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# About Coinfiliate's brand



START HERE · ABOUT THE BRAND

WHAT THE BRAND MEANS

## Value should feel visible.

Our brand is how Coinfiliate thinks, behaves and presents the reward journey to shoppers, creators, and partner shops.

The logo, colors and illustration system make us recognizable. The deeper brand is the promise beneath them: clearer tracking, understandable conditions and a practical path from discovery to confirmed reward.

Every expression should help someone understand what happens next, who confirms the reward and why the interaction is worth their time. Consistency is how we turn that clarity into trust.

Our promise

**Shop smarter.  
See the reward path.  
Keep more of the value.**

COINFILIATE BRAND GUIDELINES

02



BRAND SPECTRUM

ONE IDENTITY, TWO MODES

## Utility ↔ Energy

Our identity moves between precise product clarity and expressive reward energy.

UTILITY

**Calm. Exact.  
Trustworthy.**

Use restrained color, deliberate typography and explicit status language for onboarding, balances, network approval, lock periods, accessibility and support.

ENERGY

**Vibrant. Social.  
Rewarding.**

Use bold scale, pink highlights and 3D shopping imagery for discovery, creators, community, milestones and confirmed reward moments.



COINFILIATE BRAND GUIDELINES

03



WHY THE BRAND MATTERS

RECOGNITION BECOMES TRUST

**Clear enough to use.  
Bold enough to remember.**

Coinfiliate sits between people, shops and affiliate networks. That makes trust operational, not decorative. Our brand must make complex systems feel understandable without making claims the system cannot support.

### Priority audiences

- **Shoppers** seeking better everyday value
- **Creators** building transparent income
- **Partner shops** seeking measurable growth



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