



COINWEB™

# Brand Guidelines

Updated July 2022



# Overview

The following document has been created as a reference to guide the outward communication and design of the Coinweb brand. It introduces our new identity and explains the guiding principles for using the elements of our brand. The way we look, sound, and behave is a reflection of who we are.

The Coinweb brand identity is more than a single mark—it is a rich system that works to balance technology and design with personality and approachability.



# Our brand

The Coinweb brand foundation is inextricably linked to the emotional and functional outcomes of our product and what we enable for our customers. Our defined promise, positioning, and philosophy reflect what the company was founded upon and

## How we're built

Coinweb is the most intuitive and enjoyable cross-chain computation platform. We create healthier collaboration across blockchains so teams can focus on what matters – creating new innovative products their customers love.

## Our brand promise

We're bringing blockchains together.

## Brand positioning

For technology-driven companies and the modern makers, Coinweb gives your team more opportunities to create what's

## Our product philosophy

Software is made better together.



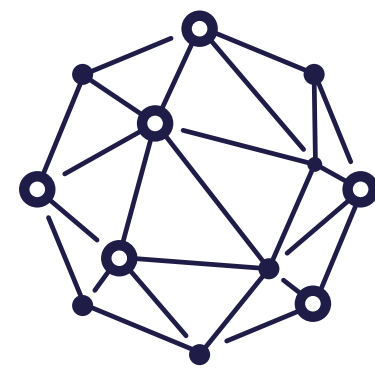
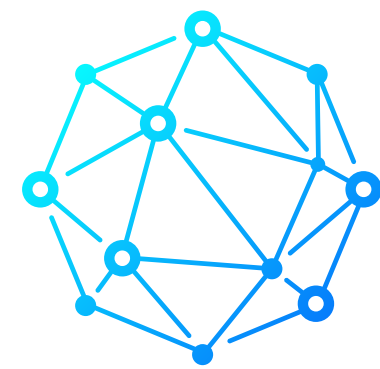
# Logo Design

This section outlines the best practices for usage of the Coinweb logo.



# The Symbol

Our symbol is simple yet distinct, representing a global connection of cross-chain computation. Our symbol may be used in isolation outside of the full primary logo in specific instances when necessary.





# Primary logo

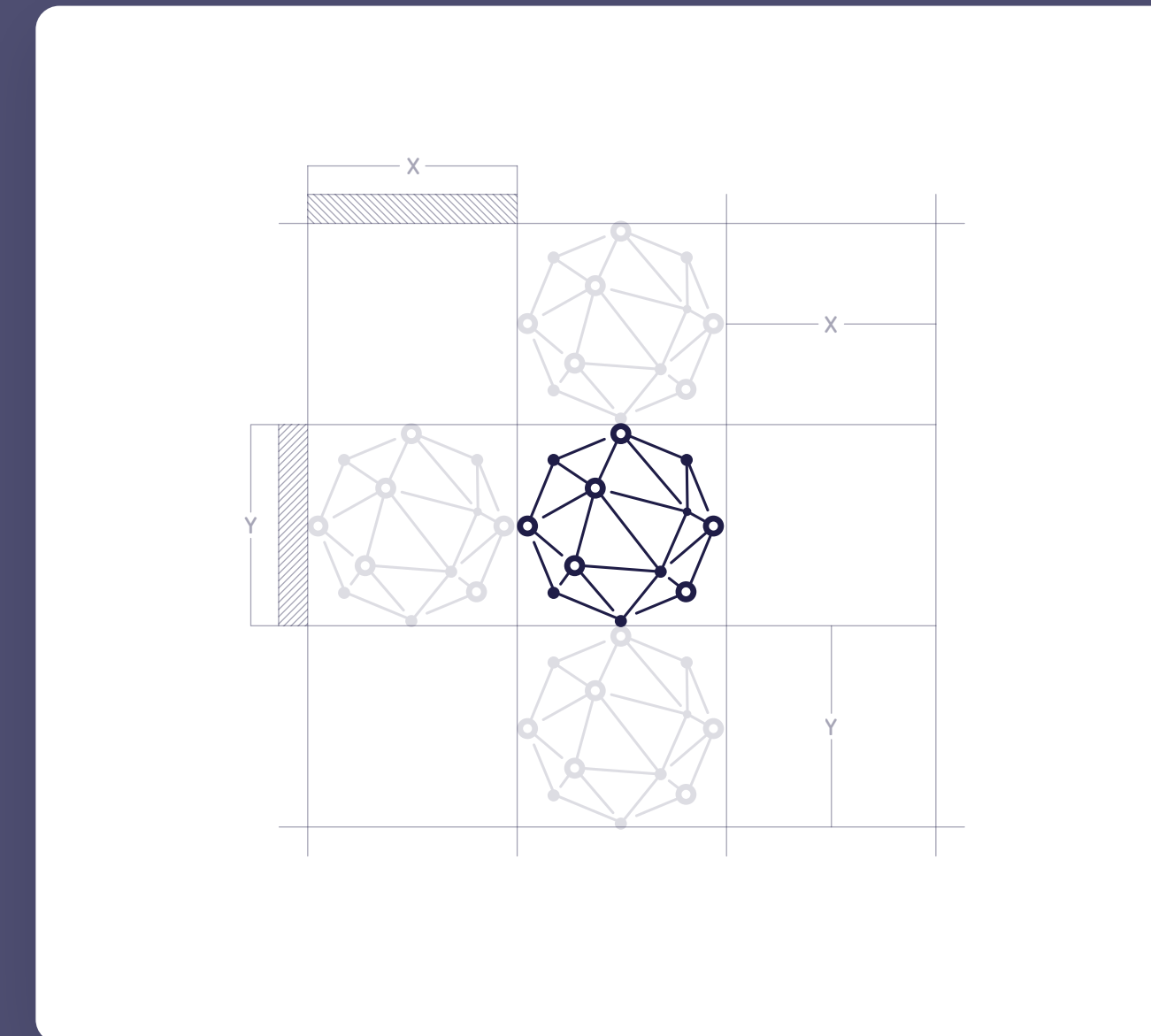
The Coinweb logo is bold and playful, symbolic of our attitude that is inspired by our brand strategy. The logo represents our perspective on software development and team success. The symbol and signature work in harmony to reaffirm our promise of joy and celebration in software development.





# Clear spacing

A minimum area of clear space must always surround the Coinweb logo. This area of isolation allows the primary logo and symbol to stand out by ensuring that any copy, additional identities, or other visual elements are kept clear from the logos.





# Logo on backgrounds

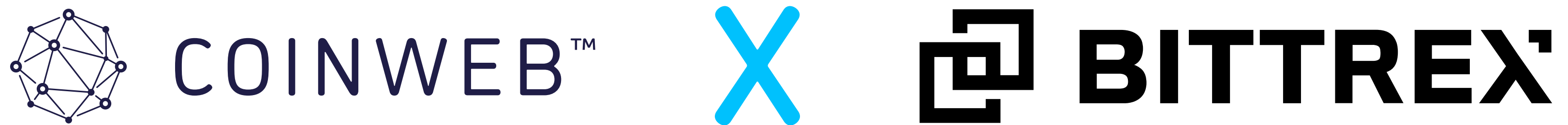
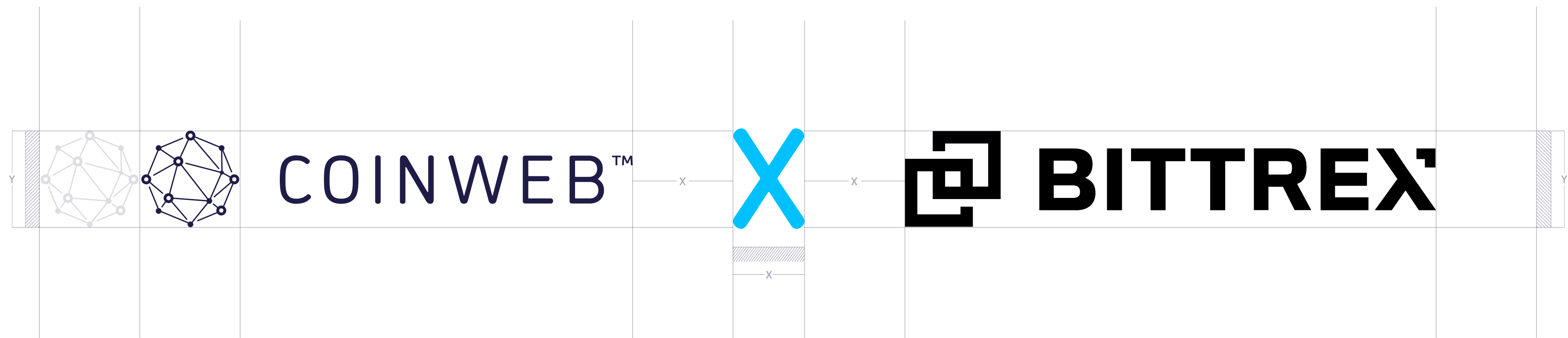
There are two variants of our logo to ensure stand-out and legibility on different colour backgrounds and images where permitted.





# Partnerships

Partnership logos employ equal spacing on both sides of logos and employ a blue X in the center to distinguish a collaborative element.





# Do Not's

Do not alter the arrangement, colors, proportions, and elements of the logo. Exercise caution when adding the logo to background images that may conflict with the brand identity.

✘ Move elements



✘ Stretch or transform



✘ Add effects



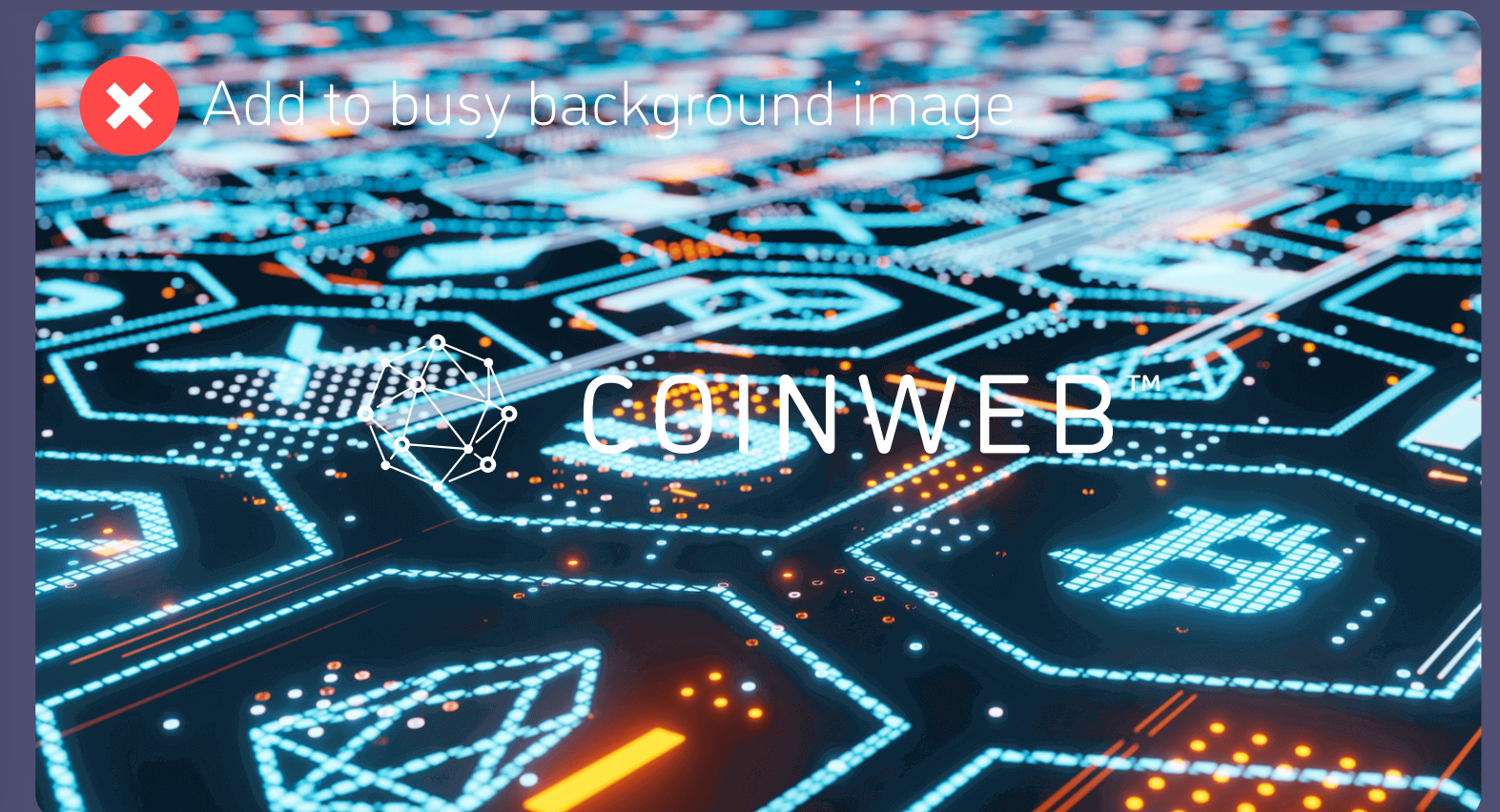
✘ Change colors



✘ Outline



✘ Add to busy background image





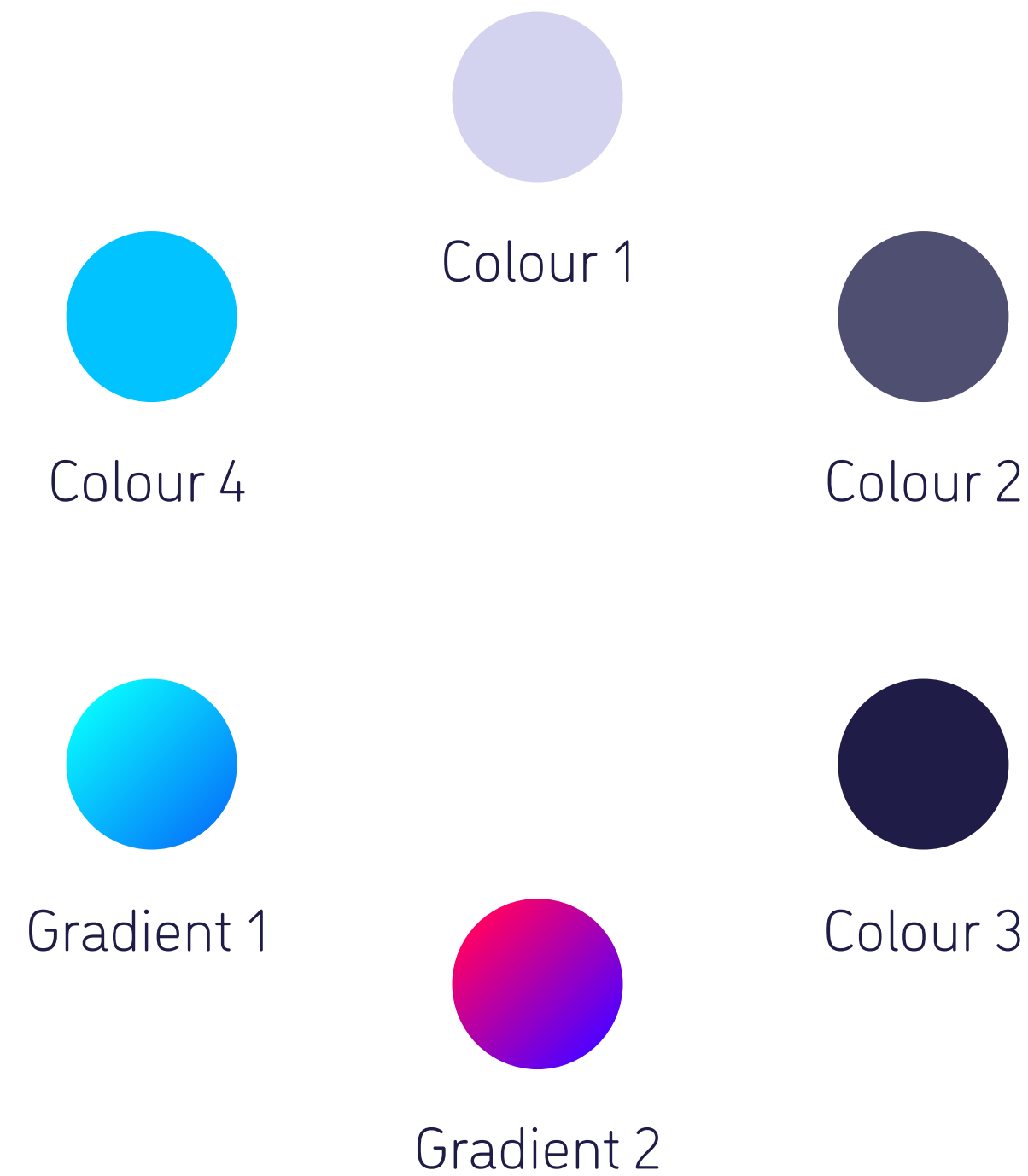
# Brand Colours




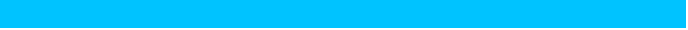


This section outlines the usage of colours in the brand identity.



# Colour

Our brand colours have been carefully selected to balance our personality with our technical aesthetic. The color breakdowns defined here are meant to capture the purest emotional intent of our palette, allowing a consistent relationship across digital and printed applications.



 <b>Colour 1</b> R.211 G.211 B.239 C.19 M.17 Y.0 K.0 HEX #D3D3EF	 <b>Colour 2</b> R.79 G.79 B.114 C.76 M.68 Y.32 K.18 HEX #4F4F72
 <b>Colour 3</b> R.31 G.29 B.71 C.100 M.97 Y.39 K.42 HEX #1F1D47	 <b>Colour 4</b> R.0 G.195 B.255 C.66 M.0 Y.0 K.0 HEX #00C3FF
 <b>Gradient 1</b> R.7 G.246 B.254 C.56 M.0 Y.14 K.0 HEX #07F6FE R.6 G.124 B.251 C.81 M.52 Y.0 K.0 HEX #067CFB	 <b>Gradient 2</b> R.255 G.0 B.99 C.0 M.95 Y.33 K.0 HEX #FF0063 R.81 G.0 B.255 C.87 M.78 Y.0 K.0 HEX #5100FF



# Typography

This section outlines the font selection used for communications.



# Primary Typography

Typography is a central design element in the Coinweb brand identity system. We use a technical and precise typeface DINosaur, providing an approachable and modern aesthetic to our brand's written communication.

We are  
Coinweb

## DINosaur Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$&?

## DINosaur Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$&?

## DINosaur Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$&?

## *DINosaur Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@£\$&?*

## *DINosaur Book Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@£\$&?*

## *DINosaur Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@£\$&?*



# Alternative Typography

In the cases of when DINosaur is unusable whether it be used by third-party media or various webpages,

## Unlock The Power of Multiple Blockchains

Coinweb is building a decentralized cloud-computer that anyone can use, is extremely powerful, has no central authority and provides access to blockchain's vast funds and groundbreaking technologies. This empowers global entrepreneurs to build a more advanced, fair and prosperous future, faster than they ever did before.

Roobert Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$&?

Roobert Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$&?



# Graphics, Icons, Photography

This section outlines the use of graphics, textures, iconography, and photographic style that aligns with Coinweb's branding.



# Image texture

We have two styles of texture; 'Precise' and 'Expressive'. Choosing which texture to use across Coinweb applications is determined by a scale of expression shown below. Please refer to the 'identity in application' section on page 20 for examples of textures in use.

## Precise Textures



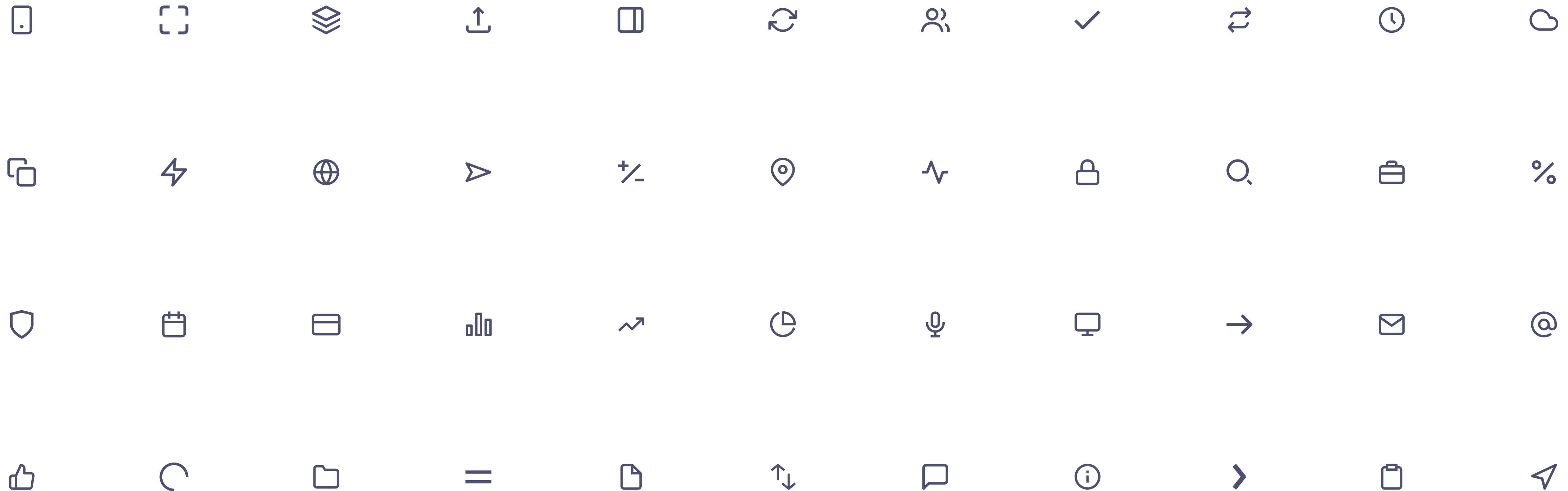
## Expressive Textures





# Icons

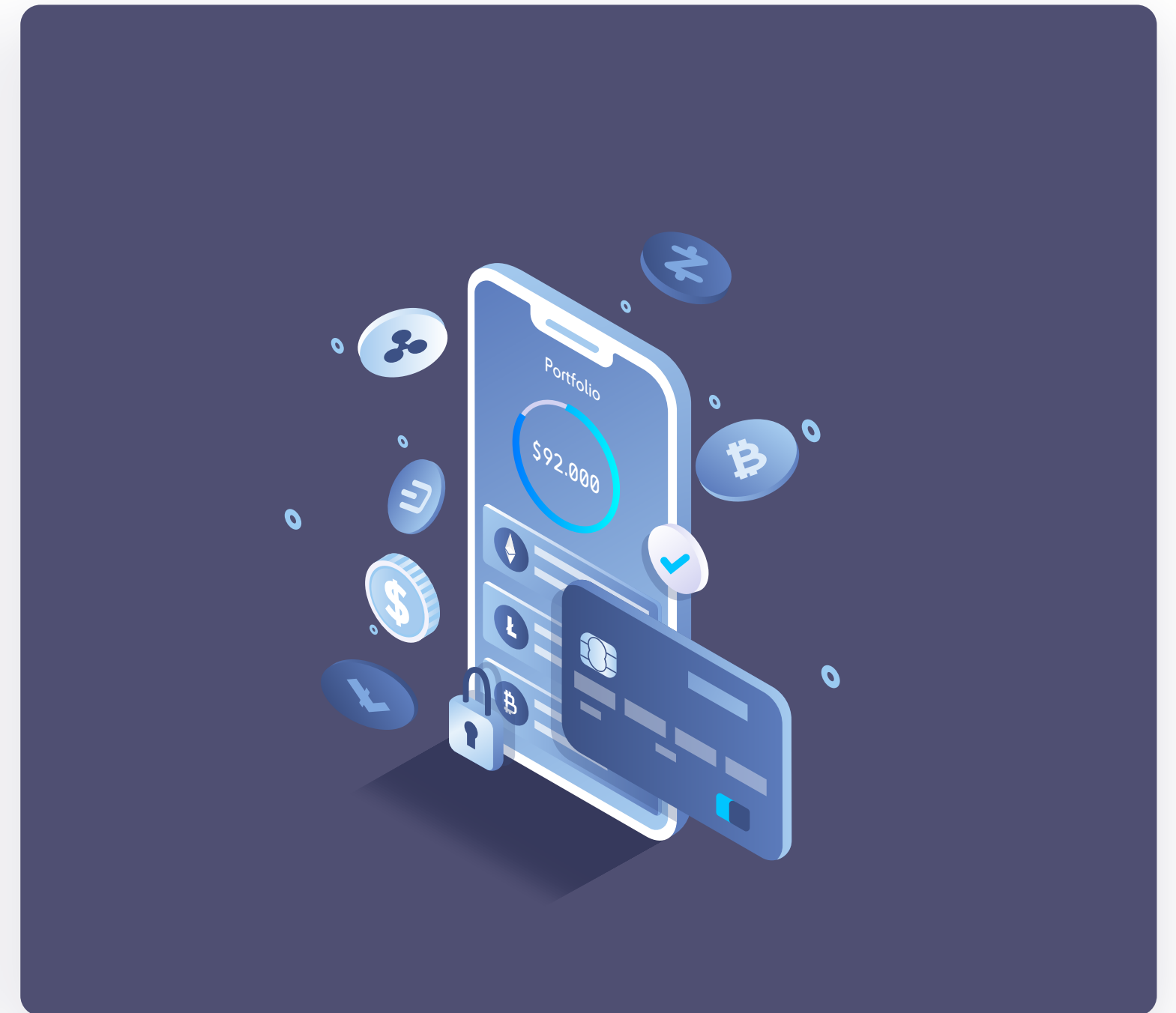
The icons are drawn in a monoweight fashion keeping the aesthetic clean and uniform. Find ways to add dimension and movement to each illustration. For visual consistency, render only in the brand color palette.





# Illustrations

Illustrations can be effective in bringing new forms of visual interest to the brand while creating visual hierarchy. Given that specific pieces of content need to speak universally across various types of customers and segments, illustrations can be an effective graphic approach.





# Infographics

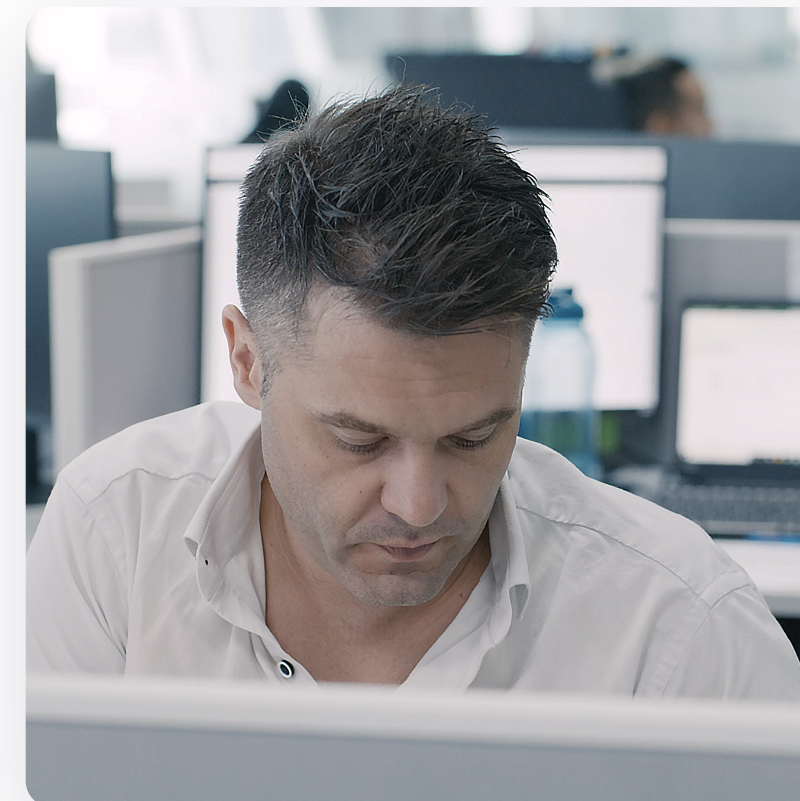
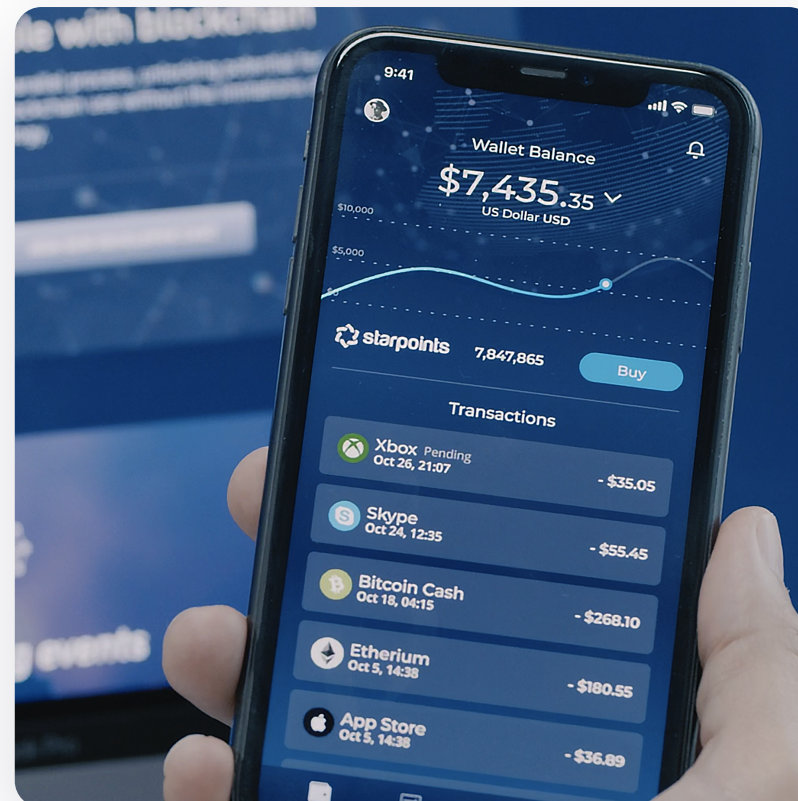
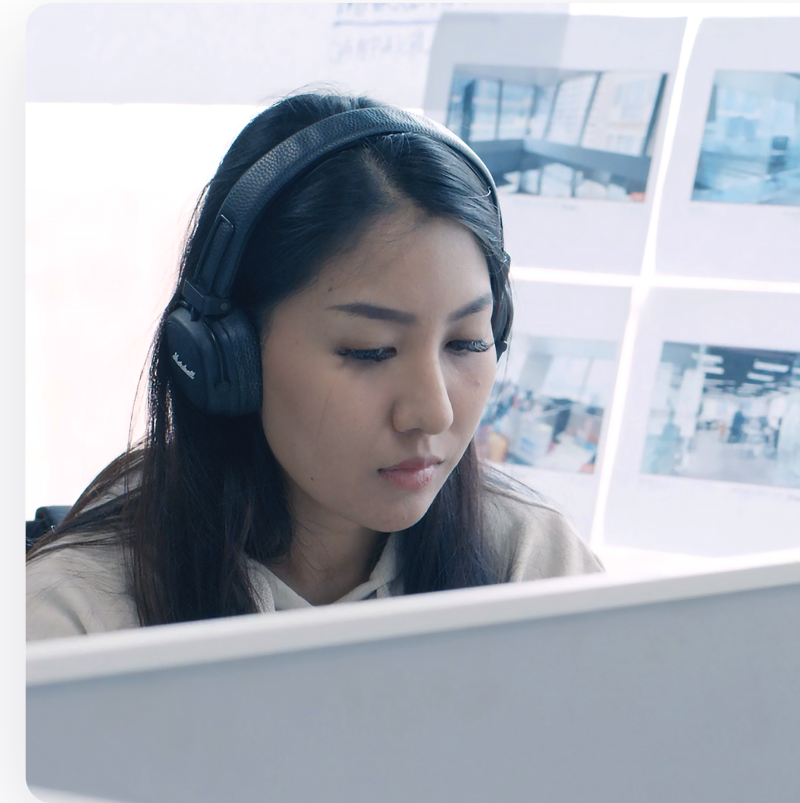




# Photography

Photography plays a key role in the overall content and appearance of our brand. Our selection of photography should be honest and inspiring, not captured or constructed.

- 01 - Capture natural and authentic poses.
- 02 - Capture diversity of gender and ethnicity when possible.
- 03 - Macro to micro views of environments.
- 04 - Utilize natural lighting and use fill when applicable.
- 05 - Avoid front-flash.
- 06 - Use large key light when shooting seamless brand color portraits.
- 07 - Utilize a shallow depth of field for variety and contrast of imagery.







 coinweb.io

 <https://t.me/coinweb>

 @coinwebofficial