



DESIGN AND BRAND GUIDELINES

STYLE GUIDE

MAY 2018

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The CanYa Voice

WORKING TO REALISE THE MAINSTREAM ADOPTION OF CRYPTOCURRENCIES

At CanYa, we want to enable individuals around the world the freedom to connect with the best professional network, and the fastest way to pay and be paid through revolutionary blockchain technology.

We achieve this through creating an ecosystem of applications with users and providers who can stand up and answer the question which we pose within our name.

CanYa? Yes, I can!

Our story is a journey of providing a meaningful way to spend cryptocurrencies and a truly peer-to-peer network for individuals to build themselves in their professional life.



A message from our CEO

My team and I founded CanYa in 2015 with three core principles.

The first is that services should be truly peer-to-peer — there is no need for a third-party. For thousands of years we've exchanged value directly for another's skill or service; third-parties are a compromise. The second is that a true meritocracy will deliver the best experience for all users; the best providers should get the most work, and should charge the most for their services. The third is that careful design can be harnessed to deliver on the promises of technology, and that interfaces can serve seamless experiences between the digital world and the real one.

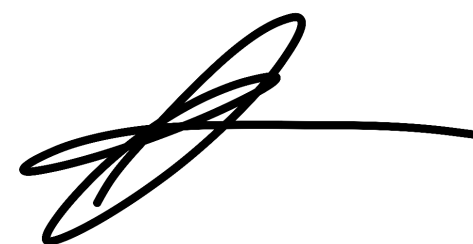
With these principles in mind, we invested our time and money to realise that vision. From concept in 2015, development in 2016 and a successful soft-launch in 2017 in a small Australian market, the CanYa project is being delivered. Over 3400 provider listings have been created with 7600 users engaging on the platform, and monthly growth in double digits. Over a thousand peer-to-peer jobs have been processed with less than 1% requiring our arbitration.

With the power of blockchain technology, we can deliver on the next phase of this journey. Not only can payments be decentralised, autonomous and instantly global, but so can curation, arbitration and soon storage and even computation. The entire marketplace infrastructure will be truly peer-to-peer.

But most importantly, we believe in a world powered by cryptocurrency commerce. Cryptocurrencies still have less than 0.1% of the user-base, trading volume and liquidity of fiat counterparts, but exceed in potential across all facets. We feel the primary barriers to adoption are the availability of crypto-enabled merchants, the learning curve associated with acquiring and spending crypto-currencies, and the presence of fees.

We believe we've solved this with CanYa; an incredibly easy, delightful and accessible tool to pay for services anywhere in the world using cryptocurrencies. The CanYaCoin and wallet will be the heart of the platform, allowing a single medium of trustless exchange between users, removing fees and cryptocurrency volatility, and empowering the wider cryptocurrency ecosystem (subject to regulatory approval).

Yours in decentralisation,



**John-Paul
Thorbjornsen**
CEO and Co-Founder at CanYa

Purpose of Style Guide

These guidelines describe the visual and verbal elements that represent CanYa's corporate identity. This includes our name, logo and other elements such as colour, type, illustrations, photography and animations.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect CanYa's commitment to quality, consistency and design. The CanYa brand, including the logo, name, colours and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorised or incorrect use of the CanYa name.

01 The Logo & Icon

Our logo is a key building block of our identity, the primary visual element that identifies us. The logo is a representation of the nature of our brand combined with the brand name itself. Do not colour, stretch or skew the logo in any circumstance.

The Logo Introduction

The Logo Application

The Logo Elements

Clearspace and Computation

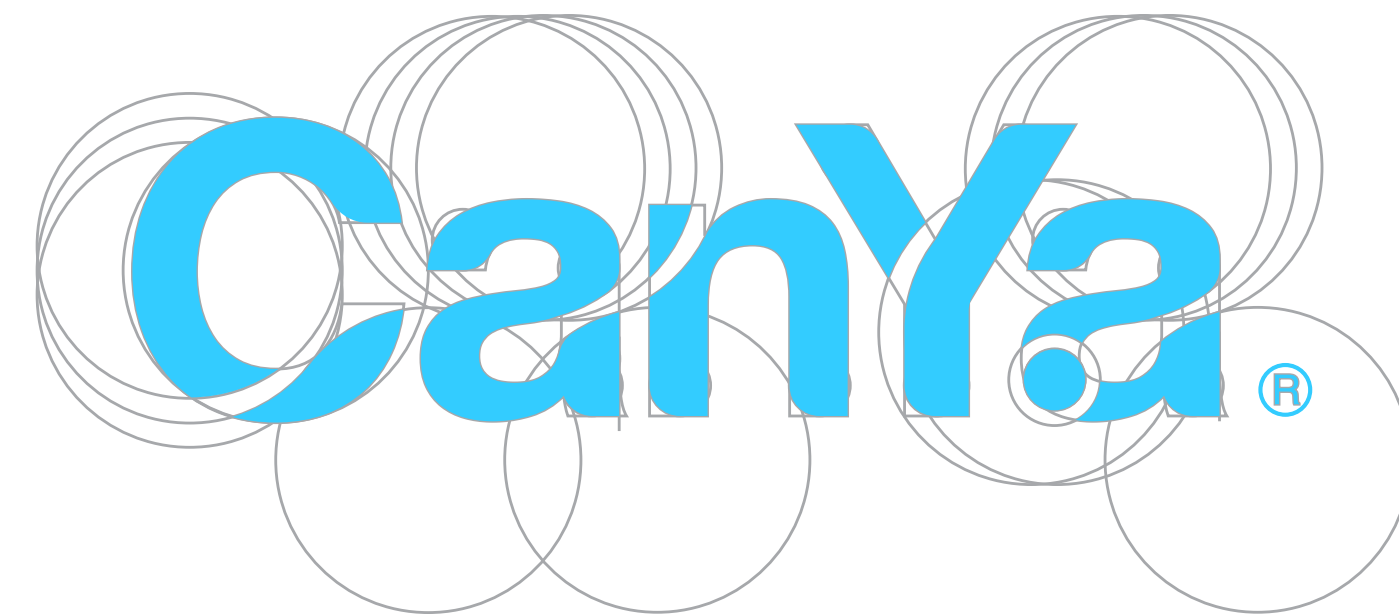
THE LOGO & ICON

Standard Logo

The CanYa Logo is based off the original version of the CanYa logo. However, changes have been made to allow a smooth curvilinear element to allow the eye to flow from each letter. The signature “a” element has been slightly altered, but still symbolises the question mark element. The logo evokes the culture of freedom and creativity which comes from being able to choose one’s way of working and earning money, and the user flow for those looking to find their dream team to work on their own projects. The “C” element has been altered to give more of a distinguishable shape, and the “leaf” element further adds to the idea that one can grow in their own professional life using the CanYa ecosystem.

The logo is presented through the use of colour as well as shape and form. The blue is a refreshing and bright tone which catches the attention of the eye. It is a fresh and appealing colour chosen for its strong impression.

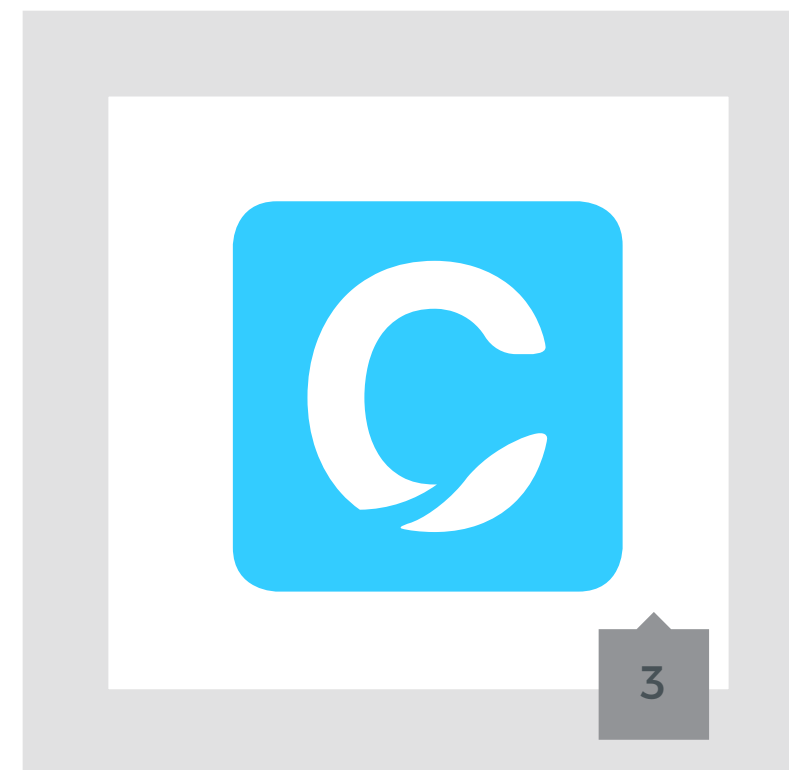
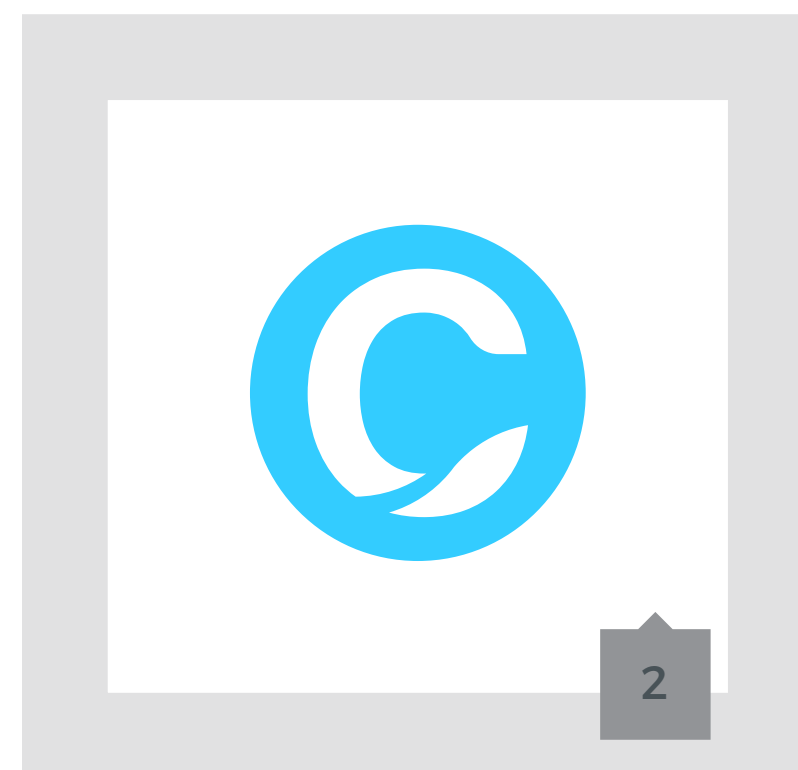
The Colours have been selected according to international standards as shown below and are easily implemented.

The CanYa logo is displayed in a solid blue color. The 'C' is a stylized, thick, rounded letter. The 'a' is lowercase and features a small, curved element at the top that resembles a leaf or a question mark. The 'n' and 'Y' are also stylized, with the 'Y' having a unique shape. The 'a' at the end is lowercase and has a small dot.



1) The Logo

This is the logo of choice, to be used wherever possible. For all print and digital marketing. The primary logo is the “CanYa” logo in CanYa Blue, but it can appear in any of the combinations of CanYa Blue, White and CanYa Black. The CanYa logo is a Registered Trademark.



2 & 3) The Logo Icons

Consists of a powerful element evoking the culture of freedom and professionalism.

Logo Colour used is #33ccff

LOGO DARK VERSION



4

LOGO LIGHT VERSION



5

4) The Logo Dark Version

Will be used when the background color is light colored. Avoid Black Logo unless displayed in greyscale.

5) The Logo Light Version

Will be used when the background color is dark in tone. Avoid using white logo over solid color other than the signature CanYa Blue.

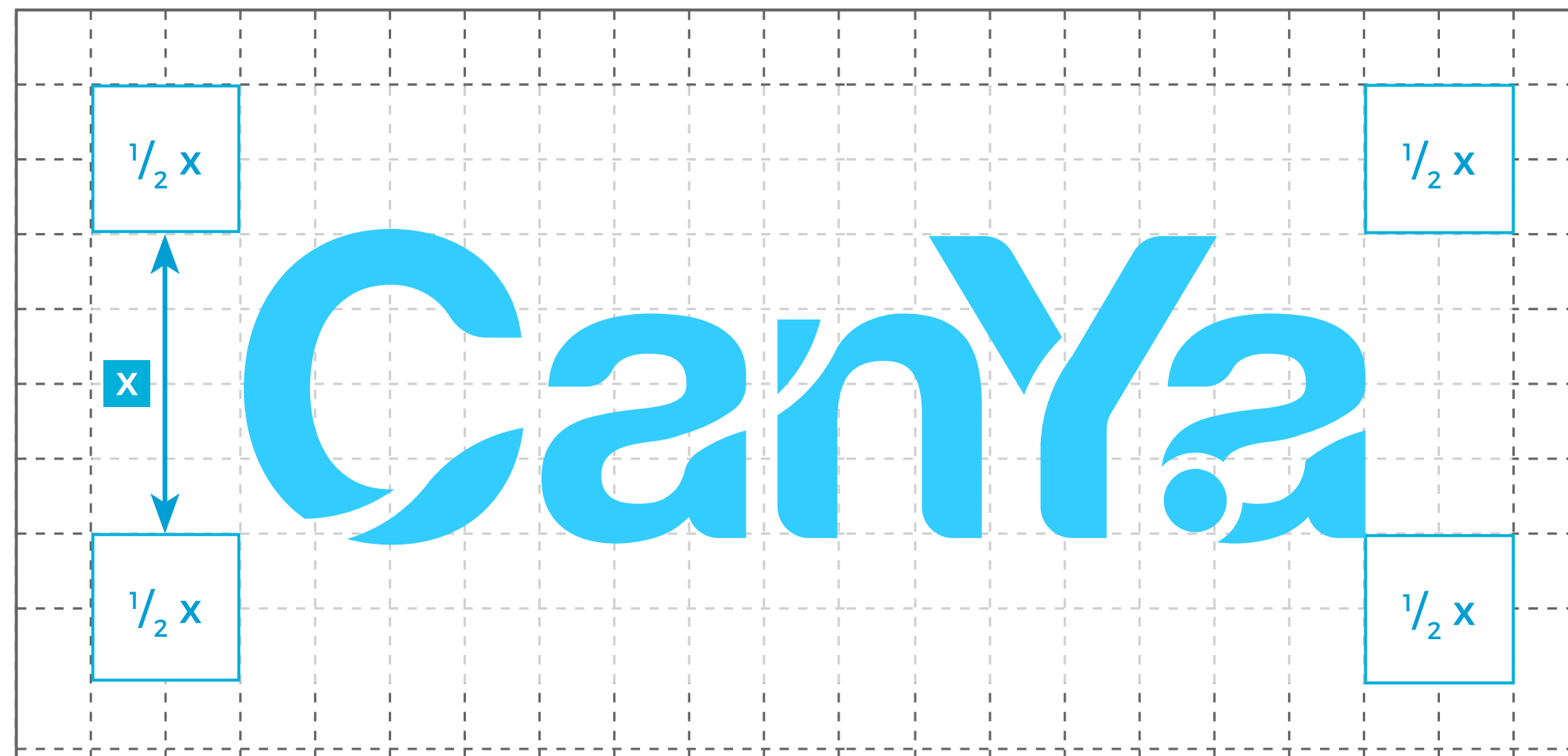
Recommended formats are:

.eps | .ai | .png | .jpg | .svg

Attention:

The name of the brand is “CanYa”. “CanYa” is how it should be referred to. When typed, it should have a capital “C” and a capital “Y”. i.e: “CanYa”, not “canya”, “Canya” or “canYa”. Exceptions to this is when all of the CanYa name is capitalised “CAN YA”.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

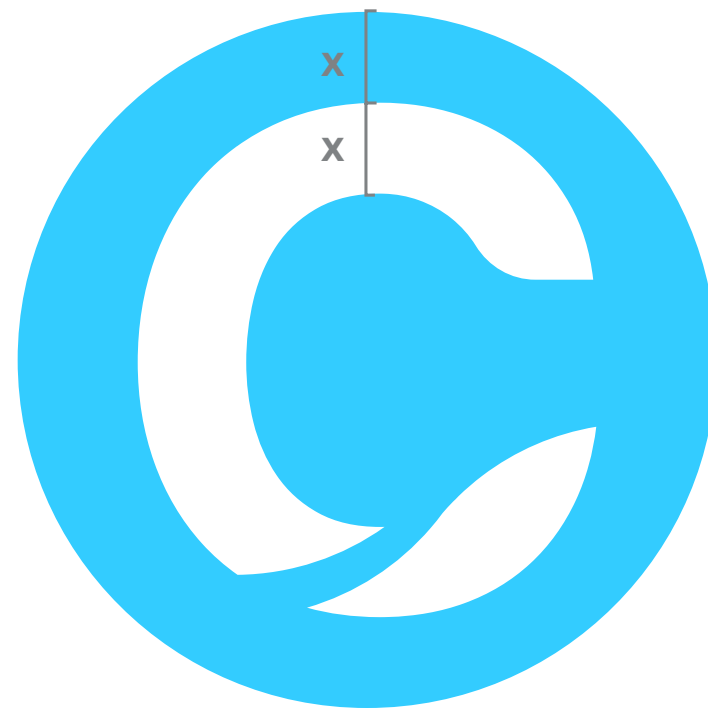


Definition

- Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

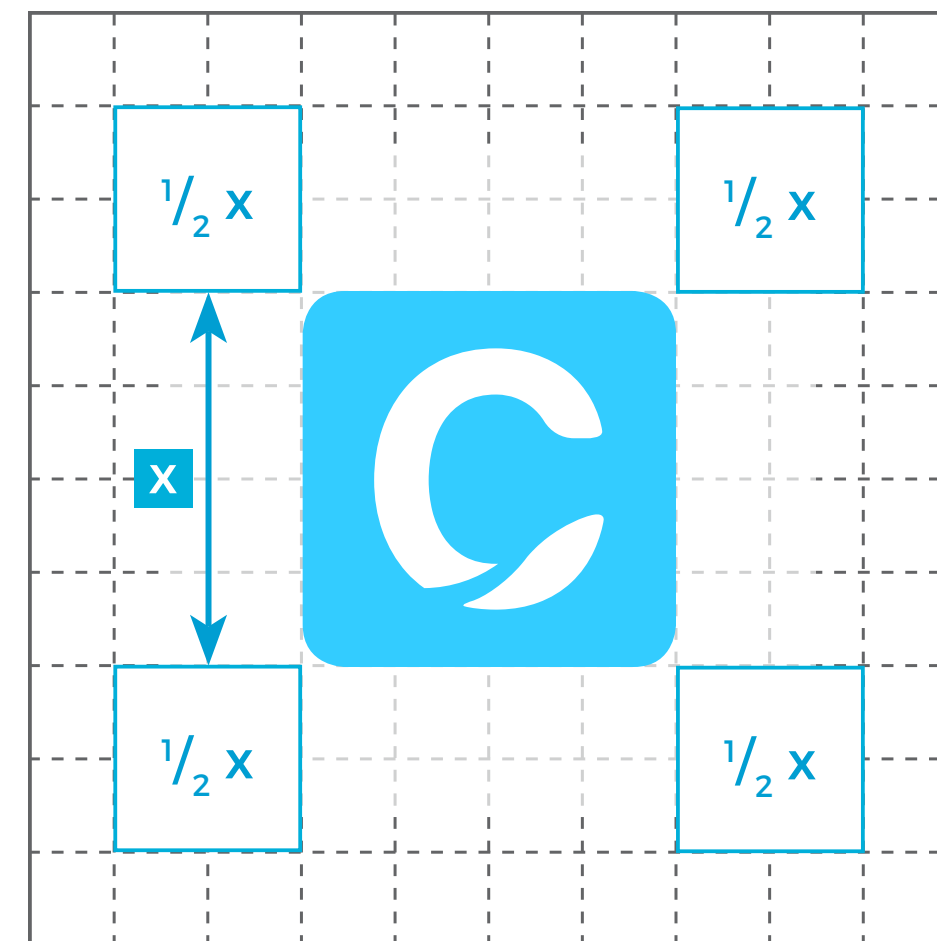
It is important to keep corporate marks clear of any other graphic elements, except on the occasion of seasonal special event promotions. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the the symbol itself and our company name.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION



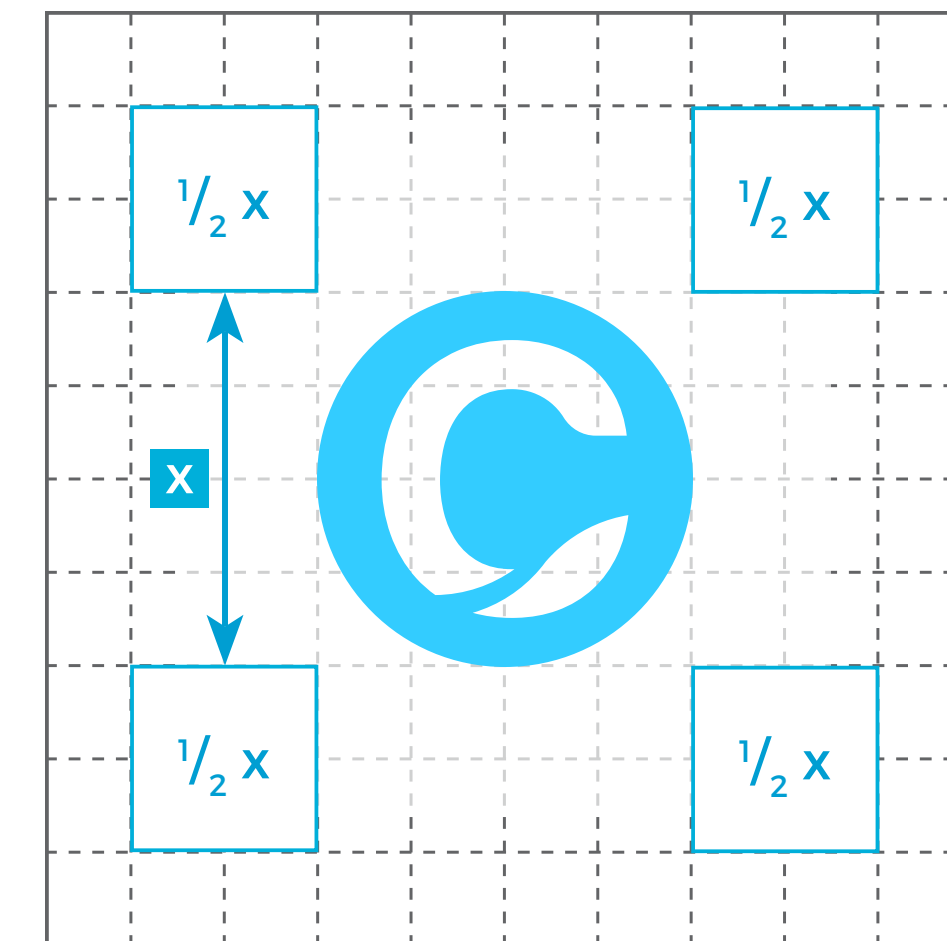
Circle Icon

When Icon is used with a circle shape as background, the thickness of the letter “C” must be the same width as the space around it.



Tile Icon

“C” Element is 70% smaller than bounding square



Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2)

APPLICATION ON A BACKGROUND

Logo A is the logo of choice and should be applied wherever possible. The following is to give example to the best coloured logo application on particular shades.

Whenever logo is to be applied to a coloured background, please use the white logo. Whenever logo is to be applied to a solid white, grey or black background, please use the Blue CanYa Logo.

Preferably, please use the CanYa logo in blue above white background, or CanYa logo in white above CanYa Blue #33ccff.

Logo A

The CanYa logo is displayed in a vibrant blue color against a plain white background. The logo features a stylized 'C' with a circular cutout and a small dot above the 'a'.

Logo B

The CanYa logo is displayed in white against a solid blue background. The logo features a stylized 'C' with a circular cutout and a small dot above the 'a'.

Logo C

The CanYa logo is displayed in white against a solid grey background. The logo features a stylized 'C' with a circular cutout and a small dot above the 'a'.

Logo D

The CanYa logo is displayed in blue against a dark blue background. The logo features a stylized 'C' with a circular cutout and a small dot above the 'a'.

02 The Typography & Text Hierarchy

Typographic hierarchy is another form of visual hierarchy. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can easily scan text for key information. Typographic hierarchy creates contrast between elements.

There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for CanYa layouts, which should be followed when creating blog layouts, web applications, and printed materials using the CanYa brand.

The Typeface

Font Hierarchy

The Typeface

MONTSERRAT

Why Montserrat?

Montserrat as a typeface allows a friendly and approachable look which is suitable for the overall tone of voice and style of the CanYa brand. Montserrat in its varied weights sit well with the logo, and imagery that will be used throughout the brand. Montserrat is available on google fonts as free for commercial use under the SIL Open Font License.

Designer:

Julieta Ulanovsky

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

Montserrat Bold

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

Montserrat 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

Montserrat Light

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Special Characters

TYPE HIERARCHY - WEB APPLICATIONS

SECTION #	Montserrat Bold 112px	02
H1	Montserrat Bold 58px	The Freedom to choose
H2	Montserrat Regular 28px	FROM THE BEST TALENT
H3	Montserrat Bold 28px	NO WORRIES, MATE!
H4	Montserrat Bold 22px	WE ARE TRULY PEER-TO-PEER
H5	Montserrat Bold 22px	We are truly peer-to-peer
BODY	Montserrat Regular 22px	Our story is a journey of providing a meaningful way to spend cryptocurrencies and a truly peer-to-peer network for individuals to build themselves in their professional life.
EMPHASIS	Montserrat Italic 22px	<i>Think different! Be creative, be innovative.</i>
ACCEPTABLE FONT COLOURS	Don't use black, unless at Greyscale.	<div><div>#33CCFF</div><div>#323C47</div><div>#535353</div><div>#9B9B9B</div><div>#B7BBBD</div></div>

03 CanYa Colour System

THE PRIMARY COLOURS AND COLOUR CODES

Colour plays an important role at CanYa. The colours below are recommendations for various media. A palette of primary colours has been developed, which comprise the “Freedom” colour scheme. Consistent use of these colours

will contribute to the cohesive and harmonious look of the CanYa brand identity across all relevant media. Check with your designer or printer when using the corporate colours that they will be always be consistent.

Primary Colour System

Secondary Colour System

Colour Proportions

Gradient System

MAIN COLOUR SYSTEM

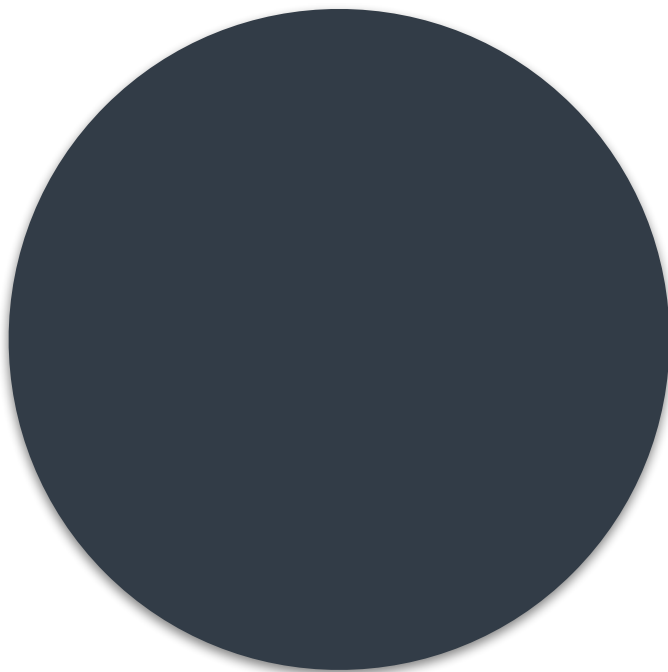
Explanation:
CanYa has three official colours: CanYa Blue, Grey and White. These colours are to become a recognisable identifier for the company.



CANYA BLUE

CMYK: 60 / 0 / 0 / 0
Pantone: 2985 U / 2995 C
HKS : 50K
RGB : R51 G204 B255
Web : #33CCFF

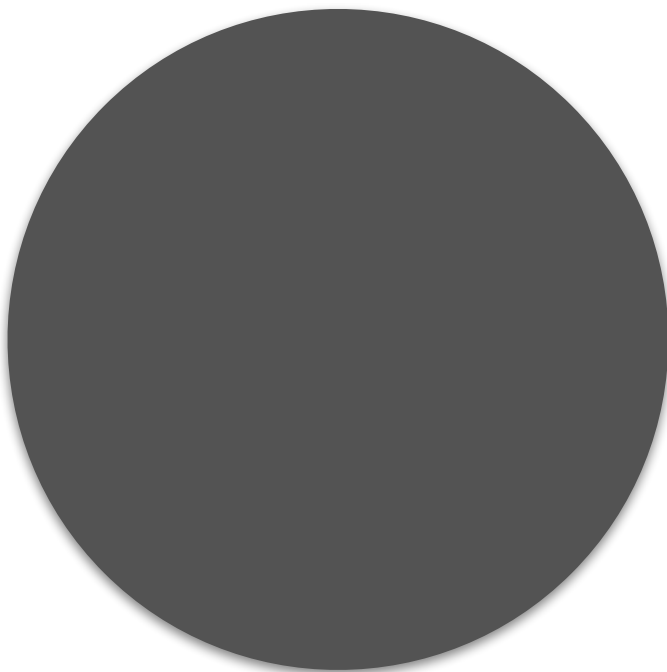
Our Hero Colour. Use liberally in buttons, emphasis text, and illustrations.



GUNMETAL

CMYK: 30 / 15 / 0 / 72
Pantone: ??? C
HKS : 93K
RGB : R50 G60 B71
Web : #323C47

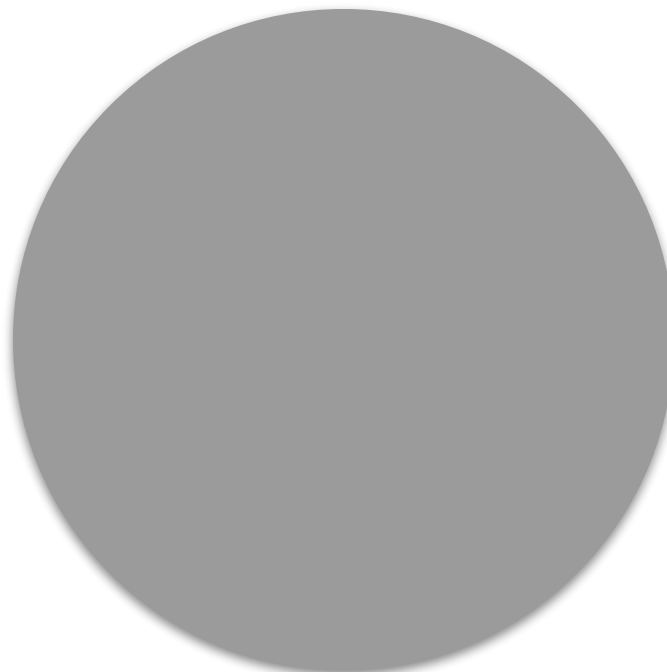
Gunmetal is to be used for most text and where dark elements are needed.



DEEP-GREY

CMYK: 0 / 0 / 0 / 67
Pantone: ??? C
HKS : 92K
RGB : R83 G83 B83
Web : #535353

Deep-Grey is to be used for sub headers.



COOL-GREY

CMYK: 0 / 0 / 0 / 39
Pantone: ??? C
HKS : 92K
RGB : R155 G155 B155
Web : #9B9B9B

Cool-Grey is to be used for body text.



LIGHT-GREY

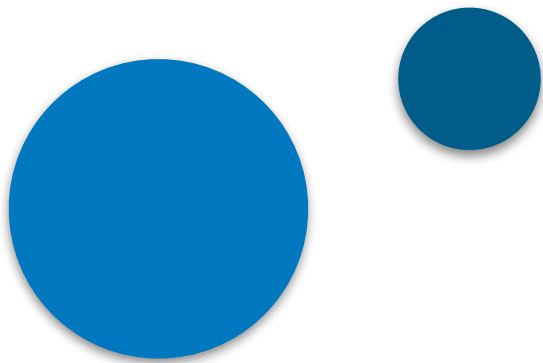
CMYK: 3 / 1 / 0 / 26
Pantone: ??? C
HKS : 91K
RGB : R183 G187 B189
Web : #B7BBBD

Light-Grey is to be used for the lightest text.

SECONDARY COLOUR SYSTEM

Explanation:

The secondary colours are used to give the brand robust life. Although use of colour is highly encouraged, limit the use of colour to a maximum of 20% of whole content space, exception being in illustration content.



Cerulean

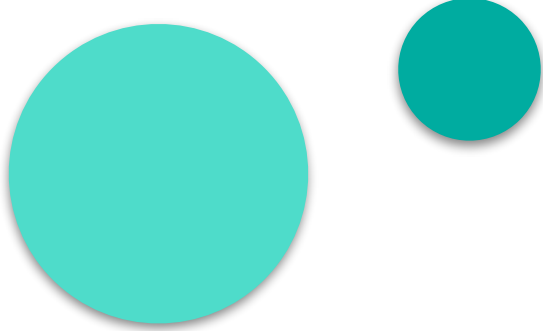
CMYK: 100 / 31 / 0 / 0
Pantone: 3005 C
HKS : 39 K

RGB : R000 G120 B191
Web : # 0078BF

Usage:

Use of colours is encouraged to add a pop of colour for added visual interest, and used liberally within illustration content. Gradients are used heavily in illustration, refer to gradient system section next page.

Use of colours in different opacities, or slightly darker in value is accepted. However, make an effort to use these exact hex codes.



Aqua-Marine

CMYK: 49 / 0 / 28 / 0
Pantone: 2399 C
HKS : 53 K

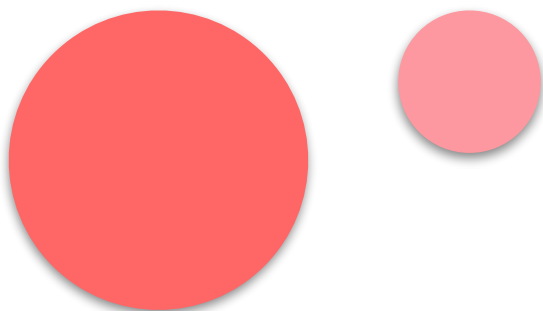
RGB : R000 G172 B160
Web : #4EDCCA



Marigold

CMYK: 0 / 12 / 98 / 0
Pantone: 7548 C
HKS : 4 K

RGB : R255 G198 B000
Web : #FFC600



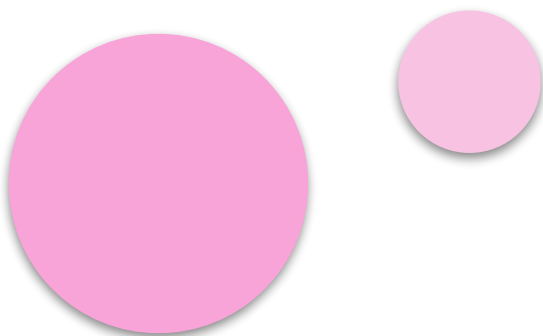
Salmon

CMYK: 0 / 74 / 75 / 0
Pantone: 2346 C
HKS : 22 K

RGB : R255 G102 B102
Web : #FF6666

Please Note:

Colours in this colour system may show differently when used in printed material. When creating for the intent of print, please use the CMYK values provided.



Soft-Pink

CMYK: 7 / 28 / 0 / 0
Pantone: 2562 C
HKS : 21 K

RGB : R255 G153 B255
Web : #F9A4D8

GRADIENT SYSTEM

Usage:

Use of gradients is encouraged to add life and texture to what otherwise would be flat images. The following are acceptable forms of gradients to use for the CanYa Brand.

All colours in the CanYa palette except for gunmetal and cool-grey, may be used in a gradient.

Please Note:

Most gradients are not available for print as they do not exist within the CYMK color system. Hence, Gradients should be avoided in print applications - unless they are CYMK -friendly colours.

Green gradients are applied with the Hex Code #4EDCCA



#33CCFF
CAN YA BLUE

#4EDCCA
AQUA-MARINE



#33CCFF
CAN YA BLUE

#0078BF
CERULEAN



#33CCFF
CAN YA BLUE

#F9A4D8
SOFT-PINK



#FFC600
MARIGOLD

#FF6666
SALMON



#0078BF
CERULEAN

#F9A4D8
SOFT-PINK



#FFC600
MARIGOLD

#4EDCCA
AQUA-MARINE



#FF6666
SALMON

#F9A4D8
SOFT-PINK



#FFC600
MARIGOLD

#F9A4D8
SOFT-PINK

04 CanYa Imagery

CanYa makes use of illustration as an effective and delightful method of communication. In order to maintain a unified image of CanYa, the illustration suite gives example to themes and colour usage within illustrations, and colours to emphasise when photography is used.

Themes in the imagery include technology, vitality, energy, innovation, working remotely, and the workplace.

Illustration Suite

Illustration Suite Colours

Photography and Blending Modes

CanYa Iconography

ILLUSTRATION SUITE

Examples for CanYa Illustrations

Explanation:

Illustrations are used to humanise the brand, effectively communicate emotion, and add visual interest. Illustrations follow the themes of travel, working remotely, and technology. Colours used in the illustrations are bright and eye catching. Illustrations are created by Esther Nitafan.

Requirements:

Colours chosen from the colour palette should be used when creating illustrations

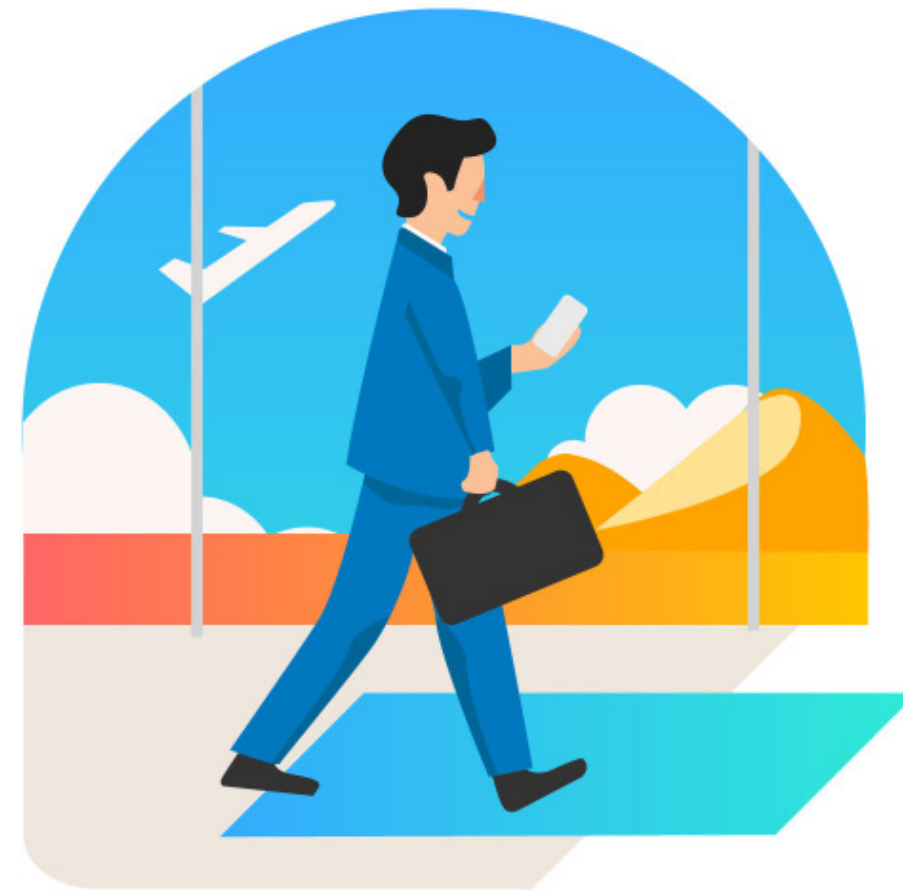
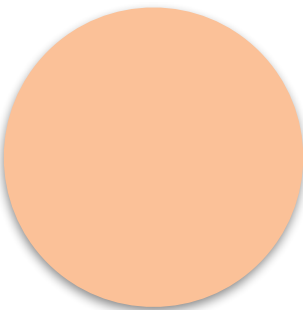


ILLUSTRATION TONES

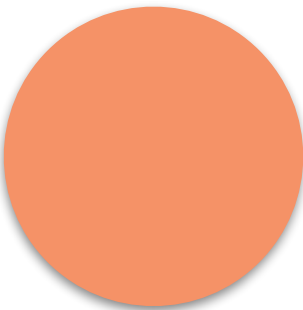
Explanation:

The following tones are used for skin colour in illustration characters. “shade” colours are used for elements such as the nose shape.



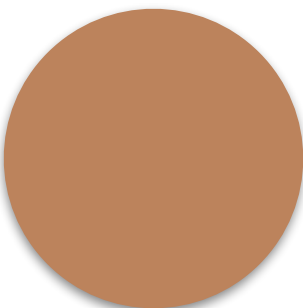
Skin Tone Light

Web : #FBC198 RGB : R251 G193 B152
CMYK: 0 / 28 / 40 / 0



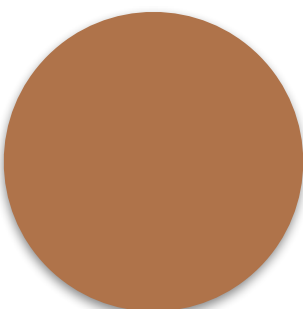
Skin Tone Light - Shade

Web : #F59267 RGB : R245 G146 B103
CMYK: 0 / 52 / 62 / 0



Skin Tone Dark

Web : #BC835C RGB : R188 G131 B092
CMYK: 24 / 51 / 69 / 5



Skin Tone Dark - Shade

Web : #AF734A RGB : R175 G115 B074
CMYK: 27 / 57 / 77 / 10

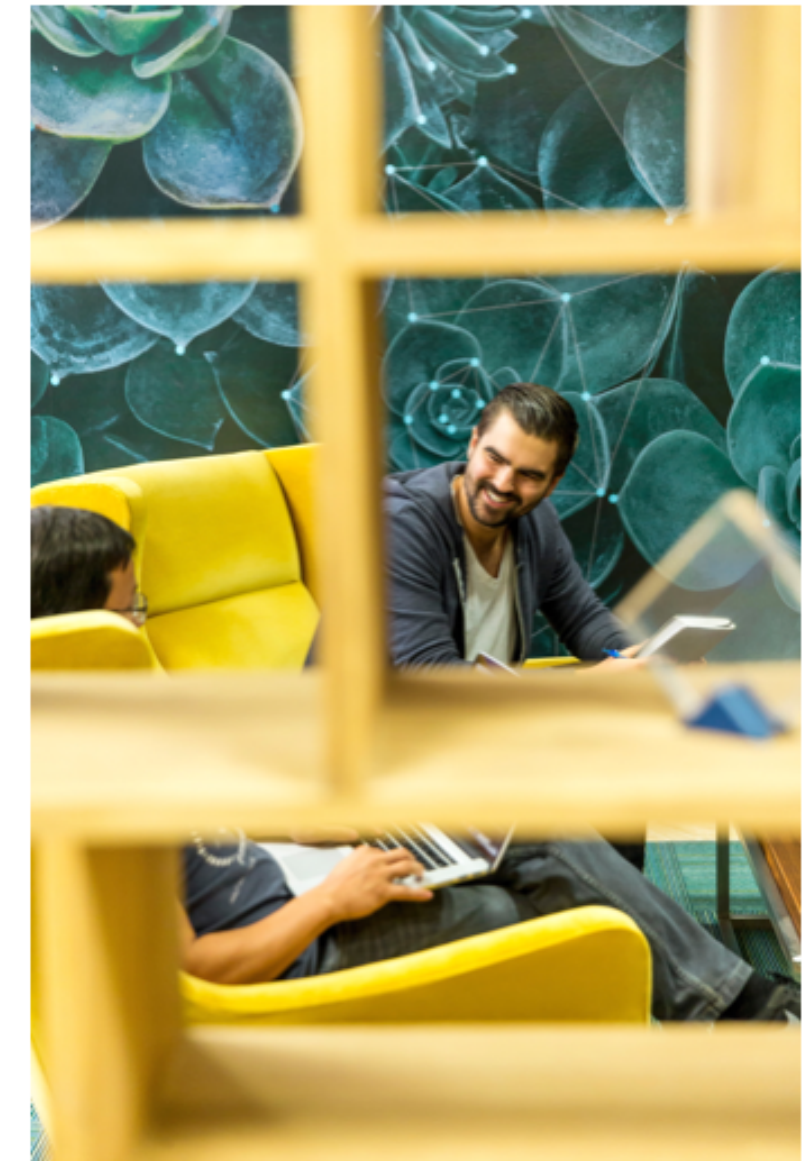
PHOTOGRAPHY

Images are responsible to transfer the values of CanYa to our existing users or our potential users. Photographs used must emphasise positive emotion and should maintain a light, airy feel towards them. The main content of emphasis in the photography is people.

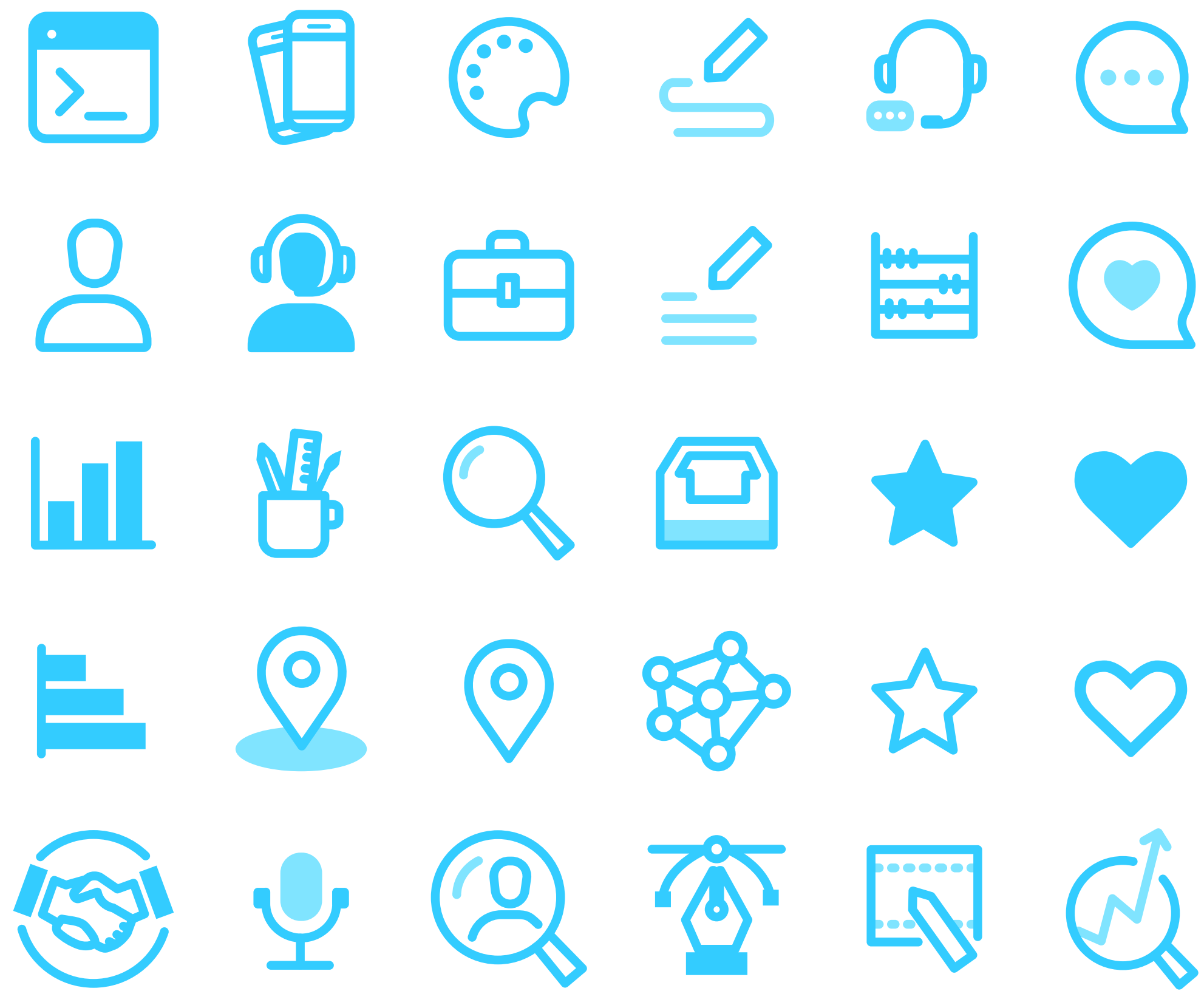
Examples of acceptable photography

Requirements:

- do not desaturate colours
- include tones from the colour palette
- high contrast
- sharp images
- minimalistic look
- modern and professional without looking overly corporate.



CANYA ICONOGRAPHY



Explanation:

An icon is a pictogram displayed on a screen in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function, category, or a data file.

CanYa Iconography

- How to:
- Only use coloured icon behind white
 - Scale only proportional



CanYa PTY LTD

A Short Summary

CanYa wishes to be seen in the public eye visually as a service marketplace which has the capability to connect and engage with its users and build trust. Similarly to the company culture at CanYa, we wish to communicate a non-corporate style environment.

CONTACT

For further information please contact:

CanYa Press

E: press@canya.com