



Brand Style Guide

For Questions or Assets:
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Logotype

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



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.

Variations



Primary
Horizontal Orientation



CoolWallet S

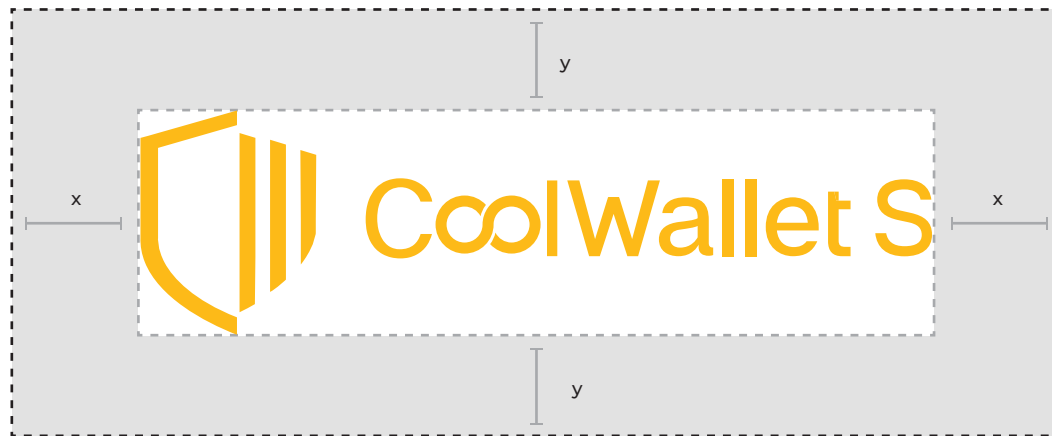
Vertical Orientation



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

CoolWallet S

Clearspace



$x \geq 15\%$ 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

#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-147 B-147 G-147

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

Montserrat Geometric Sans-Serif

Distinctive, Strong & Modern

Semibold - Medium - Regular - ExtraLight

Body - Source Code Pro

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.