COIN CENTRAL

[LOGO]

The CoinCentral Logo has two variations

Light Background

COIN CENTRAL

COIN CENTRAL

Dark Background

Breakdown

Space to top is the size of one letter

COIN CENTRAL

Space to Bottom is the size of one letter

Size to the left is the length of logo mark to text

Size to the right is the length of logo mark to text

The text and logo mark are the preferred use of our logo. Please allow all spacing provided to be in compliance with our branding.
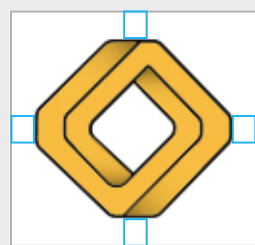The text part of the logo is
Varela Round Regular
To achieve our look, make the kerning between each letter at 200%. Between the N and C, there is no space, but it is set to 300% kerning

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Logo Mark Alone Is Acceptable
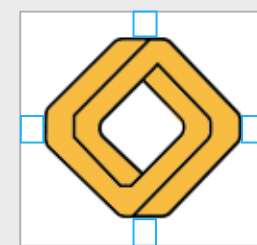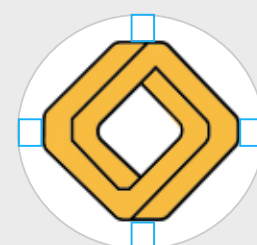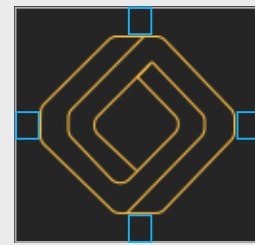
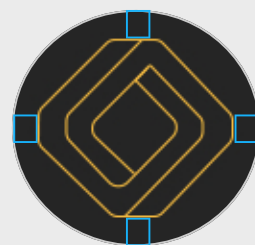| With Gradient	No Gradient	Dark Background
Background Color: ffffff	Background Color: ffffff	Background Color: 252525

Unacceptable Logo Use Examples:
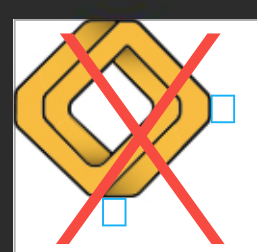
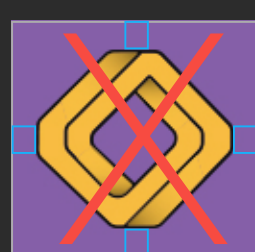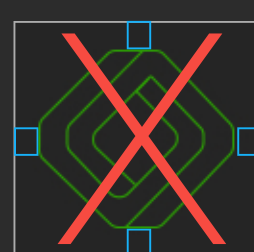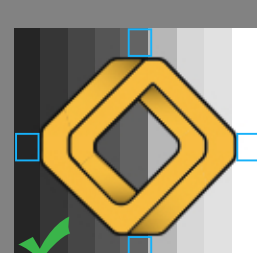|				
NOT ALIGNED	LOGO MARK CUT OFF	MARK OFF AXIS	NOT BRANDED COLOR	NOT BRANDED COLOR
DARK FONT OVER DARK BACKGROUND	NO LOGO MARK	NOT CORRECT FONT	LOGO MARK CUT OFF	
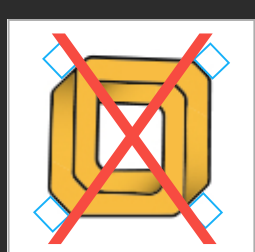
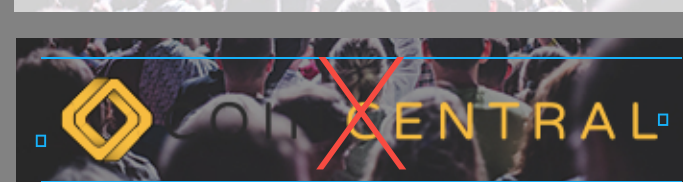
Extended Logo Useage Allowances

SHADES OF GREY, OK!	LOGO MARK 100% - 50% OPACITY OVER OVERLAYED IMAGE	LOGO BELOW 50% OPACITY	

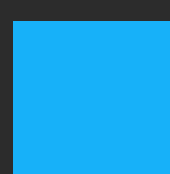## [BRANDING]

COLORS

PRIMARY

Hex: f7bc41
R: 247
G: 188
B: 65

C: 3%
M: 27%
Y: 86%
K: 0%

Please use our primary gold color as the color choice to keep within our branding when possible. This color is used through out our website and other media.
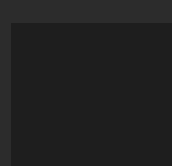
SECONDARY

Hex: 17b1f8
R: 23
G: 177
B: 248

C: 66%
M: 15%
Y: 0%
K: 0%

Please use our blue color as an accent color only. No more than 15% of any image should contain our blue. This color adds vibrancy to the image, but we prefer it to be used minimally.

GREYS

Hex # 1e1e1e	Hex # 2c2c2c	Hex # 828282

Please use these three greys as our preferred greys. They are featured prominently with our website and work well with the primary and secondary colors.

FONTS

RUBIK BOLD   For Headers and titles please use **Rubik Bold.**

ROBOTO MEDIUM   For Body text our preferred font is Roboto Medium.

Other Fonts

RUBIK MEDIUM	**ROBOTO MEDIUM**	VARELA ROUND REG
RUBIK LIGHT	ROBOTO LIGHT	OPEN SANS REG