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Guideline

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The future of money

Logotype can consist of a tagline. For example: "The future of money", "Consulting", etc. ✓
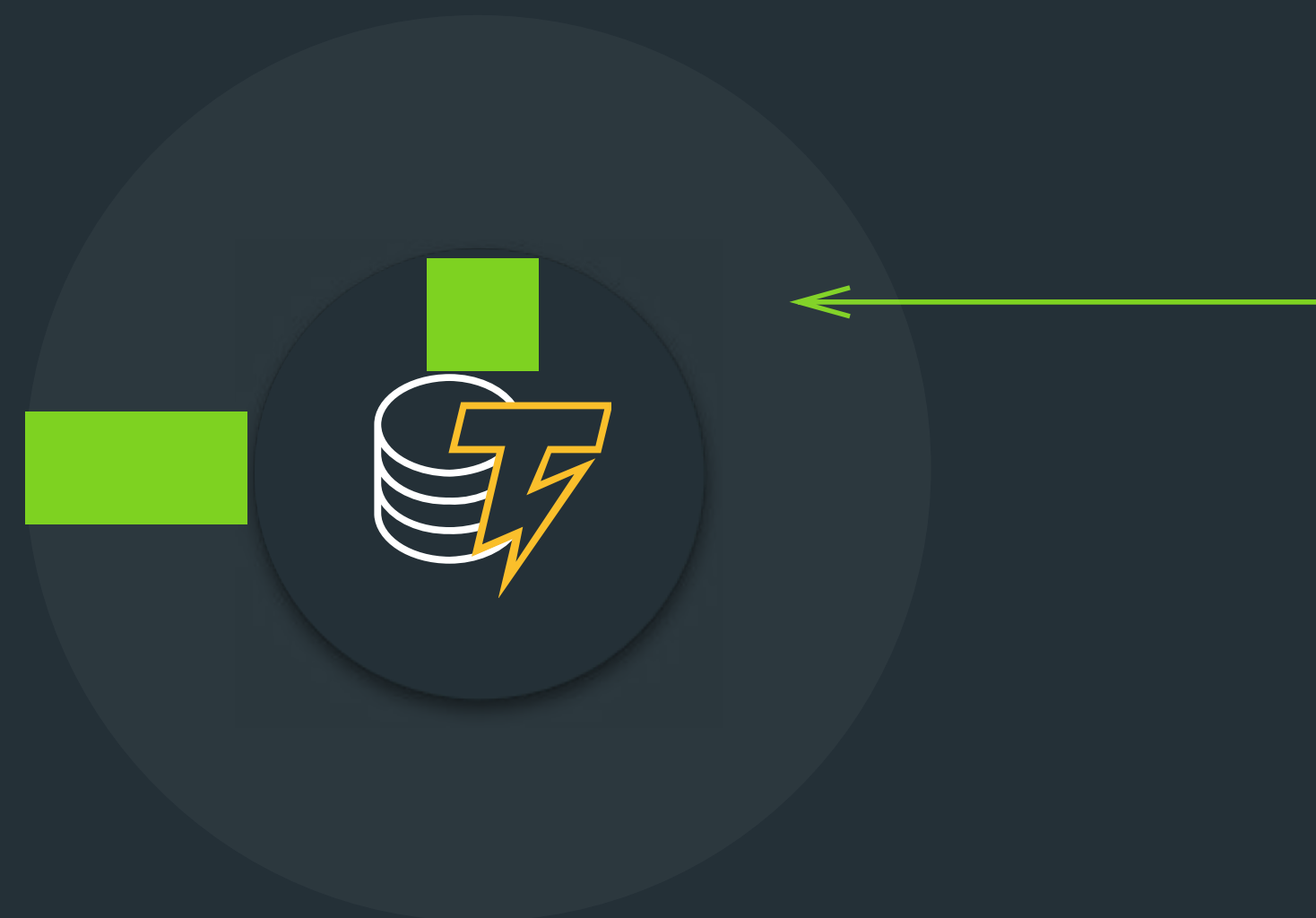
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Without tagline ✓

Icon ✓

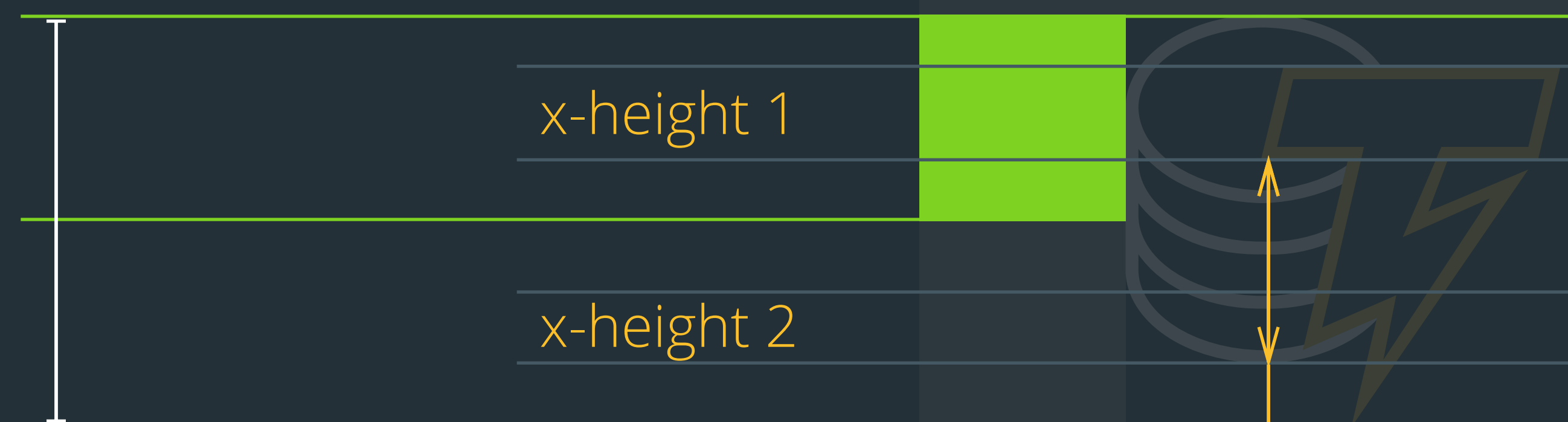✕ **COINTELEGRAPH**

Don't use text only ✕

Letter spacing:

SketchApp: if font size = 16,
character spacing = 1.68

Photoshop: tracking = 104

Front-end: if font size = 18 px,
letter-spacing = 2.16 px

Free space around logotype
(or icon only) in the
composition

Use half the height
of icon size

x-height 1

x-height 2

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Line spacing

Letter spacing = auto

ROBOTO BOLD (font weight=700)
Roboto regular (font weight=400)

Variations & Colors

Brand Colors

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| Use monochrome logo if the composition requires it

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Don't use non-brand colors

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| Use white or brand colors for backgrounds

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Don't use shading

FABF2C

C=0 M=24 Y=82 K=2

253137

C=33 M=11 Y=0 K=78

Placement, Overlays & Secondary Font

NEWS DIGEST #2: China did it. $15000 BTC in 2017? | Cointelegraph presents

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1x/12

1x/12

= 1x/24

1x

Use 90% opacity for background colors if the composition requires it

Open Sans is secondary font (for headings, subtitles, articles, banners, etc.)
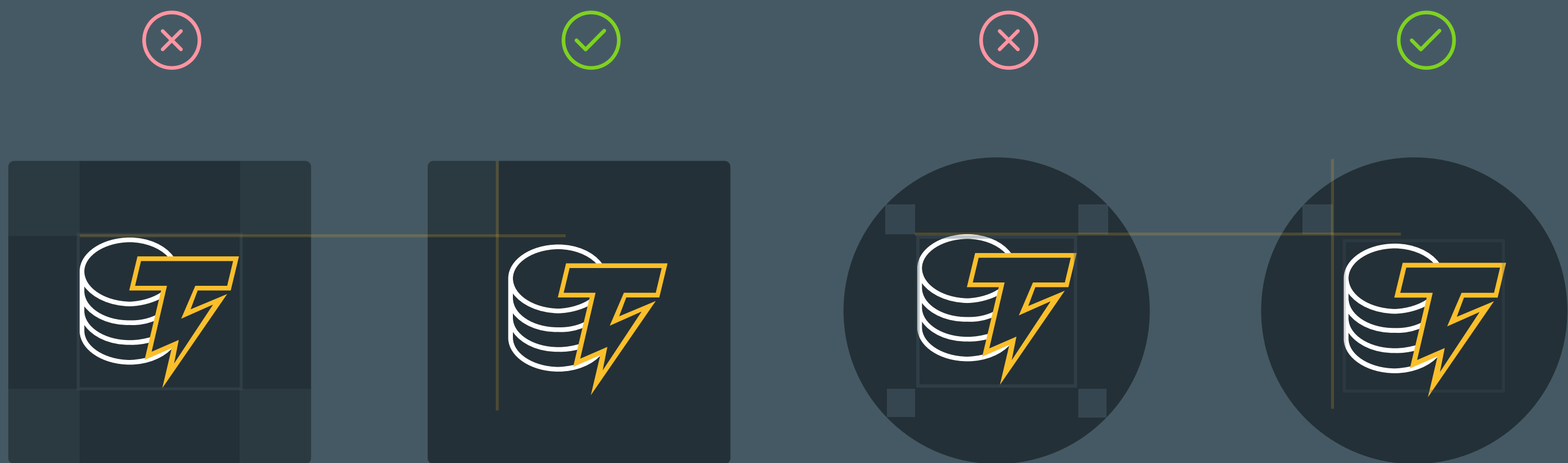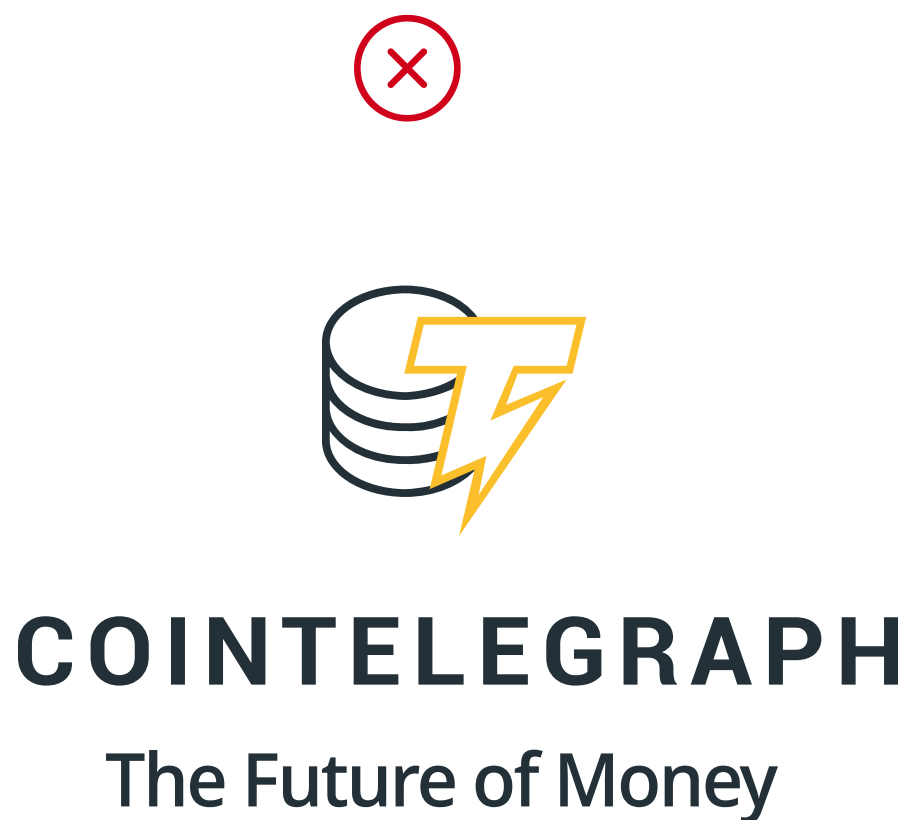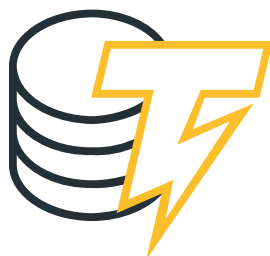
Don't place an icon in the center; move it a little down and to the right

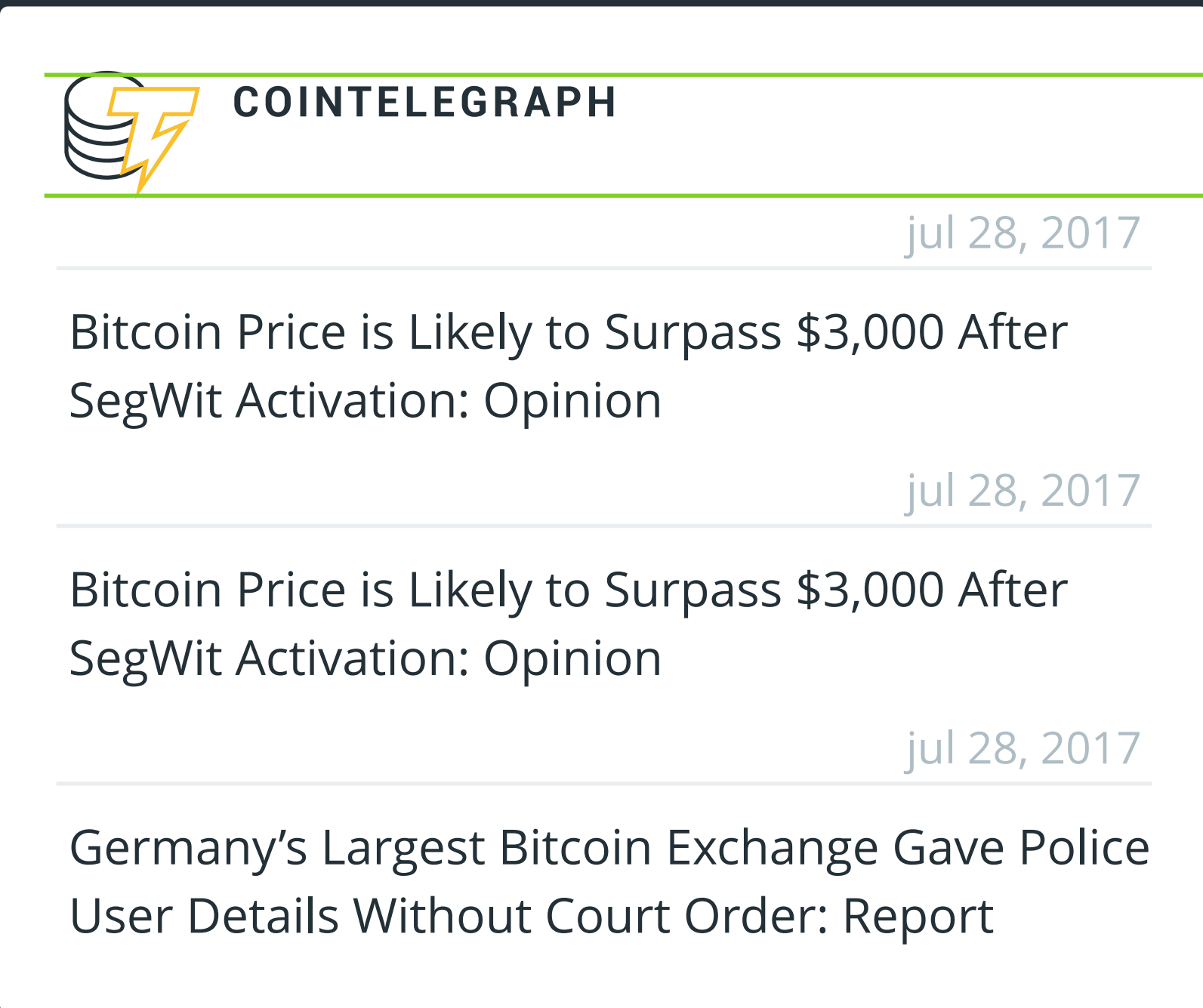The icon shouldn't be cut off. (Applies to social media or app icons.)

Don't use alternative compositions

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Placement, Scale & Sizing

Use the 8-Point grid system
for all web products

Minimum
height = 32 points

Use a 12 or 24 grid layout
for element placement

" Under the leadership of Andrew Konja, Defendants have engaged in a scheme of intimidation and destruction of competition for Bitcoin ATMs in major metropolitan

Vinny Ligham
SEO of Cointelegraph

Use the icon as a watermark
if the composition requires it

Use the icon and a logo if the
composition requires it

Don't use too big a logo.
For example, the this page has
a maximum height of = **1x/8**

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1x

Thank You!