

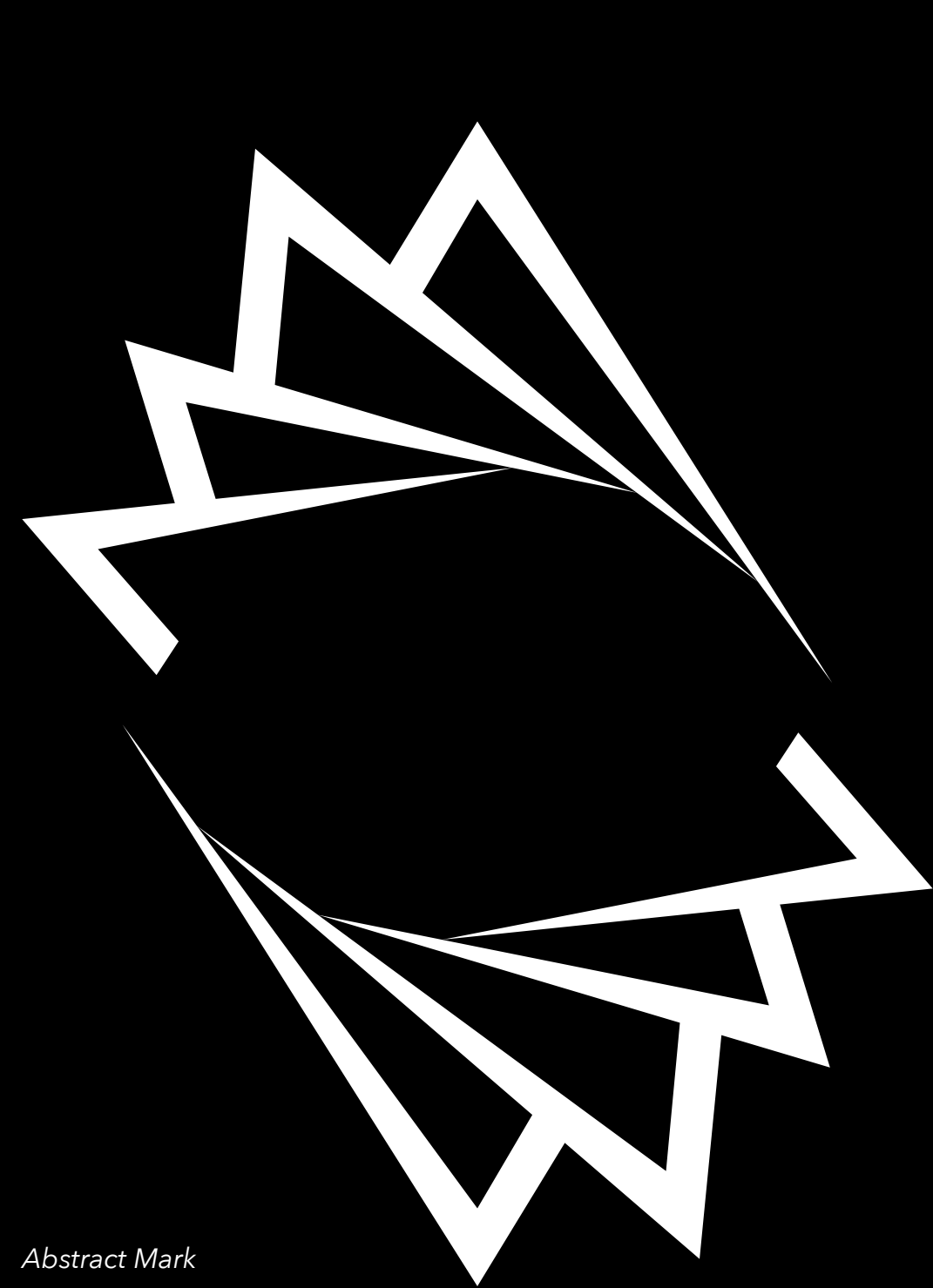


Brand Guidelines

Logo

LOCKT

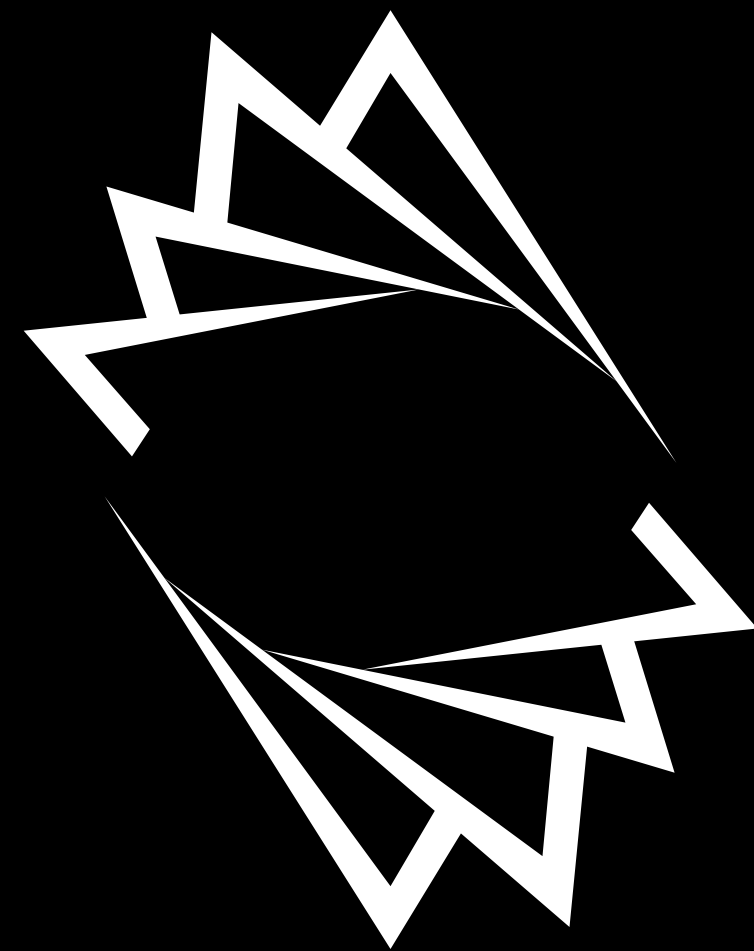
Wordmark



Abstract Mark



Combination Mark



LOCKT

Lockup

Slogan

“Crypto for professionals”

This slogan should be used in branding to showcase what kind of company Lockt is. The slogan also conveys the more professional and less childish nature of this cryptocurrency as compared to other cryptocurrencies like Bitcoin and Ethereum which use more playful branding.

Typography

Avenir Next Ultra Light
Avenir Next Ultra Light Italic
Avenir Next Regular
Avenir Next Italic
Avenir Next Medium
Avenir Next Medium Italic
Avenir Next Demi Bold
Avenir Next Demi Bold Italic
Avenir Next Bold
Avenir Next Bold Italic
Avenir Next Heavy
Avenir Next Heavy Italic

Bodoni* 24pt Book
Bodoni 24pt Book Italic*
Bodoni* 24pt Medium
Bodoni 24pt Medium Italic*
Bodoni* 24pt Bold
Bodoni 24pt Bold Italic*
Bodoni* 24pt Fatface
Bodoni* 24pt Fatface Italic

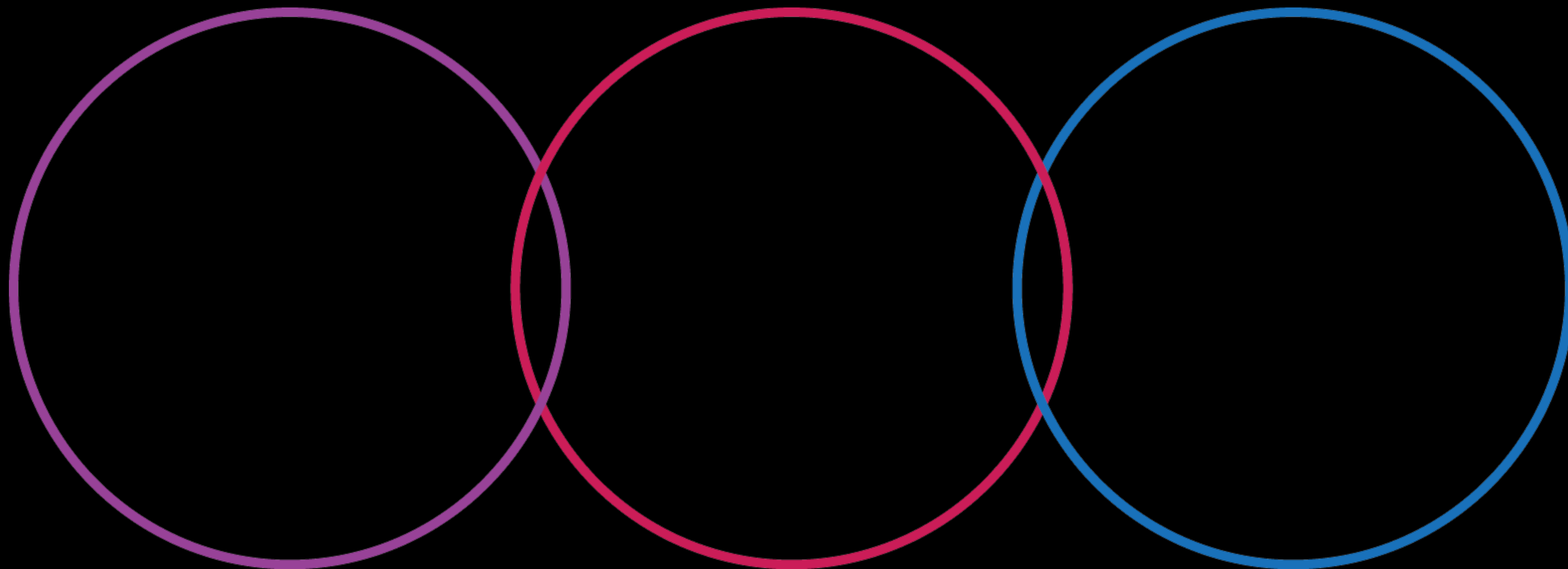
Avenir is the primary typeface for Lockt. It should be used for text type but can also be used for display type. It is a geometric sans serif that evokes modernism. Bodoni* is the secondary typeface and is a high stroke-width contrast serif typeface. It evokes elegance and professionalism. Because it is less legible in smaller point sizes, it is recommended to use this typeface only for display copy. There are many different fonts in the Bodoni* typeface, but the Bodoni* 24pt set of fonts is recommended because it has a high stroke-width contrast yet is still legible and readable.

Color

#B727CC
RGB: 183, 39, 204
CMYK: 44, 86, 0, 0

#CC1D5C
RGB: 204, 29, 92
CMYK: 16, 100, 48, 1

#2378CC
RGB: 35, 120, 204
CMYK: 81, 50, 0, 0



Gradient

The gradient is created using the 3 brand colors. The color points for the freeform gradient can be spaced farther apart from each other, but placing them close together will create a larger contrast between the 2 points that provides an interesting effect. Gradients shouldn't be over-used but can add a bit of flair and character to designs



Mockups



Thank You

