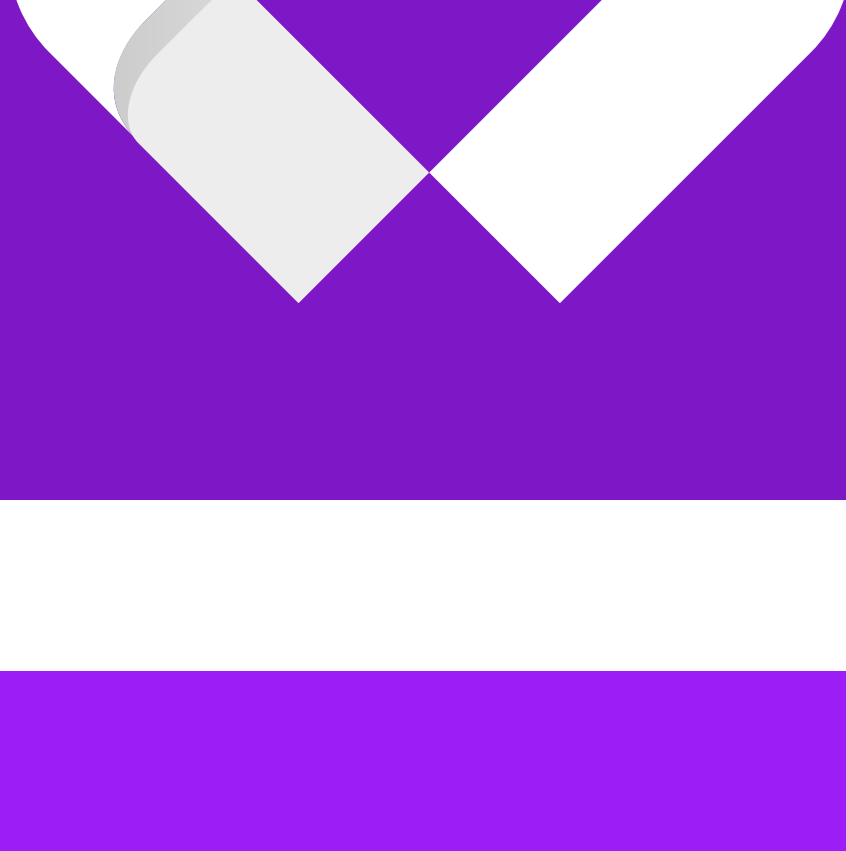


# Brand Identity Guidelines



<b>Aa</b> #9D1EF6	<b>Aa</b> #A31FFF	<b>Aa</b> #7F18C6
<b>Aa</b> #5C0B95	<b>Aa</b> #DDBCFF	<b>Aa</b> #1A0428
<b>Aa</b> #11031B	<b>Aa</b> #5709B5	<b>Aa</b> #5209AA
<b>Aa</b> #1C033A	<b>Aa</b> #26044F	<b>Aa</b> #0D0215

## Colors

CoinClub  
Brand Identity Guidelines



## Aa Bb Cc 0123

### Headers

Poppins, Extra Bold, Bold, 700  
Contemporary geometric sans serif typeface

## Aa Bb Cc 0123

### Text

Poppins, Medium, Regular, Bold, 400  
Light sans serif typeface

## Typography

CoinClub  
Brand Identity Guidelines

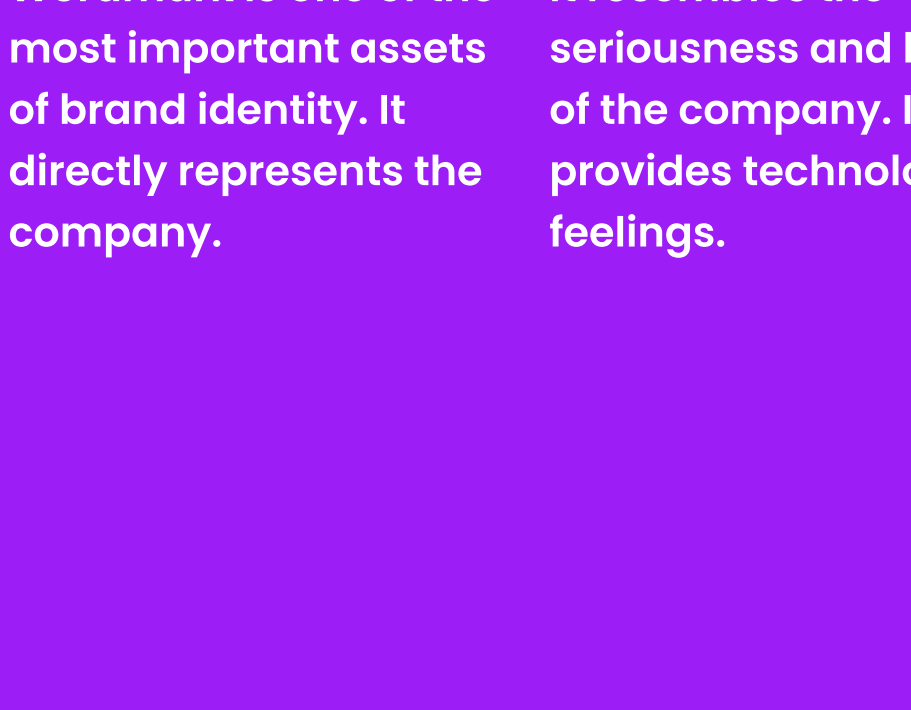
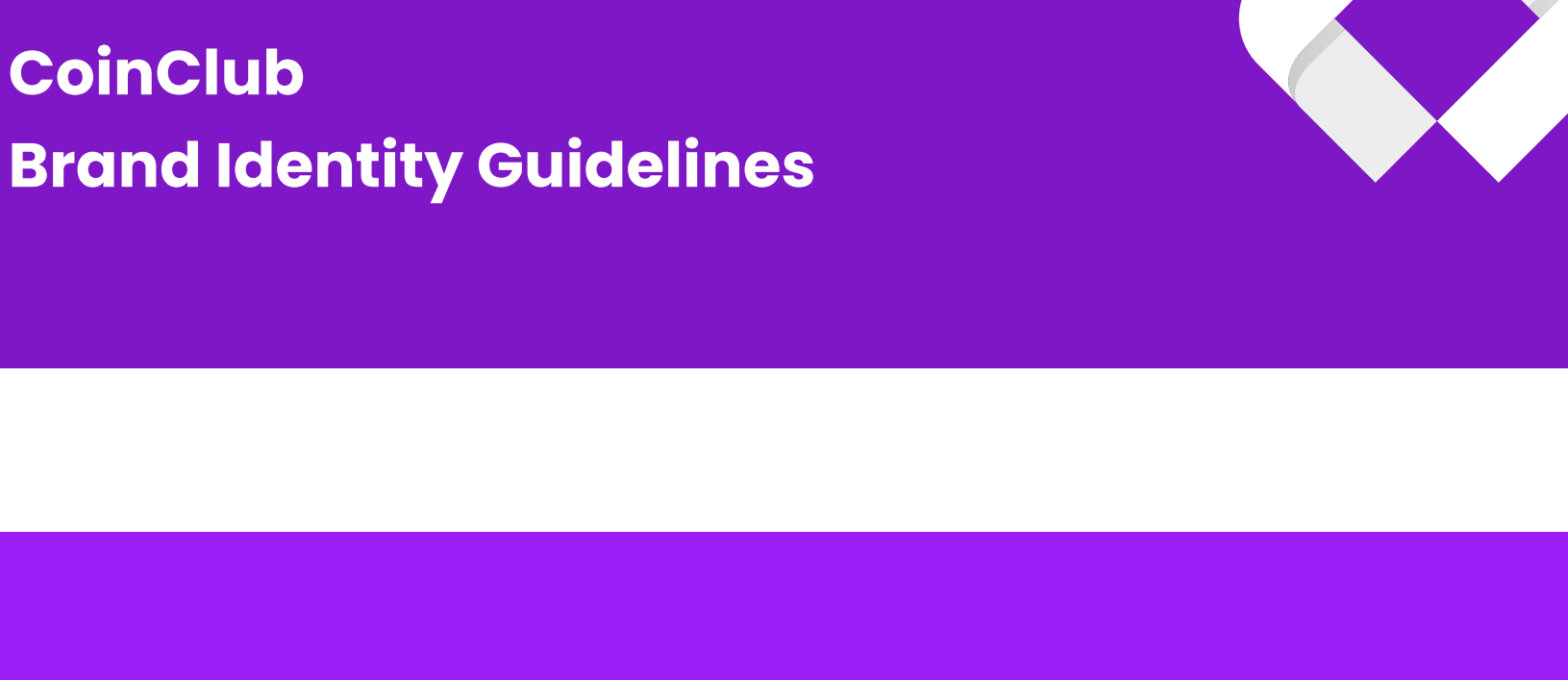


# Our mission is to offer the best crypto services to Canadias

<b>Honest and trustworthy.</b> Every word must be carefully selected to be in the spirit of factual transparency.	<b>Understanding.</b> Crypto is scary, erratic and rapidly evolving. There's a lot of money on the line; it's stressful.	<b>Team spirit</b> Fostering collaboration, trust, and shared goals to create a united, supportive, and motivated work environment.
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## Tone and Voice

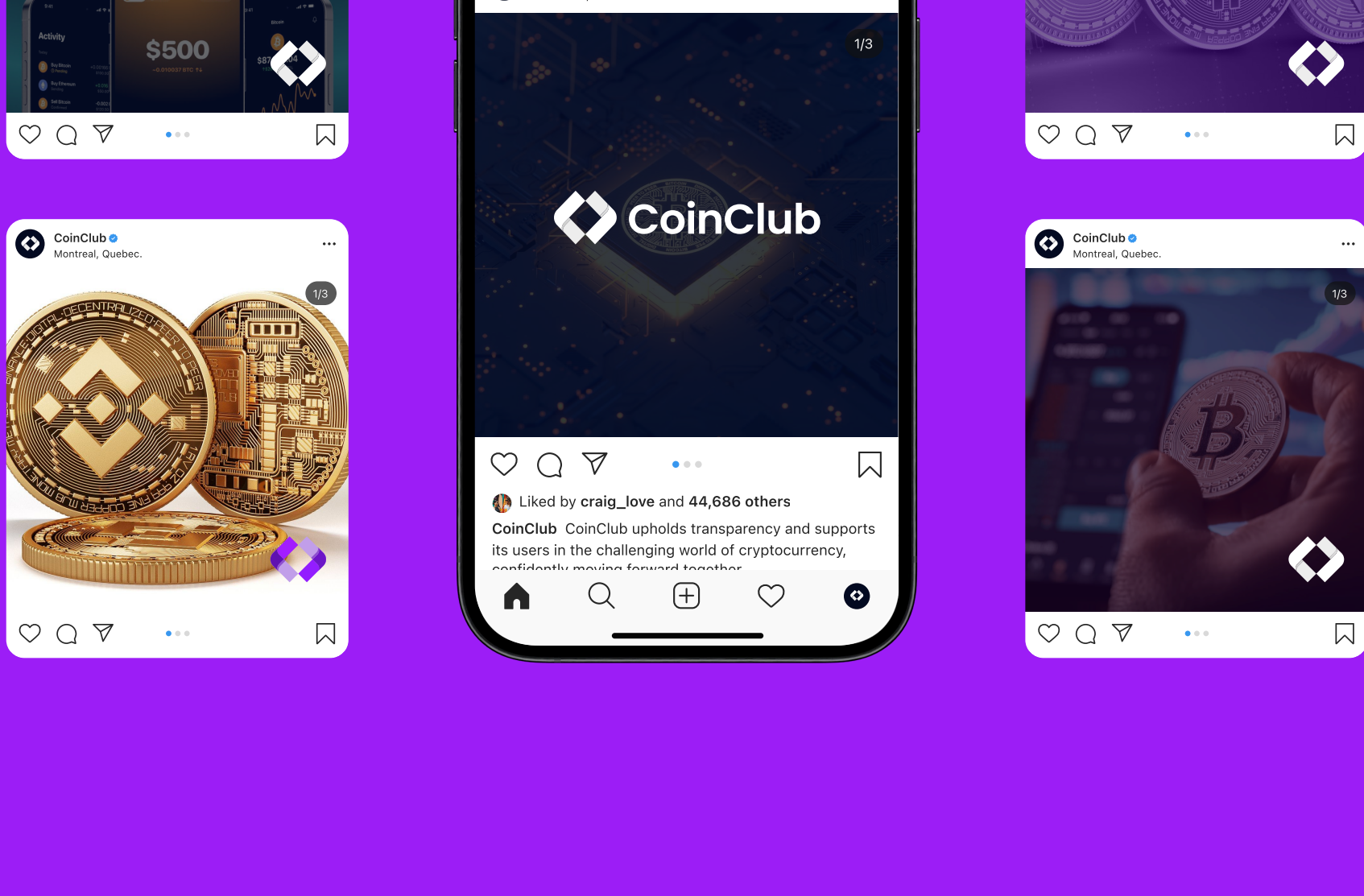
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Brand Identity Guidelines



Wordmark is one of the most important assets of brand identity. It directly represents the company.	It resembles the seriousness and boldness of the company. It also provides technological feelings.	It always should be used in its own ratio. It never should be stressed by this, it may lose its quality and standards.
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## Wordmark Execution

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## Social Media Kit

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