

# *Brand* Guideline

1ST EDITION

Official Verge Brand Guideline  
Published 2018, Last edited, March 2018  
Made by WaveON3 for Verge Currency

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# **Logo Specifics**

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There are multiple ways configurations and versions of the Verge Logo. Use the correct one for your needs.

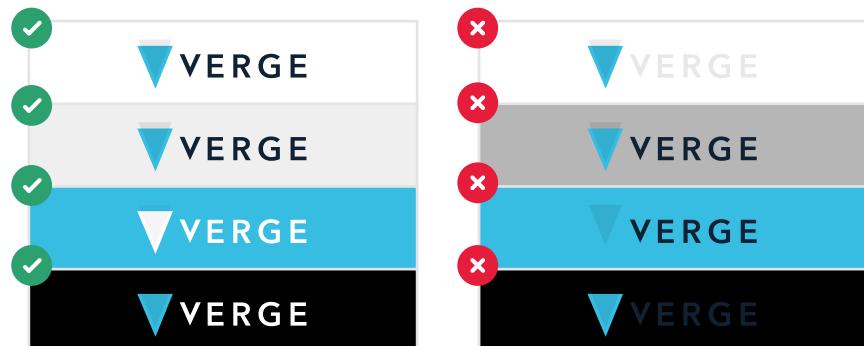
Symbol overlay is black (#000)  
with 8% opacity.

Always make sure the Verge logo is surrounded by enough space/padding.



Provide a sufficient contrast with  
the background against the  
Verge Logo.

Only on a blue background, the triangle overlay is 4% opacity and not 8%.



When referencing and mentioning Verge, be case sensitive. Refer to it as "Verge Currency" or "Verge" or "XVG". Always uppercase V and C.

There should always be space between Verge and Currency.

Allowed:  
Verge Currency  
Verge  
XVG  
\$XVG

**Not allowed:**  
VergeCurrency  
verge  
vergecoin  
verge coin  
verge  
Xvg

Use the latest logo. Don't use old Verge logos or any improvised Verge logo. Always use the official one with the official colors.

It is also allowed to use the Wraith Protocol logo as a reference to Verge.



# Typeface Details

## Typeface Details

The Official font for Verge is Avenir Next. Avenir Next is used throughout our Website and all our graphic material.

We are using the following styles within the Avenir Next Typeface Family. Italic styles are also being used.

Avenir Next is both used for content text and titles.

**Avenir Next Regular**  
**Avenir Next Medium**  
**Avenir Next Demi Bold**  
**Avenir Next Bold**

**Verge Currency**  
**Verge Currency**  
**Vergy Currency**  
**Verge Currency**

# Avenir Next Typeface

**A B C D E F G**  
**a b c d e f g h i j k l m**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll**  
**Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww**  
**Xx Yy Zz**

**Ve**

# Color Palette

# Color Palette

The Verge Color Palette consists of 2 primary colors and 3 secondary colors. These Colors are official for the Verge Branding and are also used on our Website, Wallets and Apps.

The Verge logo itself is available in full-color, grayscale, and solid versions. If technical limitations prohibit the use of full-color, use the grayscale or solid version.

## Primary

The Primary colors are used on the logo type and symbol.

They are also used on titles and headings on the website.



**Print** C100 M82 Y49 K61  
**Screen** R17 G33 B52  
**Web** #112134



**Print** C67 M0 Y8 K0  
**Screen** R55 G189 B226  
**Web** #37BDE2

## Secondary

The Primary colors are used on the logo type and symbol.

They are also used on titles and headings on the website.



**Print** C63 M41 Y34 K18  
**Screen** R100 G120 B134  
**Web** #647886



**Print** C94 M68 Y42 K38  
**Screen** R25 G61 B85  
**Web** #193D55

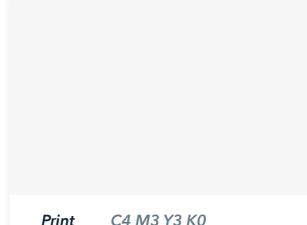
## Background

Usual colors used for backgrounds on web and graphics, in order to highlight content.

Primary colors can also be used as a background color.



**Print** C17 M0 Y0 K0  
**Screen** R220 G240 B253  
**Web** #DCF0FD



**Print** C4 M3 Y3 K0  
**Screen** R248 G247 B247  
**Web** #f8f7f7

## Others

Other colors that are used on the website and graphic material.



**Print** C40 M31 Y32 K10  
**Screen** R156 G155 B155  
**Web** #9b9b9b



**Print** C0 M0 Y0 K0  
**Screen** R255 G255 B255  
**Web** #FFFFFF