PROPS

Props Brand Guide

Brand Fonts

Web:
Source Sans Pro

iOS:
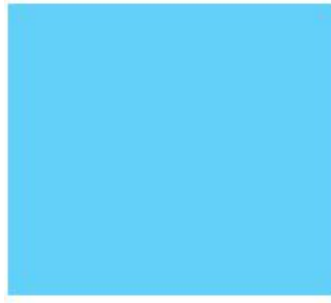**SF Pro**

Android:
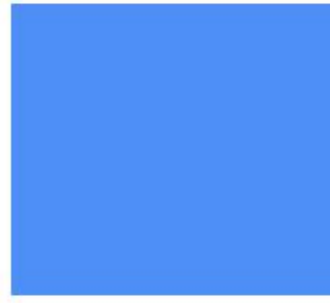**Roboto**

PROPS *by* younow

Brand Colors (*assets*)

Gradient
#398EFF
#24D2FD

#24D2FD

#398EFF

#332D5B

#50565F

#6B7C93

#DDE6F2

PROPS *by* younow

The Props Logo + Mark (*assets*)

Props Token
(Blue on White)

Props Token
(Black on White)

Props Token
(White on Blue)

Logo + Mark
(Vertical,
Blue on White)

Logo + Mark
(Horizontal,
Blue on White)

Logo+ Mark
(Horizontal,
White on Black)

Logo + Mark
(Horizontal,
White on Blue)

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Examples of Props Assets in Action

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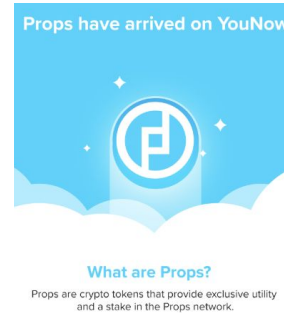
Use of Props Wordmark in Practice

The Props wordmark is capitalized only when used as a component of the Props logo, per the example to the right.

The word "Props" should be used in title case in any other context, per the example to the right.

PROPS

Props have arrived on YouNow

What are Props?
Props are crypto tokens that provide exclusive utility and a stake in the Props network.

PROPS *by* younow

Contact

Props Support

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