

# Pluribit Brand Kit

## Version 1.0

This document provides the official branding guidelines for Pluribit. A consistent and professional brand identity is crucial for establishing trust and recognition.

### 1. Brand Essence

Pluribit is the cryptocurrency for the web. It is a secure, private, and accessible digital cash system designed from the ground up to run natively in a browser. Our brand is built on the principles of **plurality, privacy, and accessibility**. We are not a traditional blockchain ported to the web; we are the web's native value layer.

- **Tagline:** Pluribit: Digital cash, native to the web.
- **Mission:** To provide a decentralized and private means of exchange that is accessible to anyone with a browser, without compromising on security.

### 2. Core Messaging & Voice

Our messaging should always reflect our core principles. The Pluribit voice should always be:

- **Clear & Concise:** We translate complex technology into simple, direct language. We avoid jargon where possible and explain concepts clearly.
- **Empowering:** Our tone should make users feel capable and in control. We are not just a tool; we are a platform for user sovereignty.
- **Secure & Confident:** We are confident in our security model and communicate its features and trade-offs honestly and without hype.
- **Forward-Thinking:** We are native to the web and should sound like it. The tone is modern, fresh, and focused on the future of value exchange.

### 3. Logo & Symbol

The Pluribit identity is represented by a unique symbol and a clean wordmark.

#### Primary Symbol

The official symbol for the Pluribit currency unit, the "bit," is:



(Unicode Character: U+0180, "B with stroke")

The stroke represents transaction, connection, and the "cut-through" nature of the Mimblewimble protocol.

### **Primary Logo (Wordmark)**

The primary logo combines the symbol and the name in the primary brand font (Inter). The symbol should have the same color as the wordmark.

### **b Pluribit**

#### **Usage & Spacing**

- **Clear Space:** To ensure legibility and impact, always maintain a clear space around the logo. This space should be equal to the height of the capital "P" in the wordmark.
- **Minimum Size:** The logo should never be rendered so small that the wordmark becomes illegible or the stroke in the b symbol disappears. The minimum recommended width is 80 pixels.
- **Don'ts:** Do not stretch, distort, re-color, or add drop shadows or other effects to the logo.

## **4. Color Palette**

Our color palette is designed to be modern, accessible, and trustworthy, reflecting our "browser-native" ethos. It balances a vibrant, friendly primary color with professional, high-contrast text and neutral backgrounds.

<b>Role</b>	<b>Color</b>	<b>HEX</b>	<b>RGB</b>	<b>Use Case</b>
<b>Primary</b>	■ Vibrant Teal	#4ECDC4	78, 205, 196	Buttons, links, active states, icons, and primary calls-to-action.
<b>Secondary</b>	■ Charcoal Blue	#293241	41, 50, 65	All primary body text and headings for high contrast and readability.

<b>Accent</b>	■ Coral Red	#FF6B6B	255, 107, 107	Destructive actions (e.g., "Cancel"), errors, critical alerts.
<b>Neutral 1</b>	■ Light Gray	#F0F4F8	240, 244, 248	Main application and page background color.
<b>Neutral 2</b>	■ Medium Gray	#D3D9E2	211, 217, 226	Borders, dividers, and disabled UI element backgrounds.
<b>Neutral 3</b>	■ White	#FFFFFF	255, 255, 255	Backgrounds for cards and modal windows to create content hierarchy.

## 5. Typography

We use a single, highly-legible font family, **Inter**, to ensure a consistent and accessible user experience across all platforms. It can be sourced from Google Fonts.

Usage	Font	Weight	Style Example
<b>H1 Heading</b>	Inter	Bold (700)	<b>Digital Cash, Native to the Web</b>
<b>H2, H3 Headings</b>	Inter	Bold (700)	<b>Wallet Dashboard</b>
<b>Body &amp; UI Text</b>	Inter	Regular (400)	Send 100 bits to another user.
<b>Buttons &amp; Links</b>	Inter	Semibold (600)	<b>Confirm Transaction</b>

<b>Monospaced</b>	Courier New	Regular (400)	0a4e...f29c
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