

visual guide





Our mission

Making blockchain accessible to everyone and pushing the boundaries of the industry by ensuring the security and high quality of our products and services.

colors



Print

Interface

<p>Indigo</p> <p>CMYK 93, 82, 42, 56 Pantone 5255 C</p>	<p>Indigo (Level 1)</p> <p>RGB 24, 24, 52 HEX 181834</p>	<p>Main Bg</p> <p>RGB 6, 6, 18 HEX 060612</p>	<p>Level 2</p> <p>RGB 49, 49, 83 HEX 313153</p>	<p>Level 3</p> <p>RGB 62, 62, 103 HEX 3E3E67</p>
<p>Space</p> <p>CMYK 71, 58, 16, 2 Pantone 2109 C</p>	<p>Space</p> <p>RGB 102, 102, 153 HEX 666699</p>	<p>Main Bg & Level 2</p> <p>RGB 241, 245, 249 HEX F1F5F9</p>	<p>Level 1</p> <p>RGB 255, 255, 255 HEX FFFFFFFF</p>	<p>Level 3</p> <p>RGB 226, 232, 240 HEX E2E8F0</p>
<p>Decoration</p> <p>CMYK 6, 22, 69, 0 Pantone 141 C</p>	<p>Decoration</p> <p>RGB 234, 188, 75 HEX EABC4B</p>	<p>Buy</p> <p>RGB 24, 24, 52 HEX 181834</p>	<p>Sell</p> <p>RGB 24, 24, 52 HEX 313153</p>	<p>Link</p> <p>RGB 6, 6, 18 HEX 060612</p>
<p>Neon Lime (Accent)</p> <p>CMYK 21, 0, 87, 0 Pantone 388 C</p>	<p>Neon Lime (Accent)</p> <p>RGB 221, 242, 24 HEX DDF218</p>	<p>Success</p> <p>RGB 92, 195, 10 HEX 5CC30A</p>	<p>Error</p> <p>RGB 244, 64, 25 HEX F44019</p>	<p>Alert</p> <p>RGB 249, 115, 22 HEX F97316</p>

Brand colors

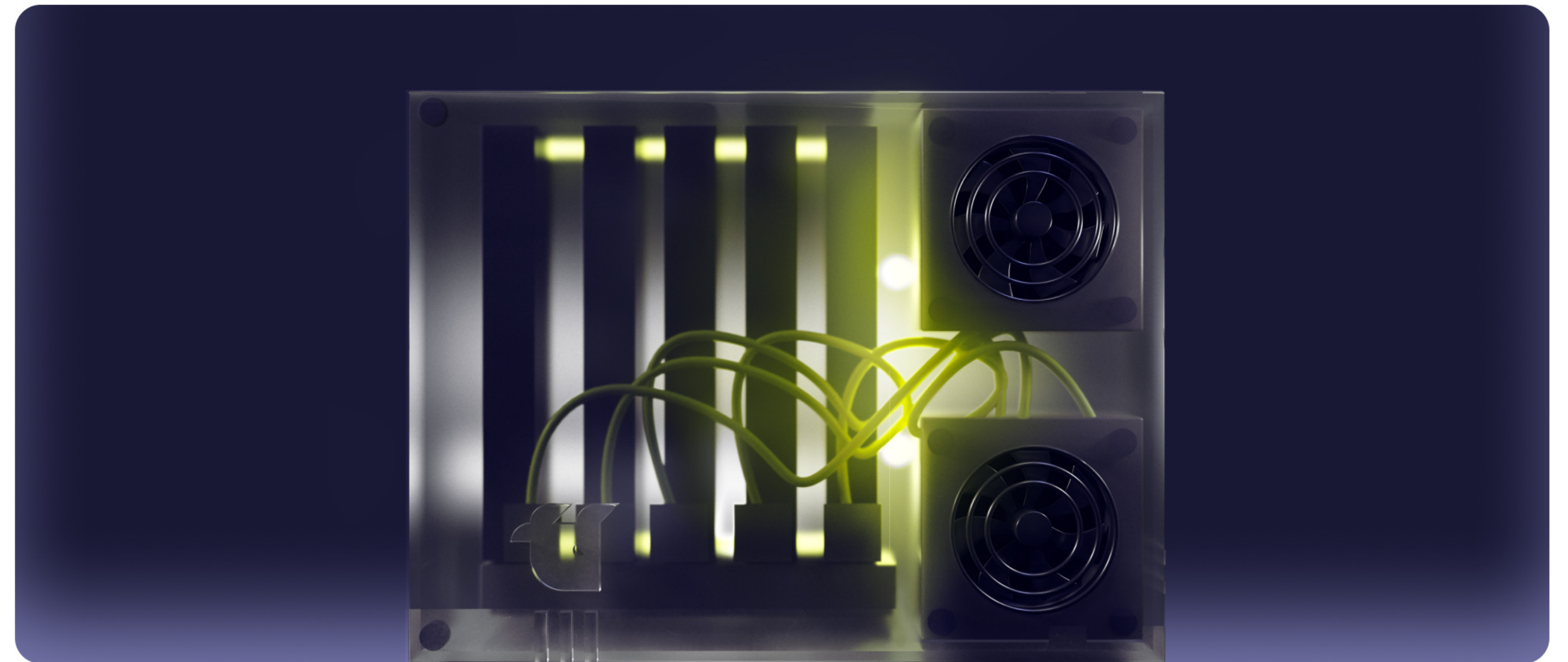
Depending on the situation,
part of the gradient can be
used as a fill



Page loading, a story, or
a reflection of progress



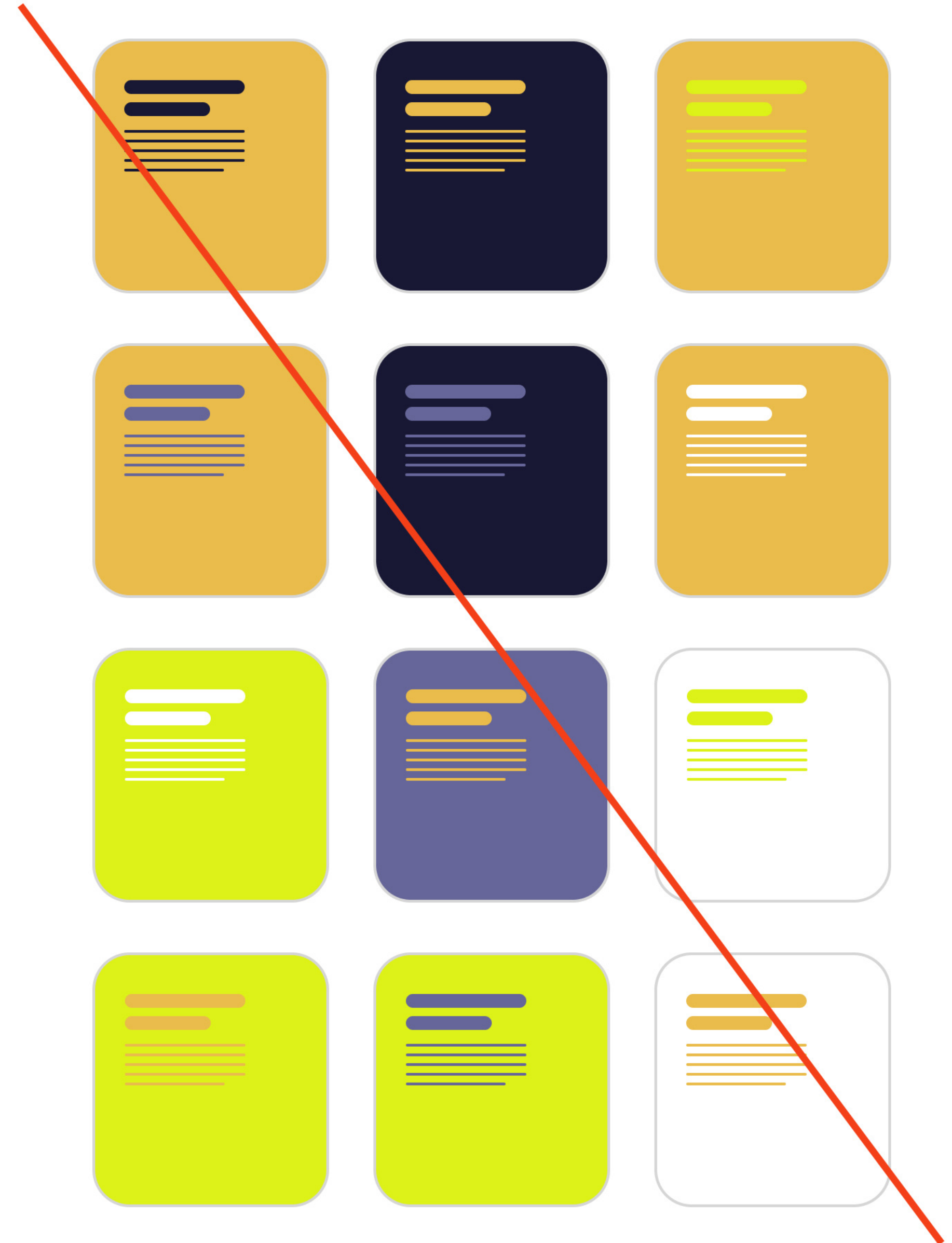
Background





Preferable combinations

Make sure that the text is always easy to read, avoid combinations of white, green and yellow in text and background.

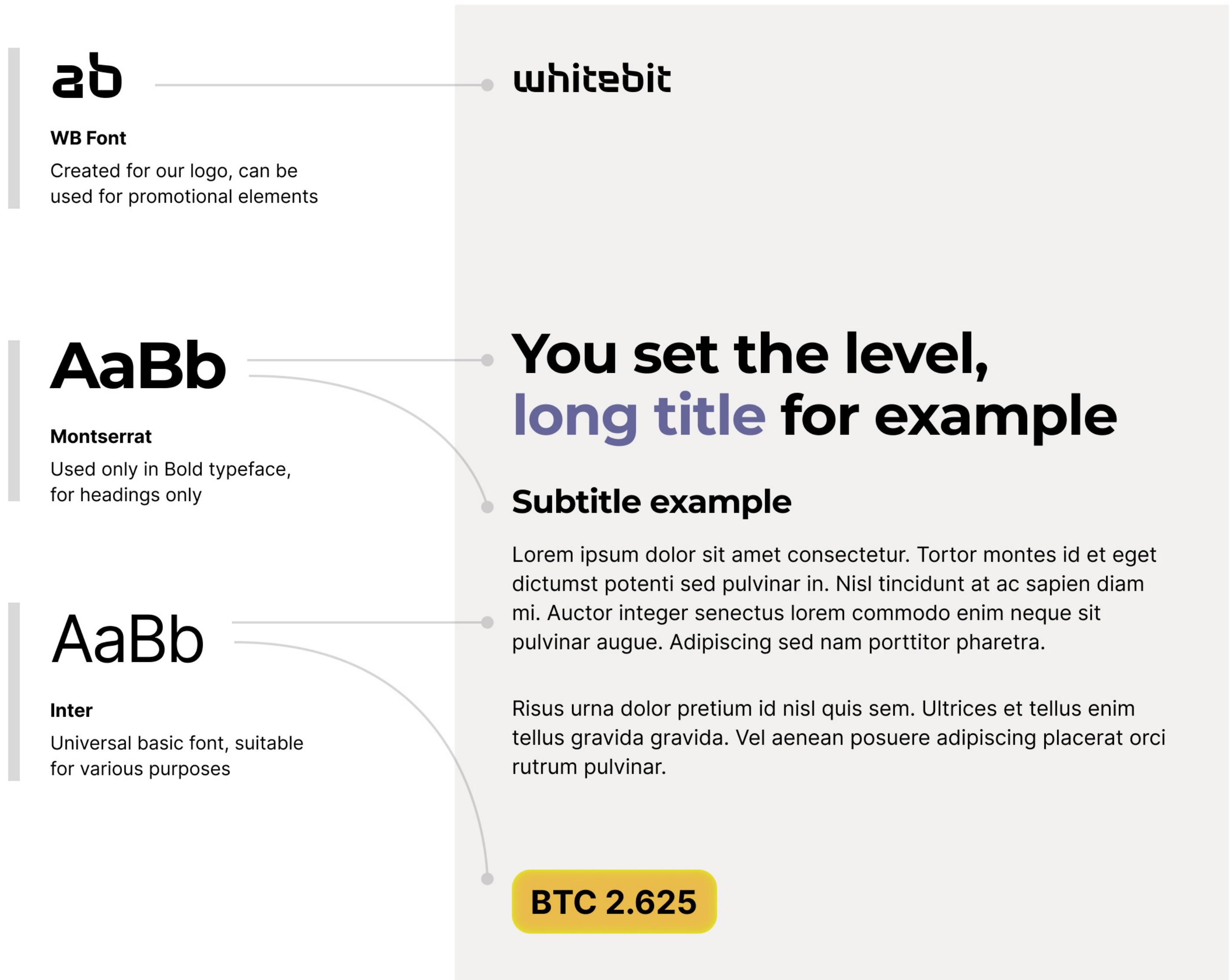


fonts



Fonts

To maintain identity, it is important to use a consistent set of fonts, proportions and styles in both the digital and physical worlds.



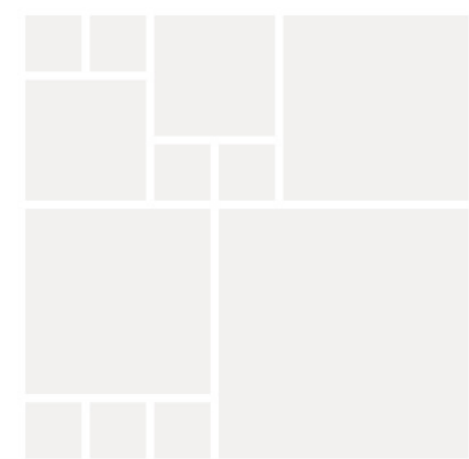
logo



Logo mark

The bull symbol, crafted from blockchain elements, represents continuous progress in the decentralised world.

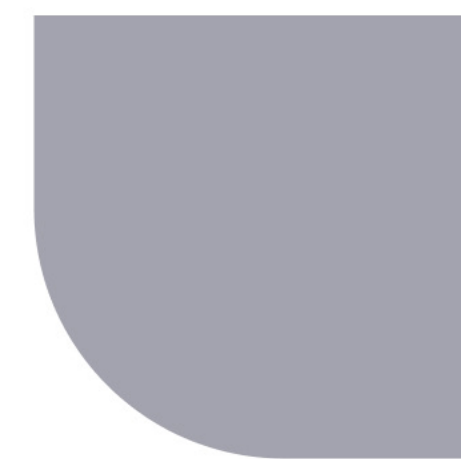
In stock market slang, "bulls" are traders who bet on rising prices.



Blockchain



Block



Horizontal logo



Title



Vertical logo



Logo mark



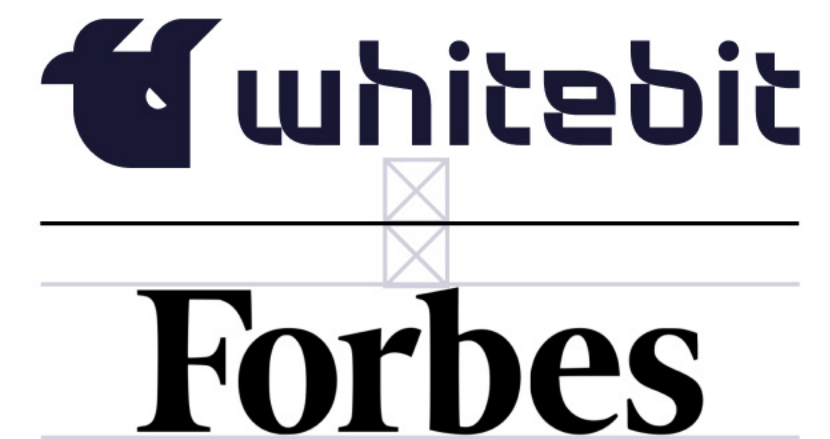
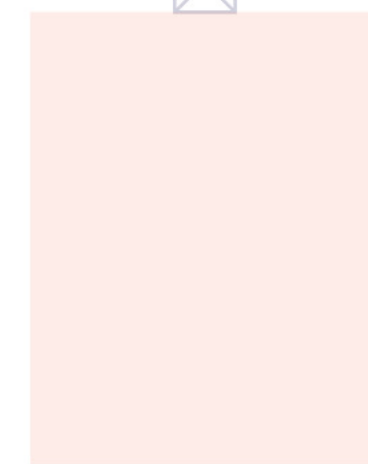
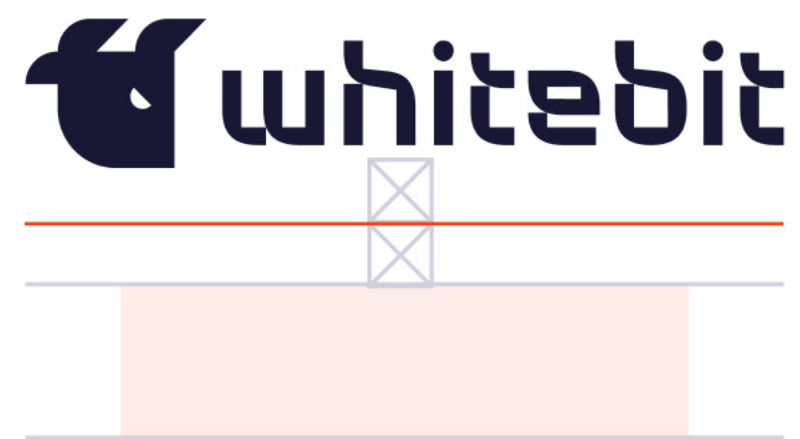
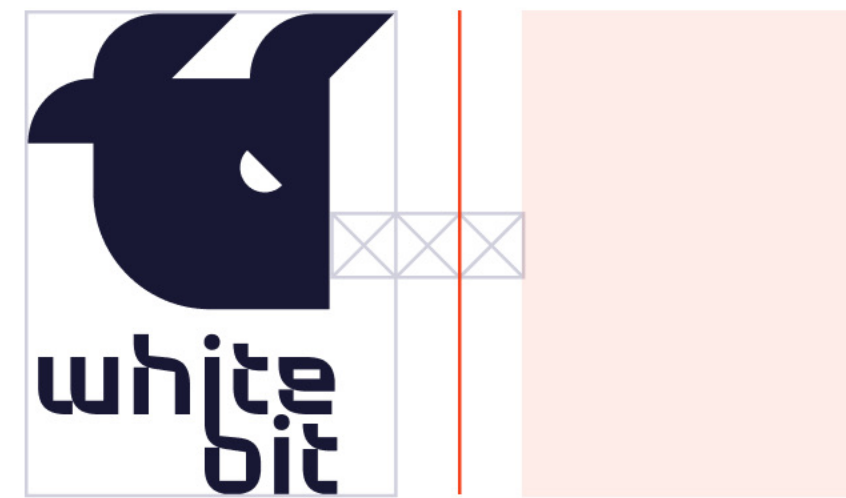
Mini logo mark

For sizes smaller than
3×3 cm or 32×32 px



Use options

There are horizontal and vertical styles, a version with a signature and a logo mark with an enlarged eye (for small formats).



Logos with partners

It's essential that both logos maintain the same visual weight.

Choose the appropriate version based on the orientation and style of the partner's logo.



Don't add shadow



Don't mirror the logo mark



Don't add a wet floor effect



Don't change the font



Don't combine it with other elements



Don't apply it to colorful patterns



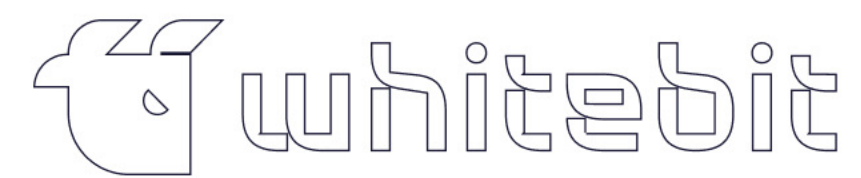
Don't change proportions



Don't add the corner radius



Don't change the logo color



Don't display it as an outline



Don't tilt



Don't combine neon/yellow with a white background

Don'ts

 whitebit

 whitebit

 whitebit

 whitebit

 whitebit

 whitebit

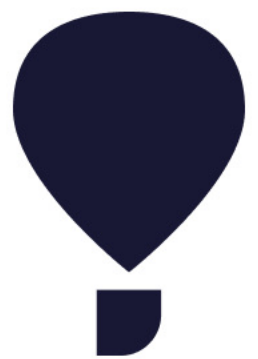
 whitebit

 whitebit

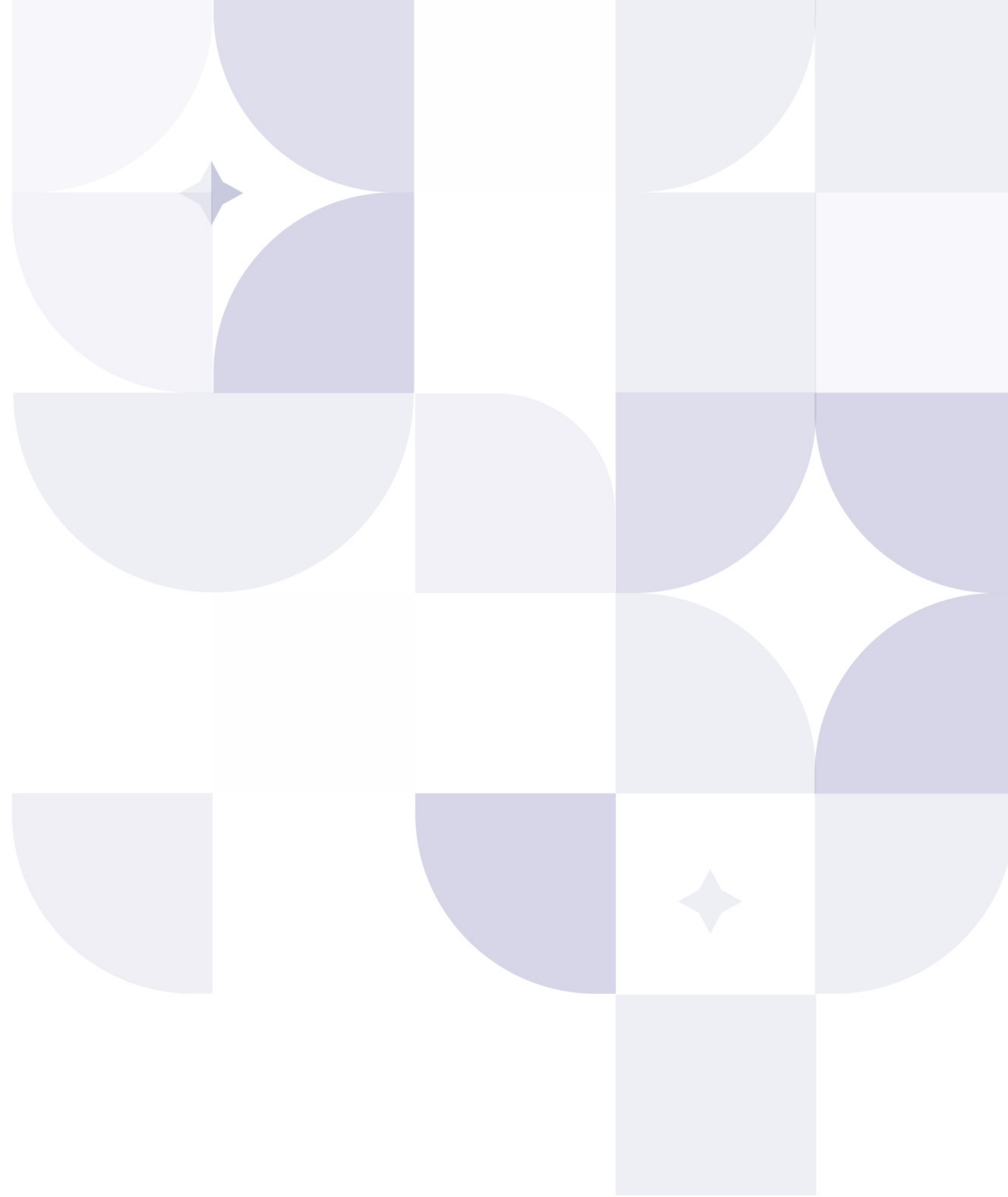
Logo color

brand elements



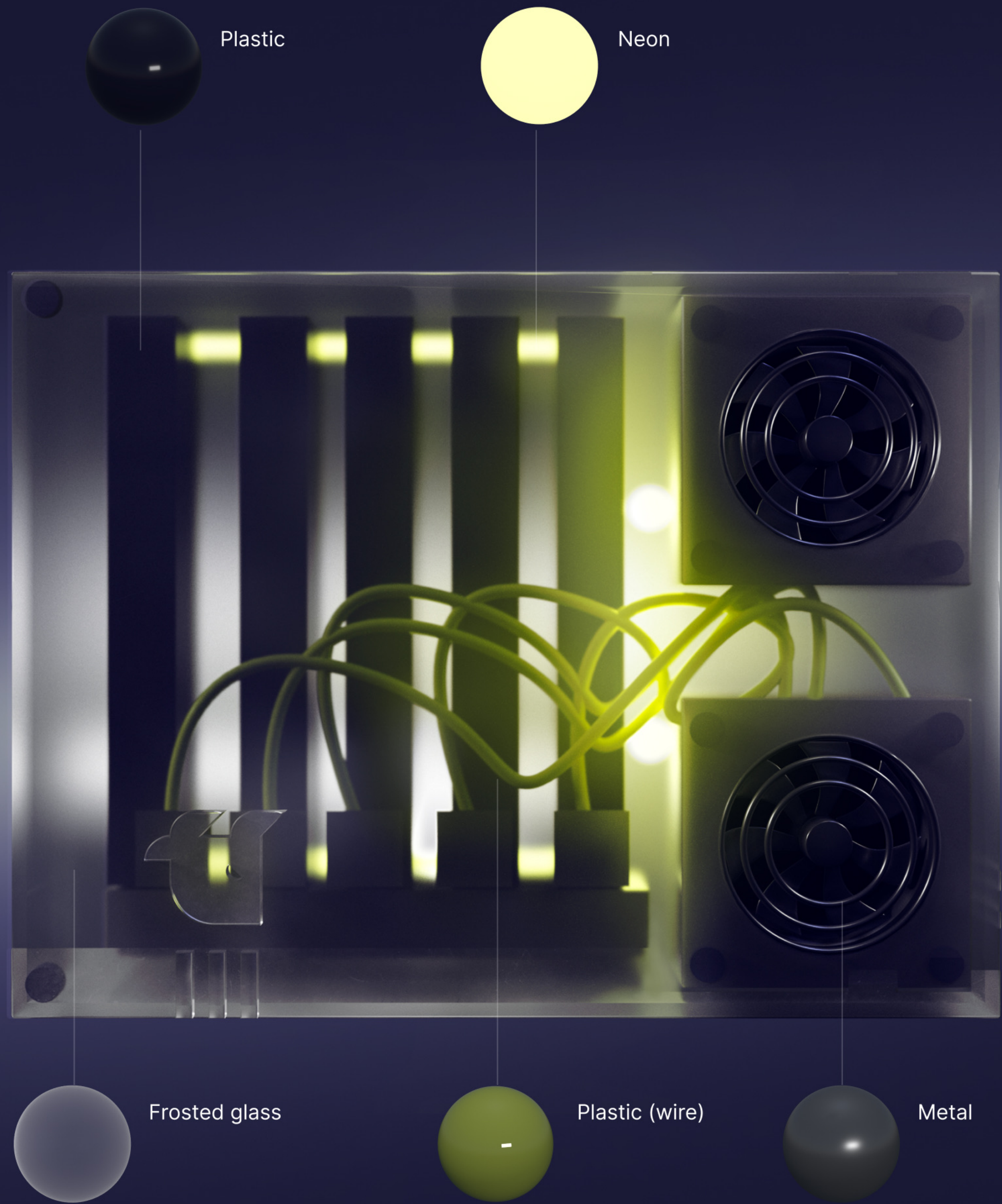


Icons



Patterns

3D



3D

Regardless of the program in which the 3D graphics were created, the same materials, level of detail must be used.



 Update

Mining pool 

New 

 Take your gift

 Update

Mining pool 

New 

 Take your gift

Badges

SOME SUBTITLE TEXT

Big Title Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Some example
- Some example
- Some example
- Some example

SOME SUBTITLE TEXT

Big Title Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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