

Brand Guidelines 2021



CityCoins

CityCoins
Master Brand

CityCoins

Logo

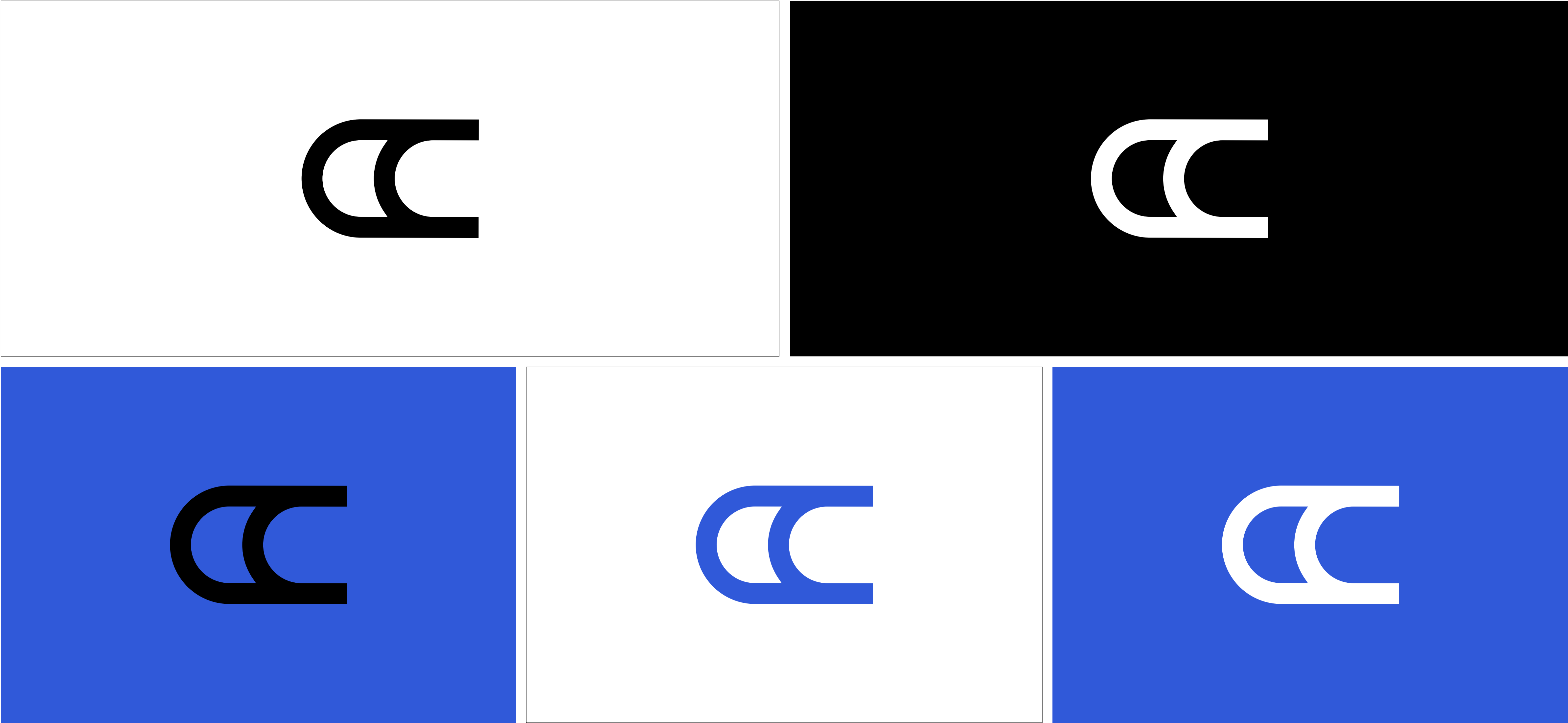
 CityCoins

 CityCoins

CityCoins

CityCoins

Logo Mark



Typography

Poppins Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Poppins Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Poppins Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

HEADLINE

LOREM IPSUM DEMS VET
TETER DOLOR SOMA MES

Lorem ipsum dolor sit amet mes
cons ec tetur adipiscing elitets.
Proin commodo, mauris in auct
pretium, dui ligula de porta dia.

BODY TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin commodo, mauris in auctor pretium, dui ligula porta diam, sodales maximus felis elit ut justo. Praesent ligula purus, ullamcorper non luctus in, condimentum at nulla. Curabitur tristique et ex quis pharetra. Sed quis malesuada odio. Maecenas quis justo molestie, euismod lacus tristique, posuere magna. Sed sodales semper posuere. Donec ultrices erat justo, a semper tortor iaculis vel.

Mauris pharetra enim id tempus molestie. Phasellus mauris orci, bibendum vitae justo eu, semper ultrices sapien. Donec nunc ligula, lacinia ac nisi eget, tristique pulvinar orci. Aliquam erat volutpat. Vestibulum congue diam nulla, volutpat volutpat nibh iaculis sit amet. Etiam hendrerit lacinia tortor. Duis nulla tortor, lacinia nec libero sit amet, dignissim ullamcorper nibh. Maecenas ut pretium leo. Sed vitae orci a nisi tempor pretium. Proin id lorem ac odio tempus imperdiet.

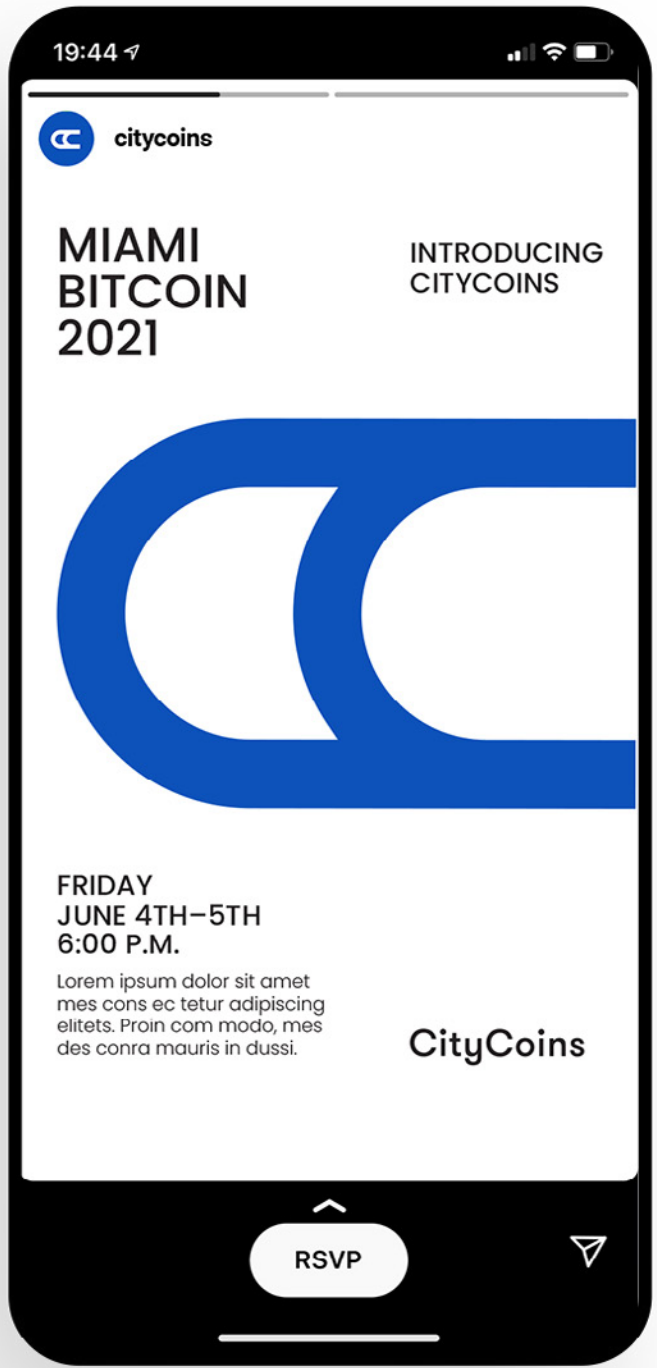
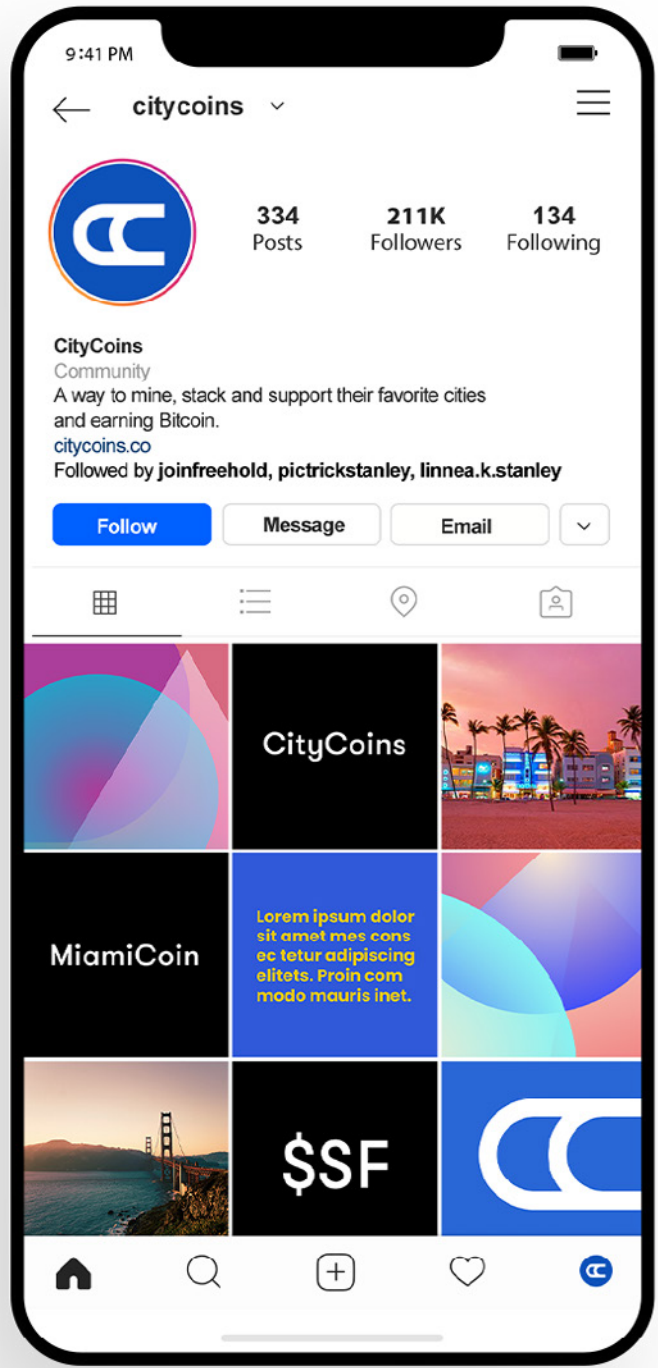
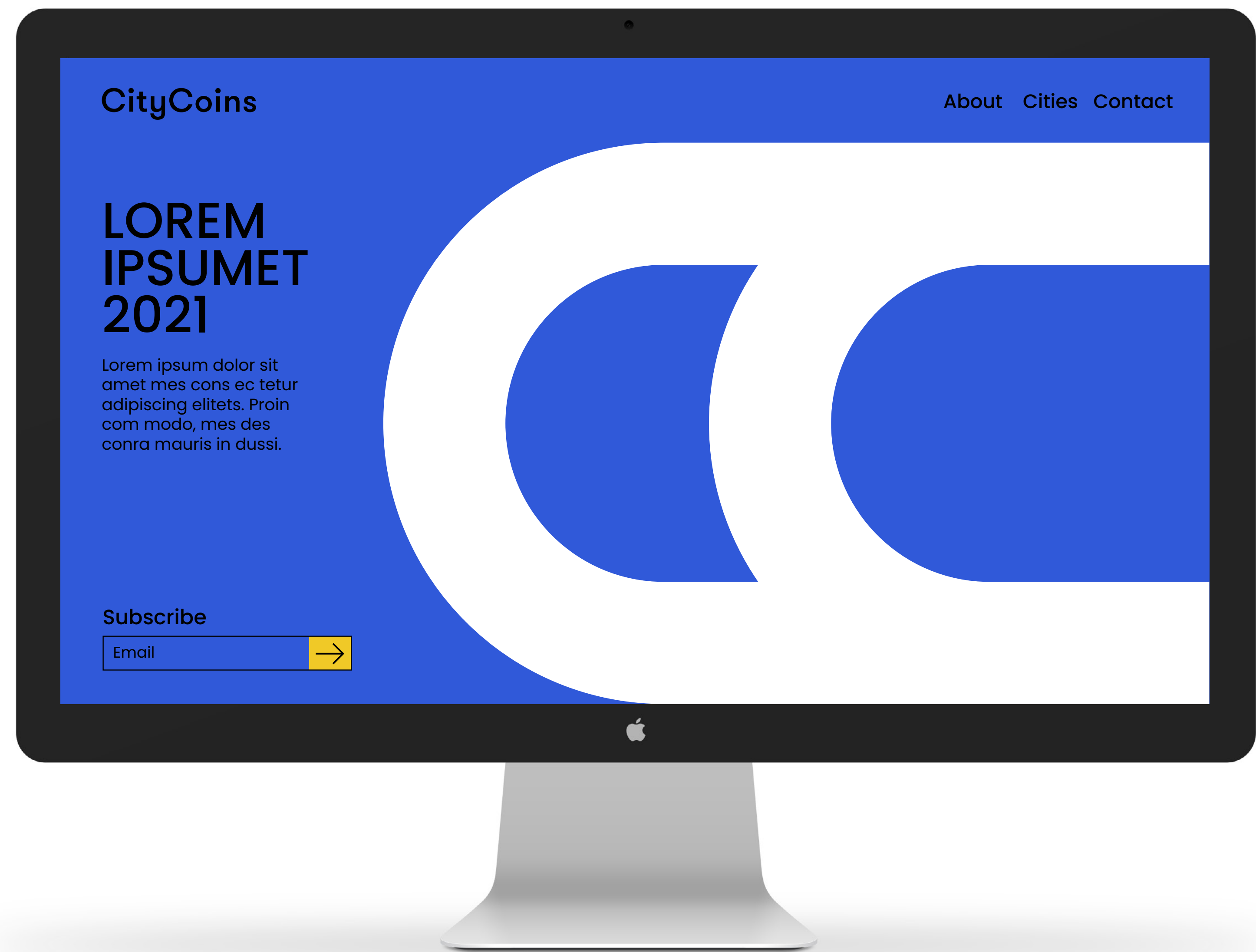
Color Palette

<p>CITYCOINS BLUE HEX #3059D9 R48 G89 B217</p> <p>PRIMARY ACCENT COLOR</p>	<p>CITYCOINS YELLOW HEX #F7C600 R247 G198 B0</p> <p>SECONDARY ACCENT COLOR USE MINIMALLY IN THE DESIGN</p>	<p>WHITE HEX #FFFFFF R255 G255 B255</p>
<p>BLACK HEX #000000 R0 G0 B0</p>	<p>GRAY HEX #D1D3D4 R209 G211 B212</p>	

Usage



Usage



MiamiCoin

CityCoins

Logo

LOGOTYPE

MiamiCoin

TICKER

\$MIA

MAIN TOKEN



STANDALONE TOKEN



Logotype

For a unity of the brand, the same customized typeface is used for the MiamiCoin sub-brand. Always use the logotype supplied by TTHAN.

MiamiCoin

Token

Each city has its own customized unique illustration created by colors of the city and simple geometric shapes. The illustration is used as an element to differentiate the sub-brand of each city from the main CityCoins brand. For the token, the illustration is used in the border area around the icon. The main token is always used when the logotype or the name of the coin is present. The standalone token can be used when the token is small and no coin name is present.

MAIN TOKEN



STANDALONE TOKEN

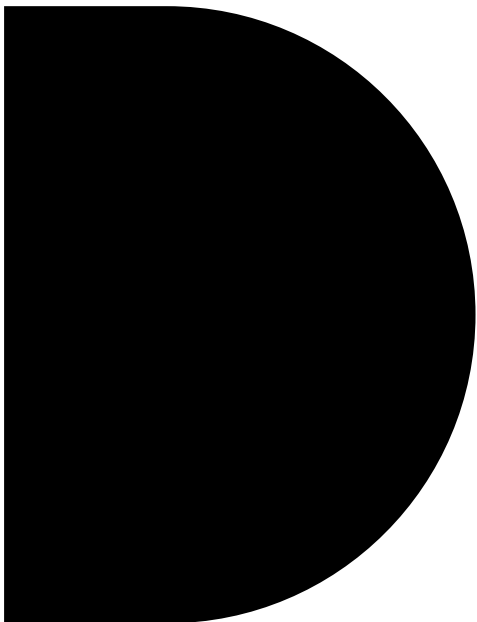
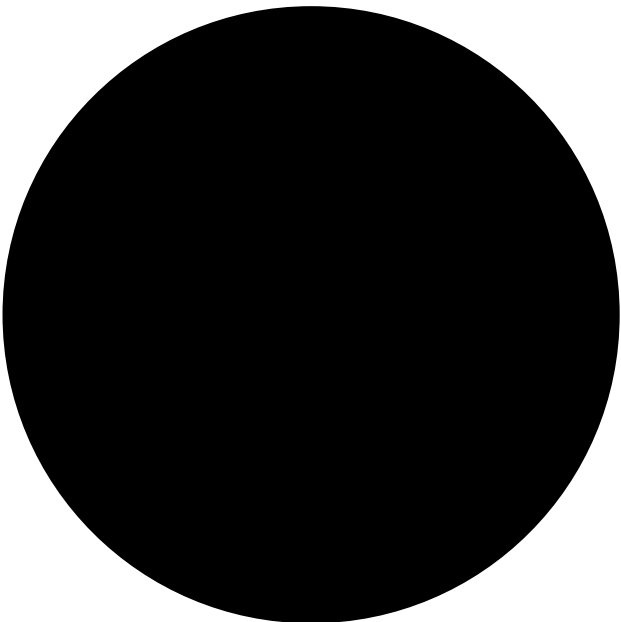
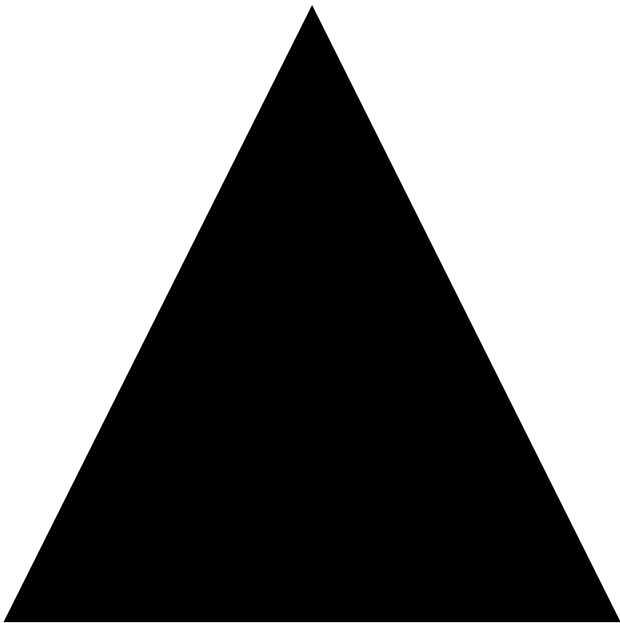
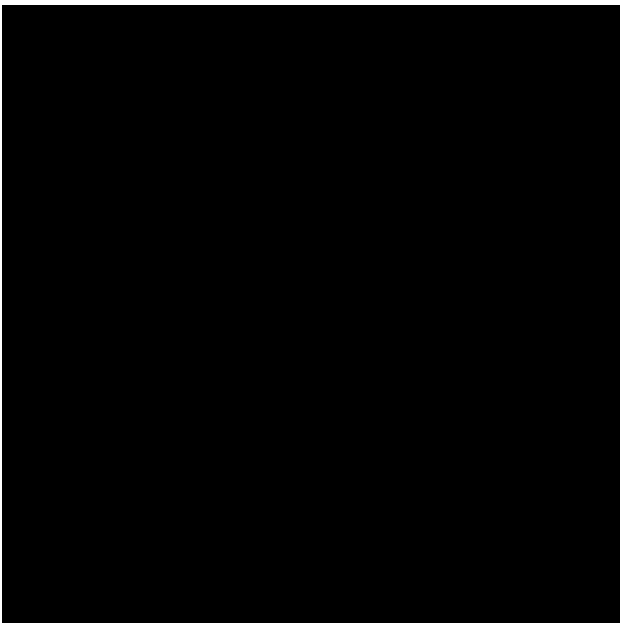


Color Palette

<div><div>MIAMI BLUE</div><div>HEX #00B9D1</div><div>R0 G185 B209</div></div>	<div><div>MIAMI CORAL</div><div>HEX #EE6380</div><div>R238 G99 B128</div></div>	<div><div>MIAMI PURPLE</div><div>HEX #A133A1</div><div>R161 G51 B161</div></div>	<div><div>MIAMI LIGHT PINK</div><div>HEX #FFB4F0</div><div>R255 G180 B240</div></div>
<div><div>BLACK</div><div>HEX #000000</div><div>R0 G0 B0</div></div>	<div><div>WHITE</div><div>HEX #FFFFFF</div><div>R255 G255 B255</div></div>		

Shapes

These shapes are the elements used for creating a unique illustration for each city.



Customized Illustration for MiamiCoin



Usage



SFCoin

CityCoins

Logo

LOGOTYPE

SFCoin

TICKER

\$SFO

MAIN TOKEN



STANDALONE TOKEN



Logotype

For a unity of the brand, the same customized typeface is used for the SFCoin sub-brand. Always use the logotype supplied by TTHAN.

SFCoin

Token

Each city has its own customized unique illustration created by colors of the city and simple geometric shapes. The illustration is used as an element to differentiate the sub-brand of each city from the main CityCoins brand. For the token, the illustration is used in the border area around the icon. The main token is always used when the logotype or the name of the coin is present. The standalone token can be used when the token is small and no coin name is present.

MAIN TOKEN



STANDALONE TOKEN

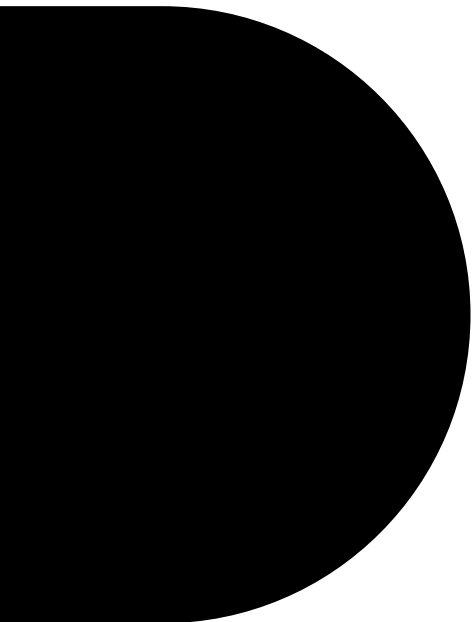
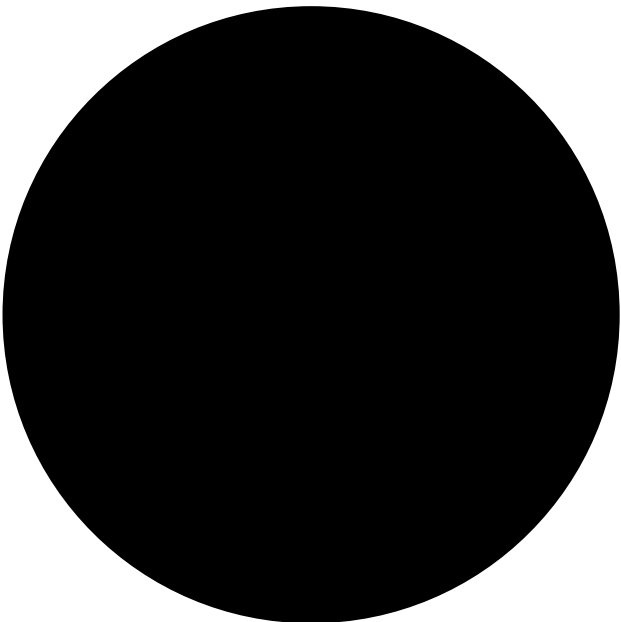
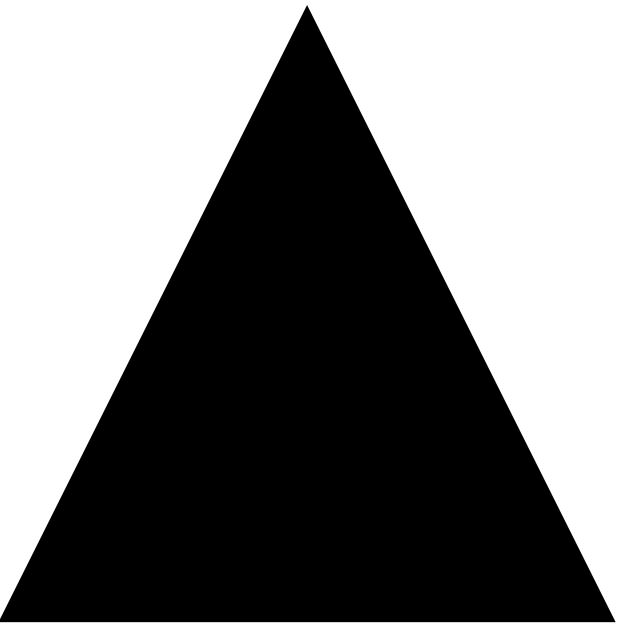
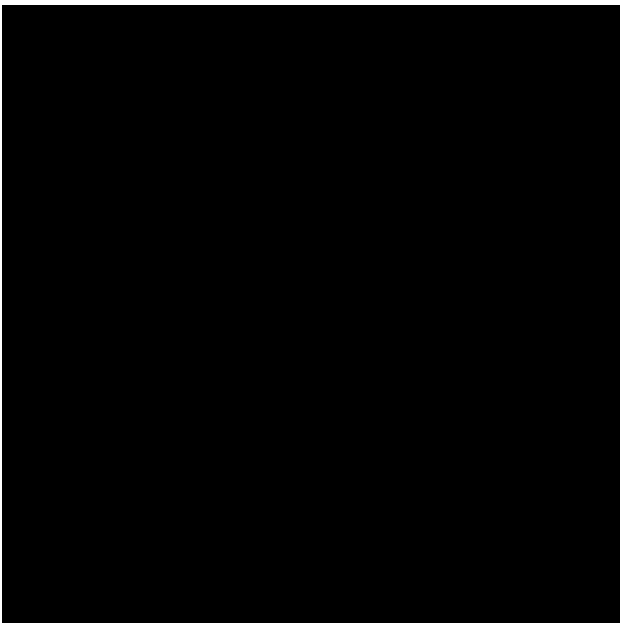


Color Palette

<div>SF PURPLE BLUE HEX #00B9D1 R0 G185 B209</div>	<div>SF LIGHT BLUE HEX #EE6380 R238 G99 B128</div>	<div>SF BEIGE HEX #A133A1 R161 G51 B161</div>	<div>SF SUNSET HEX #FFB4F0 R255 G180 B240</div>
<div>BLACK HEX #000000 R0 G0 B0</div>	<div>WHITE HEX #FFFFFF R255 G255 B255</div>		

Shapes

These shapes are the elements used for creating a unique illustration for each city.



Customized Illustration for San Francisco



Usage

