



**HTMLCOIN**

# Brand Guidelines

[htmlcoin.com](https://htmlcoin.com)



**HTMLCOIN**



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## **BRAND STORY**

We are excited to present to our community and the world the HTMLcoin logo for the 2017 launching and swapping. The color of the 2017 logo is gold, lined with golden brown at the edge, framing the HTML icon.

# BRAND STORY

The word “HTML5” at the top of the icon was replaced with “HTMLCOIN,” to make clear that the name of the coin is “HTMLCOIN” while its symbol is “HTML5.”

The Latin motto that reads “Fortes Fortuna Aduivat,” which translates “Fortune Favors the Bold” represents the daring nature of fellow HTMLcoiners that supported our community and the coin since March 14, 2014, 11:48:23 PM.

The HTMLcoin English motto now reads “In Blockchain We Trust.” The word “Opesource” was replaced with blockchain in the old English motto “In Opensource We Trust” because Blockchain is a responsive keyword and the 2017 htmlcoin specifications make use of many applications of the blockchain technology. Smart contracts, Account abstraction layer, and Decentralized applications are among the many features of the 2017 Htmlcoin. The adoption of the new English motto is in response to the blockchain technology features of the coin; hence, we coined the phrase, “In Blockchain We Trust.”

The community developers and HTMLcoiners who joined in the Special Htmlcoin World Meeting on June 17, 2017, at 10:30 AM British Summer Time (BST) are represented on the edge of the inner circle of the coin image. Other countries that have contributed significantly to the development of the coin infrastructure after the meeting are also represented. Important places are also included to mark their importance in the Htmlcoin history.

# LOGO BRANDING

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



LOGO ICON



**HTMLCOIN**

LOGO TEXT BASED



# IMPROPER USE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



Use colors outside of the palette



Stretch or condense the logo



Put an outline to the logo



Reduce Logo Opacity



Rotate the logo



Add a shadow



**COLOR PALETTE**



# COLOR PALETTE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

## PRIMARY COLORS

HEX : EDAC20	HEX : F5C216	HEX : 000000
CMYK 06/34/99/0	CMYK 04/23/99/0	CMYK 75/68/67/90

## SECONDARY COLORS

HEX : 00AAC9	HEX : 19457C
CMYK 75/12/16/0	CMYK 100/82/25/9

# BLACK & WHITE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

WHITE LOGO ON BLACK



BLACK LOGO ON WHITE



# USING THE LOGO ON BACKGROUNDS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



- ✓ This is an acceptable use of the gradient logo on an image.



- ✓ If you need to put the logo on a busier image, choose the darkened version of the image and use the white stroke logo.



- ✗ Don't force the logo onto an image or background that compromises its legibility.



# TYPOGRAPHY

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

## Swis721 BlkCn BT

Swis721 BlkCN BT is our official font and must be used when possible. It's modern and sophisticated. It feels authentic and familiar. Swis721 BlkCN B is a licensed font and is used in all marketing collateral and the website. This is also the font of our logo.

## Work Sans

Work Sans is our official font and must be used when possible. It's modern and sophisticated. It feels authentic and familiar. Work Sans is a licensed font and is used in all marketing collateral and the website. This is also the font of our logo.

## Swis721 BlkCn BT

**Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()<>?/**

## Work Sans

**Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

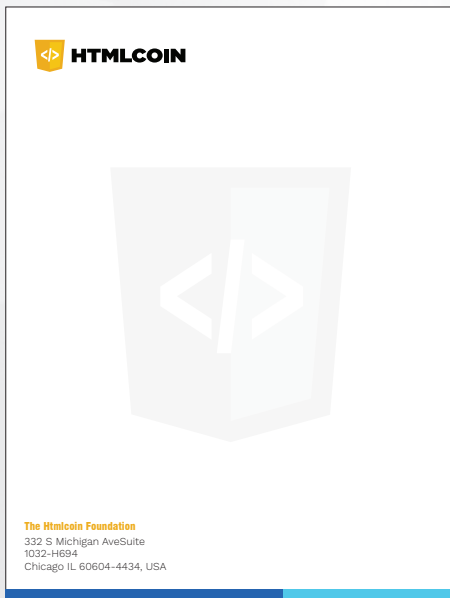
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()<>?/

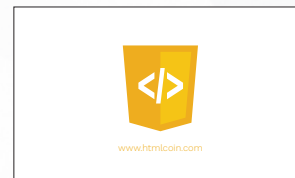
# TYPOGRAPHY

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

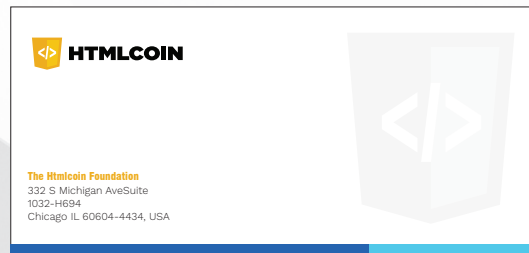
## LETTERHEAD



## BUSINESS CARD



## ENVELOPE



# SOCIAL MEDIA

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# IMAGERY

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✓ Use images related to success



✓ Use images related to cryptocurrency



✓ Use high resolution images



✗ Use images with negative feeling



✗ Use overly stylized photography



✗ Use images related to hackers or criminal activities



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