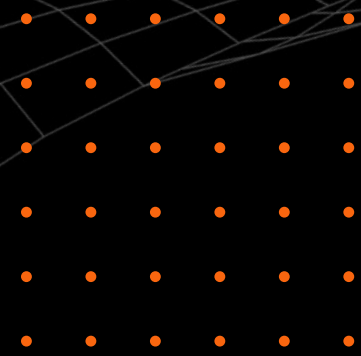




BITCOIN

FOR CORPORATIONS



Brand Standards

Primary Logos

The primary logos are the main brand marks and should be used in the majority of situations.

LANDSCAPE

STACKED



Abbreviated Logos

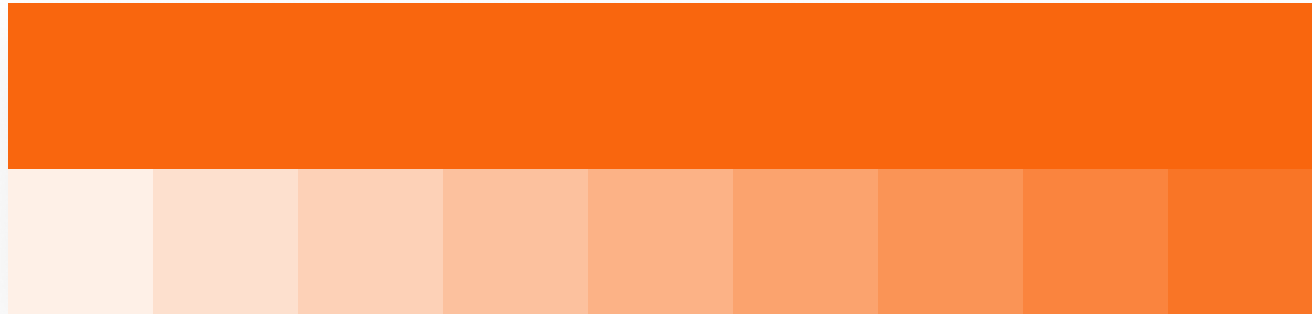
The abbreviated logos are secondary brand marks and should be used when a horizontal space is limited. The marks also read better than the primary marks at small sizes and should be used as such.



Main Colors

The main color palette consists of a bright orange associated with Bitcoin and is supported by neutral black, white, and shades of gray.

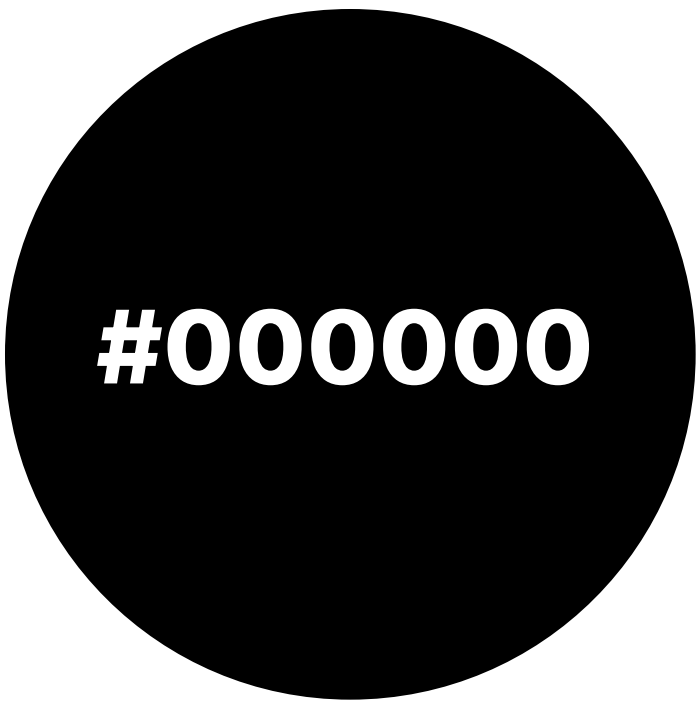
Main Color Shades



FA660E



000000



Typography

Inter is a versatile sans-serif typeface that serves as the primary headline font for the brand. Utilize Extra Bold weight for headlines and Black Italic for points of emphasis.

For paragraphs of text and situations where a smaller font is required, use regular and extra light weights.

EXAMPLE USE

Membership Benefits

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BRAND TYPEFACE

Inter

EXTRA BOLD

AaBbCcDdEdFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789

EXTRA LIGHT

AaBbCcDdEdFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789

EXTRA BOLD ITALIC

AaBbCcDdEdFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789

REGULAR

AaBbCcDdEdFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789