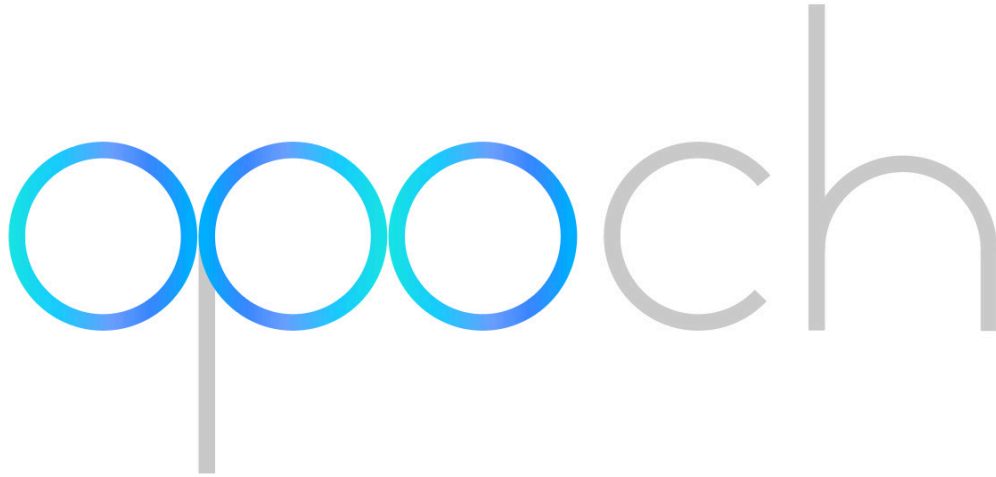


Brand Identity Guidelines

Opoch Logo



We are more accessible, less formal and want to reach and empower millions of people across the world and we are innovating technology and the way people experience Cryptocurrencies.

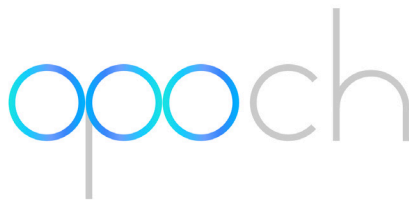
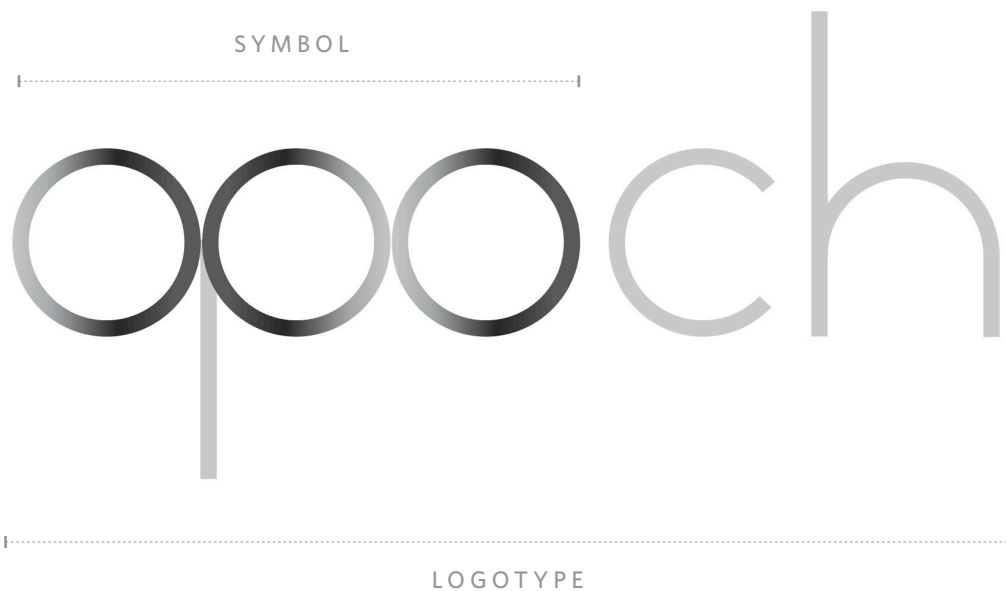
The Opoch logo is the primary symbol of our organization. It unifies us across businesses and geographies, and signals to the market - who we are and what we stand for. It is our endeavour that our logo - our visual mark will be widely recognized all around the world, and will stand for and reflect our business, corporate ethos and the vision of Opoch.

Many companies provide the facility of cryptocurrency exchange. Opoch is unique because it will be the first to truly do this 'peer-to-peer' - and the logo highlights this special and innovative ability. Anyone who will use Opoch as a platform, will know about its game changing abilities that contribute to and take forward the revolutionary idea of cryptocurrencies - and as the first visual introduction for the company, the logo resonates and stands for the ideology behind the product that the company serves to its customers.

The circles look like connected points facilitating peer to peer exchange. The seemingly adjoining points in the circles have the same color in the logo gradient spectrum - showing exchange between the circles. They also represent currency, community and consistency.

'Opoch' is derived from the word 'Epoch'. Epoch is the beginning of a distinctive period in the history of someone or something.

Logotype



Brand Logotype

The Opoch logo consists of a logotype - the name Opoch written in one line. The logotype is contemporary, clean and expressive - the cuts are smooth, straight, stable and friendly. The letters are geometric and precise.

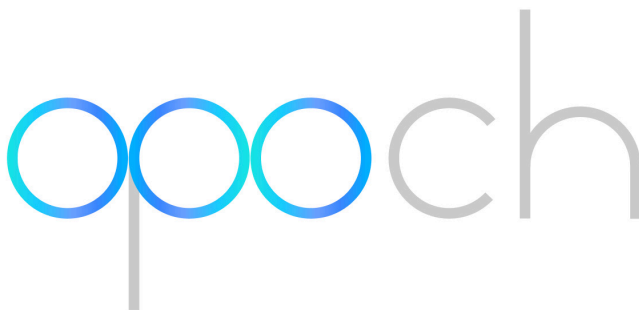
Brand Symbol

The symbol is formed by closely placing multiple letters - 'o' to signify peer-to-peer communication. It also shows connectivity, stability, consistency, currency and community.

DO NOT ATTEMPT TO RECREATE THE BRANDLOGOTYPE. THE LOGOTYPE MAY NOT BE INTERPRETED OR MODIFIED.

Logo formats

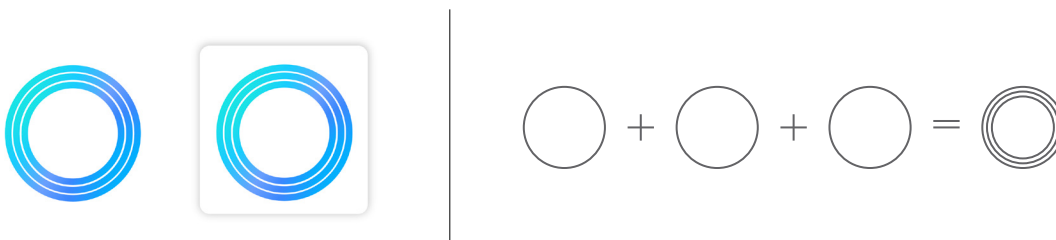
PRIMARY USAGE



Horizontal Format Logo (HFL)

There are two logo formats for the OPOCH logo. The horizontal format logo (HFL) is for primary usage as will be recognised as the visual brand of the organisation. There is no vertical format logo (VFL) for OPOCH.

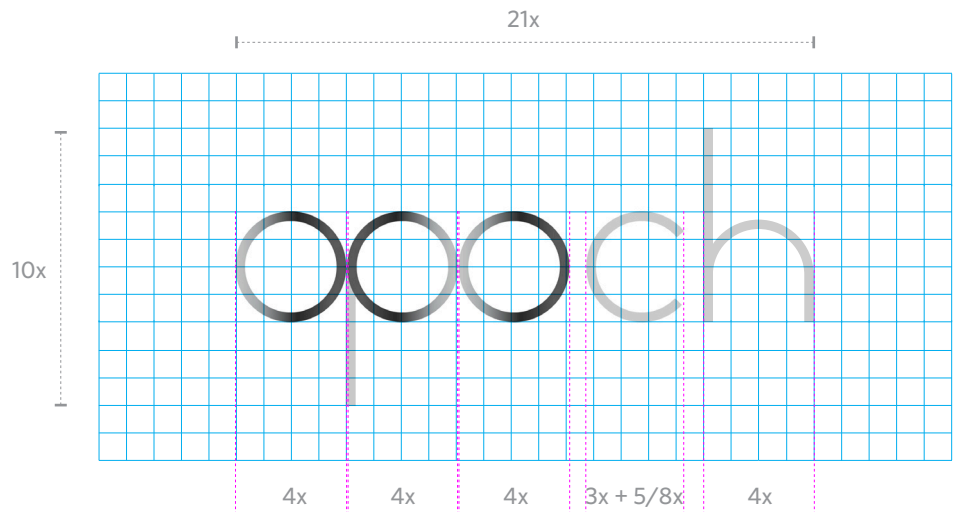
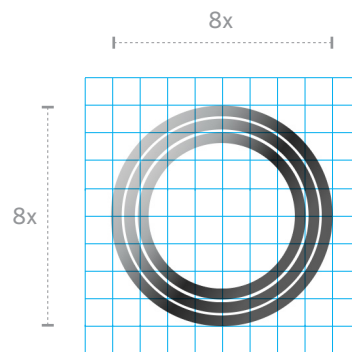
SECONDARY MARK



Brand Symbol

The symbol consists of three concentric circles formed by visually putting together the three circles from the Primary Logo usage. The white space in between the circles is lesser than their thickness. This mark is primarily created for digital mobile/desktop app symbol usage. The gradient color spectrum is identical to the gradient found in the primary usage.

These VFL and HFL colour versions of the logo are provided as scalable vector artwork (EPS). EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layout and graphics programs for print projects. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

HFL GRID**SYMBOL GRID**

The logo grid maps the position of all the elements of the logo as an accurate reference to usage and reproduction.

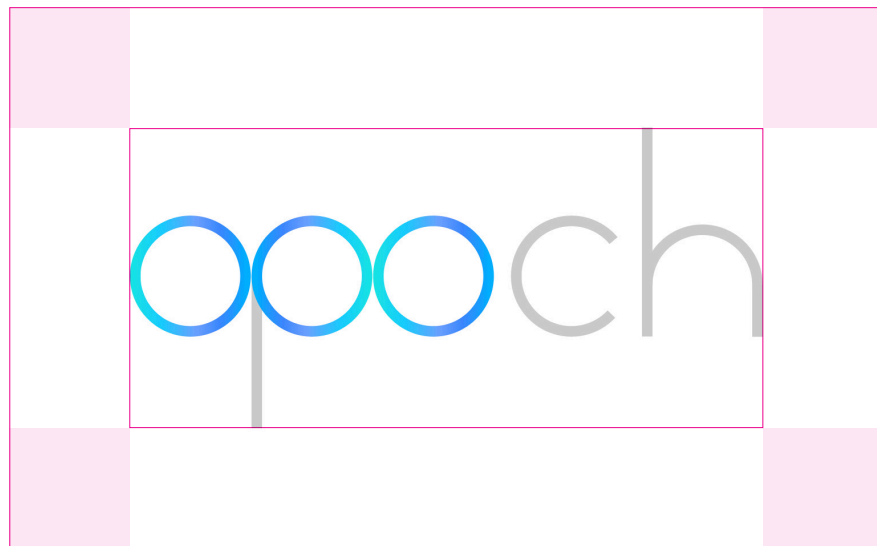
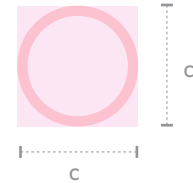
Primary Applications for Construction Grid:

1. Large Signage
2. 3D construction of the Logo.
3. An accurate reference to correct usage and reproduction of the Opoch Logo by Vendors across applications and media.

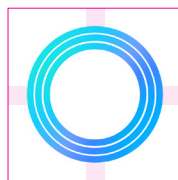
PLEASE DO NOT ATTEMPT TO CREATE ART FOR SEHGAL FOUNDATION LOGO, INSIGNIA, OR LOGOTYPE FOR ANY APPLICATION.

Logo clear space

HFL CLEAR UP



SYMBOL CLEAR UP



Always surround Opoch logo with the amount of clear space shown to ensure that the logo is easily identifiable as well as visible and legible wherever it appears. Clear space is the minimum “breathing room” maintained around our logo. It also defines the minimum distance between the logo and the edge of another element. The clear space around our logo is equal to the height/width of the letter ‘o’ in ‘opoch’ in the logotype for the primary usage.

**DO NOT POSITION ANY TEXT, GRAPHIC ELEMENTS,
OR COLOURS INSIDE THE RECOMMENDED CLEAR SPACE.**

Logo minimum size

WEB



Preferred minimum size

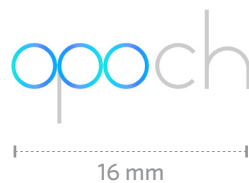


Minimum size

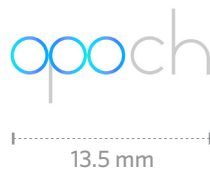
The minimum size usage of the Opoch Logo has a stroke weight that is 5 pt. higher than the version of logo used in this manual. This stroke weight used in the specified minimum size of 32px and 38px is the highest stroke weight that can be used for the logo.

PLEASE DO NOT USE THIS STROKE WEIGHT AT ANY SIZE LARGER THAN THE MINIMUM SIZE THAT IS READABLE WITHOUT THE STROKE.

PRINT



Preferred minimum size



Minimum size

The purpose of increasing the stroke weight is to maintain visual consistency in all sizes and to sustain readability. The stroke weight for the logo can increase (upto 5 pts) when the readability suffers as the logo gets smaller.

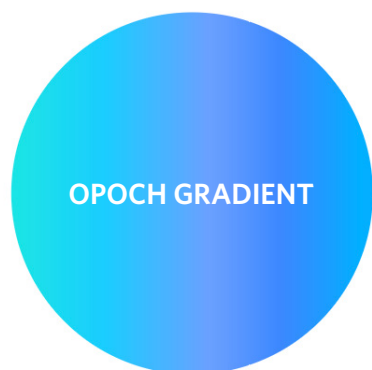
This rule applies for both Digital and Print media.

EPS logo files may be scaled to any size necessary for the application, as long as the minimum size requirements are met.

The minimum preferred size refers to the smallest allowable logo size.

ALWAYS MAINTAIN THE LOGO'S ASPECT RATIO WHEN SCALING.

Primary Logo colors



RGB: 28, 228, 230
HEX: 1CE4E6
CMYK: 58, 0, 19, 0
PANTONE 3252C



RGB: 27, 205, 255
HEX: 6BA0FF
CMYK: 54, 33, 0, 0
PANTONE 2718C



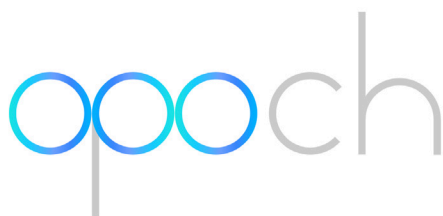
RGB: 0, 176, 255
HEX: 00B0FF
CMYK: 66, 17, 0, 0
PANTONE 2925C



RGB: 27, 205, 255
HEX: 1BCDFF
CMYK: 62, 0, 0, 0
PANTONE 2985C



RGB: 60, 136, 255
HEX: 3C88FF
CMYK: 70, 46, 0, 0
PANTONE 2727C

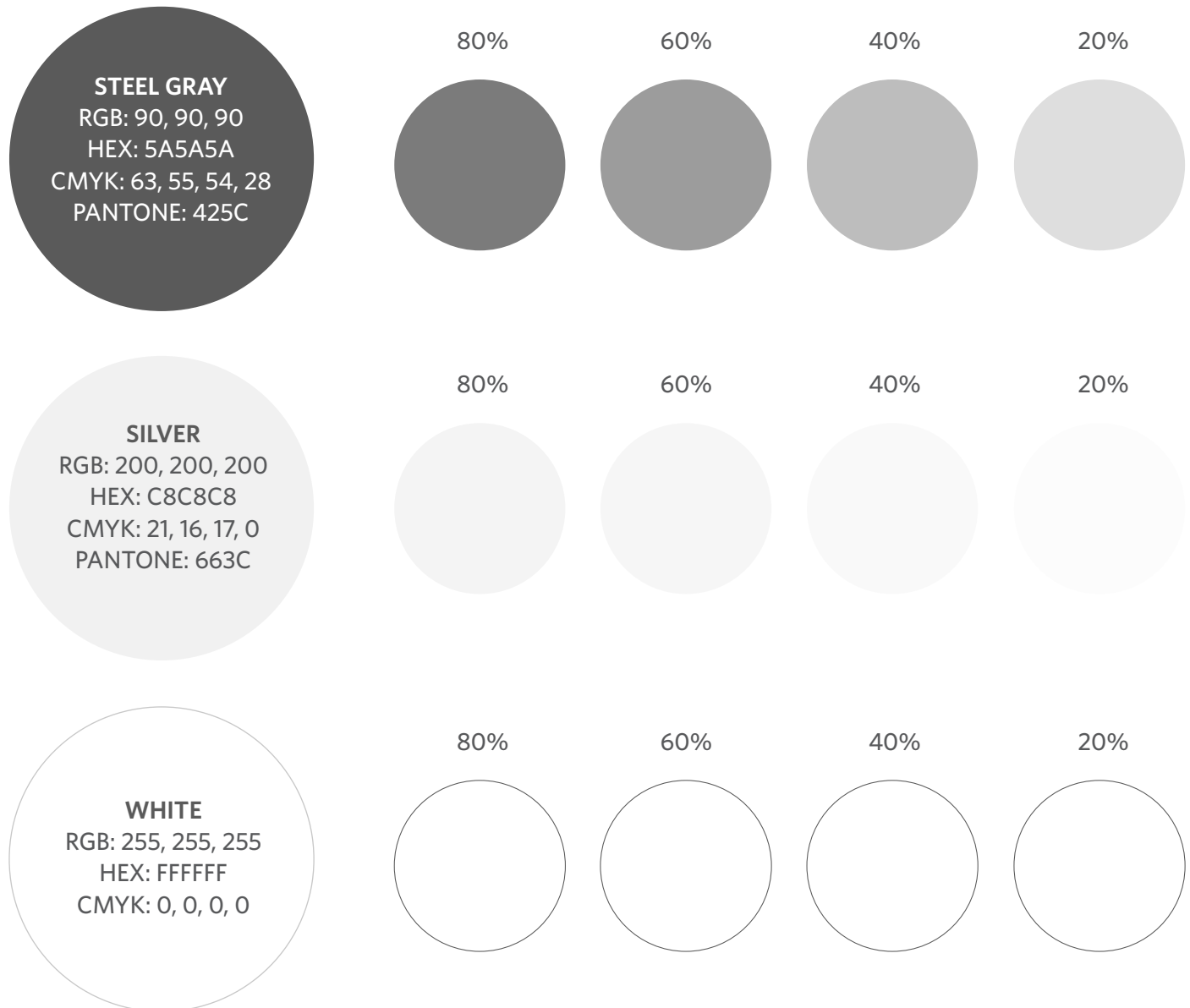


The brand logo colour of OPOCH is an essential element in setting a recognizable tone and look for the identity. Consistent and correct use of the logo colour enhances the strength of the brand identity.

The primary brand colour scheme for OPOCH is a dark to light blue gradient with a pinch of purple in the middle and is found in the logotype circles. Blue signifies cutting edge technology. Light gray is used as a complimentary color to support and highlight the gradient 3-circle symbol.

The blue color spectrum should be used to set the primary color vocabulary for the brand. Example areas of usage - CTAs on digital products, app landing page animation, overlay on brand images, highlight brand icons etc.

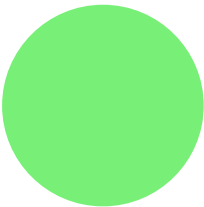
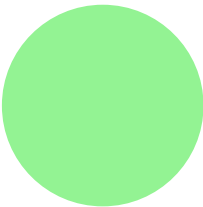
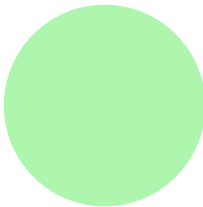
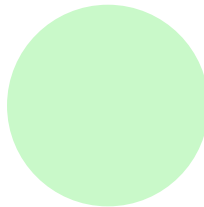
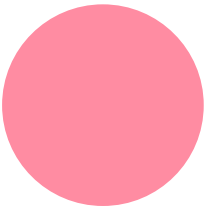
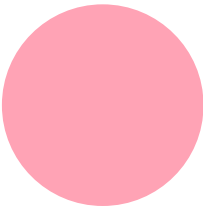
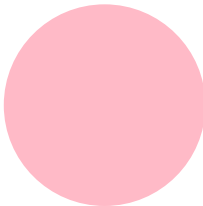
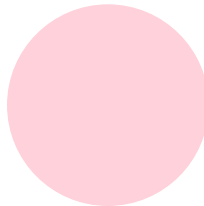
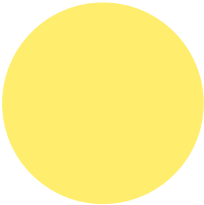
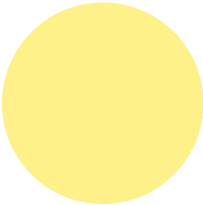
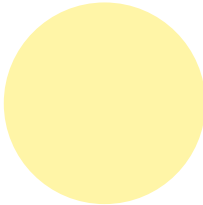
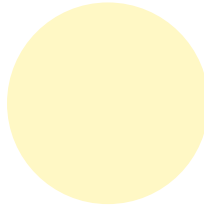
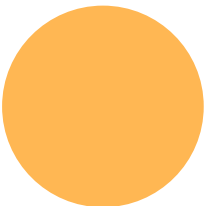
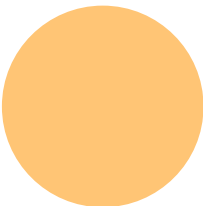
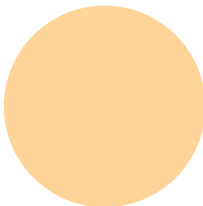
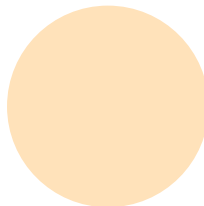
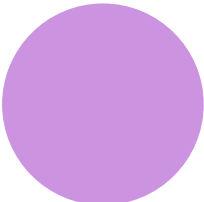
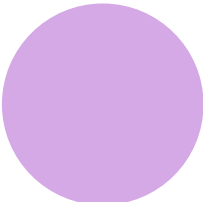
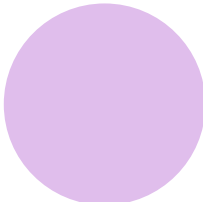
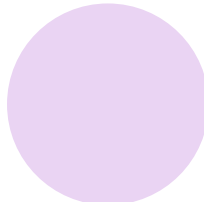
Secondary Logo colors



The secondary colors are created to be used as a supporting palette to the Primary colors. The idea is to set a brand tone where the blue gradient remains the most recognizable color scheme in the brand and the other brand palettes support this purpose. These colors can be used for both Digital and Print usage as background / section colors - areas that have secondary importance in information hierarchy. All the colours in this range can be used in half tone.

THE COLOUR PALETTE FOR OPOCH HAS BEEN CAREFULLY CREATED AND DEFINED. PLEASE ONLY USE THE COLORS SUGGESTED IN THE PRIMARY, SECONDARY, TERTIARY AND GRADIENT COLOR PALETTE.

Tertiary Logo colors

	80%	60%	40%	
				RGB: 120, 240, 120 HEX: 78F078 CMK: 48, 0, 74, 0 PANTONE: 7487C
				RGB: 255, 140, 160 HEX: FF8CA2 CMYK: 0, 57, 16, 0 PANTONE: 1775C
				RGB: 255, 238, 109 HEX: FFEE6D CMYK: 2, 1, 70, 0 PANTONE: 100C
				RGB: 255, 183, 83 HEX: FFB753 CMYK: 0, 32, 76, 0 PANTONE: 150C
				RGB: 203, 147, 224 HEX: CB93E0 CMYK: 23, 46, 0, 0 PANTONE: 2572C

The tertiary color palette is used for the purpose of adding dynamism to the brand. These are not brand colors but colors that can be used for additional things like illustrations, color coding, infographics, etc.

PLEASE DO NOT USE THESE COLORS FOR PRIMARY AND SECONDARY INFORMATION HIERARCHY ELEMENTS.

Gradients



RGB: 28, 228, 230
HEX: 1CE4E6
CMYK: 58, 0, 19, 0
PANTONE 3252C

RGB: 27, 205, 255
HEX: 6BA0FF
CMYK: 54, 33, 0, 0
PANTONE 2718C

The gradients act as supporting elements for the brand. These can be used anywhere except for Primary and secondary information hierarchy.



RGB: 27, 205, 255
HEX: 6BA0FF
CMYK: 54, 33, 0, 0
PANTONE 2718C

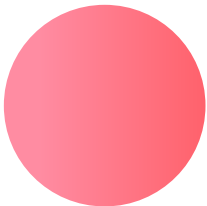
RGB: 60, 136, 255
HEX: 3C88FF
CMYK: 70, 46, 0, 0
PANTONE 2727C

PLEASE DO NOT USE THESE
COLORS FOR PRIMARY AND
SECONDARY INFORMATION
HIERARCHY ELEMENTS.



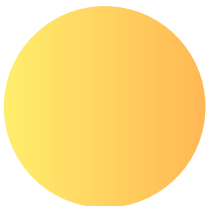
RGB: 28, 228, 230
HEX: 1CE4E6
CMYK: 58, 0, 19, 0
PANTONE 3252C

RGB: 120, 240, 120
HEX: 78F078
CMYK: 48, 0, 74, 0
PANTONE: 7487C



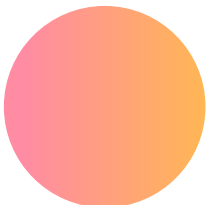
RGB: 255, 140, 160
HEX: FF8CA2
CMYK: 0, 57, 16, 0
PANTONE: 1775C

RGB: 255, 97, 107
HEX: FF616B
CMYK: 0, 78, 47, 0
PANTONE: 1785C



RGB: 255, 238, 109
HEX: FFEE6D
CMYK: 2, 1, 70, 0
PANTONE: 100C

RGB: 255, 183, 83
HEX: FFB753
CMYK: 0, 32, 76, 0
PANTONE: 150C



RGB: 255, 140, 160
HEX: FF8CA2
CMYK: 0, 57, 16, 0
PANTONE: 1775C

RGB: 255, 183, 83
HEX: FFB753
CMYK: 0, 32, 76, 0
PANTONE: 150C

Primary brand typeface

Gotham Ultra

Gotham Ultra Italic

Gotham Black

Gotham Black Italic

Gotham Bold

Gotham Bold Italic

Gotham Medium

Gotham Medium Italic

Gotham Book

Gotham Book Italic

Gotham Light

Gotham Light Italic

Gotham X Light

Gotham X Light Italic

Gotham Thin

Gotham Thin Italic

Opoch's primary typeface is Gotham HTF. Gotham is a technical typeface that is from friendly to high-tech with ease. The characteristics of the letters are open, accessible and warm yet geometric and impactful. Gotham is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

When to use

Use Gotham for all Opoch's printed communications where possible, especially for headings for any brand communication. Use Gotham in rendered form for online and electronic applications. When use of Gotham is not possible, use the recommended system font - Verdana.

The Gotham Legacy

Gotham is that rarest of designs, the new typeface that feels somehow familiar. From the lettering that inspired it, Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients without historical precedent — a lowercase, italics, a comprehensive range of weights and widths, and a character set that transcends the Latin alphabet — enhances these forms' plainspokenness with a welcome sophistication, and brings a broad range of expressive voices to the Gotham family.

Gotham celebrates the attractive and unassuming lettering of the city. New York is teeming with such letters, handmade sans serifs that share a common underlying structure, an engineer's idea of "basic lettering" that transcends both the characteristics of their materials and the mannerisms of their makers. These letters are straightforward and non-negotiable, yet possessed of great personality, and often expertly made. And although designers have lived with them for more than half a century, they remarkably went unrevived until 2000, when we introduced Gotham. From these humble beginnings comes Gotham, a hard-working typeface for the ages.

Purchasing the Font

If you are a colleague or vendor who needs to use Gotham, the same can be purchased from Hoefler & Co. - <https://www.typography.com/fonts/gotham/overview/>

Secondary brand typeface

Whitney Black

Whitney Black Italic

Whitney Bold

Whitney Bold Italic

Whitney Semi Bold

Whitney Semi Bold Italic

Whitney Medium

Whitney Medium Italic

Whitney Book

Whitney Book Italic

Whitney Light

Whitney Light Italic

WHITNEY BLACK SC

WHITNEY BLACK ITALIC SC

WHITNEY BOLD SC

WHITNEY BOLD ITALIC SC

Whitney Semi Bold SC

WHITNEY SEMI BOLD ITALIC SC

WHITNEY MEDIUM SC

WHITNEY MEDIUM ITALIC SC

WHITNEY BOOK SC

WHITNEY BOOK ITALIC SC

WHITNEY LIGHT SC

WHITNEY LIGHT ITALIC

When to use

Whitney can be used for body text and highlights, both for Digital and Print usage.

Whitney Legacy

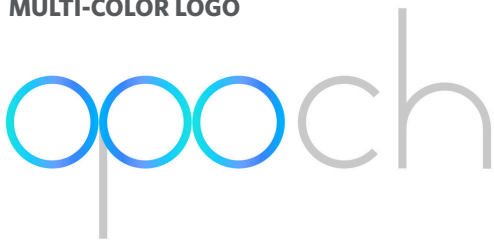
A type family originally developed for New York's Whitney Museum, Whitney contends with two different sets of demands: those of editorial typography, and those of public signage. Typefaces for catalogs and brochures need to be narrow enough to work in crowded environments, yet energetic enough to encourage extended reading. Its compact forms and broad x-height use space efficiently, and its ample counters and open shapes make it clear under any circumstances. And Whitney's extensive language support, covering more than 200 languages worldwide, has made it a mainstay of diversified brands that require localized typography.

Purchasing the Font

If you are a colleague or vendor who needs to use Gotham, the same can be purchased from Hoefler & Co. - <https://www.typography.com/fonts/whitney/overview/>

Logo Usage with Primary Brand Colours

MULTI-COLOR LOGO



TWO-COLOR LOGO



ONE-COLOR LOGO



LOGO ON BRAND COLOUR BACKGROUNDS



3-colour logo usage

The 3-colour logo can ONLY appear in the brand GRADIENT COLOR specified ON A WHITE BACKGROUND ONLY.

DO NOT CHANGE, MODIFY THE BRAND COLOURS IN THE LOGO, OR GIVE ANY TINTS, TRANSPARENCIES OR HUES TO THE LOGO COLOURS AT ANY TIME.

2-colour logo usage

The 2-colour logo can ONLY appear in the brand gradient colours on a white background as shown. The 2-colour logo should only be used during a two colour production process (offset or silk screen), or in applications where the 3-colour logo cannot be used.

One colour logo usage

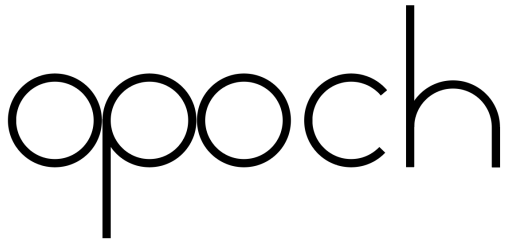
The 1-colour logo can ONLY appear in the grey colour as shown. The 1-colour logo should only be used during a one colour production process (offset or silk screen) process or in applications where the 3-colour logo cannot be used.

Usage of logo on brand colour backgrounds

Use the brand logo reversed out in white ONLY when used against coloured backgrounds.

DO NOT USE THE WHITE COLOUR AS A TRANSPARENCY AT ANY TIME.

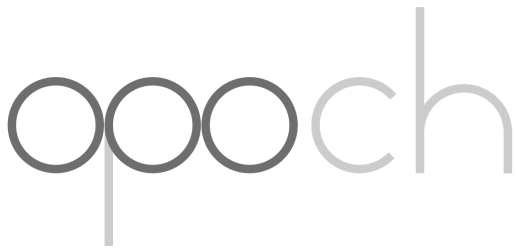
Logo in Black & White


 The word "opoch" is rendered in a minimalist, lowercase, sans-serif typeface. The letters are solid black, with the 'o's being perfectly circular and the 'p' having a long, thin descender.

Solid black & white (b/w) logo usage

Use the 1-color black logo version for all one colour b/w Printing.
Use this version when the application requires a simplified mark in black (e.g., fax sheet, premium items, small sizes, silkscreen, etc.).
Not approved for web.

Use the 1-color white of the logo version for all reverse Background printing on a dark background.



 The word "opoch" is rendered in the same minimalist, lowercase, sans-serif typeface, but in a light grey halftone pattern. The letters are composed of a grid of dots, giving it a textured appearance.

Halftone black & white (b/w) logo usage

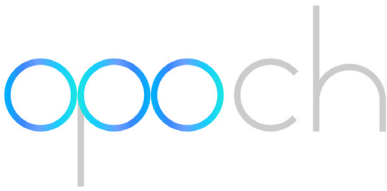
Use the halftone b/w logo version for all offset one colour b/w printing. (e.g. b/w newspaper announcement / legal document). Not approved for web.

DO NOT USE THE WHITE COLOUR AS A TRANSPARENCY AT ANY TIME.

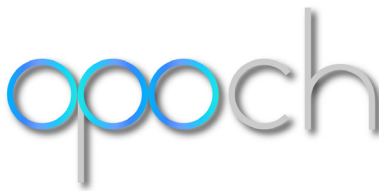


Logo Dont's

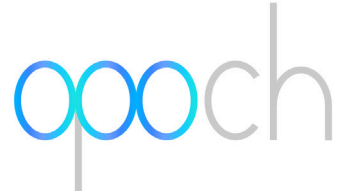
DO NOT CHANGE OR SWOP THE
COLOR GRADIENT OF THE LOGO.



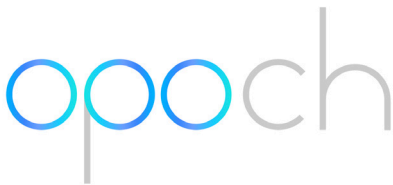
DO NOT ADD SHADOWS OR
OTHER EFFECTS TO THE LOGO.



DO NOT CHANGE THE LOGO'S
PROPORTION.



DO NOT ALTER SIZE &
POSITION OF ANY ELEMENTS.



DO NOT ROTATE THE LOGO.



DO NOT PUT ANY GRAPHICS
OR TEXT WITHIN THE MINIMUM
CLEAR SPACE OF THE LOGO.



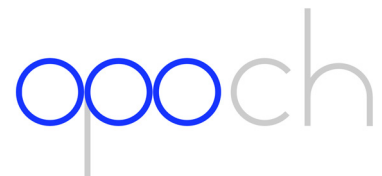
DO NOT USE THE SYMBOL AS
PRIMARY LOGO ALONE.



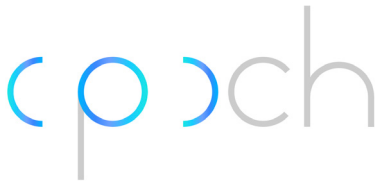
DO NOT ADD TRANSPARENCY
TO THE LOGO WHEN REVERSED
AND USED ON A COLOUR
BACKGROUND.



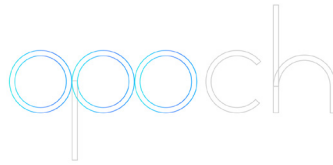
DO NOT CHANGE THE COLOR OF
ANY ELEMENT IN THE LOGO.



DO NOT USE THE LOGO WITHOUT THE PROPER O SHAPE.



DO NOT OUTLINE THE LOGO.



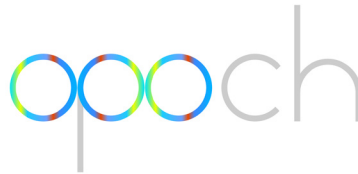
DO NOT CHANGE THE TYPOGRAPHY OF THE LOGO.



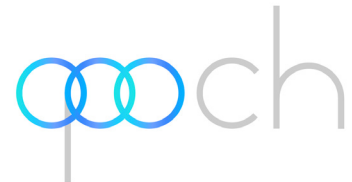
DO NOT HOLD THE LOGO IN A HOLDING BOX OR ANY OTHER SHAPE.



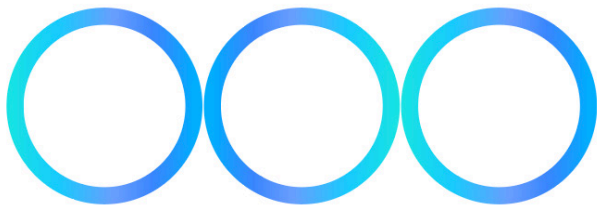
DO NOT ADD ANY ADDITIONAL GRADIENT / OTHER EFFECTS TO THE LOGO.



DO NOT PLAY AROUND WITH THE LOGO'S BASIC SHAPE / OTHER ELEMENTS.



Brand Mnemonic



Brand mnemonics are identity assets such as logos, graphics, tone of voice, shapes, forms, colours, sounds, movements etc. and trigger people's memory of the brand.

How you bring the different sensory aspects together of a living identity to make the whole brand is what gives it life, character and credibility.

One of the key visual mnemonics of Opoch brand is the 'ooo' form. This form can be used in two ways:

1. When used in it's complete form and brand color: The multi-color brand mneumonic must appear in the logo colours only on a white background. The symbol cannot be cropped, and must maintain the minimum breathing clear space.
2. When used as a water mark / graphic: In its one colour usage, the brand mnemonic can appear on a brand color gradient background, textures and photographs in various transparencies of white. When used in this manner, the symbol can be cropped & rotated when used stylistically.
3. A circle could be separated out of the 3-circle symbol and used in various treatments with images, textures and gradients.



Tagline

Let's take dreams to daylight

WEB

Let's take dreams to daylight

75 px

Preferred minimum size

Let's take dreams to daylight

92 px

Minimum size

PRINT

Let's take dreams to daylight

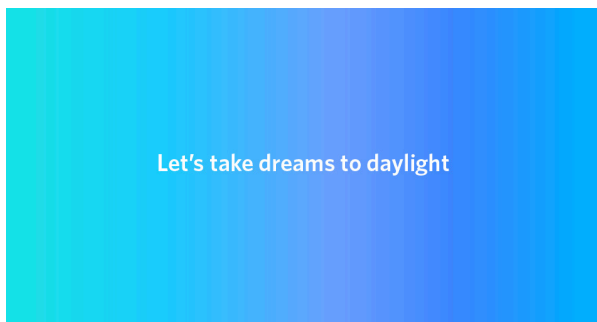
30 px

Preferred minimum size

Let's take dreams to daylight

25 px

Minimum size



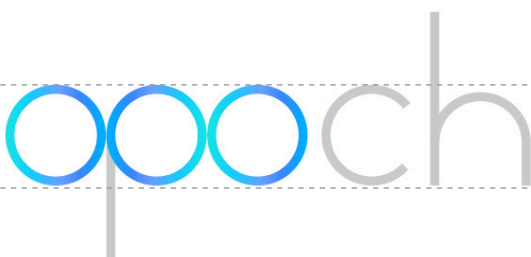
Opoch's brand tagline is a concise statement of the organisation's purpose.

When used with the brand logo, it communicates Opoch's mission, in a clear direct, and engaging manner.

It can be used with the logo or can stand as an individual element in any Opoch application.

When the brand tagline is reversed and used in white against a dark background, the brand tagline's transparency can be modified according to the brand colour palette and usage illustrated in the visual style guidelines.

Usage of special effects like shadows, duplication, textures and transparencies can be applied creatively, and correctly, to the brand tagline for clarity.



Let's take dreams to daylight

Brand Background Colors

STEEL GRAY

RGB: 90, 90, 90

HEX: 5A5A5A

CMYK: 63, 55, 54, 28

PANTONE: 425C

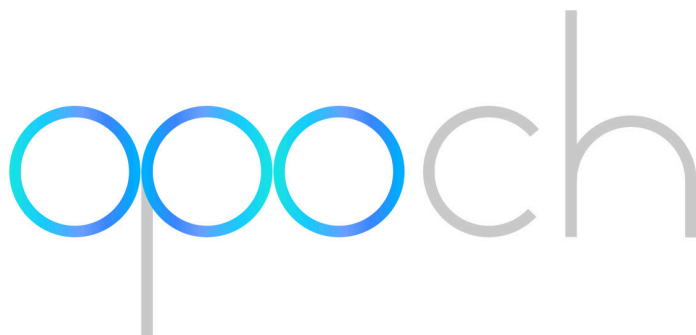


WHITE

RGB: 255, 255, 255

HEX: FFFFFFFF

CMYK: 0, 0, 0, 0



We define the main Opoch's Brand Background Colours to bring out the best clarity of the Opoch Logo, and to reinforce its Brand Identity across Corporate applications.

The Logo on White

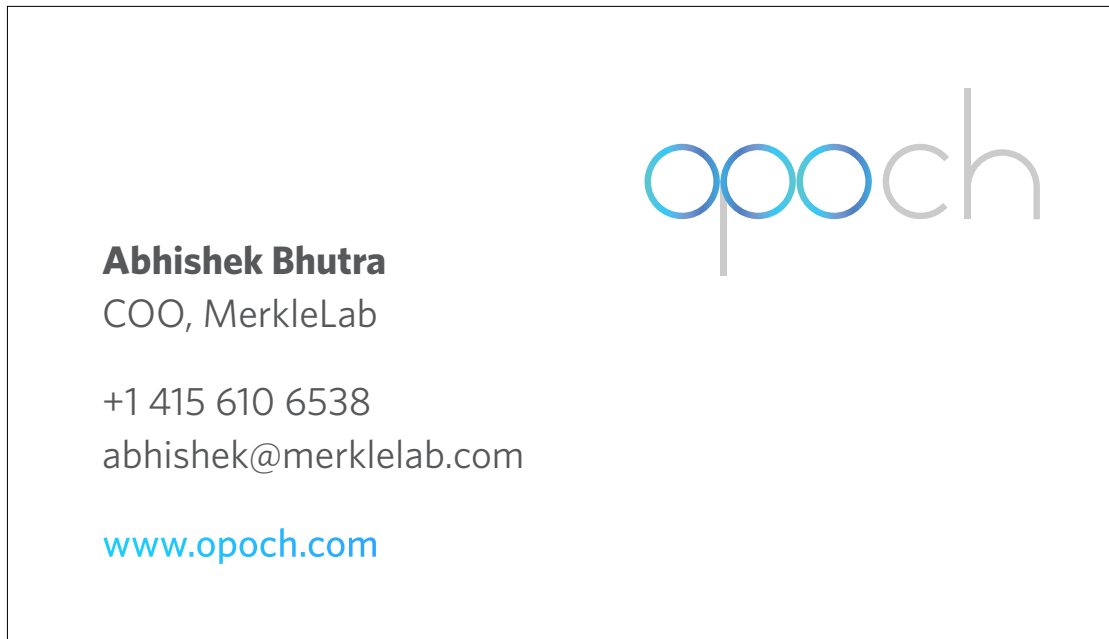
- Best Usage of Logo for Corporate Communications, digital applications, advertisements & Signages.

The Logo on Opoch Steel Grey

- The steel grey colour brings out the colours of the Logo with professionalism and give it a technology bent. Best usage for billboards and other large scale applications.

THE VFL & HFL LOGO CANNOT APPEAR ON ANY OTHER COLOURED BACKGROUNDS, OTHER THAN THE ONES MENTIONED HERE.

Business Cards



Let's take dreams to daylight

Letterhead



+1 415 610 6538 | 3491 20 Street, San Francisco CA, 94131

www.opoch.com

Envelope



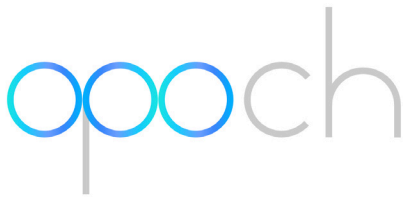
www.opoch.com

+1 415 610 6538 | 3491 20 Street, San Francisco CA, 94131

Email signature

Abhishek Bhutra

Chief Operating Officer



Opoch

+1 415 610 6538

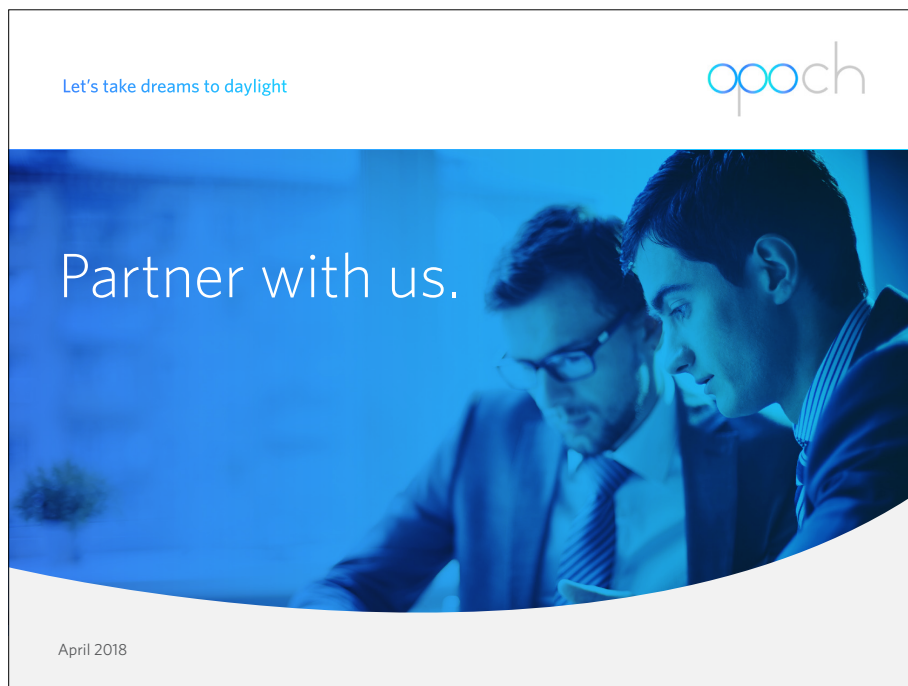
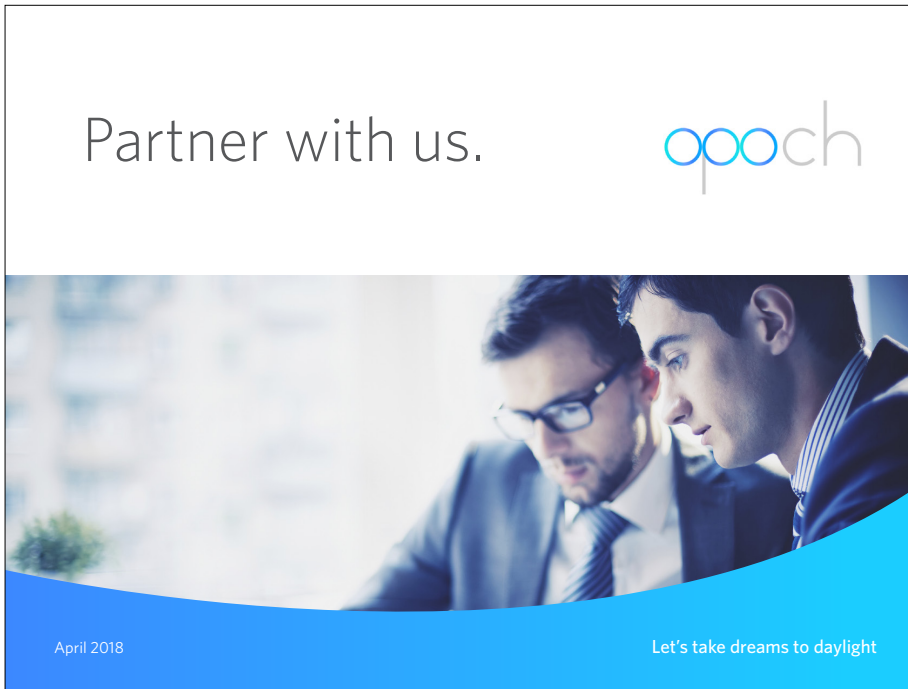
abhishek@merklelab.com

3491 20 Street, San Francisco CA, 94131

www.opoch.com

[Let's take dreams to daylight](#)

PPT template



Partner with us.



Let's take dreams to daylight

April 2018



Who we are



Mission
To strengthen community-led development initiatives to achieve positive social, economic and environmental change across rural India.

Vision
We envision every person across rural India empowered to lead a more secure and prosperous life.

Reach
Based in Gurgaon, Haryana
Programs serve remote regions of Haryana and Rajasthan
15 years; 500,000 people in 464 villages

Opoch is a public, charitable trust registered in India since 1999.

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