ExchangeCoin Brandbook

Chaos Collective 2020
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Introduction

ExchangeCoin Trademark Guidelines (the “Guidelines”) have been created to help our customers, partners, licensees, outside vendors, and other third parties understand how to use ExchangeCoin features correctly, including EXCC logos and trademarks. All those Guidelines are to ensure brand consistency across various print and web materials.

You are permitted to use ExchangeCoin name, symbol, logos, artwork, and other brand features only in accordance with these Guidelines.

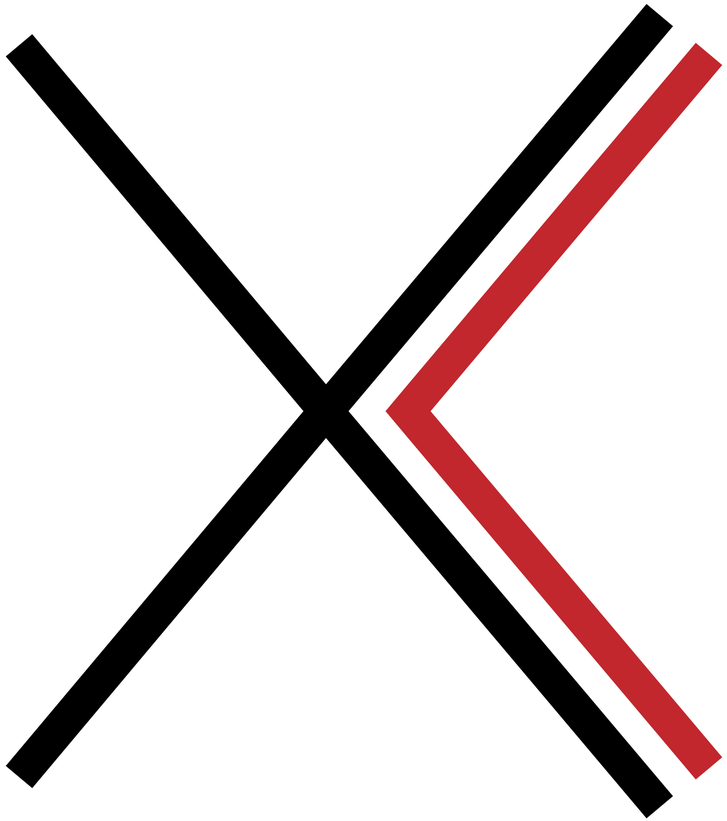
Any use of ExchangeCoin brand features contrary to our guidelines is strictly prohibited. ExchangeCoin reserves the right to revise or update the Guidelines in its sole discretion. By using or making reference to any ExchangeCoin brand asset, you agree to comply with the Guidelines.

About Us

ExchangeCoin was created in 2017 to further the development of a user-centric cryptocurrency-exchanging ecosystem. It was created with paramount utility in mind; designed to help fuel centralised and decentralised exchanges, all in a cohesive ecosystem.

The ExchangeCoin Symbol

The Symbol

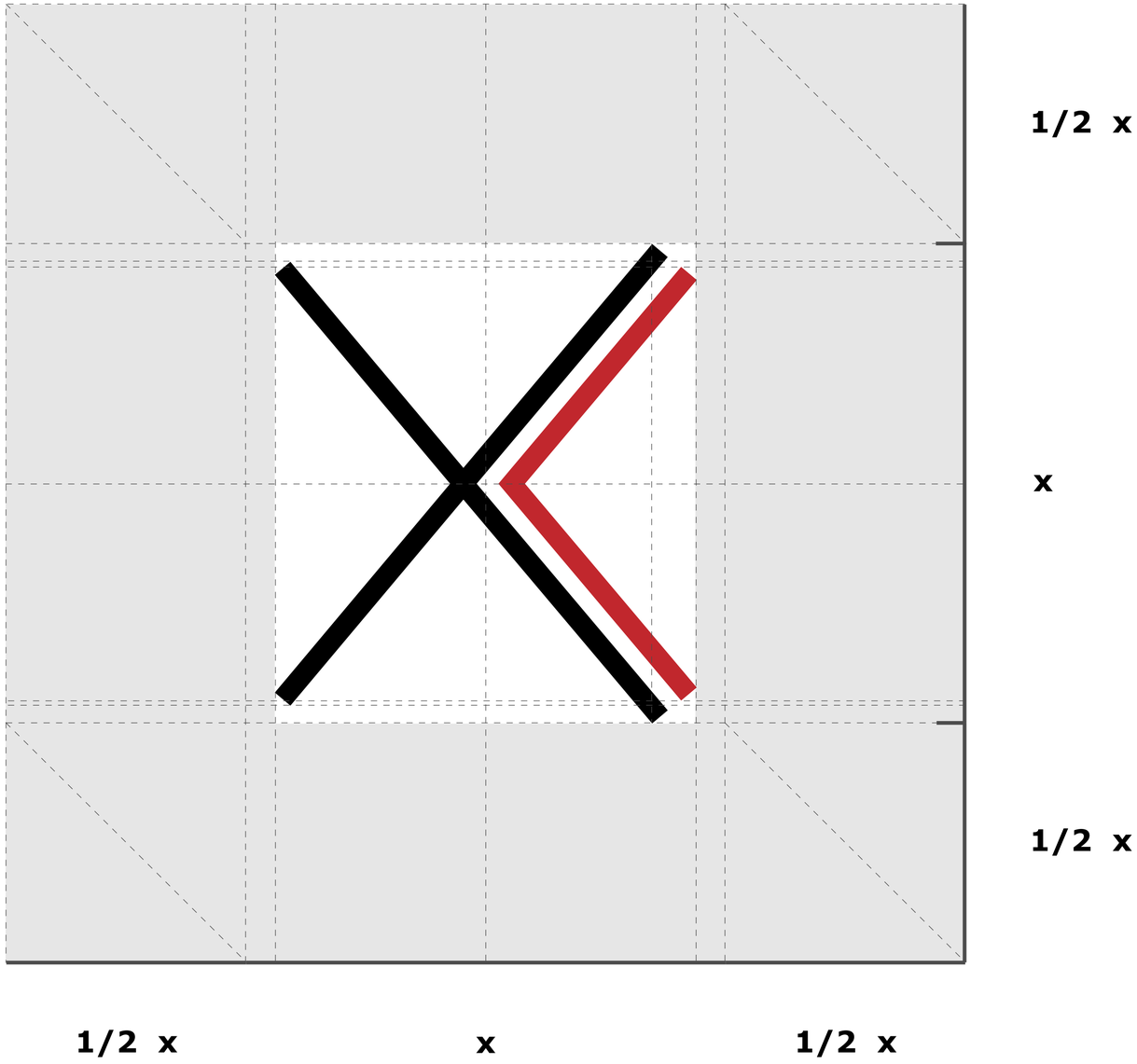


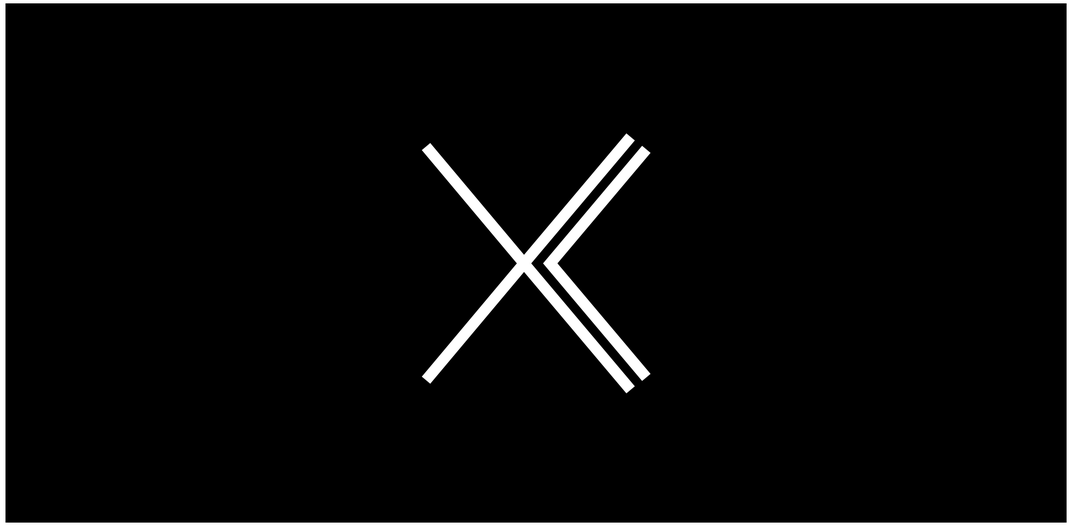
The ExchangeCoin Symbol is comprised of graphic sign in the shape of X with a mimimalistic arrow pointing towards its middle.

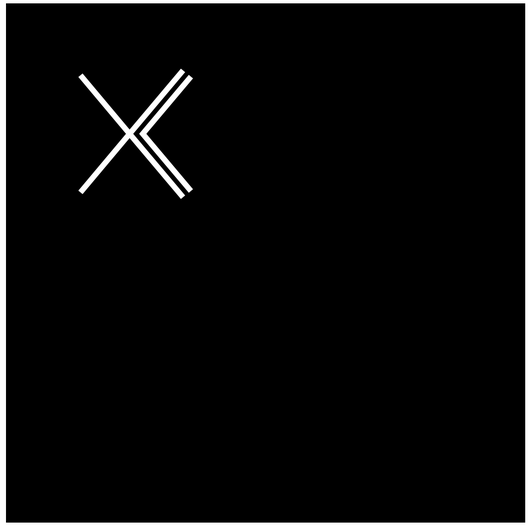
Symbol’s Clear Space

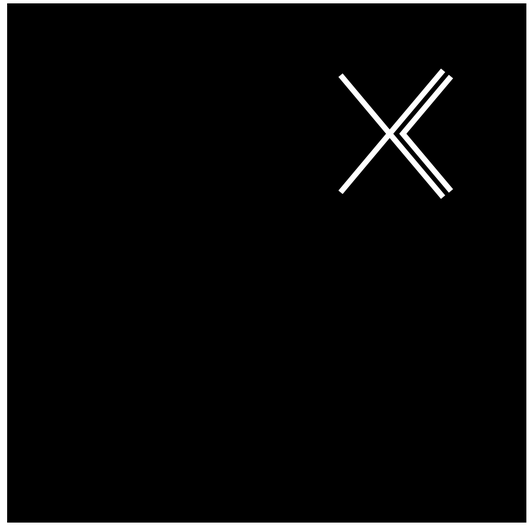
Clear space defines the area around the Symbol, which should be free from any graphic forms or additional texts. Minimal safe space of the ExchangeCoin Symbol is limited by half of the maximum height of the Symbol.

All forms of the ExchangeCoin Symbol must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the Symbol’s visual clarity and its effectiveness.

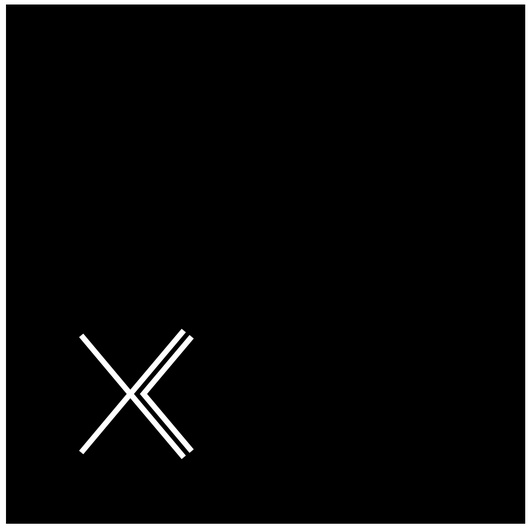


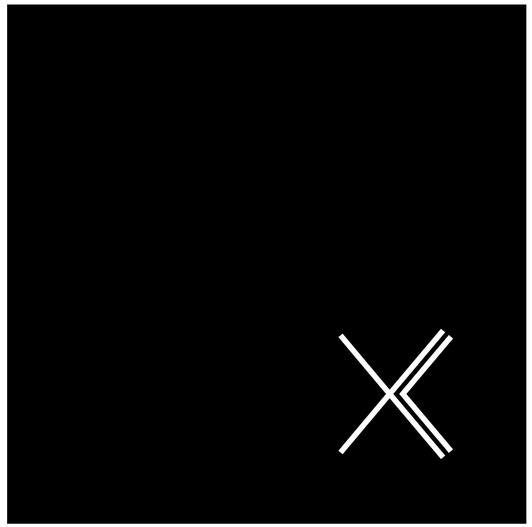






The Symbol placement





The ExchangeCoin Symbol can be placed near the edge of the artboard or in its middle. The exact placement can be achieved only by using the official clear space provided in the Brandbook. The Symbol can be placed in the left as well as the right edge of the page

ExchangeCoin Symbol Color Scheme

Red

C 0 **M** 80 **Y** 77 **K** 24

R 193 **G** 39 **B** 45

#C1272D

PANTONE 7620 C

Black

C 0 **M** 0 **Y** 0 **K** 100

R 0 **G** 0 **B** 0

#000000

PANTONE BLACK 3C

Monochromatic
This colour scheme can be used in situations, where the ExchangeCoin Symbol in the original, black/red scheme can’t be used due to technical difficulties and the background has to be light.

White

C 0 **M** 0 **Y** 0 **K** 0

R 255 **G** 255 **B** 255

#FFFFFF

Monochromatic
This colour scheme can be used in situations, where the ExchangeCoin Symbol in the original, black/red scheme can’t be used due to technical difficulties and the background has to be light.

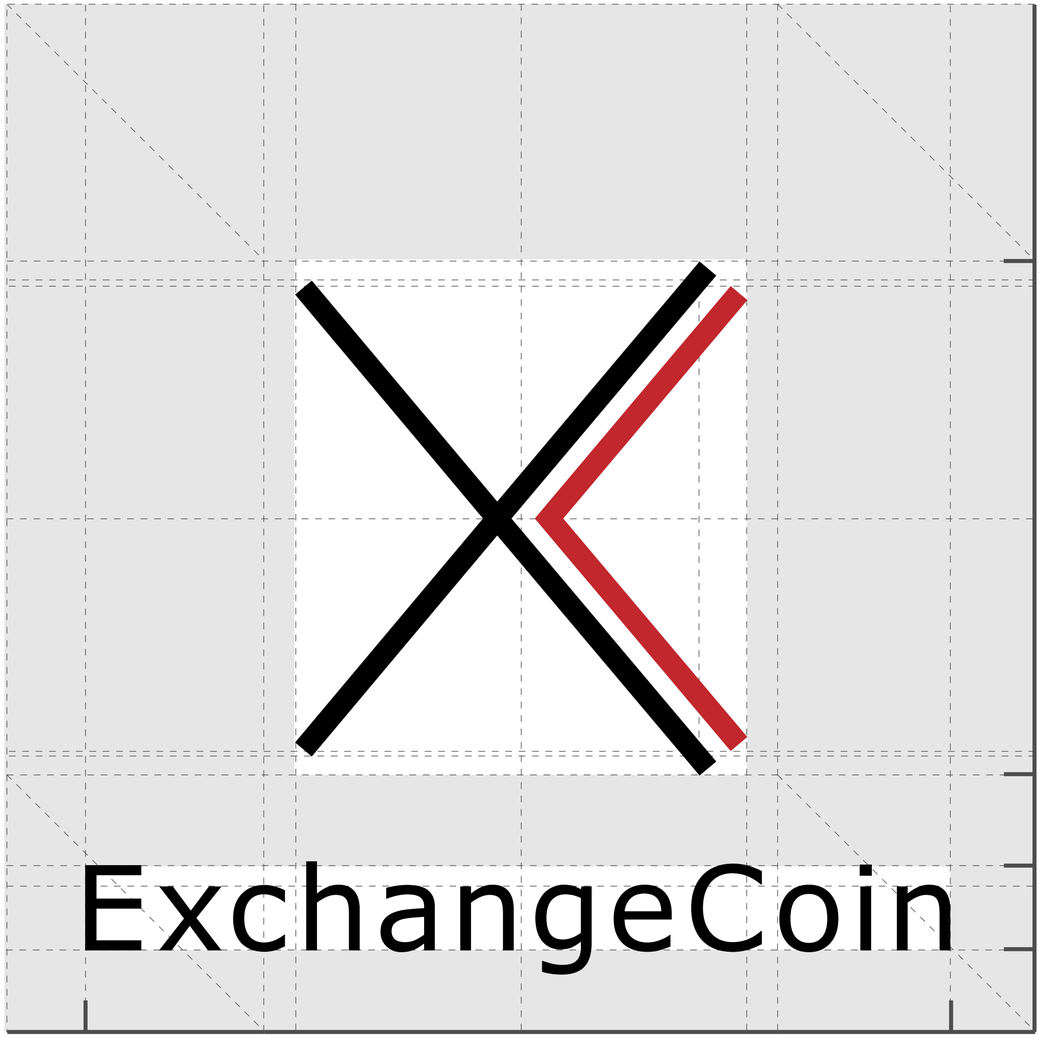
ExchangeCoin Logo

ExchangeCoin

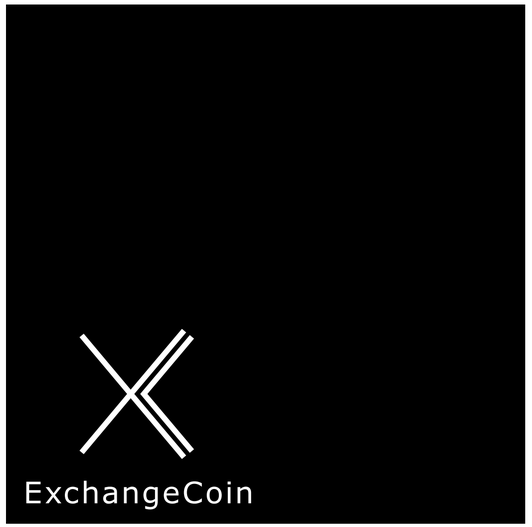
Logo Clear Space

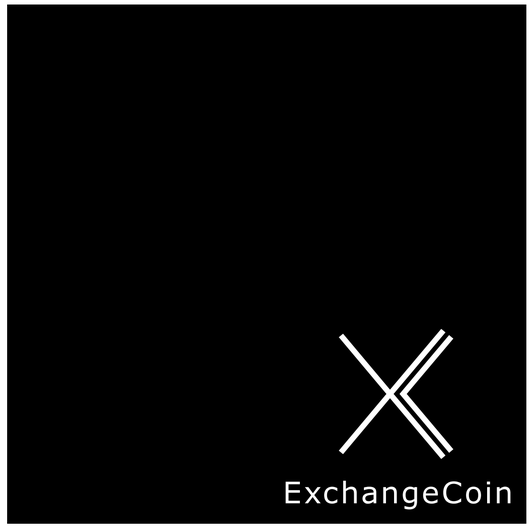
Clear space defines area around the logo, which should be free from any graphic forms or additional texts. Minimal safe space of the ExchangeCoin extended logo is limited by the height of the text.

All forms of the ExchangeCoin Logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo’s visual clarity and its effectiveness.



Logo placement





The ExchangeCoin Logo can be placed
near the edge of the artboard or in its middle.
The exact placement can be achieved only
by using the official clear space provided
in the Brandbook. Logo can be placed
near the left as well as the right edge of the page

ExchangeCoin Logo Color Scheme

Red

C 0 **M** 80 **Y** 77 **K** 24

R 193 **G** 39 **B** 45

#C1272D

PANTONE 7620 C

Black

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White

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R 255 **G** 255 **B** 255

#FFFFFF

Monochromatic
This colour scheme can be used in situations, where the ExchangeCoin Symbol in the original, black/red scheme can’t be used due to technical difficulties and the background has to be light.

Typography

Main font

ExchangeCoin

Main font used for the presentation
of the ExchangeCoin Brand is Verdana Regular.
The font is easily distinguished by its
simplicity and modern look.

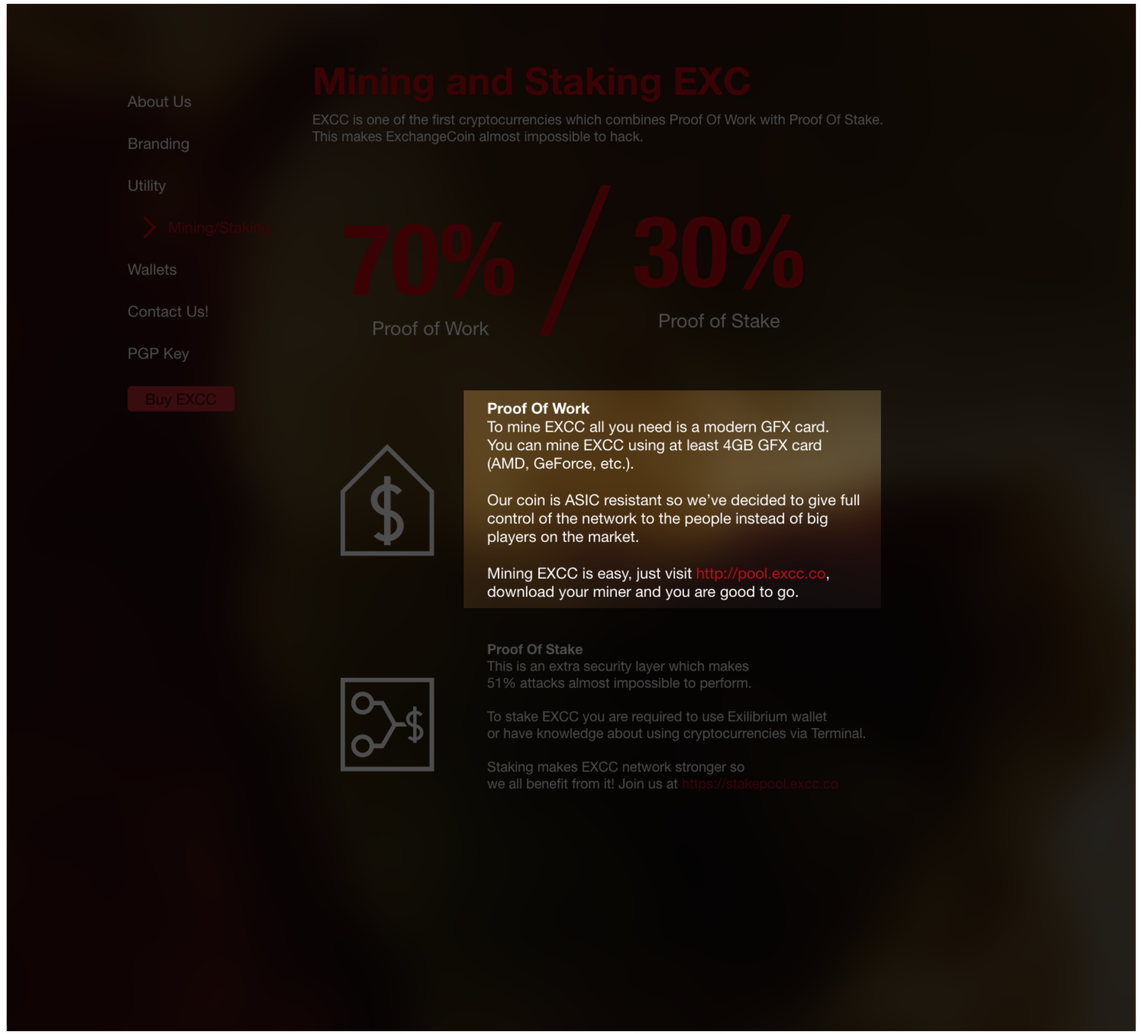
High level of readability ensures
broad functionality across a wide
variety of applications.

Verdana Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Zz
1 2 3 4 5 6 7 8 9 0

Secondary font

Secondary font is mainly used for blocks of text on the ExchangeCoin Website. The font is called Helvetica Neue Light. It’s highly acclaimed for its minimalism and readability.



ExchangeCoin