



## Brand Style Guide

For Questions or Assets:  
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## Logotype

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CoolWallet S

The CWS wordmark has a classic feel. Sharp enough to catch the eye of today's consumer, but refined to stand with financial and technical institutions.

# Logomark

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A modern and simple approach to our design allows us to convey multiple stories at once. Like many others, we've created a shield because of its time-honored implications of stability, protection, and confidence. These are all attributes that we associate with the CoolWallet S.

## Logo Variations

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Primary  
Horizontal Orientation



CoolWallet S

Vertical Orientation

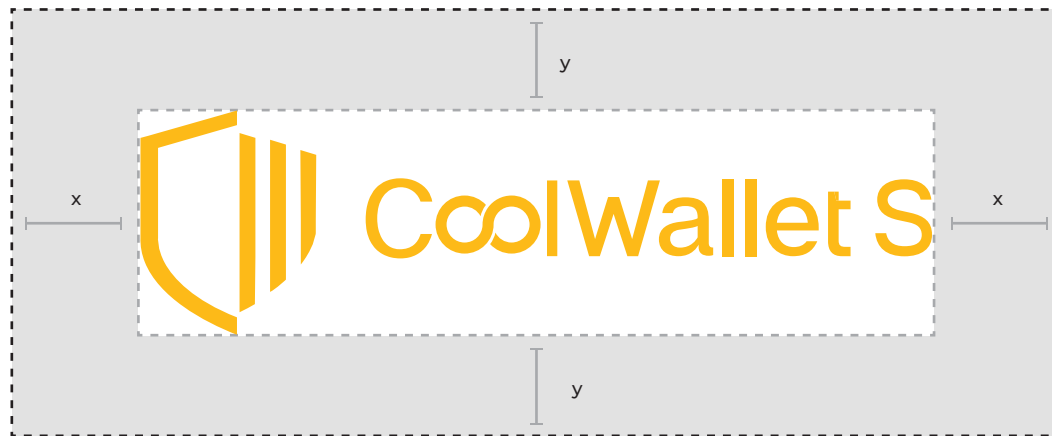


The logomark and logotype can be used separately in specific circumstances, defined by the CoolWallet S design team.

CoolWallet S

## Logo- Clearspace

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$x \geq 15\%$  of logo width on either side  
 $y \geq 30\%$  of logo height on either side



$x \geq 15\%$  of logo width on either side  
 $y \geq 20\%$  of logo height on either side

# Color Palette

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#F7B419

R-247 B-180 G-25

C - 1.95

M - 31.64

Y - 100

K - 0

#1C324A

R-28 B-50 G-74

C - 92.58

M - 76.95

Y - 45.31

K - 42.58

#1B202A

R-27 B-32 G-42

C - 81.17

M - 71.81

Y - 56.49

K - 68.59

#939393

R-255 B-255 G-255

C - 44.53

M - 36.72

Y - 37.11

K - 1.95

Linear Gradients can be created with any combination of the 4 colors above at 45°

# Typography

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Montserrat Geometric Sans-Serif

# Distinctive, Strong & Modern

Semibold - Medium - Regular - ExtraLight

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## Body - Source Code Variable

Our typography foundation follows many of the open source initiative principles of collaboration, transparency, and communal benefit found across the digital age today.

Montserrat and Source Code Variable are licensed under the SIL Open Font License, and are freely available to download.