TurtleCoin® Brand Guide

A simple guide to help creators and services to build the best **TurtleCoin®** experience.

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brand.turtlecoin.lol

@_turtlecoin
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PROJECT VISION

TurtleCoin® 2020

TurtleCoin®

We are a payments network.
We have one job, we do it well.

The statement behind our 2020 visual theme tells users and developers that TurtleCoin® is a rock-solid payments network ready for their business or app.

We're putting less emphasis on blockchain and buzzwords, and more focus on TurtleCoin as a platform for services and business.

Our new theme makes use of the classic visual assets that have become core to our brand identity, while tastefully updating them to today's design standards.

We've kept the logos you're familiar with, but you'll notice the wordmark has an updated font and the shield-shell has a new backing gradient.

TurtleCoin®

THE TRADEMARK

TurtleCoin® 2020

TurtleCoin®

The Trademark

TurtleCoin® is a registered trademark. Not everyone gets the name right, so here is a quick guide:

✅ **TurtleCoin®**

❌ **Turtlecoin**
❌ **Turtle Coin**
❌ **turtlecoin**
❌ **Turtle-Coin**

LOGOS & SYMBOLS

TurtleCoin® 2020

TurtleCoin®

Using Our Logos

Logos should be uncropped, unmodified, and presented in the color combos that we've provided. Nothing should distort the logo.

Our Symbols

We are easily recognized by three symbols that best represent our brand.

Just like the logo, these symbols should be unmodified and presented properly. They should not be skewed, rotated, cropped, scaled unevenly, colored, or reduced in opacity.

The Wordmark

Our project has an associated wordmark for instances when a full width representation of the brand is appropriate.

This wordmark is ideal for:

- Social media banners
- Print signs & Stickers
- Header/footer images

The Shield Shell

The shield shell is our main logo. It is typically used for things such as:

- Avatars
- Favicons
- App icons
- Printed merchandise

The shield shell is perfect for uses where the full wordmark does not fit, and for square ratio images.

The Shell Hex

The shell hex is used in instances where a two-tone logo is needed, with a foreground and background, or to symbolize the concept of a TRTL “coin” as currency.

It is a good backup logo but should not override the main Shield Shell logo where it can be used. The background, if used, should always be white.

The shell hex is a good idea for:
- mining related logos
- large app icons
- two-tone logos

FONTS & COLORS

TurtleCoin® 2020

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Helvetica Neue

Helvetica Neue is used for headings. It should be big and bold in comparison to the body text, with a weight of 700.

Helvetica Neue might not always be available. Your stylesheets should provide this font fallback order for your header text:

```
.header {
 font-family: "Helvetica Neue",
Helvetica, Arial, sans-serif}
```

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Source Sans Pro

Source Sans Pro is a readily available and easily readable body text font with a weight of 400.

```
func monoFontExplainer() {
    fmt.Println(“Source Code Pro is a monospace font suitable for all source code examples and snippets”)
    }
```

TurtleCoin®

Primary Colors

#595959

#2C806A

#FFFFFF

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Secondary Colors

#0097A7

#3C78d8

#99D190

#e27f7e

#e69138

#BF9000

#705E91

#3c3a62

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