

NYCCoin (New York City)

CityCoins

Logo

LOGOTYPE

NYCCoin

TICKER

\$NYC

ALTERNATIVE LOGOTYPE

NewYorkCityCoin

MAIN TOKEN



STANDALONE TOKEN



Logotype

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

MAIN LOGOTYPE

NYCCoin

ALTERNATIVE LOGOTYPE

NewYorkCityCoin

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

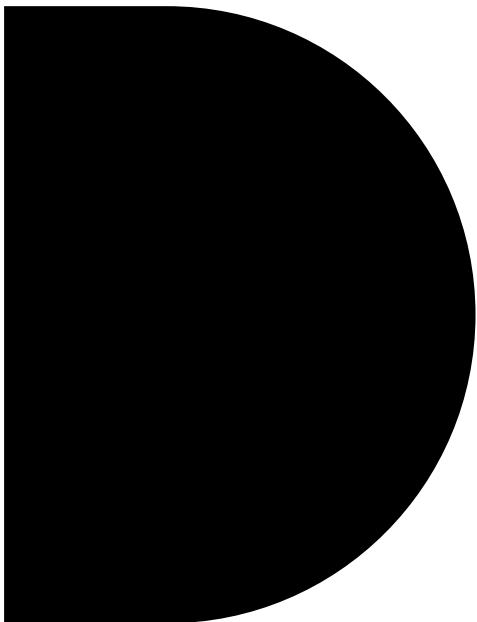
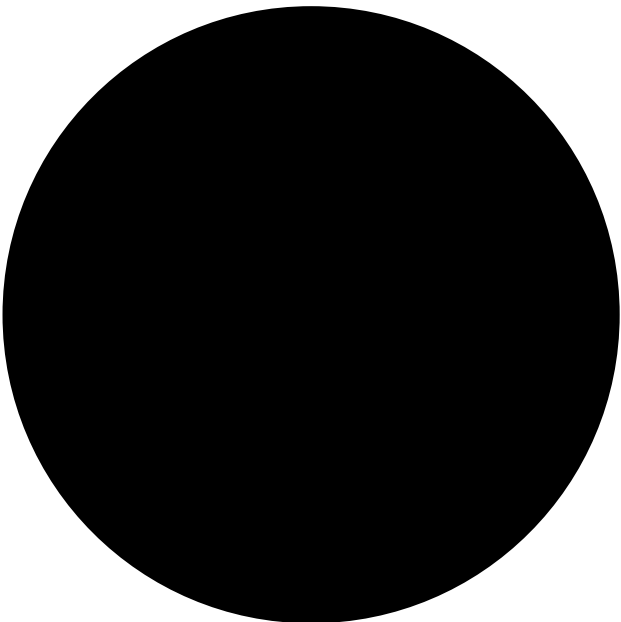
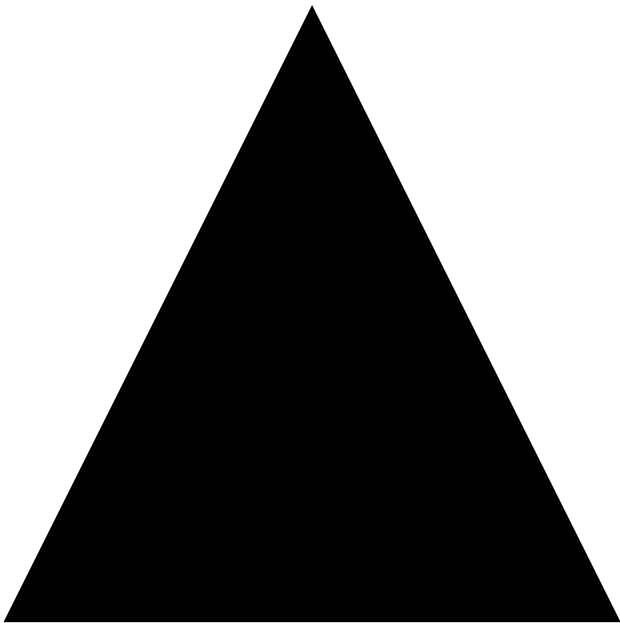
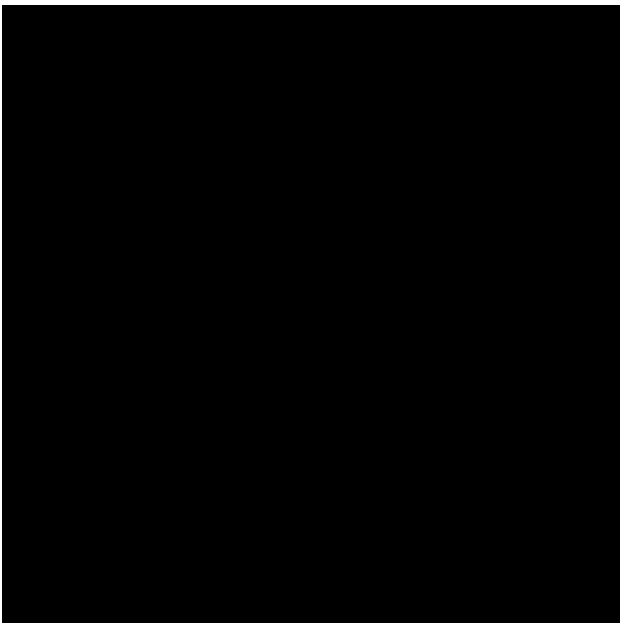


Color Palette

| | | | |
|---|---|--|--|
| <div><div>NEW YORK CITY NAVY</div><div>HEX: #123357</div><div>R18 G51 B87</div></div> | <div><div>NEW YORK CITY GRAPHITE</div><div>HEX: #3A414B</div><div>R58 G65 B75</div></div> | <div><div>NEW YORK CITY RED</div><div>HEX: #DE2621</div><div>222 G38 B33</div></div> | <div><div>NEW YORK CITY YELLOW</div><div>HEX: #FFBD00</div><div>R255 G189 B0</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 New York City

