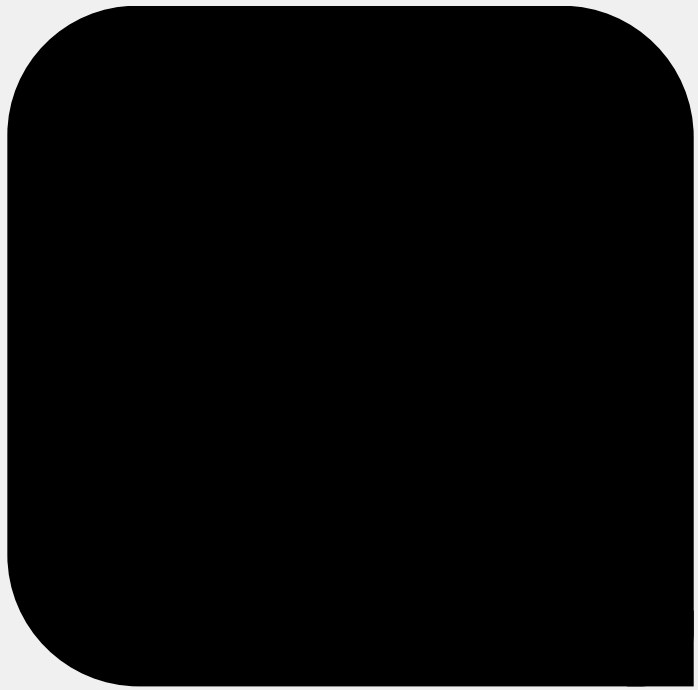




BRAND GUIDE

LOGO GUIDELINES

BRAND GUIDE



x

**CRYPTO
BANTER**

x





LOGO BREAKDOWN

Scale the logo according to these measurements.

CORNER RADIUS 21.5^{px}



LOGO BREAKDOWN

Scale the logo according to these measurements.



Keep the same ratios as the primary logo. The space between the Crypto and Banter is 3x the space between the monogram and the C.
This version of the logo is only to be used in special cases where the primary logo does not work.

LOGO VARIATIONS



USAGE RULES

The Crypto Banter logo lockup is the approved configuration, with all elements fixed in their relative positions. It must never be altered, rearranged, or separated.

For flexibility, the lockup is available in black or white text variations to suit different backgrounds. The primary requirement is that the logo always remains clear, legible, and consistent across all applications.



Usage on dark background



Usage on a white background



Usage on background image



Usage on gradient background

USAGE RULES

The Crypto Banter brand logo is the anchor of our identity. To protect this equity, it is essential that only approved master artwork is used at all times.

The logo must never be altered, redrawn, or embellished in any way. It should only appear in approved colours from the Crypto Banter palette and in its official lockups.

The following examples illustrate **incorrect usage** and highlight practices that compromise the logo’s integrity.



Do not apply a gradient to the icon or wordmark



Do not change the size or proportions of Crypto Banter



Do not rotate the logo



Do not recreate or manipulate the icon



Do not change the typeface in the logo lockup or wordmark



Do not distort or warp the logo in any way



Do not use the workdmark without the icon



Do not add effects like shadows, dimensions, and bevels to the logo



Avoid using two secondary colours for the logo, or any colours that reduce legibility or accessibility.

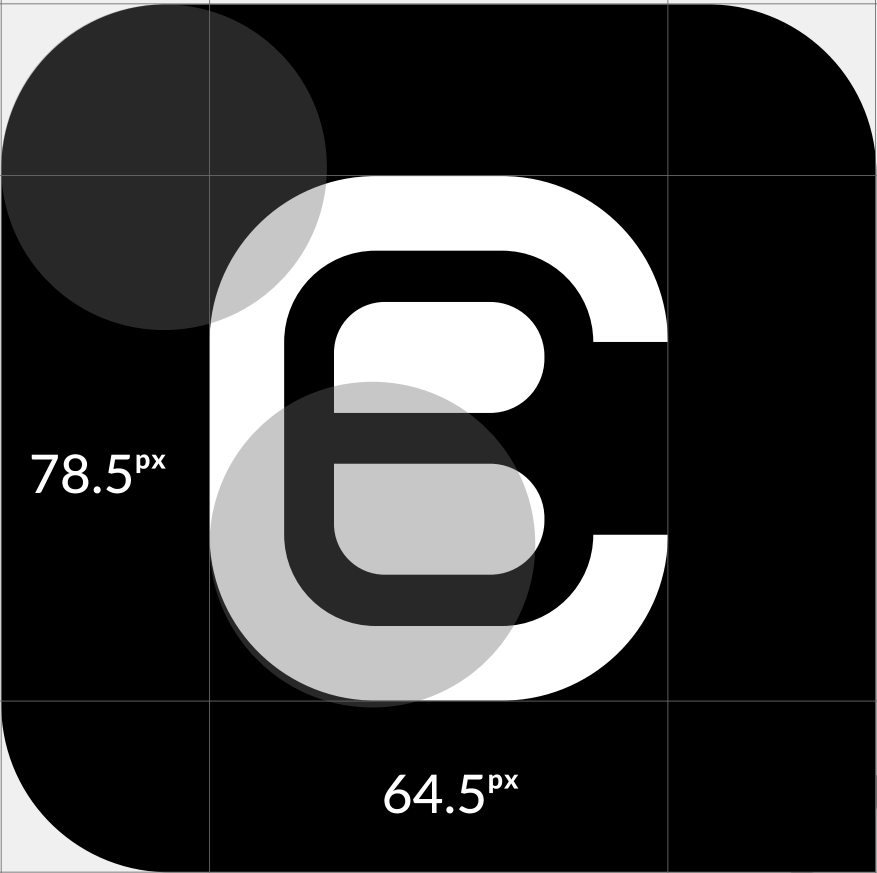
MONOGRAM GUIDELINES

BRAND GUIDE

MONOGRAM BREAKDOWN

Scale the logo according to these measurements.

CORNER RADIUS 21.5^{px}



78.5^{px}

64.5^{px}

328^{px}

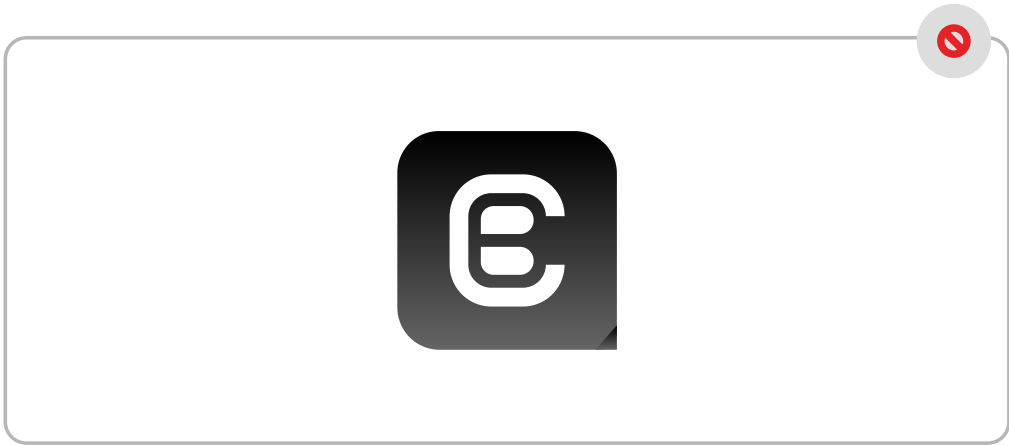
325^{px}

USAGE RULES

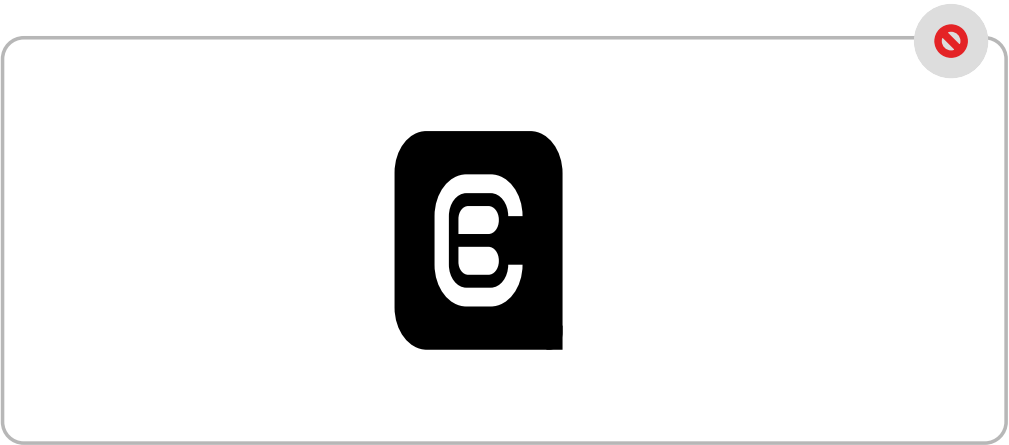
The Crypto Banter monogram is a core element of our brand identity, and its integrity must always be protected. To maintain consistency and recognition, only approved master artwork should be used in all applications.

The monogram must never be altered, redrawn, or distorted in any way. It should only appear in approved colours from the Crypto Banter palette and always within its official lockup. This ensures clarity, legibility, and brand consistency across every platform and execution.

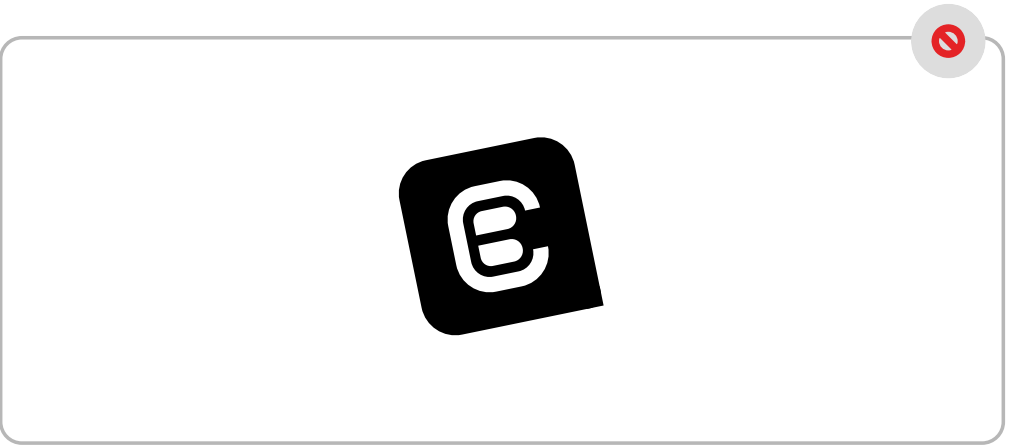
The examples shown highlight incorrect usage that compromises the logo’s impact and must be avoided at all times.



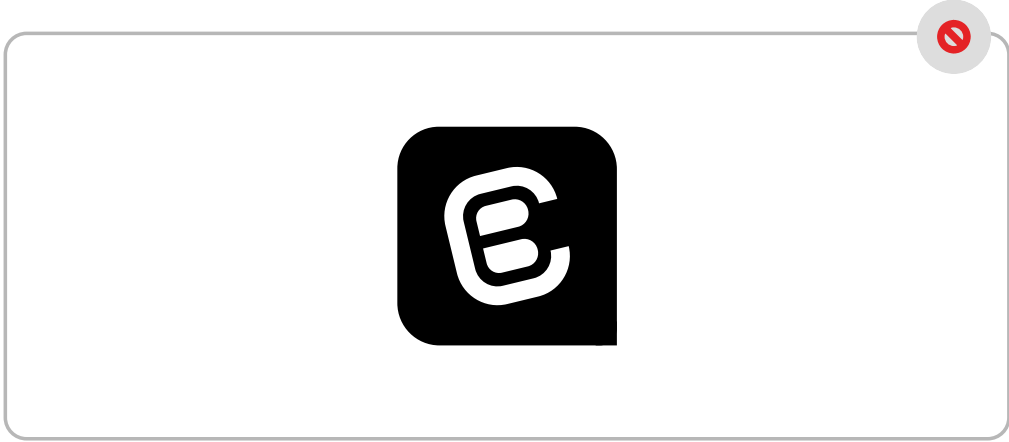
Do not apply a gradient to the monogram



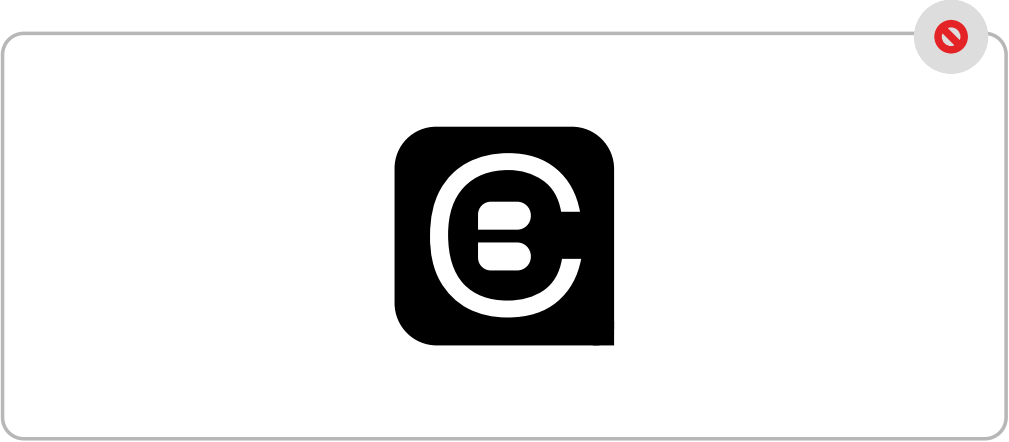
Do not change the size or proportions of the monogram



Do not rotate the monogram



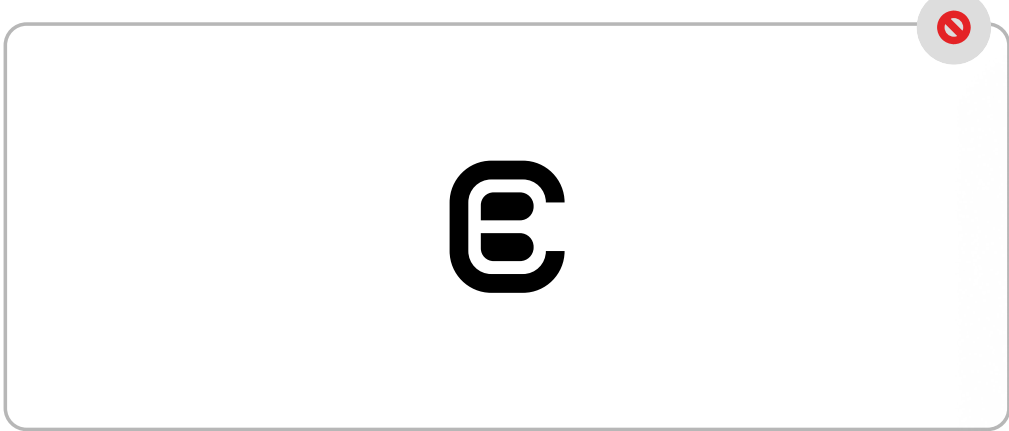
Do not recreate or manipulate the the monogram



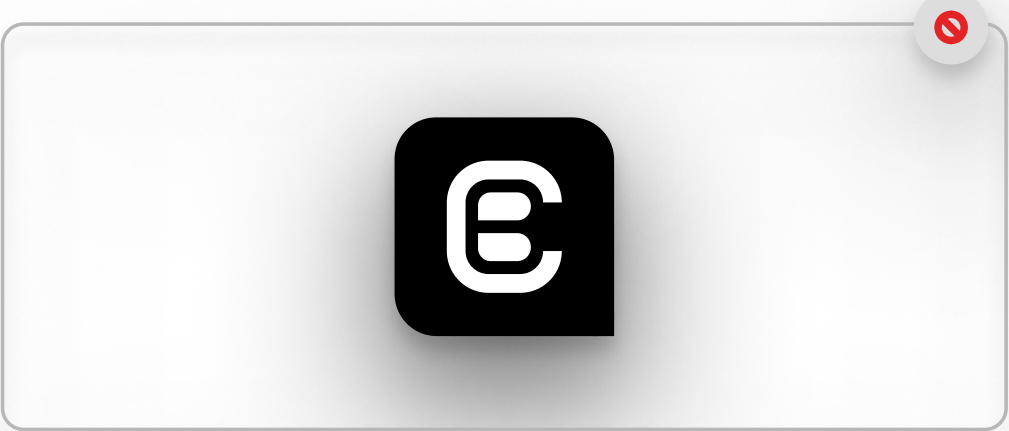
Do not change the typeface in the monogram lockup



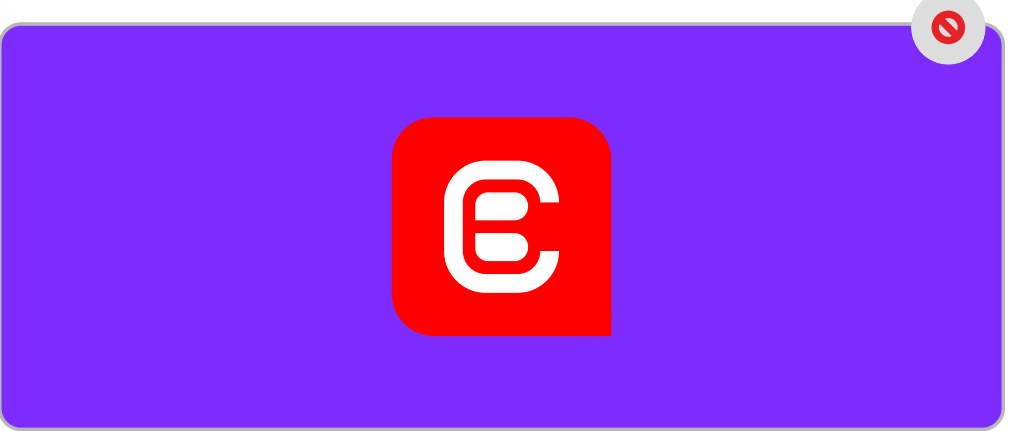
Do not distort or warp the monogram in any way



Do not use the monogram without the container



Do not add effects like shadows, dimensions, and bevels the monogram



Avoid using two secondary colours for the monogram, or any colours that reduce legibility or accessibility

MONOGRAM USAGE

Taglines may be added alongside the monogram, following the same formatting, alignment, and spacing as the official logo lockup.

Copy should be limited to a **maximum of four lines** to ensure readability and to maintain proper proportion with the monogram.

Always use the **Transducer main brand font** for all tagline applications to preserve brand consistency.

The layout must remain balanced and clear, with the monogram as the anchor and the tagline supporting it without overpowering the design.



BRAND COLOURS

BRAND GUIDE

PRIMARY BRAND COLOURS

Our primary palette consists of **Red, White, Black & Blue**, as well as a brand gradient.

These colours must be applied consistently across all brand materials to ensure a unified look and feel. While tints and shades may be used for flexibility, the core colours must remain dominant to preserve the integrity of the **Crypto Banter identity**.

BLACK

HEX: 000000

RGB: 0/0/0

CMYK: 0/0/0/100

PANTONE: BLACK 6C

WHITE

HEX: FFFFFFFF

RGB: 255/255/255

CMYK: 0/ 0/ 0/ 0

PANTONE: 000C

RED

HEX: FF0000

RGB:255/0/0

CMYK:0/100/100/0

PANTONE: RED 032C

BLUE

HEX: 05174E

RGB:5/23/78

CMYK:100/94/32/41

PANTONE: 2766C

GRADIENT

LIGHT: #1445d8

DARK: #092370

ANGLE:90°

HORIZONTAL

PRIMARY BRAND COLOURS - OPACITY VARIANTS

To provide flexibility while maintaining consistency, the primary brand colours can be used at varying opacity levels. These opacity variants expand the palette without introducing new colours, ensuring designs remain recognisably Crypto Banter while offering greater versatility. The reduced opacity tones can be applied for backgrounds, overlays, or layered elements where a softer effect is needed. While these tints help add depth and variety, the core brand colours must remain dominant to preserve the strength and integrity of the identity.

Stick to these variants in opacity, 90, 80,70%.

BLACK

HEX: 000000

RGB: 0/0/0

CMYK: 0/0/0/100

PANTONE: BLACK 6C

90%

80%

70%

RED

HEX: FF0000

RGB:255/0/0

CMYK:0/100/100/0

PANTONE: RED 032C

90%

80%

70%

BLUE

HEX: 05174E

RGB:5/23/78

CMYK:100/94/32/41

PANTONE: 2766C

90%

80%

70%

SECONDARY BRAND COLOURS

Vibrant accent palette:

These are saturated, high-energy tones that complement primaries without overpowering them – perfect for highlights, infographics, or digital content where you need extra punch.

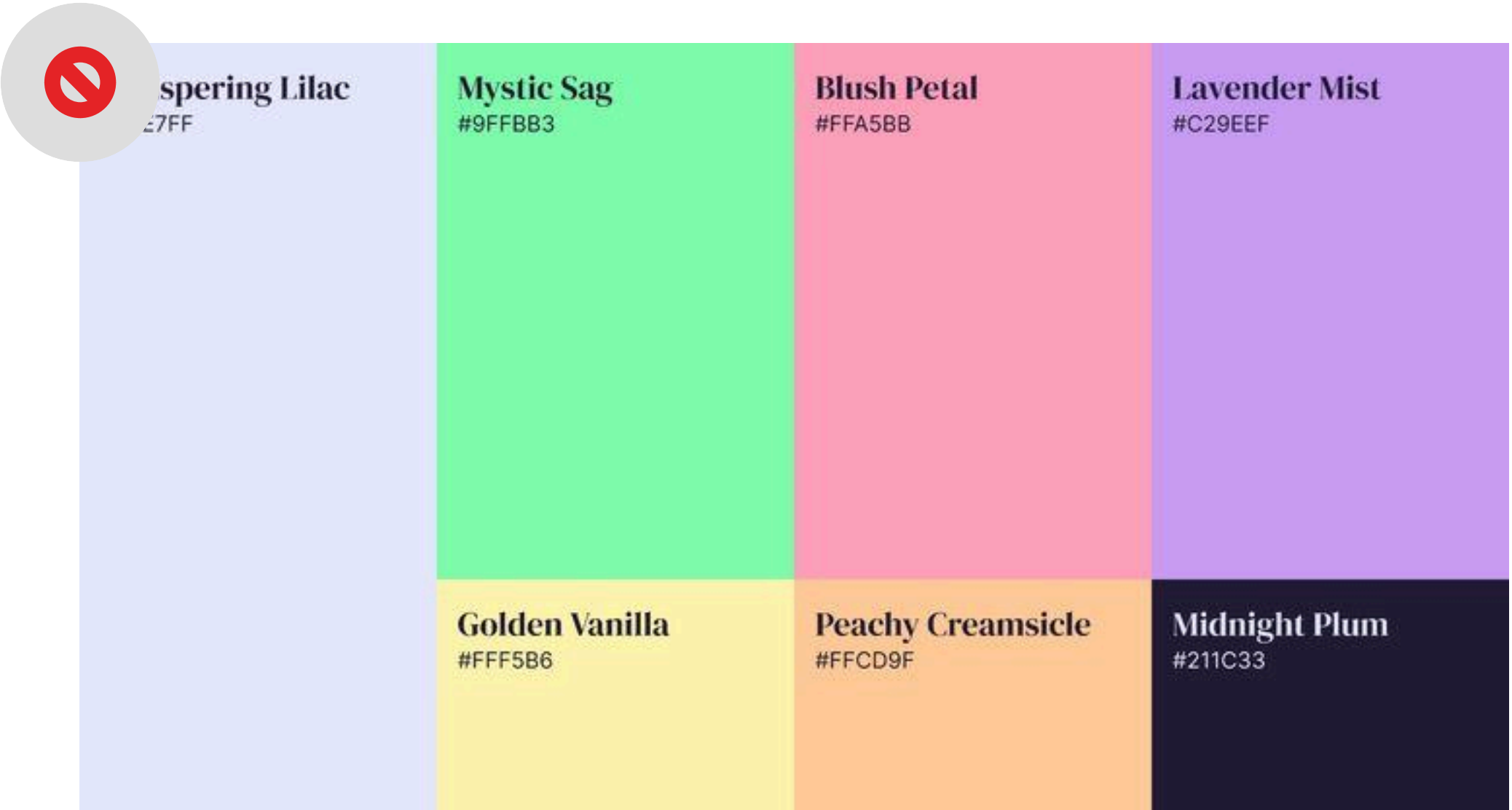
- Keep them as supporting accents, never more than 15–20% of a layout.
- Best for data highlights, social callouts, or UI-style graphics.
- Avoid pairing more than 2 vibrant accents together in one layout (stick to primary + 1 accent).



VIBRANT, SATURATED
COLOURS



MUTED, UNSATURATED,
PASTEL TONES



SECONDARY BRAND COLOURS

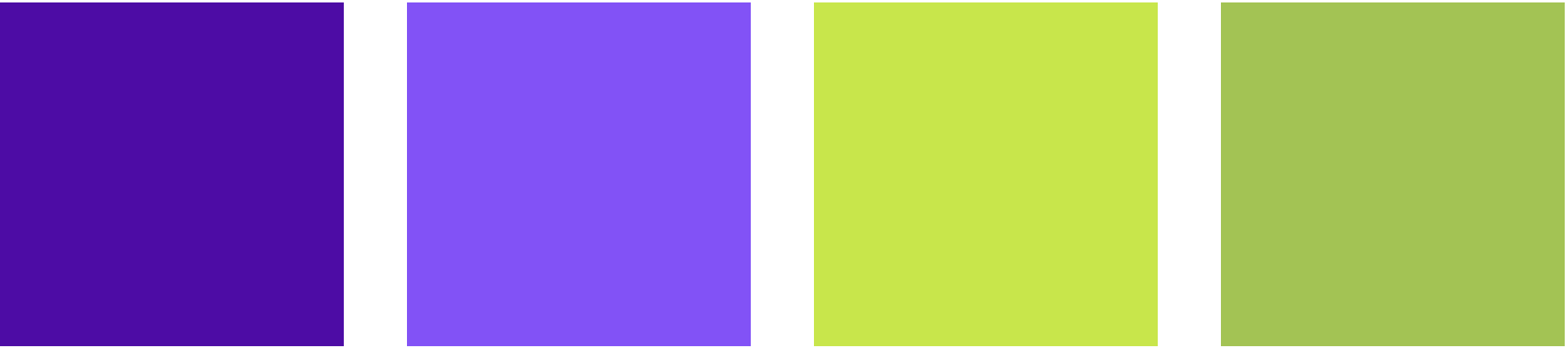
Secondary colours should support, not overpower the primary palette.

They must always feel balanced when placed in the “acid test” box, meaning they don’t clash or distract from the brand’s core identity.

Use secondary colours sparingly — for highlights, accents, infographics, or UI elements — never as the dominant colour if relating to the primary Crypto Banter brand.

Secondary colours should maintain high contrast and legibility when used with the primary palette. Avoid overly saturated neons or muted tones that dilute the strong, bold feel of the brand.

Below are some **examples** that work with the primary brand colours.



TYPOGRAPHY

BRAND GUIDE

PRIMARY

Hairline

Regular

Bold

2025

Transducer

VF

Sans Serif Typeface 2025 30 styles

Transducer gives a look that's both technical and approachable. With three widths (Condensed, Regular, Extended), five weights each, matching italics, and extensive language support, it offers exceptional versatility. Its variable font format allows smooth, precise adjustments in weight and width, making it ideal for branding, interfaces, and editorial work that demands both clarity and character.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz01234567
89!@#\$%^&*()_+?



Lato

Sans Serif Typeface 2025 30 styles

Lato is a versatile, humanist sans serif that balances warmth with clarity, making it an excellent secondary font alongside Transducer VF. While Transducer VF delivers a bold, modern, and tech-forward personality for headlines and display, Lato provides approachable readability for body text, captions, and UI elements. Its open letterforms and subtle curves ensure long-form content feels comfortable on both desktop and mobile, while maintaining a clean, professional aesthetic. This pairing creates a strong visual hierarchy—Transducer VF captures attention, and Lato keeps users engaged.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz0123456789!@#\$
%^&*()_+?

Thin

Regular

Bold

2025



IMAGERY GUIDELINES

BRAND GUIDE

PHOTOGRAPHY GUIDELINES

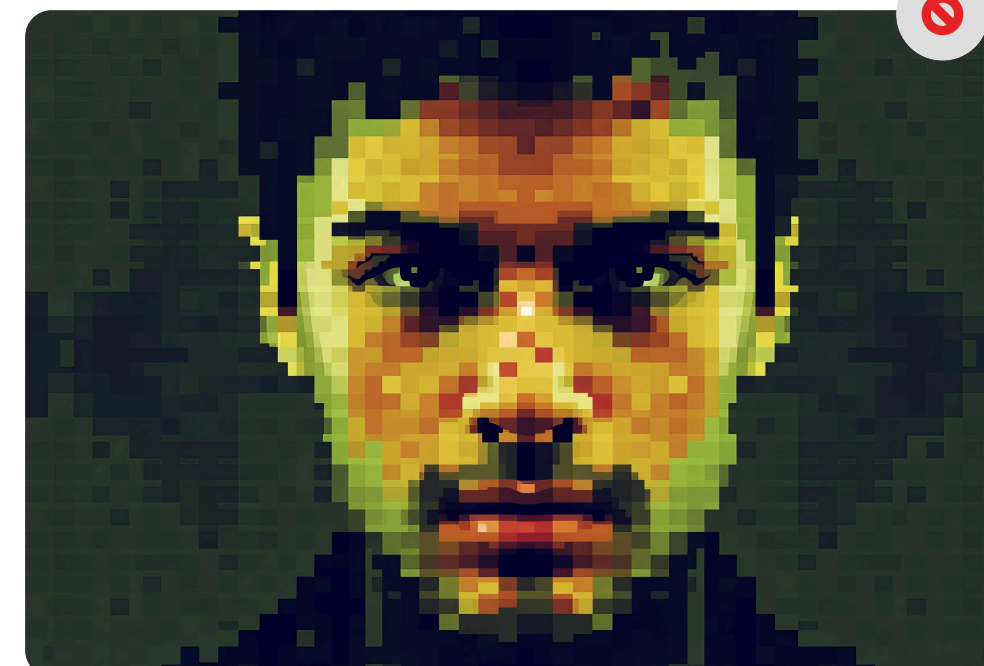
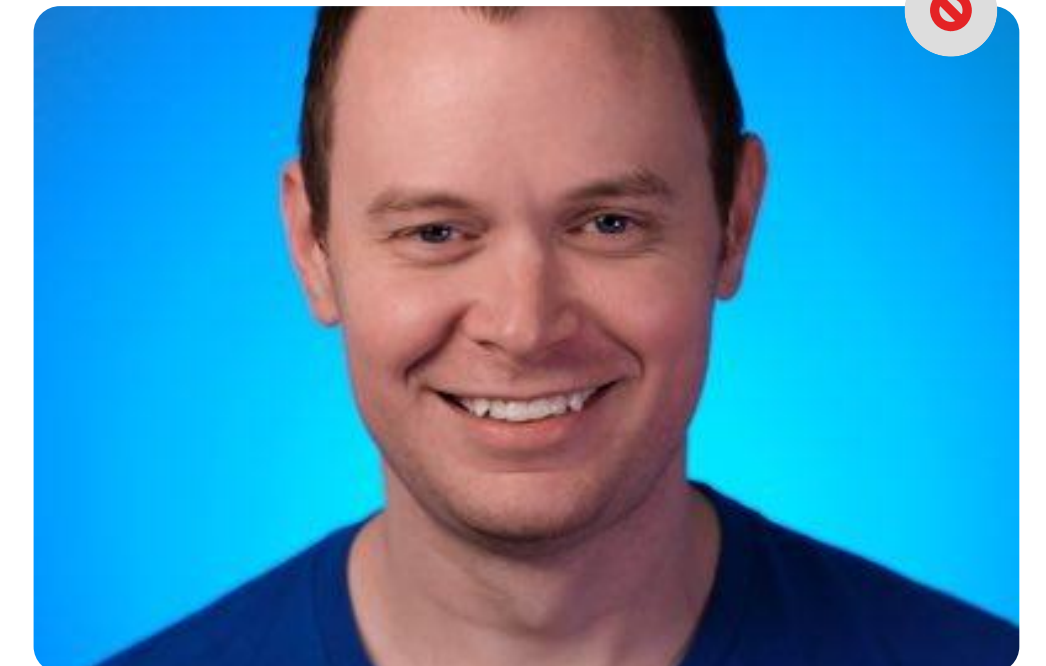
Our imagery should always feel authentic and true to the Crypto Banter brand. Photos should emulate a live stream or studio-recorded look, capturing real conversations, genuine moments, and an engaging, informative atmosphere. The style should feel striking and professional while remaining approachable, highlighting the energy of the community and the expertise of its voices. Every image should reflect the balance between being informative, authentic, striking, and community-focused, ensuring consistency and trust across all brand touchpoints.



[Click here to access professional photos](#)

IMAGERY DONT'S

- Don't make images look overly professional or staged, as this reduces authenticity.
- Don't show people in environments or settings that aren't true to Crypto Banter.
- Don't use cartoon, illustration, or pop-art style imagery.
- Avoid using highly pixelated or low-quality images.
- Don't use cheesy, cliché stock-style photos.
- Don't include obvious AI-generated images, as they lack authenticity.
- If using deep-etched images, never place them on random backgrounds—only use approved Crypto Banter colours or gradients.



Thank you

SPOWARTSTEPH@GMAIL.COM