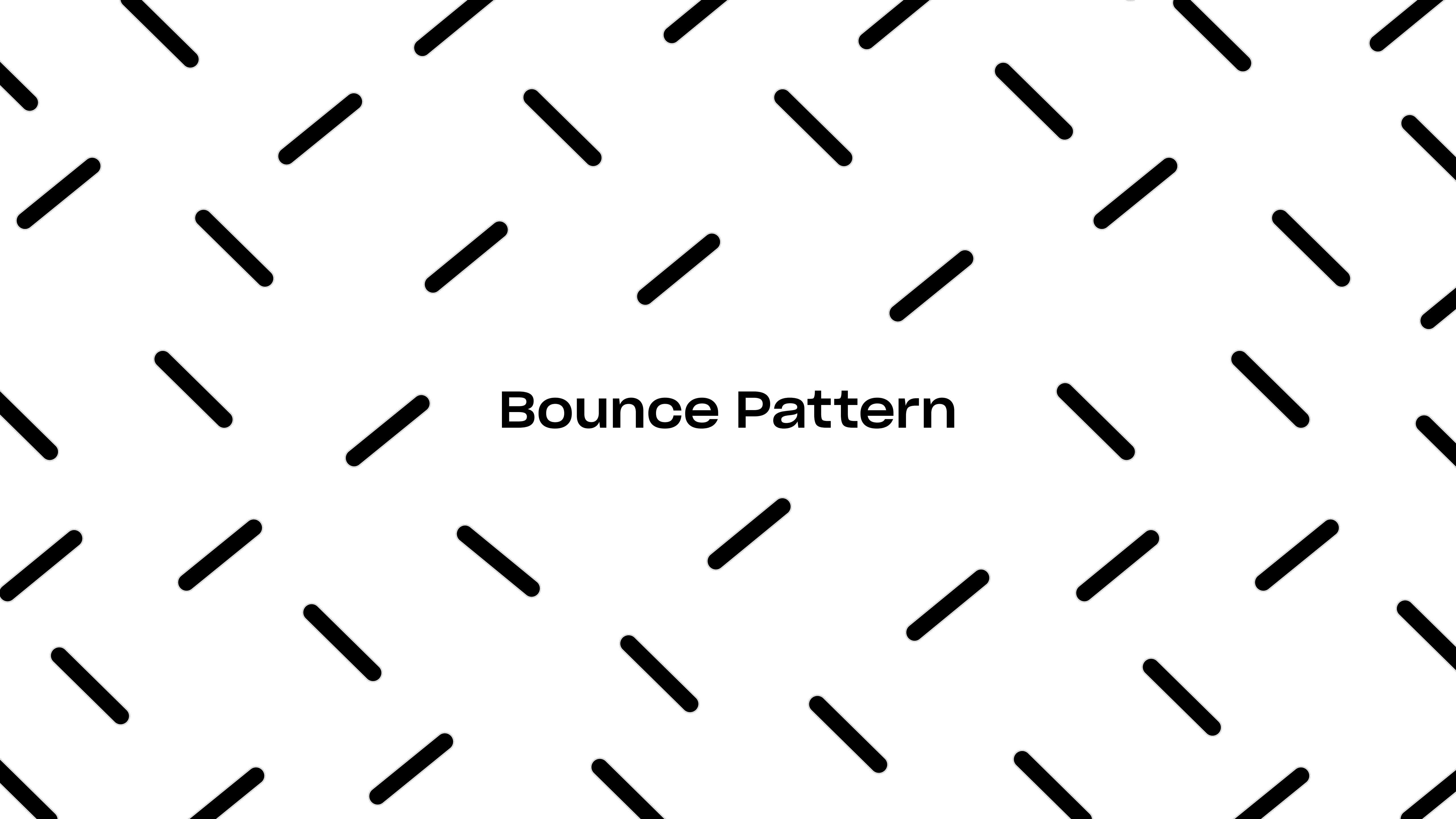


Do not change the position or move parts around

# Bounce Pattern

# Bounce Pattern

# Bounce Pattern



**Bounce Pattern**

Bounce Pattern

# Bounce Pattern

Bonnie Pattern

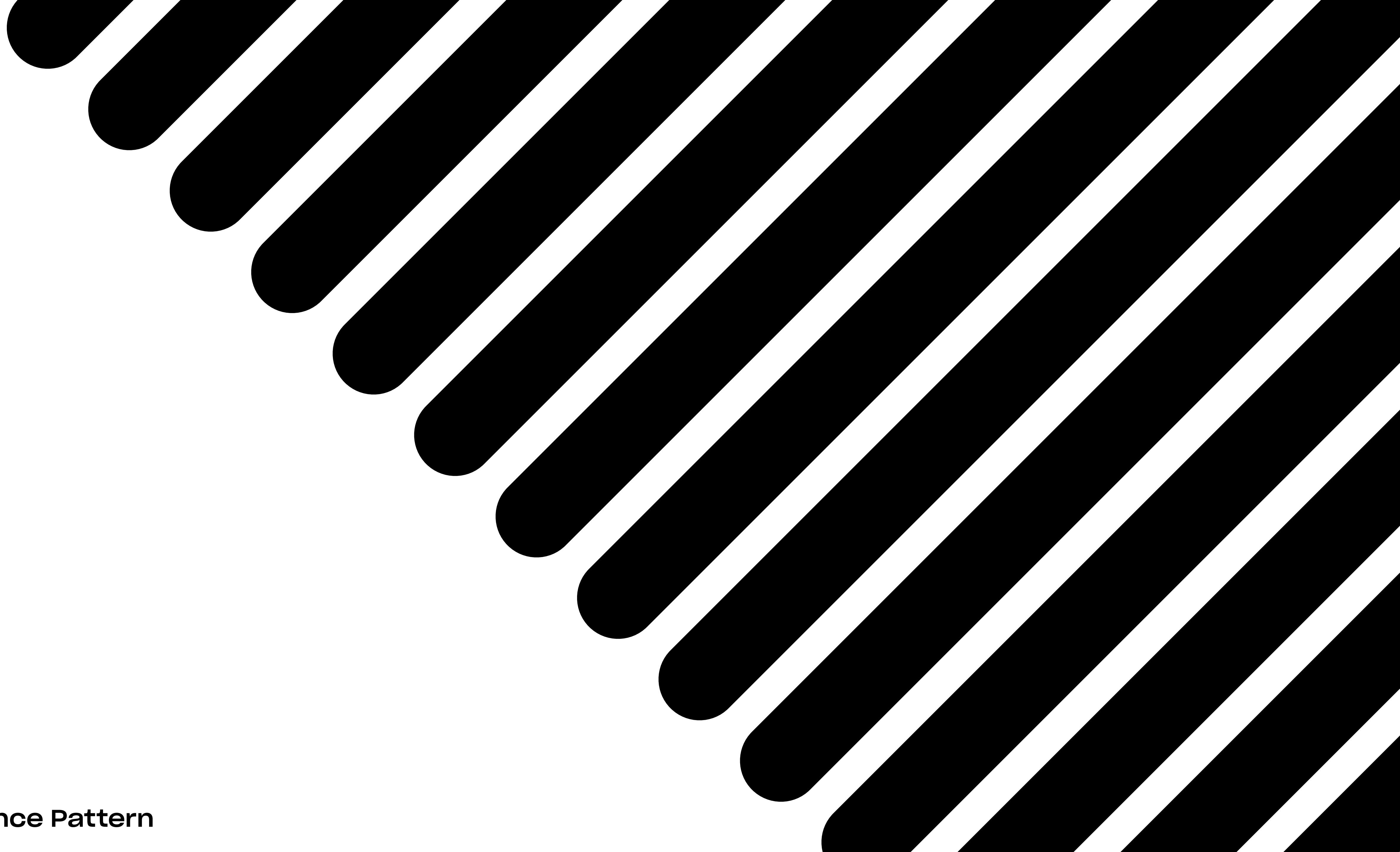
**Bounce Pattern**

Bounce Pattern



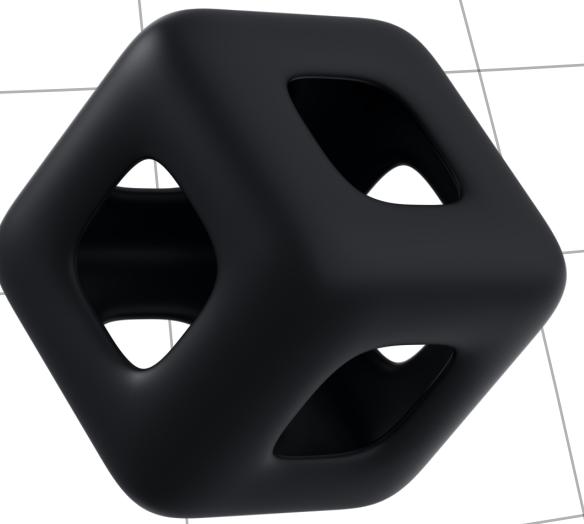
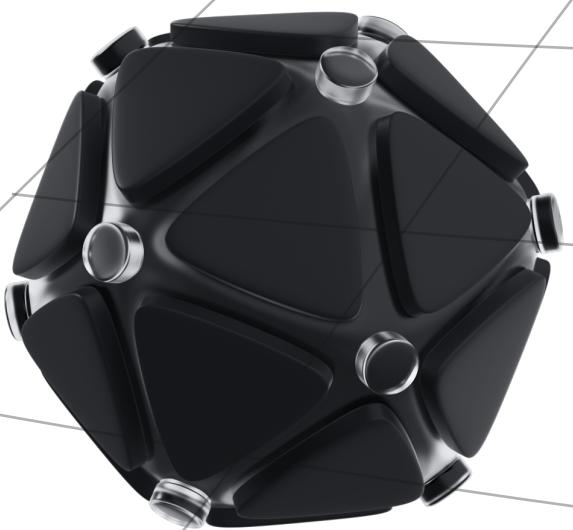
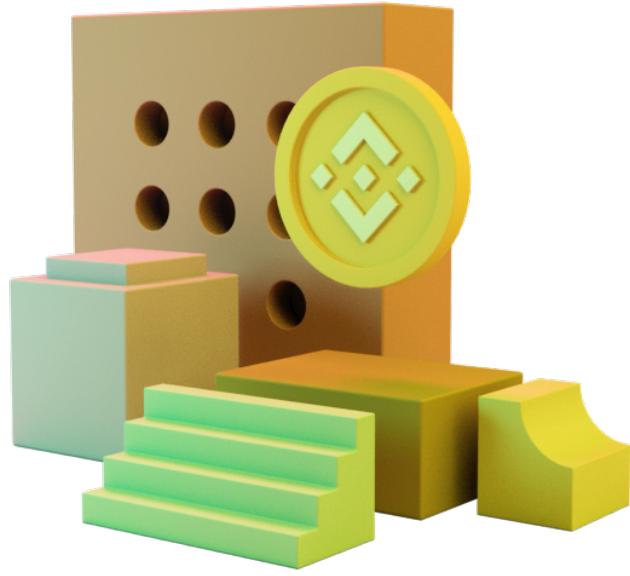
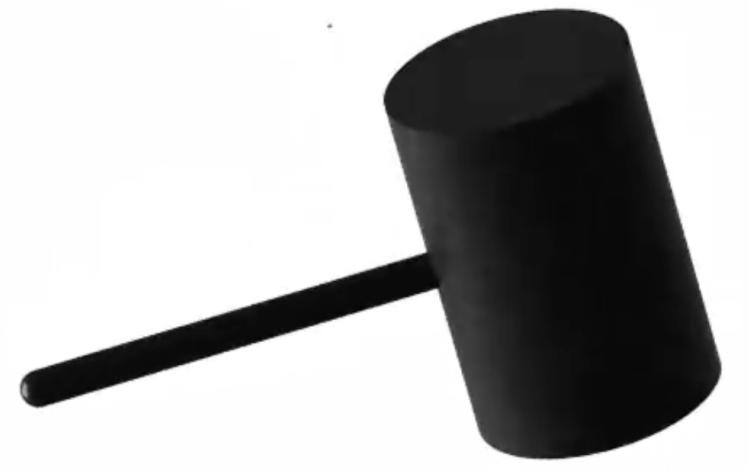
Bounce Pattern

Bounce Pattern



Bounce Pattern

# Graphic Elements





Bounce