



**BITWALLET**

**BRAND GUIDELINES**

2020 EDITION

# INTRODUCTION

We believe cryptocurrency will not only revolutionize the way people use money, but will empower people from all walks of life to take control of their personal finances. Never before in human history have we had access to a decentralized currency that can not be controlled by a bank, country, or government.

In its early days, cryptocurrency was hard to understand and even harder to actually use. BitWallet was created to solve this problem by providing an elegant, easy to use method so people can fully utilize the power of cryptocurrency. BitWallet's digital platform allows its users to send money anywhere in the world, across borders, instantly, anonymously, and for free.

Since BitWallet and cryptocurrency is based heavily in technology, our brand needs to present us as a tech-savvy, forward-thinking business.

# TABLE OF CONTENTS

- 3** Logo Usage
- 6** Primary Colors
- 7** Secondary Colors
- 8** Typeface
- 10** Text Hierarchy
- 12** Sticker Usage
- 13** App UI
- 14** Visual Elements

# LOGO USAGE

## LAYOUT VARIATIONS

A variety of layouts have been created to provide flexibility while still maintaining the overall look and feel of the logo.



# BITWALLET

### Inline

This is the default logo and should always be the first choice.



### Stacked

Only use this version when there is not enough horizontal room to use the Inline version.



### Icon

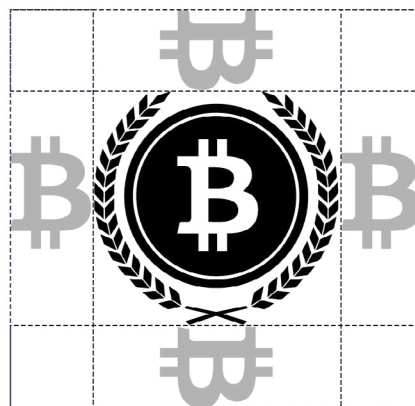
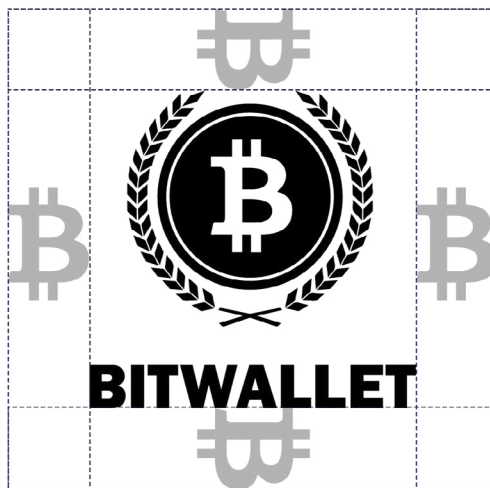
This version is only used for the App icon and for social media profiles.

# BITWALLET

# LOGO USAGE

## SAFE AREAS

To ensure the BitWallet logo is easily recognizable do not place any other logos or text inside the safe areas outlined below.



# LOGO USAGE

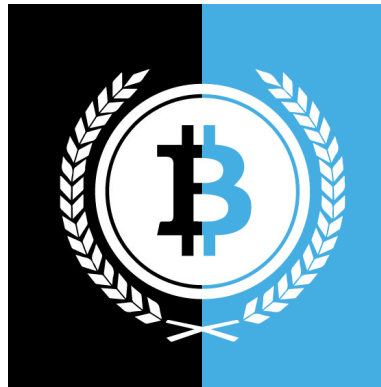
## COLOR VARIATIONS

Because the logo can be placed on variety of background colors, two variations of each layout were created.



### Black

This color is the preferred version, and should always be the first choice.



### White

The white logo is only used when the logo needs to appear on a dark background.

# PRIMARY COLORS

Our primary colors are the foundation of our brand. These colors should always be used first before any secondary colors are added to a design.



## BITWALLET BLACK

**C:** 75                      **R:** 0                      **Pantone U:** Black 6 U  
**M:** 68                      **G:** 0                      **Pantone C:** Black 6 C  
**Y:** 67                      **B:** 0  
**K:** 90                      **Hex:** #000000

### Notes:

Use for header text and as a primary background color.



## BITWALLET ELECTRIC BLUE

**C:** 65                      **R:** 68                      **Pantone U:** 298 U  
**M:** 15                      **G:** 173                      **Pantone C:** 298 C  
**Y:** 0                      **B:** 226  
**K:** 0                      **Hex:** #44ade2

### Notes:

Use for call to action buttons and as a secondary background color.



## BITWALLET WHITE

**C:** 0                      **R:** 255                      **Pantone U:** -  
**M:** 0                      **G:** 255                      **Pantone C:** -  
**Y:** 0                      **B:** 255  
**K:** 0                      **Hex:** #ffffff

### Notes:

Use text on dark backgrounds and as a primary background color.

# SECONDARY COLORS

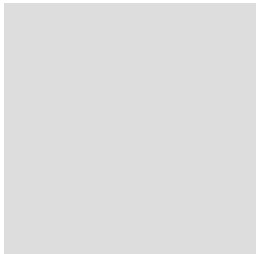
Secondary colors have very specific uses and should not be used for anything else.



## BITWALLET DARK GRAY

**C:** 69      **R:** 85      **Pantone U:** 419 U  
**M:** 58      **G:** 85      **Pantone C:** 425 C  
**Y:** 55      **B:** 85  
**K:** 31      **Hex:** #555555

**Notes:**  
Use for body text.



## BITWALLET LIGHT GRAY

**C:** 12      **R:** 221      **Pantone U:** Cool Gray 1 U  
**M:** 9      **G:** 221      **Pantone C:** 7541 C  
**Y:** 9      **B:** 222  
**K:** 0      **Hex:** #dddddd

**Notes:**  
Use as an accent to BitWallet White and BitWallet Dark Gray.

# TYPEFACE – LIBRE FRANKLIN

Libre Franklin was chosen for its variable line widths. This gives the font a professional, yet still personable style which is perfect for attention-grabbing text.

## BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ,./;'[]-!#^&\*()\_:"?\\

### Usage:

Use only in the primary header of the design.



# TYPEFACE – ROBOTO

Roboto was chosen for its minimalistic and easy to read style. It has a modern look that lets viewers know they're dealing with a company who understands today's needs and technology.

## **BLACK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,./;'[]-!#^&\*()\_:"'?\

### **Usage:**

Use for section headers.

## **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,./;'[]-!#^&\*()\_:"'?\

### **Usage:**

Use for sub section headers and website headers.

## **REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,./;'[]-!#^&\*()\_:"'?\

### **Usage:**

Standard weight for body text.

## **LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ,./;'[]-!#^&\*()\_:"'?\

### **Usage:**

Use for disclaimers.

# TEXT HIERARCHY – PRINT

The following hierarchy was established to provide an easy reading experience on print & digital collateral. Keeping the same hierarchy across each medium is important for brand consistency.

**MAIN HEADER** ..... **Libre Franklin** | Font-Size: 30 pt | BitWallet Black

**Sub Header** ..... **Roboto Regular** | Font-Size: 21 pt | BitWallet Blue

**SECTION HEADER** ..... **Roboto Black** | Font-Size: 16 pt | BitWallet Dark Gray

Body text. Dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

**Sub Section Header** ..... **Roboto Bold** | Font-Size: 14 pt | BitWallet Black

Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

..... **Roboto Regular** | Font-Size: 12 pt | BitWallet Dark Gray

Disclaimer text. Lorem ipsum dolor sit amet, ..... **Roboto Light** | Font-Size: 10 pt | BitWallet Dark Gray  
consectetur adipiscing elit, sed do eiusmod.

# TEXT HIERARCHY – PRINT

The following hierarchy was established for the BitWallet website. To ensure consistency, it is important each style tag remains unchanged throughout the website. The color of the text can vary based on the color of the background.

<b>HEADER 1 &lt;h1&gt;</b>	<b>Libre Franklin</b>   Font-Size: 3em   BitWallet Black
<b>HEADER 2 &lt;h2&gt;</b>	<b>Libre Franklin</b>   Font-Size: 2em   BitWallet Blue
<b>HEADER 3 &lt;h3&gt;</b>	<b>Roboto Bold</b>   Font-Size: 1.5em   BitWallet Black
<b>HEADER 4 &lt;h4&gt;</b>	<b>Roboto Bold</b>   Font-Size: 1.25em   BitWallet Blue
<b>Header 5 &lt;h5&gt;</b>	<b>Roboto Bold</b>   Font-Size: 1.25em   BitWallet Black
<b>Header 6 &lt;h6&gt;</b>	<b>Roboto Bold</b>   Font-Size: 1em   BitWallet Black
Paragraph <p>	<b>Roboto Regular</b>   Font-Size: 1em   BitWallet Dark Gray
Disclaimer text <p>	<b>Roboto Light</b>   Font-Size: 0.75em   BitWallet Dark Gray

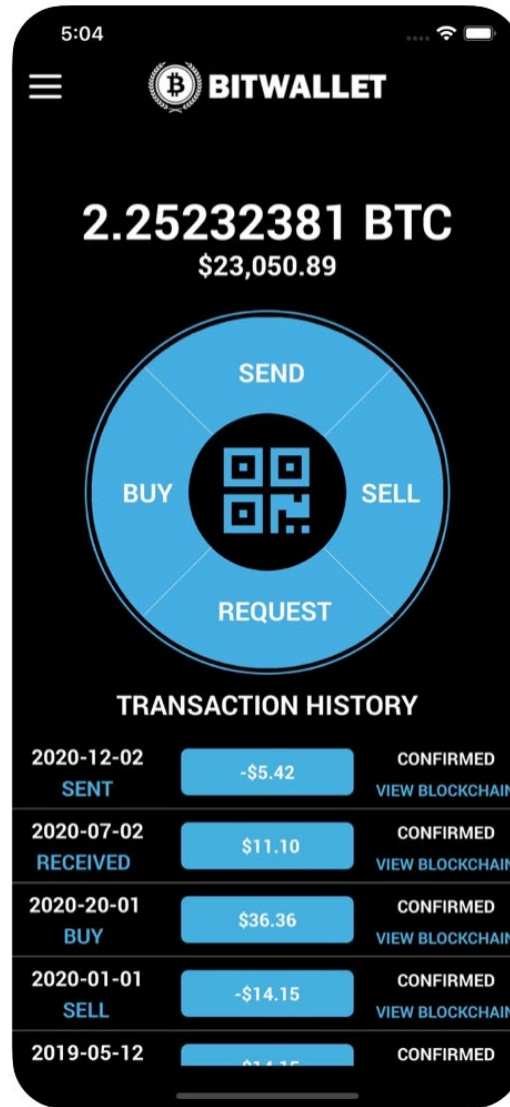
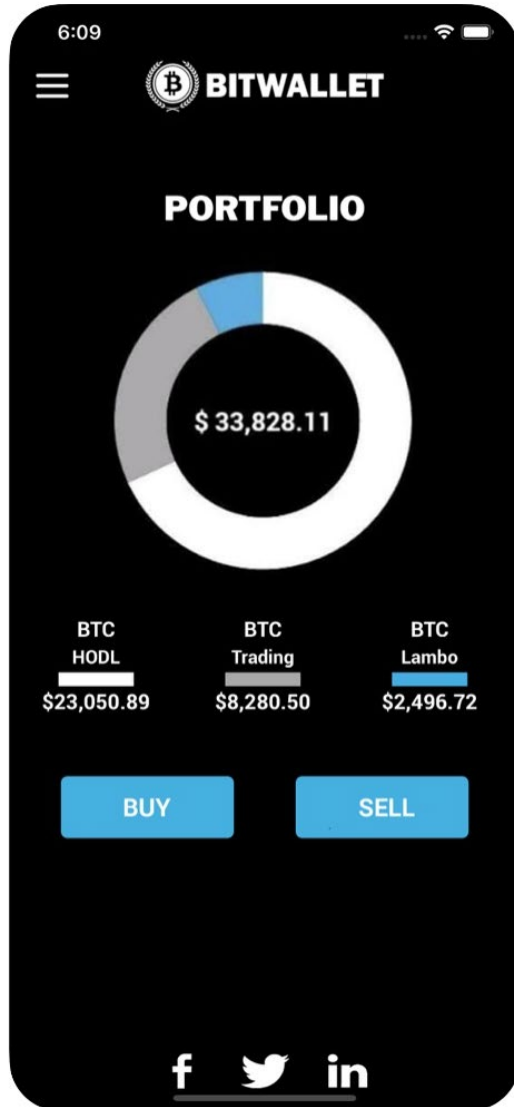
# STICKER USAGE

Our preferred partners are given the following sticker to put in their establishments. No modifications should be made to this sticker without approval from the executive team.



# APP UI

The UI in our mobile app borrows heavily from our color palette. The BitWallet Black background with BitWallet White text gives the app a premium feeling, while the BitWallet Blue is used for buttons and to accent elements on the screen.



# VISUAL ELEMENTS – DEVICE MOCKUPS

Since customers primarily interface with BitWallet through our mobile app, it's important we show them that our app is always up to date. This is often done through mockups to show how the app looks on a device.

## CHECKLIST

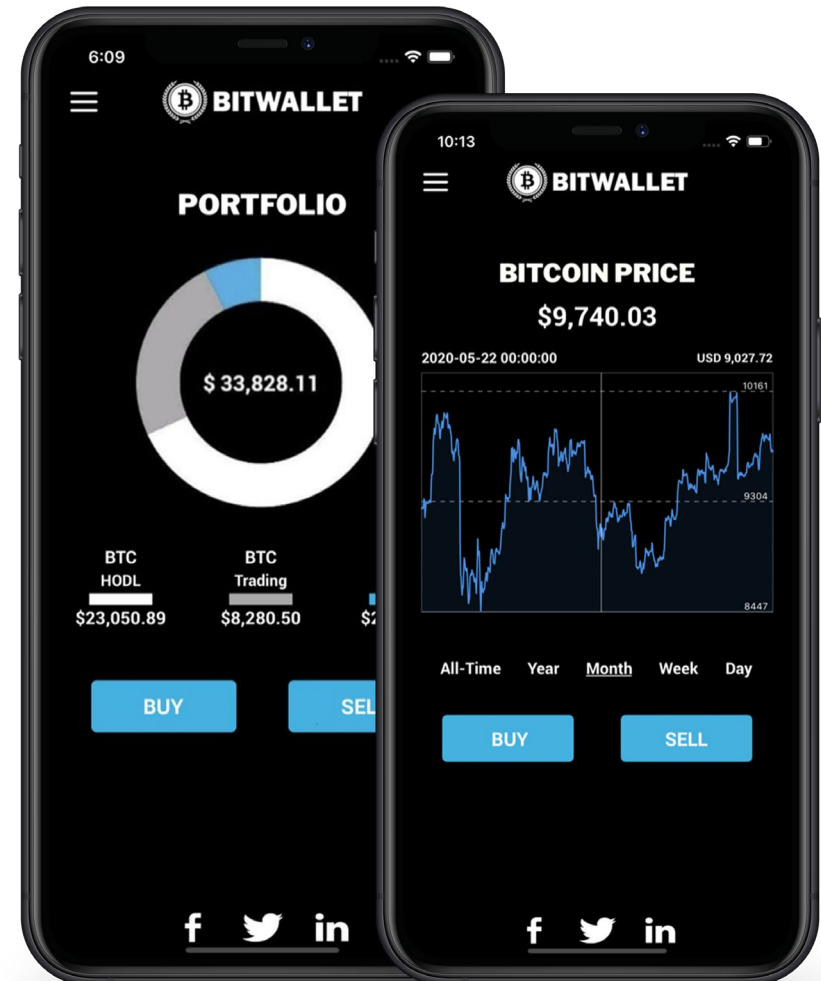
Before you create a new device mockup, make sure your design meets the following criteria:

- The device is the market leader for its respective platform (*iOS & Android*)
- The device is the most expensive model offered
- The device is black in color (*or the darkest color available*)
- The device is angled so the app's UI is clearly legible

## UPDATING DESIGNS

Designs that are still in circulation, such as the website and sales materials, must be updated within 30 days when any of the following happens:

- A new flagship device is released (Apple iPhone, Google Pixel, Samsung Galaxy)
- A major update to the BitWallet app is released



# VISUAL ELEMENTS - CTA BUTTONS

When creating call to action buttons for the BitWallet website use the CSS code below to ensure visual consistency.



## Blue Version

Primary version for all backgrounds other than BitWallet Blue.

### CSS Code

```
background-color: #438dcc;  
color: #ffffff;  
font-family: "Roboto", sans-serif;  
font-weight: 500;  
line-height: 1em;  
padding: 14px 20px;  
text-align: center;  
text-transform: uppercase;
```



## White Version

Only use on BitWallet Blue backgrounds.

### CSS Code

```
background-color: #ffffff;  
color: #000000;  
font-family: "Roboto", sans-serif;  
font-weight: 500;  
line-height: 1em;  
padding: 14px 20px;  
text-align: center;  
text-transform: uppercase;
```