



Brand Guideline

Version 2.0 - Jan 2024

Table of Contents

1.0	About Coreum	3.0	Typography
1.1	Intro	3.1	Primary typeface
		3.2	Secondary typeface
2.0	Logo	4.0	Brand Colours
2.1	Logo structure	4.1	Colour values
2.2	Logo variants	4.2	Neutrals
2.3	Emblem		

About Coreum

An Overview

Coreum is an **enterprise-grade** blockchain designed to meet the critical scalability, security, and interoperability needs of large enterprises, featuring intelligent **Smart Tokens** with built-in smart contract functionalities. Its robust capabilities make it equally suitable for businesses of any size.

This document communicates the brand identity of Coreum clearly, articulating the mission, values and persona for the design of all subsequent brand artifacts.

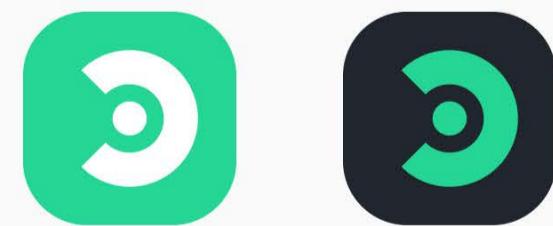
Logo



This range of logo variants allow **Coreum** to adapt its visual identity to different contexts while maintaining brand consistency. These logo variants are specifically designed for various applications and platforms, ensuring optimal visibility and recognition.



The Coreum emblem is a versatile asset that can be adapted to different contexts. Whether it's for digital platforms, print materials, or merchandise, this section provides guidelines on how to use the emblem effectively to maintain brand consistency.



Typography

Space Grotesk

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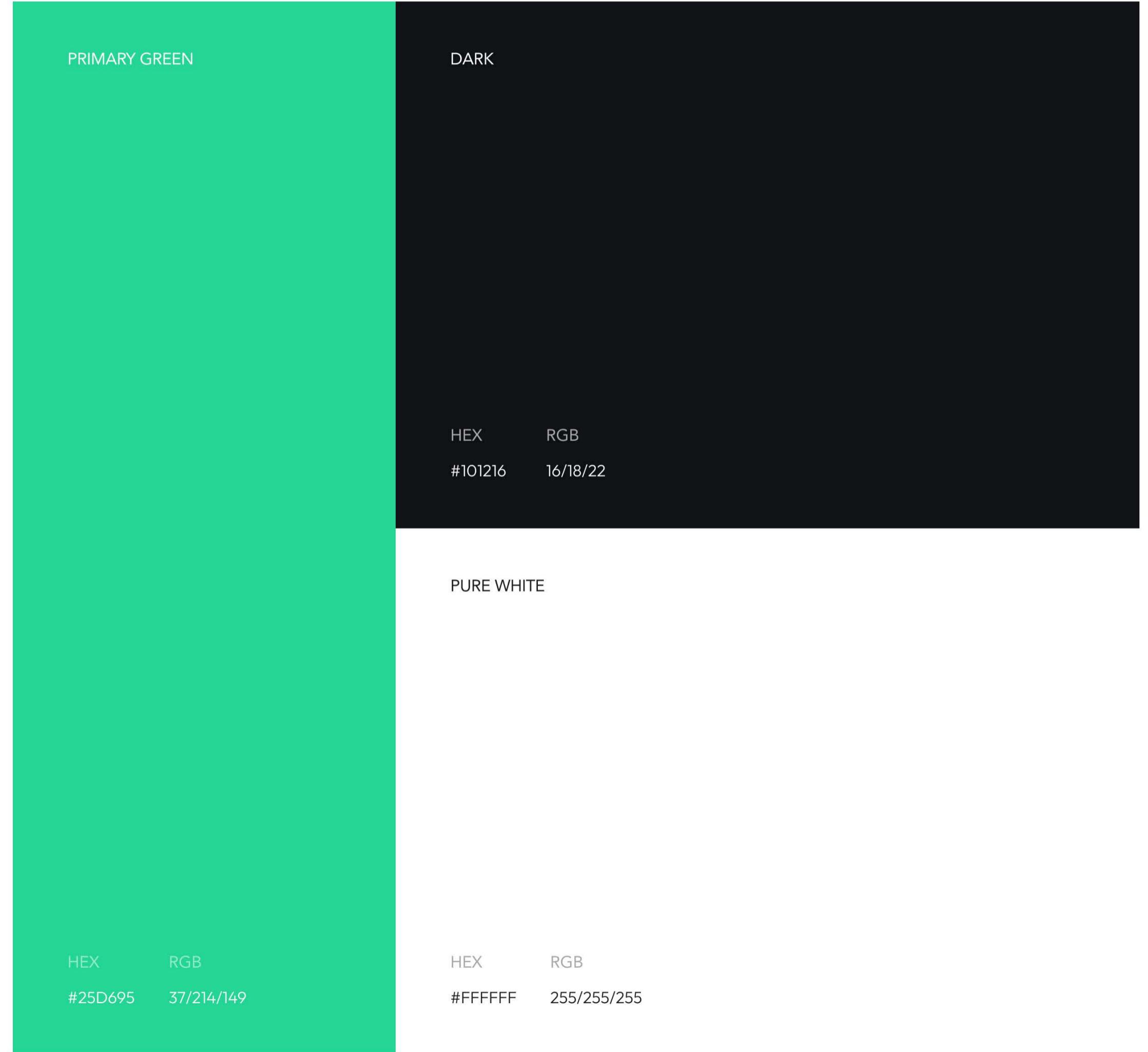
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Brand Colours

The colours within **Coreum** branding are more than just hues; they are a language that speaks to our brand personality that convey trust, energy, professionalism to our audience.



Our neutral colours serve as the foundation of our brand, providing a backdrop that enhances the visibility of our key brand elements. These shades collectively embody the sophistication that defines **Coreum**.

