CRYPTA

General Style Guide

Logo & Wordmark (Dark Background)

Combined

CRYPTA

CRYPTA

Wordmarks

Icon

Logo & Wordmark [Light Background]

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Combined

Wordmarks

Icon

Typography

Shuttleblock Wide Demi is our primary typeface, we use it in titles, subtitles, and places where we want our identity to be bold and clear. Typically not used in long paragraphs, and only in short phrases, or words.
(Web font: Shuttleblock Wide Demi)

Helvetica Light is our secondary/complimentary typeface, we use it in longer paragraphs for readability, and accentuate our brand identity at the same time. This typeface is simple and to understand.
(Web font: Ariel Light)

Colours

Name	Just White	Just Black	Cool Blue	Cool Black
RGB	rgb(255,255,255)	rgb(0,0,0)	rgb(139,214,244)	rgb(14,15,27)
Hex	#ffffff	#000000	#8bd6f4	#0e0f1b
HSL	0° , 0% , 100%	0° , 0% , 0%	197° , 83% , 75%	235°, 32% , 8%
Pantone	PANTONE 11-4001 TCX	Solid Black	PANTONE 297 U	PANTONE Black 6 C