



Visual Style Guide



Anthem Gold

AnthemGold and the AGLD assets as described in these guidelines cannot be used in any manner that falsely suggests an association with Anthem Gold Inc. or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with AnthemGold or AGLD tokens.

Brand Overview

- * Logo Guide - Guide for size, coloration, and proper placement.
- * Color Scheme - Specific primary and secondary colors and combinations.
- * Font Guide/Typography - What type styles to use,
and when they are appropriate.
- * Icons and Photography - Preferences; stock imagery use guide,
team photography, social media images, etc.
- * Company Template Design - Positioning of logo, address information on
letterhead, business cards, press releases, etc.

Communication Tools

- * Voice & Style Guide - Guides the tone of company communications.
- * Advertising & Communications Guide - Guidelines for creating advertising collateral and use of company assets across media platforms.

Logos

A logo is the image that identifies a company

Most of us know by now that a logo is an integral part of branding. A logo helps the public learn about our brand through different types of marketing and brand communication materials.

Consistency is key to truly with brand recognition. The consistent look, familiar shape, recognizable color(s) and defined style of materials leave a lasting impression on partners and clients.

This is why it is important to create a visual style guide our brand so that no matter who is working on a project whether a new team member, third party consultant, an affiliate, etc. have a set of rules and guidelines to follow.

We've created this template to help illustrate some of the main characteristics that go into a visual style guide.

Since we'll be using the logos across many different platforms, we have two alternate versions of the AGLD logo to add versatility to the AnthemGold brand by allowing it to be displayed.in a variety of different backgrounds and environments. However, you want to limit these variations and make sure there is consistency when you use these logos.

Logo Best Practices

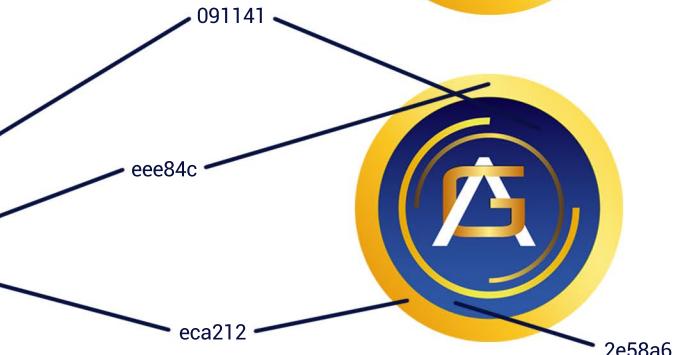
Standard:

- * This is the appropriate logo for all external communication materials that may have legal implications.



Alternate:

- * This is the Main AGLD icon logo.
- * Appropriate for internal communications and non-legal docs.



Logo Best Practices Cont.

Logo Do's and Don'ts

Ensure the main logo is the most prominent and each variation is used appropriately.
Do not use another color for the logo besides those in this brand style guide.

- * Do not use the standard logo on a color other than 091141 or 002740.
- * Do not distort or stretch the logo in any way.
- * Do not overlap the logo on any other graphic elements or typography.
- * Do not apply other visual styles.
- * Do not use a gradient or transparency effects on the logo.



Standard Logo

- * Always scale proportionately.
- * Must NEVER be flipped, turned upside down, or rotated.
- * The colors must NEVER be changed.



Alternate Logo - "AGLD Coin"

- * Must be used as an icon in digital apps or otherwise.
- * Must only be used AFTER the main logo has already been introduced.
- * Always scale proportionately.
- * Must NEVER be flipped, turned upside down, or rotated.
- * The colors must NEVER be changed.



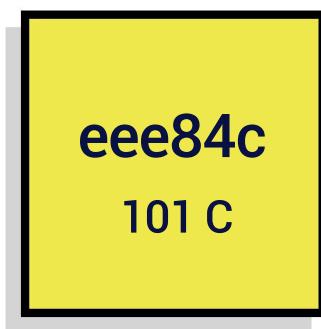
Colors, Backgrounds, & Typography

Logo Placement

- * Proper positioning of the logo in relationship to its edge should never be less than the distance from the bottom of the "A" to the bottom of the outer most gold circle on all sides.



The Color scheme for AGLD materials is detailed below



Gold
For various uses



Dark Blue
Mainly used as background



Deep Royal Blue
Used as an alternate color for print material

Fonts

Like color, typography can tell us a lot about how we want something to be perceived. In order to give the audience the right impression of our brand, it's vital to choose a set of typeface(s) that display the right message.

Roboto Bold

Headings

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

Roboto Regular

Body text

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

Image Styles, Voice & Tone

Image Styles and Sizes

- * No stock images with other brand logos.
- * Only use original HERC stock images, or royalty-free images
full credits given as appropriate.
- * Use of graphic elements and company brand assets should always be consistent on all communication channels incl. social media platforms.

For video - 1920x1080 pixels

For print materials - 210 x 297 millimeters

For other sizes, check with Key Management

Voice & Tone

Before you write for AnthemGold, it's important to think about our readers. Though our voice doesn't change much, our tone adapts to our users' feelings. This guide will show you how that works.

Legal Content

- * Write as calmly and clearly as possible, within the obvious constraints.
Only use legal jargon when absolutely necessary.
- * Be thorough and don't dumb anything down, or use playful language.
Legal content is serious business.

App Copy

- * Use language that makes it easy to navigate the app's interface,
engage users, and understand reports.
- * Encourage and support users as they complete a process.
- * The app/wallet is important, and tracking is usually the most exciting part for users.
Our personality should come through in this step.

Blogs

- * These people may be familiar with AG. Be formal, but warm with them.
- * Every post should teach readers something. Enlighten them with extra links, tips, and info.
- * Assume that readers are smart and tech-savvy but always use the simplest language
in communications to avoid ambiguity or misleading statements.

Voice & Tone Cont.

Public Site

- * Be confident in explaining what AG does.
- * Show people how easy it is to use AG.
- * Delight people with design, data, functionality, use cases, and other helpful info about AG.

Video Tutorials

- * Be an educator, not a salesperson. Show people how easy it is to use AnthemGold.
- * Sound "human", and relay AG's personality without getting in the way.

Knowledge Base

- * Be straightforward. Your priority is to answer questions and inform readers.
- * Avoid marketing language and tone.
- * Keep your language and style consistent across articles.

Press Release

- * The readers are probably busy - get to the point.
- * Readers aren't necessarily AnthemGold users or fans, so use a slightly more formal tone than usual
- * As always, stay away from jargon and fluff.

Telegram and Other Communities

- * Offer a solution or next step.
- * Be straightforward. Explain what is going on right away.
- * Be calm. Don't use exclamation points or alarming words like "alert" or "immediately".
- * Be serious. Don't joke around with people who are frustrated.