



# KittyCash Branding Guide

A brand guide for style and identity

## Brand Identity

### KittyCash Brand Identity

KittyCash is a next-generation Blockchain game. It allows users to breed, feed, and trade Kitties as digital pets whose ownership and Kitty-DNA is stored on Skycoin's Fiber blockchain. KittyCash combines crypto-collectable and Tamagotchi-like elements to create a revolutionary blockchain game.

KittyCash is developed on top of Skycoin's Fiber blockchain but uses an independent branding and design. We would like to ask you, to follow the guidelines specified in this document at all times to assure that our brand and vision are represented consistently.

### Terms we are using

At KittyCash we want to make sure the terms used for certain in-game features correspond to our vision of the game. These terms are used in our game and by our team to name specific features of the game.

**Brand name:** KittyCash, always using capital K, and capital C, no spacing.

**Game characters:** Kitties, always using capital K

**Legendary:** Legendary Kitties/Legendaries, capital L, and K

**Wallet:** Kittery, always using capital K

## Brand / Logo

### Master Brand

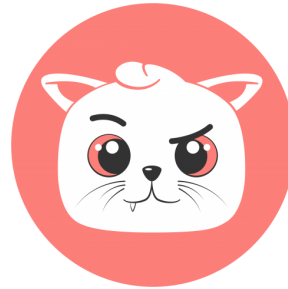


Master Logo

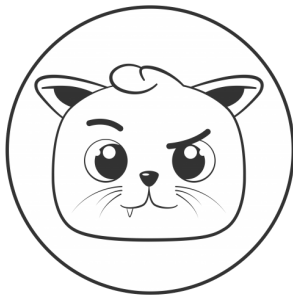
### Logo Variations



Logo with no outline  
To be used on white background only.



Logo without text  
To be used only in headers and in specific circumstances.



Single color 2  
To be used only in specific circumstances.



Single color  
To be used only in specific circumstances.

## Do's and Dont's



Do not crop the logo.



Do not place on background that hinders quality.



Do not rotate the logo.



Do not change colors of the logo.



Do not warp, skew or change the proportions of the logo.

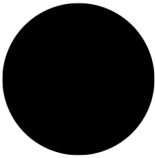


Do not change the font of the logo.

# Color Palettes

## Logo Palette

Colors used in our logo.



Black

#000000  
0, 0, 0



White

#FFFFFF  
255, 255, 255



Mine Shaft

#333333  
51, 51, 51






Geraldine

#FF7777  
255, 119, 119

## Website Palette

Colors used in our website design.

	Black	HEX	#000000	RGB	0, 0, 0
	Bandicoot	HEX	#212529	RGB	33, 37, 41
	Mona Lisa	HEX	#FF9891	RGB	255, 152, 145
	White	HEX	#FFFFFF	RGB	255, 255, 255

Logo Fonts

SignPainter DESKTOP

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

SignPainter Medium  
Weight: 400  
Style: normal

Web Fonts

Montserrat WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

Montserrat  
Weight: 400  
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;:?!\$&\*)

Montserrat  
Weight: 600  
Style: normal