

Brand Guidelines

1ST EDITION

Official Verge Branding Guide
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Logo & Brand Guidelines

Logo Specifics

Logo Specifics

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

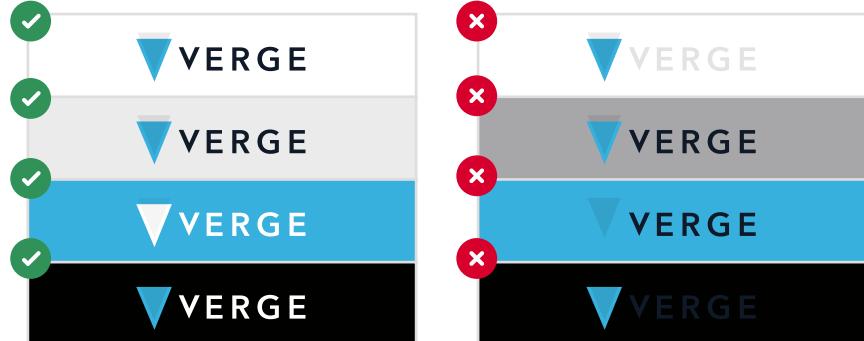
Symbol overlay is black (#000) with 8% opacity.

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 secondary colors are used for text titles and paragraphs.



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



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

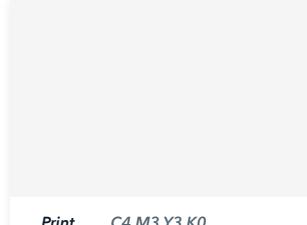
Background

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



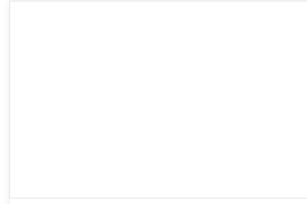
Print C4 M3 Y3 K0
Screen R248 G247 B247
Web #f8f7f7

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