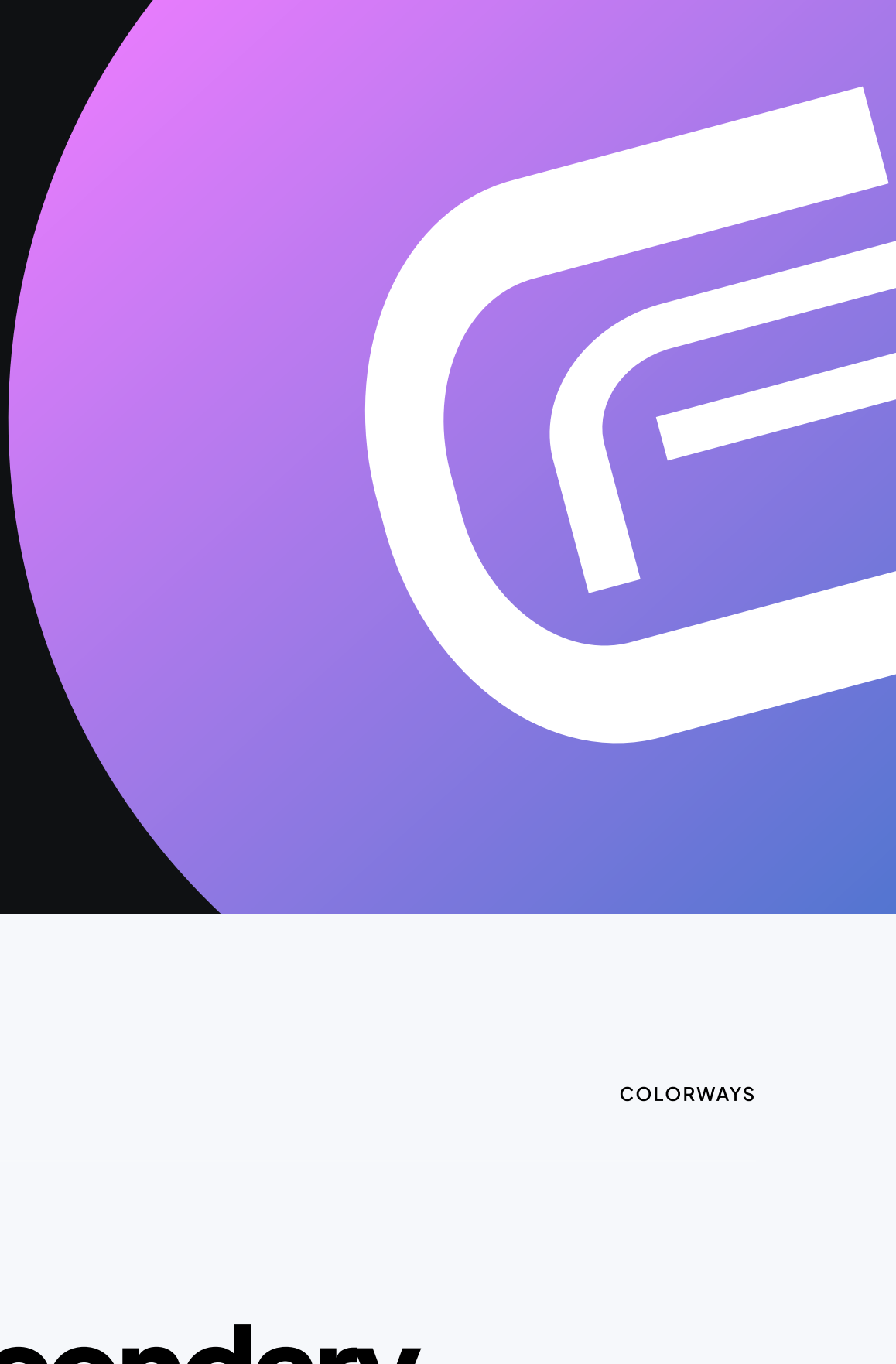




VISUAL ELEMENTS - 07

Logos

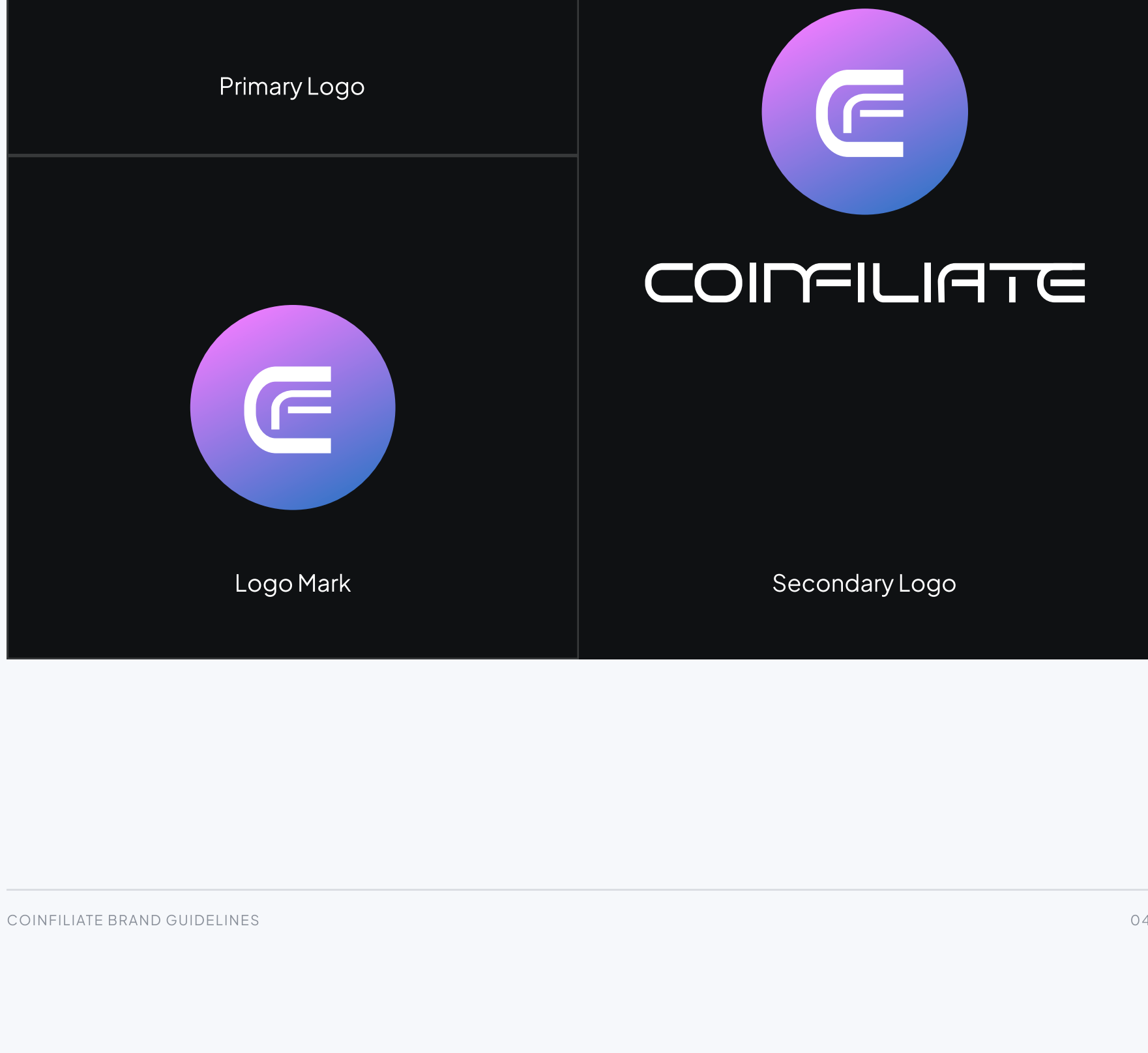
The most recognizable expression of the Coinfiliate identity.



COLORWAYS

APPROVED VARIATIONS

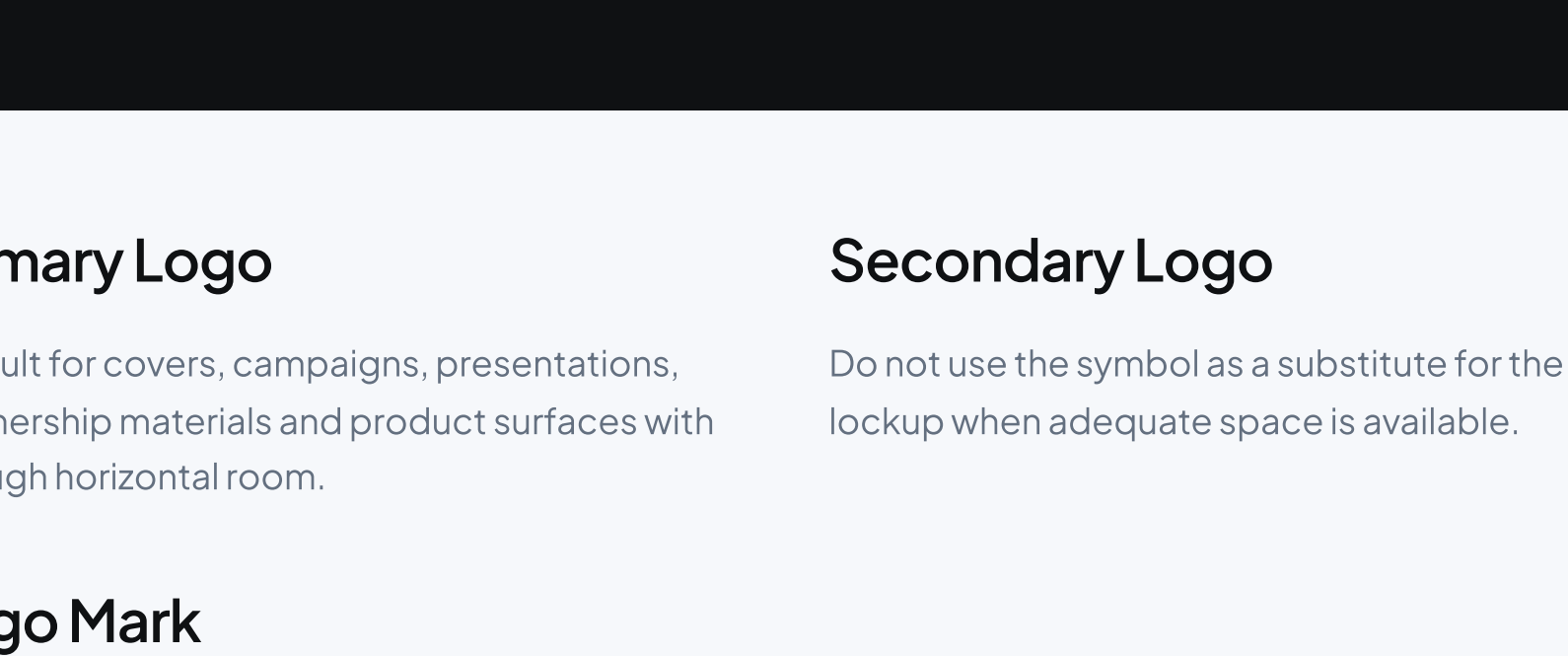
Primary, Secondary, & Logo Mark



VISUAL ELEMENTS - LOGOS

PRIMARY LOCKUP

Use the Primary Logo whenever space allows.



Primary Logo

Default for covers, campaigns, presentations, partnership materials and product surfaces with enough horizontal room.

Logo Mark

Use alone for favicons, avatars, appicons and compact placements where the brand is already known.

Secondary Logo

Do not use the symbol as a substitute for the full lockup when adequate space is available.



CLEARSPACE & SIZING

CLEARSPACE

Let the mark breathe.

Keep clearspace equal to one quarter of the symbol diameter on every side. Increase it for editorial covers and large-format applications.

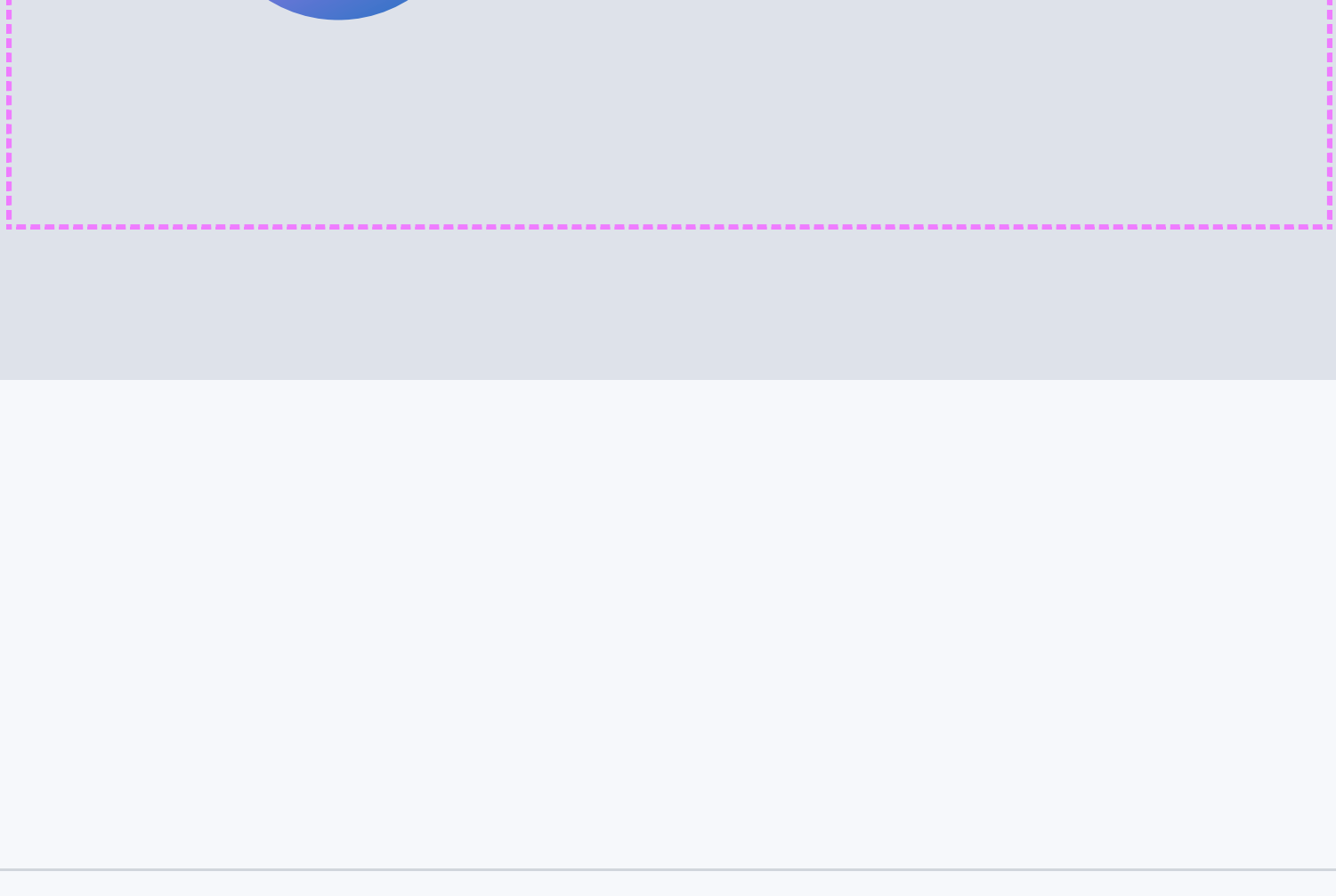
MINIMUM SIZE

120

px full lockup

32 mm print. Symbol minimum: 24 px digital or 8 mm print.

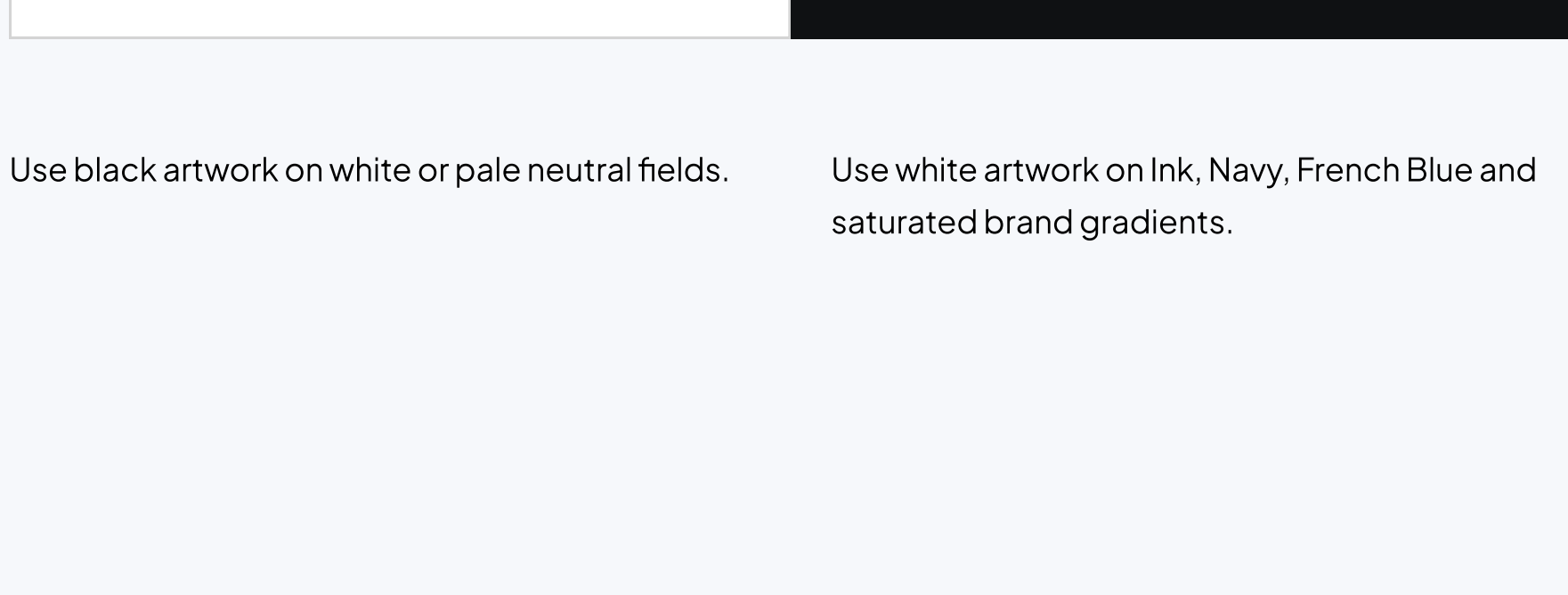
X = 1/4 SYMBOL DIAMETER



COLORWAYS

APPROVED CONTRAST

Black. White. High contrast.



Use black artwork on white or pale neutral fields.

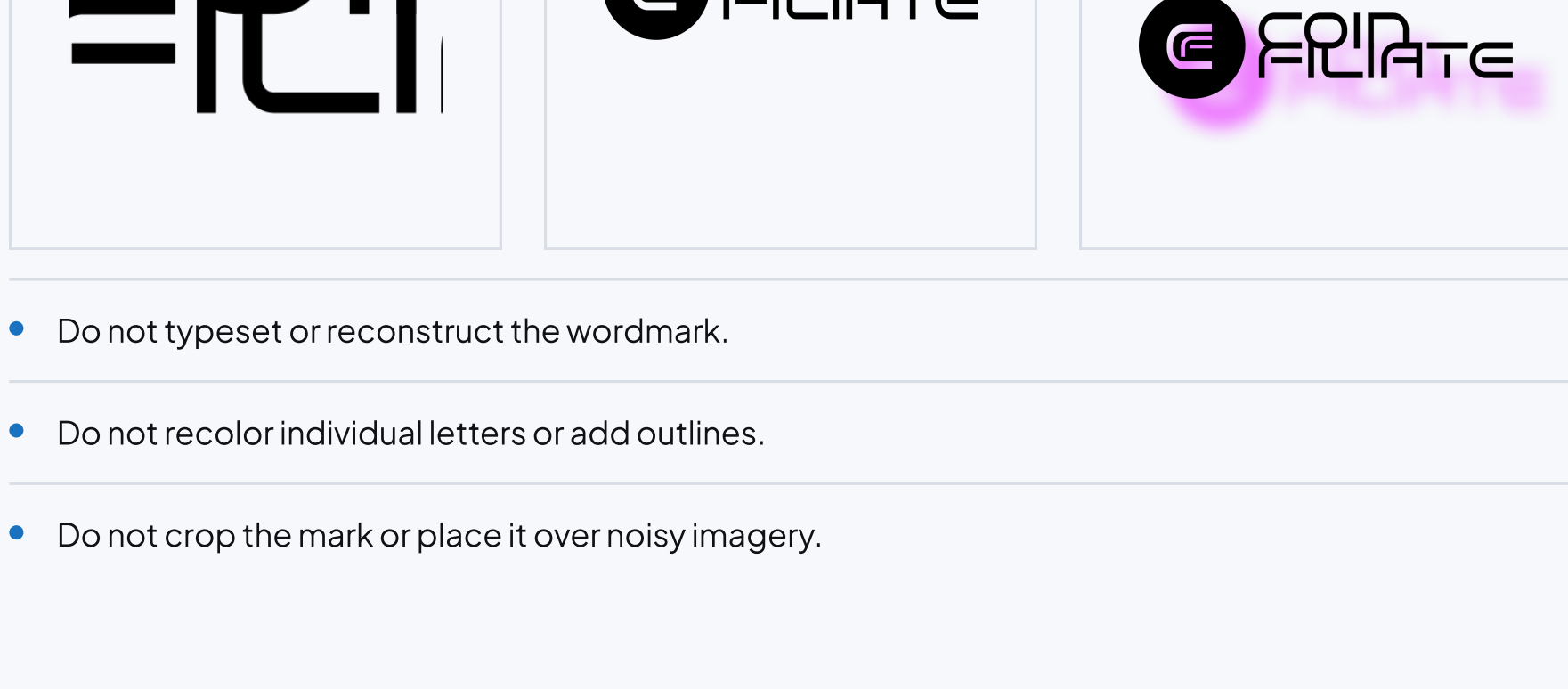
Use white artwork on Ink, Navy, French Blue and saturated brand gradients.



DON'TS

PROTECT RECOGNITION

Never redraw the signature.



- Do not typeset or reconstruct the wordmark.
- Do not recolor individual letters or add outlines.
- Do not crop the mark or place it over noisy imagery.