

SFCoin

CityCoins

Logo

LOGOTYPE

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SFCoin

TICKER

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\$SFO

MAIN TOKEN

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STANDALONE TOKEN

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# 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

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## STANDALONE TOKEN

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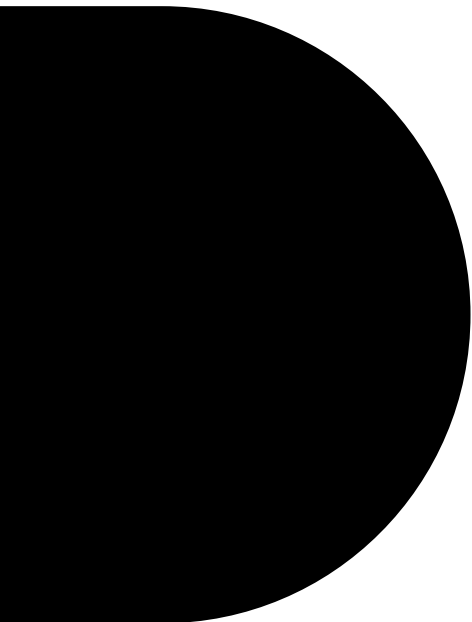
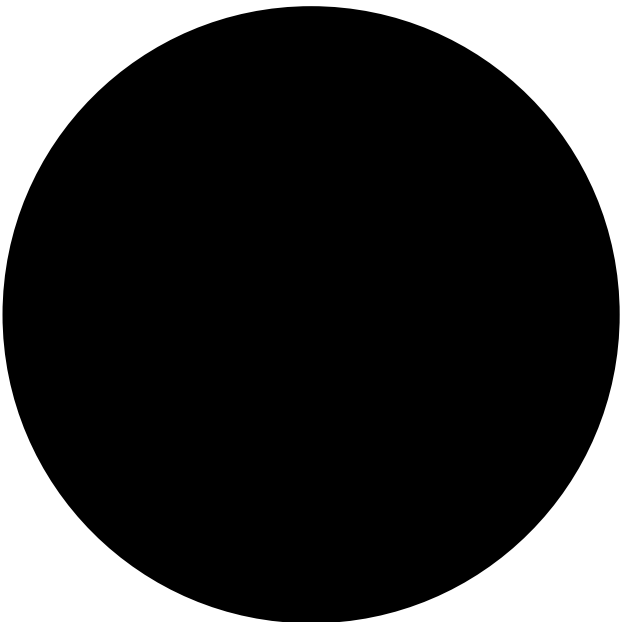
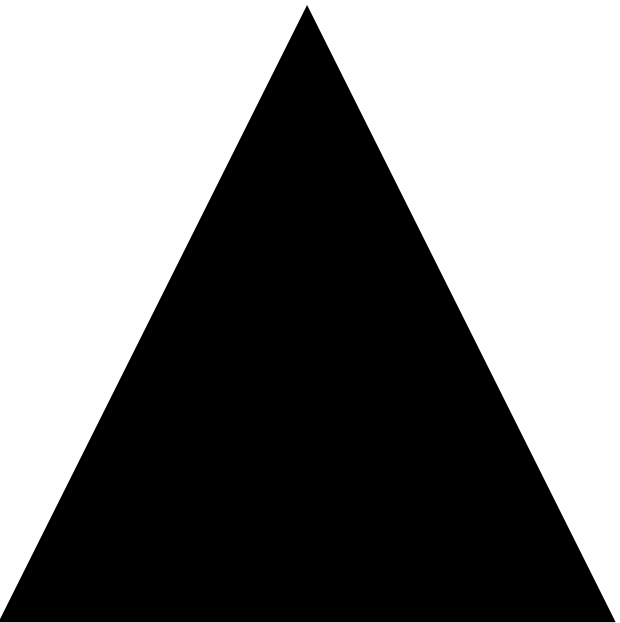
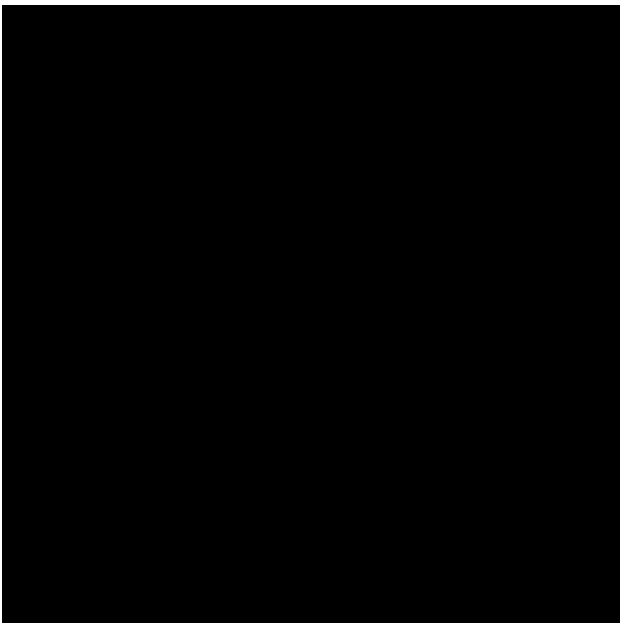


# Color Palette

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

# Shapes

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



# Customized Illustration for San Francisco



Usage

