



B U L W A R K
CRYPTOCURRENCY

Branding Booklet

The Bulwark Logo: Usage Guidelines

01 Logo Usage

- 01.1 The Standard Logo
- 01.2 The Logotype
- 01.3 The Symbol
- 01.4 Reversing Logotype Color to White
- 01.5 Greyscale Logo
 - I For Use on Light Backgrounds
 - II For Use on Dark Backgrounds
- 01.6 Black & White Logo
 - I For Use on Light Backgrounds
 - II For Use on Dark Backgrounds
- 01.7 Clear Space
- 01.8 Typeface
 - I Complementary Font
- 01.9 Color Palette

02 Bad Logo Usage





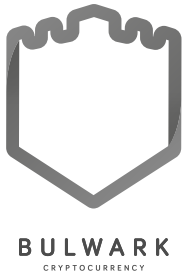
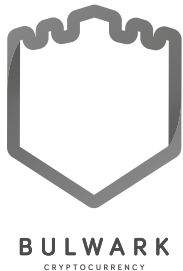
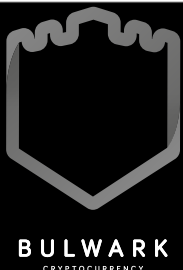
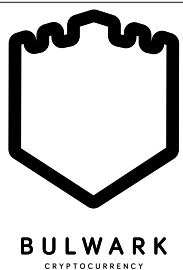
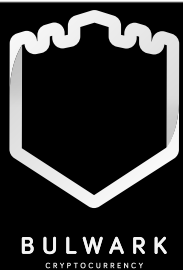
- 02.1 Never Stray from the Color Palette

03 Improper Design Usage

- 03.1 Never Switch the Colors
- 03.2 Never Use the Design on Similarly-Colored Backgrounds
- 03.3 Never Rearrange Elements of the Design
- 03.4 Never Stretch or Distort the Logo

The Bulwark Logo: Usage Guidelines

The Bulwark logo is a trademark of Bulwark Cryptocurrency. In order to protect and grow the Bulwark brand, we have a distinguishable logo that can be used to mark software licensed under a Bulwark License. When displaying the Bulwark logo, please follow our standard Trademark Guidelines. Other sizes and resolutions of the logo, some suitable for print, can be found [here](#). Additional guidelines regarding the logo's appearance are given on the next page.

01 Logo Usage		
01.1 The Standard Logo	01.2 The Logotype	01.3 The Symbol
		
01.5 Reversing Logotype Color to White	01.5 Greyscale Logo	01.5.I For Use on Light Backgrounds
		
When the logo is used on a background that is darker than 50% grey, you should reverse the type to white for legibility.	In greyscale reproduction, use the black and white version on the logo.	The normal greyscale reproduction is suitable for use on light backgrounds without modification.
01.5.II For Use on Dark Backgrounds	01.6 Black & White Logo	
		
For dark backgrounds in a greyscale printing situation, use the following treatment of the greyscale logo.	Sometimes, often due to production costs, only one color of ink is available and so Bulwark Logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and/or symbol outline must be clearly distinguishable from the background color. You must honor the Bulwark Logo palette when possible, using black or white if necessary.	

01.7 Clear Space

There should be sufficient clear space around the logo.

01.8 Typeface

01.8.I Complementary Font

We recommend using the Amiko font by Impallari Type as a complementary font to the Bulwark Logo.

01.9 Color Palette

Bulwark Gradient	White	Black
Pantone®: 305 C > 2925 C	Pantone®: 11-0601 TCX	Pantone®: 426 CP
CMYK (%): 54 0 6 0 > 85 21 0 0	CMYK (%): CMYK values not available	CMYK (%): 94 77 53 94
RGB: 89 203 232 > 0 156 222	RGB: 244 245 240	RGB: 37 40 43
HEX #61DDFF > #0098FF	HEX #F4F5F0	HEX #25282B

02 Bad Logo Usage

02.1 Never Stray from the Color Palette



03 Improper Design Usage

03.1 Never Switch the Colors



03.2 Never Use the Design on Similarly-Colored Backgrounds



03.3 Never Rearrange Elements of the Design



03.4 Never Stretch or Distort the Logo

