



# incryptus



# Introduction.

These guidelines are designed to accompany the INCRYPTUS identity. Our identity was developed with great care and attention. It is an expression of who we are and what we stand for, and it gives a distinctive voice to all our communications. It is vital that our identity is applied clearly and consistently so that our brand communications build recognition, confidence and trust.

If you are in any doubt how to use our identity, or require more information please contact the INCRYPTUS team:

[incryptus.org/MediaKit](http://incryptus.org/MediaKit)

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# the logo

## 01



### Logo Overview.

#### 2.1

Our logo is our most important and recognisable brand asset. It consist of wordmark “Incryptus” and brandmark graphic such as fading spiral that provide a powerful simplicity.

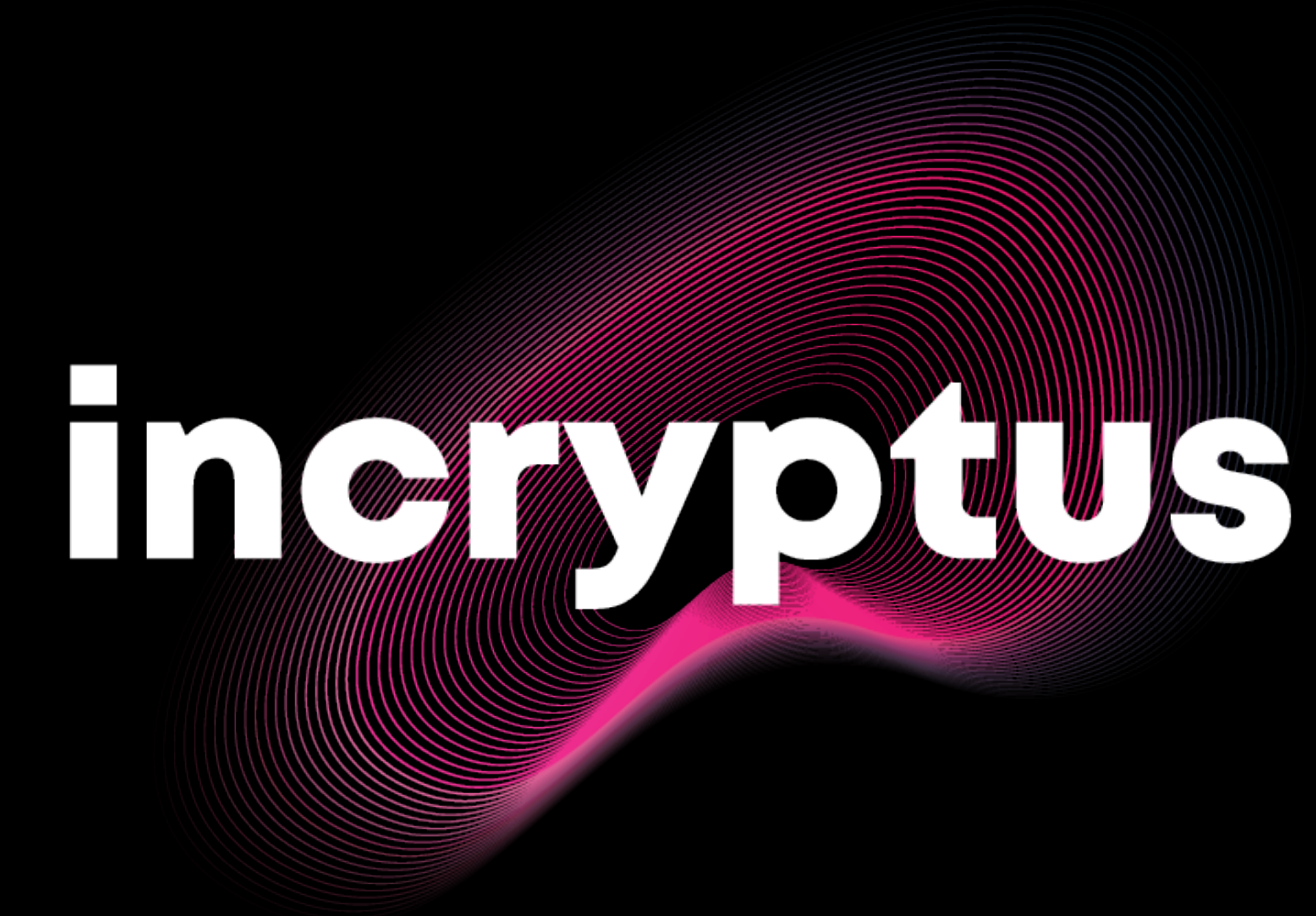
Whether used at scale, front and centre, or more discreetly, it should always be used to amplify the brands recognition.



**incryptus**







## Logo Usage.

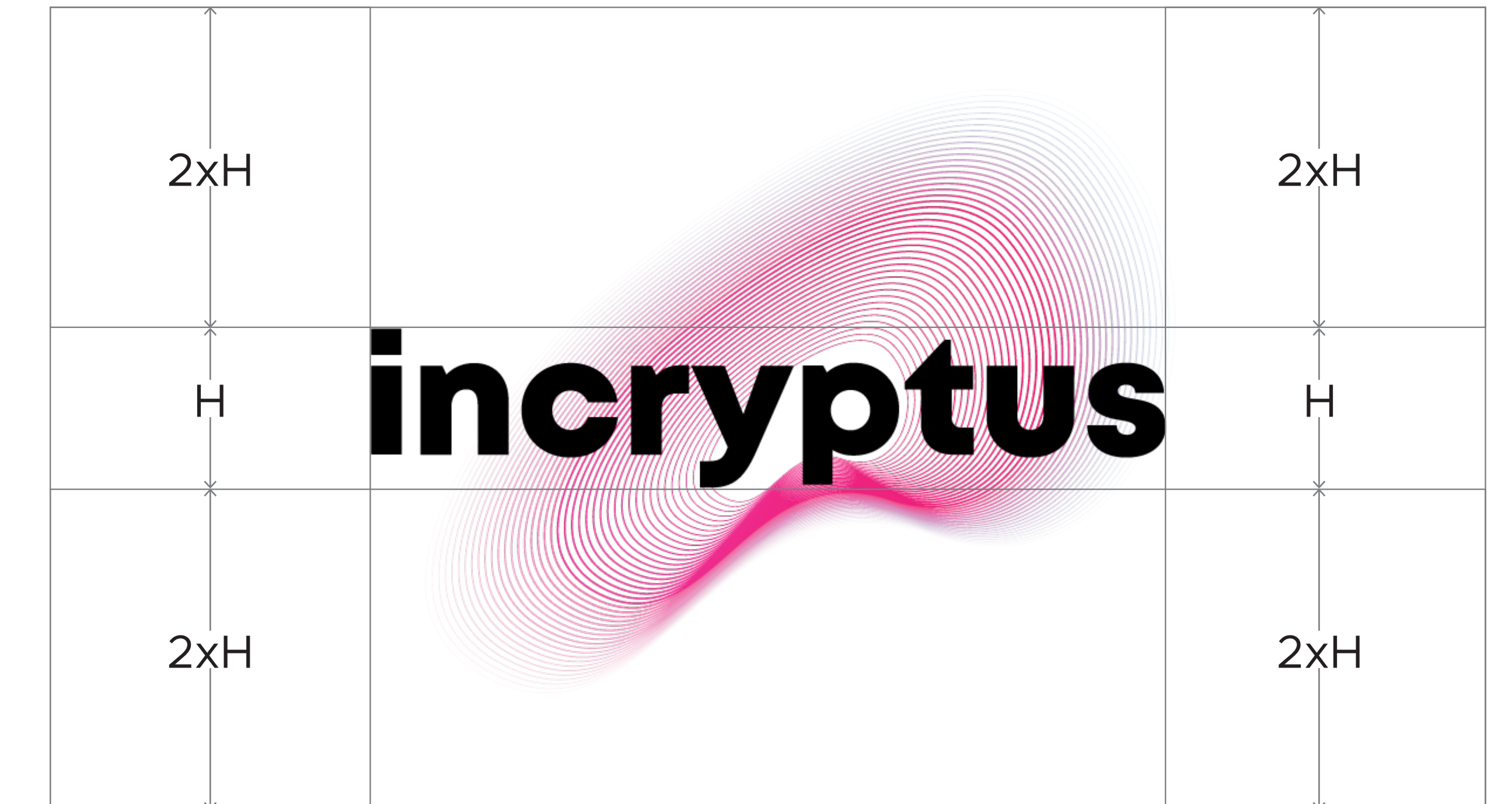
### 2.2

#### Minimum clear space

A minimum clear space equal to twice of the height of the logo's wordmark must be maintained. Ensuring maximum legibility between the logo and other graphical elements.

#### Minimum size

The wordmark should not be used below 4mm in height for print applications or below 13px in height for screen based applications.



**incryptus** Print: 4mm Screen: 13px

#### Printed Logo

The printed logo must be no smaller than 4 mm in height. In exceptional cases where the space is limited, i.e. promotional item such as a pen. It might be acceptable to overrule the minimum specified size.





# incryptus

## Primary Logo Gradient White

The primary logo is on the black background, with white wordmark on pink brandmark.

To be used in all communication files, both digital and print, advertising materials, video and animation, social media campaigns, promotional items.



# incryptus

## Primary Logo Gradient Black

The primary logo is on the white background, with black wordmark on pink brandmark.

To be used in all communication files, both digital and print, advertising materials, video and animation, social media campaigns, promotional items.

## Logo Variations.

### 2.3

Our logo is available to use in any of the colour-ways shown.

INCRYPTUS Pink is our primary brand colour touch. To build brand recognition we aim to use it on black or white background.



# incryptus

## Secondary Monochrome Pink

The secondary monochrome pink logo is full tone pink and not gradient.

To be used in textile and smallest size printing only.



# incryptus

## Secondary Monochrome

The secondary logo is full tone black on white background.

To be used in black and white printing only.





# Logo Placement & Size.

## 2.4

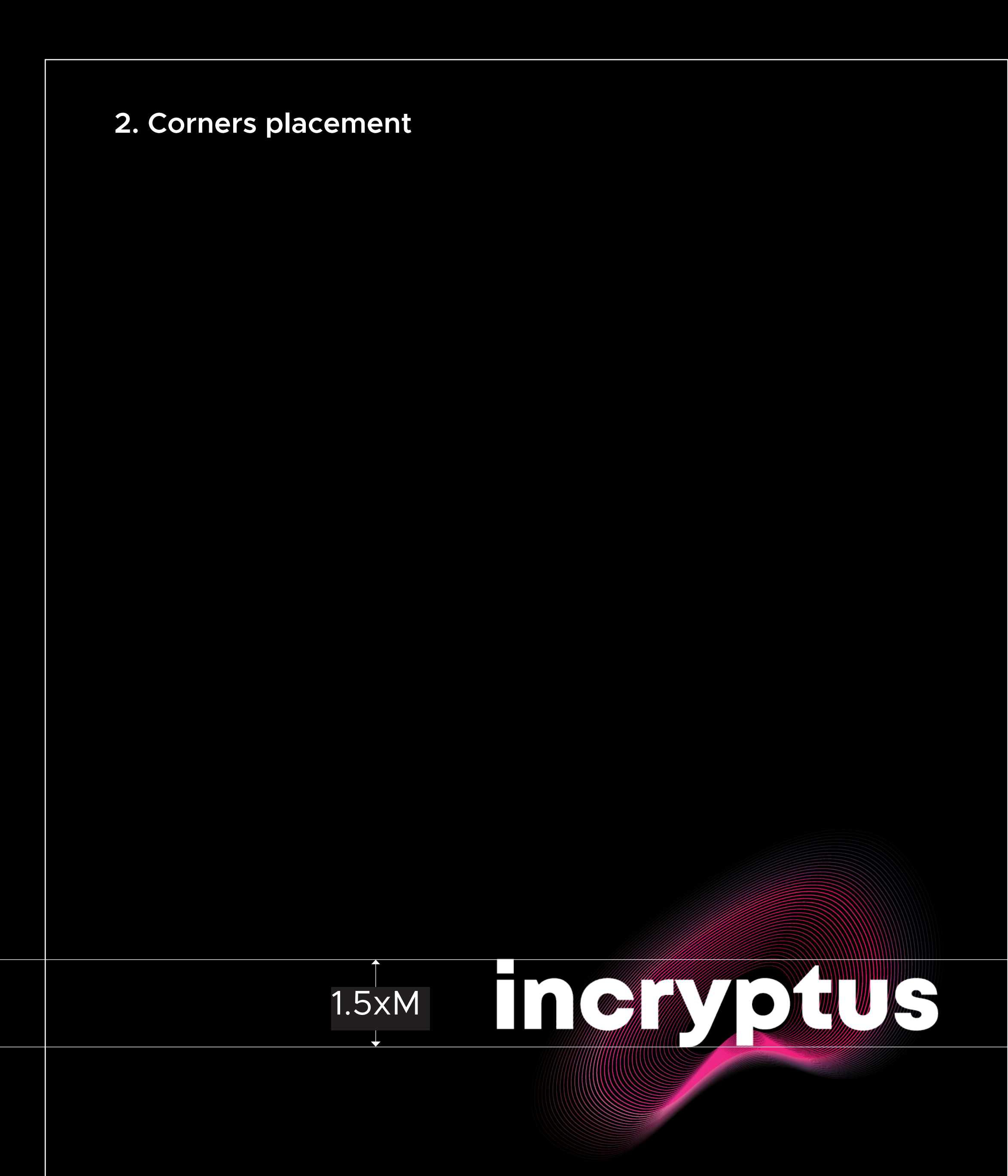
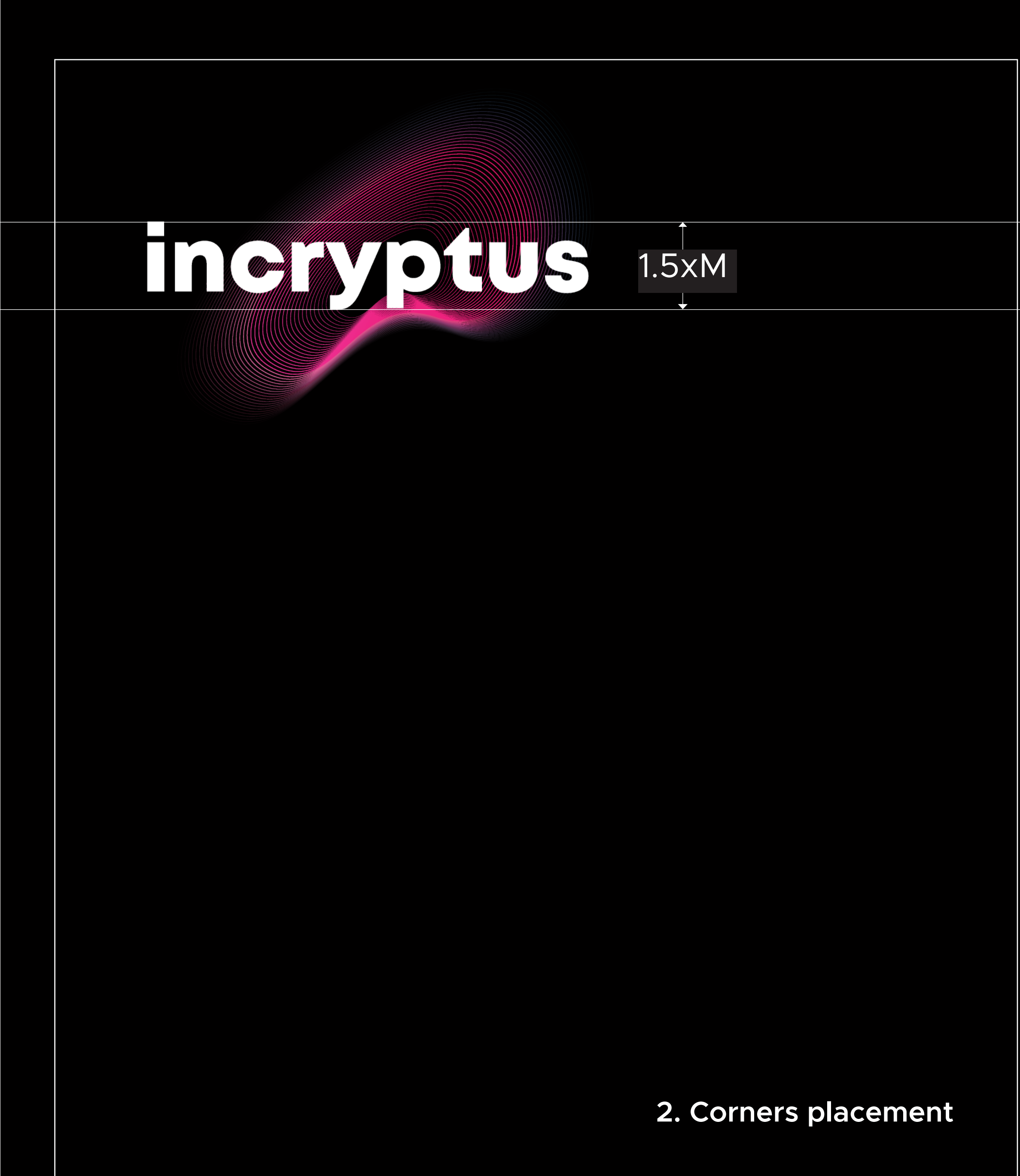
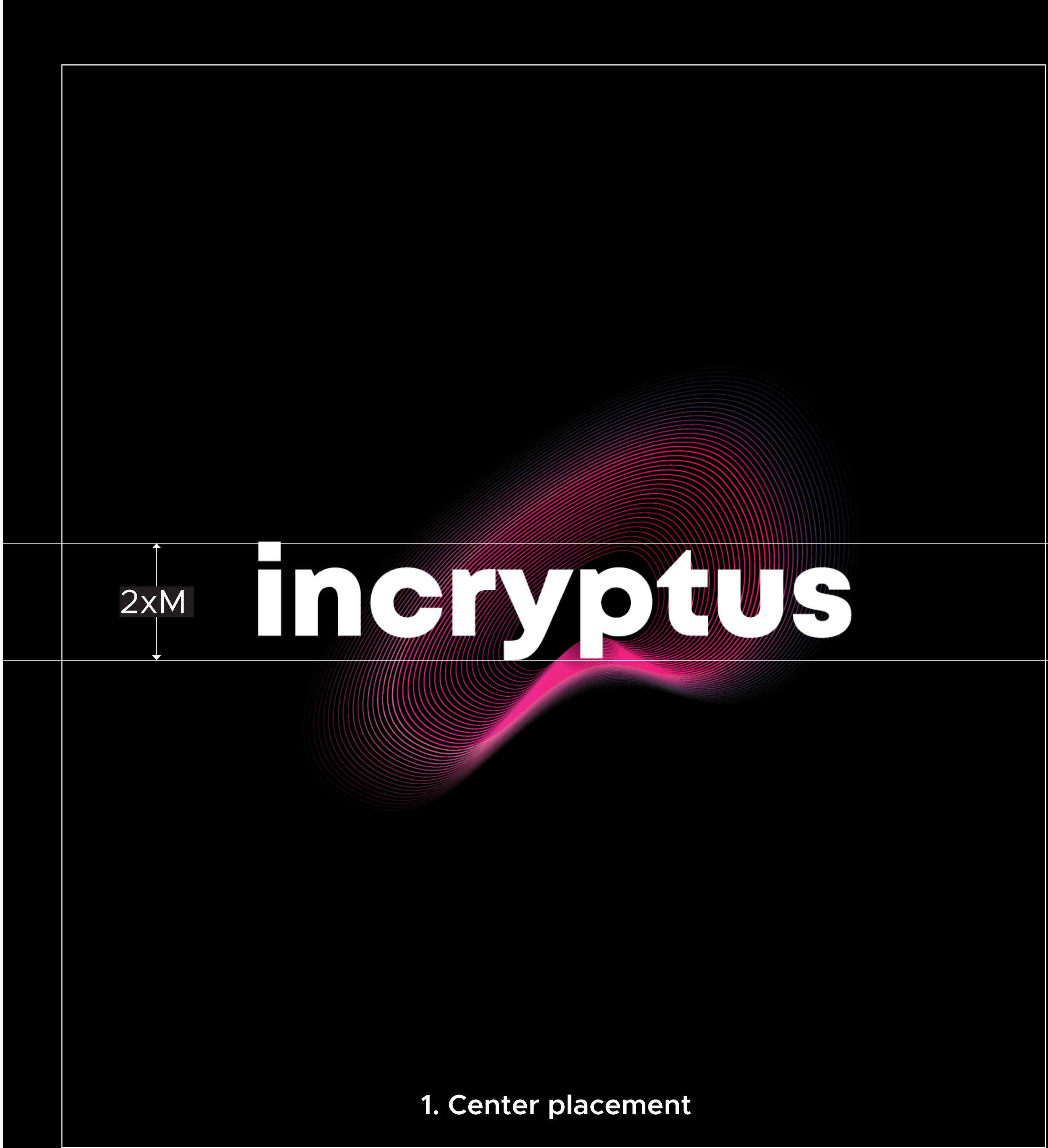
There are two ways to place our logo:

### 1. Center placement

This placement is predominantly used for branded communication. Place the logo in the centre of the visual space to gain maximum stand-out. The height of the logo wordmark should be 2x of the margin.

### 2. Corners placement

This placement is predominantly used in conjunction with large volumes of text, a visual or infographics that should be in spotlight. The logo can be placed at the top left or bottom right of the application. It should be within the page margins 1.5x of the height. In very exceptional circumstances, the logo can be placed in the top right.





## Logo Imagery Use.

### 2.5

Our logo can be used effectively with imagery as shown. When using the logo this way, always ensure it is legible.

Logo juxtaposition with imagery is advised only with black & white photography, mostly with close-ups and bold portraiture.



**#lets  
crypto  
together**





# 02

## super- graphic



## Supergraphic

### 3.0

Supergraphic pattern consists of cropped patterns taken from the brandmark spiral of the logo.

It is allowed to use both on white and black backgrounds, in sizes that seem proportionate to the applicable visual.

Monochrome options is available to be used as secondary pattern on photography.





# 03

## colours



### Color Primary Palette.

#### 4.1

As shown here, is our primary colour palette. Incryptus Pink is our key brand colour. By using it with confidence and consideration, we will create a bold and memorable identity.

Wherever possible, Incryptus Pink should be reproduced as Pantone spot colours in litho printing.

Please be aware that colours will vary using different methods of reproduction on different materials. Always carry out production tests before full production to ensure optimum colour reproduction.

### Incryptus Pink

#### Print

Pantone 219 CP  
C0 M85 Y0 K0

#### Screen

R255 G67 B170  
#ee4d9b

### Incryptus Black

#### Print

Pantone P Process Black C  
C50 M40 Y40 K100

#### Screen

RO GO B0  
#000000





# why pink?

In financial and crypto world it is usual to use colors such as blue, green and yellow, making them all seem the same.

We DON'T DO the same.  
We go **PINK** because it signifies **Passion, Energy, Love & Optimism.**

We are **Passionate** at what we do.

We have the **Energy** to conquer the impossible.

We **Love** what we do and we **Love** sharing our success with you.

We are **Optimistic** that you will join us and together we can create the future.

## Supergraphic Gradient.

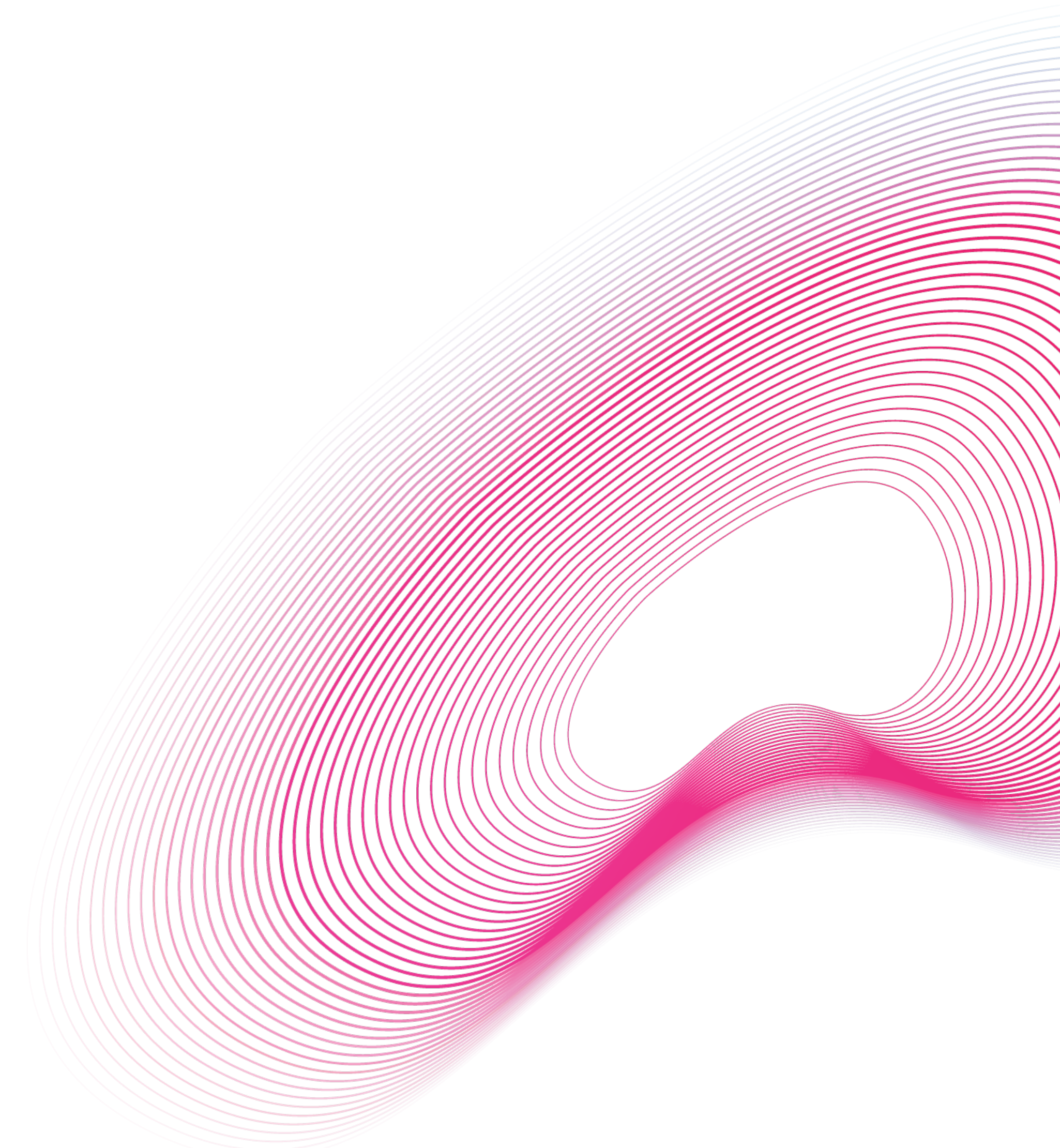
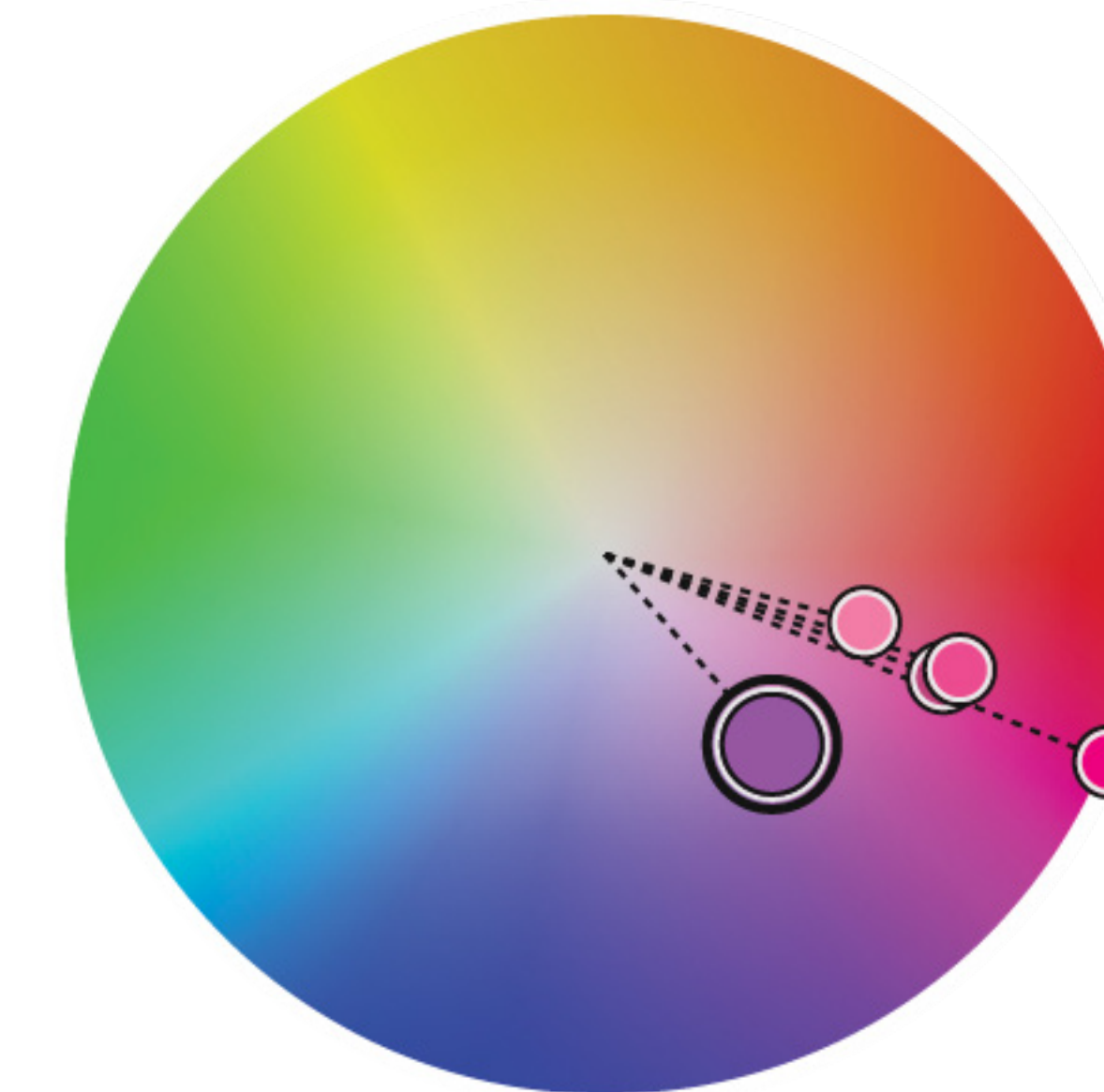
### 4.2

#### Print

C45 M77 Y0 K0  
C25 M90 Y25 K0  
C0 M100 Y13 K0  
C0 M85 Y8 K0  
C0 M65 Y7 K0

#### Screen

R150 G87 B161  
R191 G66 B125  
R237 G2 B126  
R236 G76 B144  
R242 G124 B165





# 04

## grids

## Grids Construction

### 5.0

Our grid system allows consistency across all formats of communication. It dictates the size of the logo in relation to the format and allows for the creation of columns.

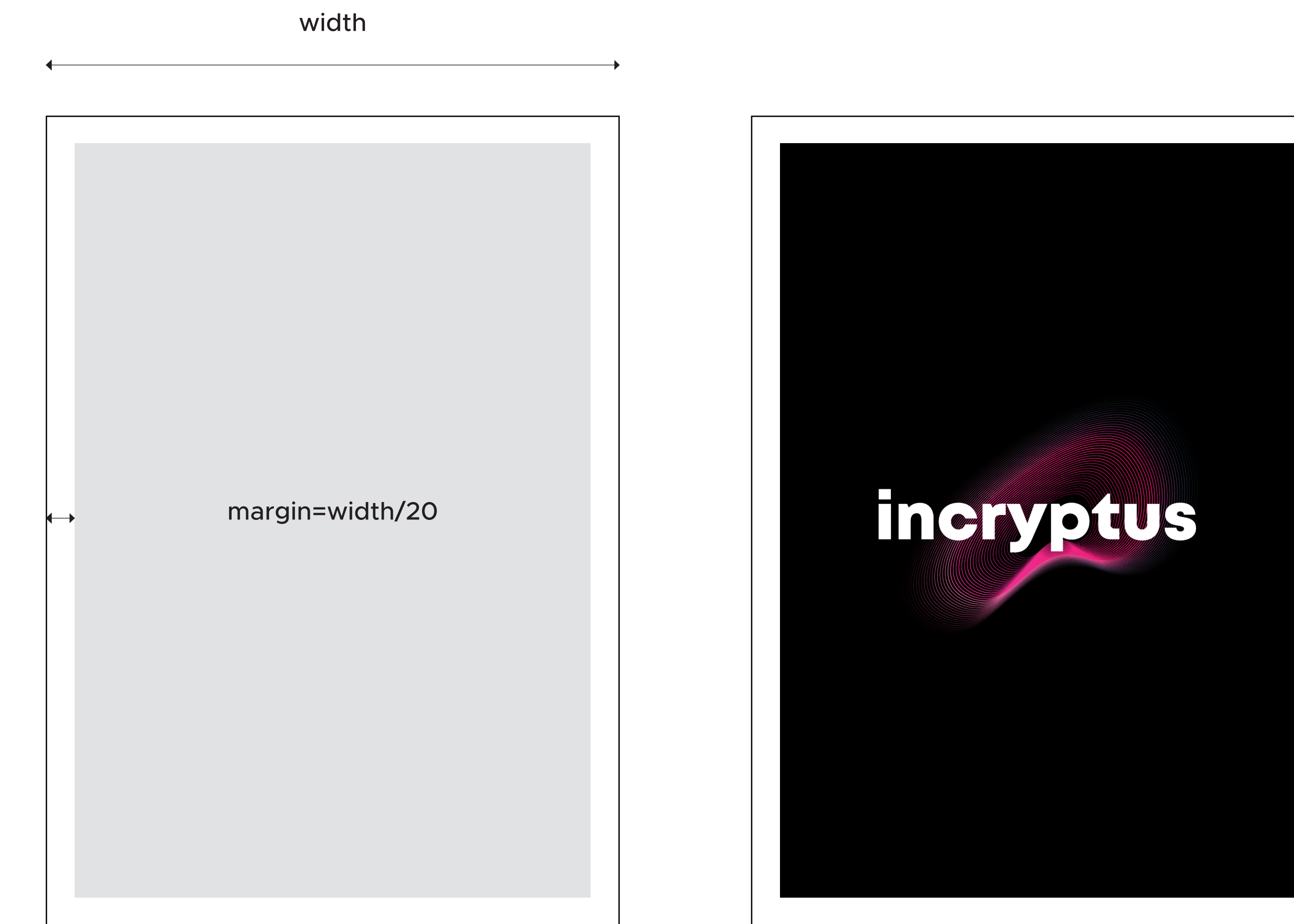
To construct a grid for a standard format, follow these three steps:

#### 1. Create the margin

The margin is created using the shortest side. For example: A4 (210mm x 297mm) uses 210mm.

#### 2. Position the logo

The size of the logo is created using the margin. When the logo is centred, the logo is x2 the margin height. The logo must never exceed the margin and can be scaled to fit within the margin under very rare circumstances.





# 05

# typography

## Typography Overview

### 6.1

Our main typeface is **Metropolis**.

It is a modern, geometric typeface designed for optimal readability, communicating with clarity and confidence.

Free for commercial use, distributed as public domain under [unlicense.org](https://unlicense.org).

Metropolis typeface should be used in all corporate, promotional and other materials of Incryptus brand.

In exceptional cases, in creative advertising when the typography is part of the design, some allowances might apply, to be checked with the marketing office.

# Metropolis

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()



# Typography Usage

## 6.2

All typography should follow the following principles.

### Headlines

Metropolis Black Title Case

### Sub Headings

Metropolis Bold Title Case

### Body Text

Metropolis Regular Sentence Case

### Statistics

Metropolis Bold / Black and Medium Sentence case

### Quotes

Metropolis Bold Sentence Case

Wherever possible text should be range left & avoid the use of all caps. One sentence titles should be used in small caps.

# This is a Headline Metropolis Black

**Sub Heading**  
**Metropolis Bold Title Case**

Body text Metropolis Regular. This is dummy body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

0.75€

Statistic information example  
**Metropolis Bold / Medium**

#\$%

+123.000  
Tokens

Statistic information example  
**Metropolis Bold / Medium**

“This is a quote text example. It should stand out in the paragraph, by using Metropolis Black typeface, mostly in our pink color.”

# Typography System Typefaces

## 6.3

For digital applications where Metropolis cannot be used, the system fonts shown here should be used.

Arial  
Bold  
Regular

Helvetica  
Bold  
Regular



# 06

# tagline

## Tagline Introduction

### 11.0

Our tagline is our external expression of our business and mindset.

**Our mindset** – how we approach our brand, a belief that when we invest together, there is no limit to what we can achieve.

# #lets crypto together





**incryptus**®

All brand identity creation & guidelines were done by  
Incryptus Marketing & Design Team.  
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