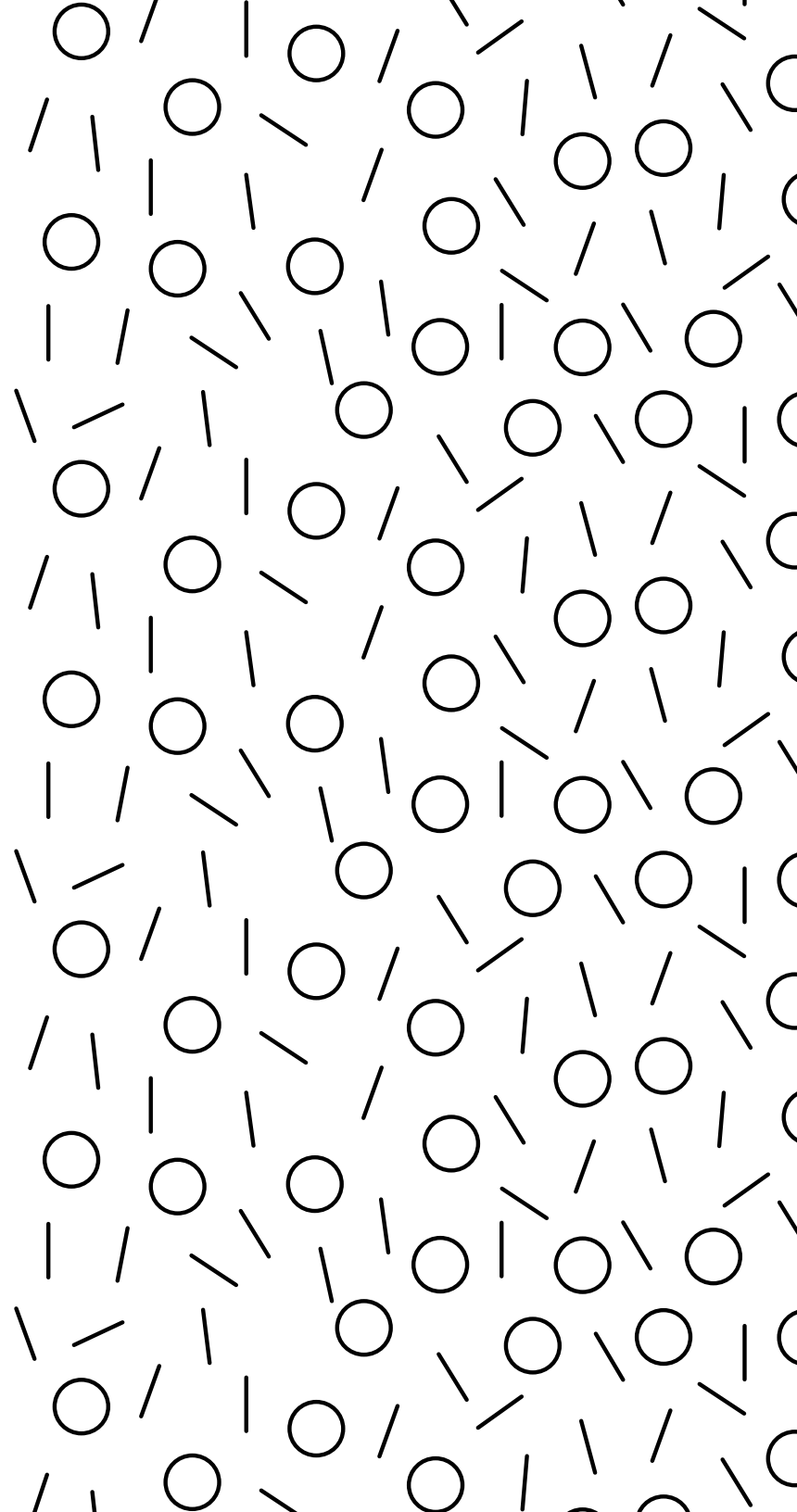


bitbuy

Brand Guidelines

Bitbuy is a Canadian owned and operated digital currency platform whose mission is to provide convenient, dependable and secure access to Bitcoin and other digital currencies.



Logo Usage

Logo Usage

The logo should be used with the black wordmark on light backgrounds, and the white wordmark on dark backgrounds.

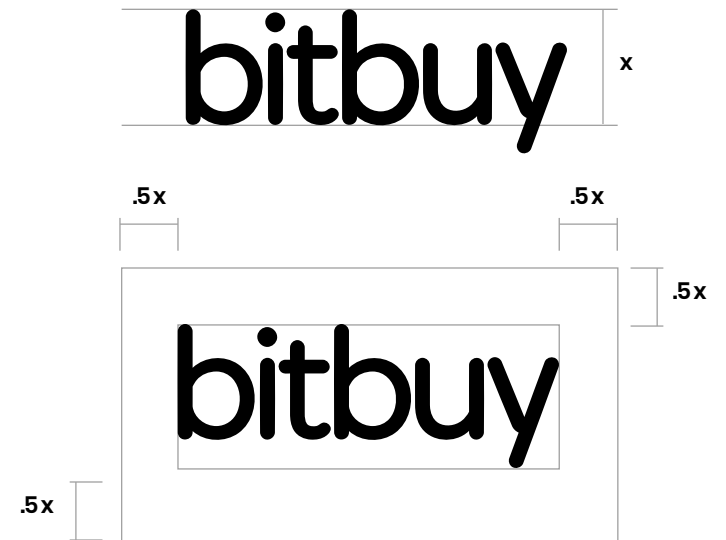


bitbuy



Spacing & Measurement

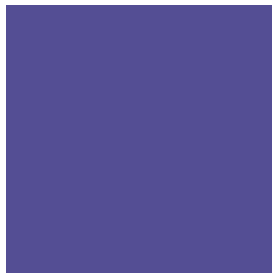
Always ensure a minimum space is used around the logo that is equal to half of the height of the 'b'.



Use of Colour

Brand Colours

Purple / Buy



#544E94

RGB

84,78,148

CMYK

79,80,9,1

Mauve / Sell



#8E4771

RGB

142,71,113

CMYK

44,84,33,9

Chart Colours

Green / Positive



#119FA1

RGB

17,159,161

CMYK

78,17,40,0

Red / Negative



#D62867

RGB

214,40,103

CMYK

11,98,40,0

Typeface

Poppins

Use Semibold Weight for Numbers and Titles

5.87847612 BTC
\$8,713.54 CAD

Use Medium Weight and Mauve text for Links

[Learn More Here](#)

Use Medium Weight and White text for Buttons

Get Started

Sign In

Use Regular Weight for Text

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

Many of the Latin glyphs (such as the ampersand) are more constructed and rationalist than is typical. The Devanagari design is particularly new, and is the first ever Devanagari typeface with a range of weights in this genre. Just like the Latin, the Devanagari is based on pure geometry, particularly circles.

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color. The Devanagari base character height and the Latin ascender height are equal; Latin capital letters are shorter than the Devanagari characters, and the Latin x-height is set rather high.

The Devanagari is designed by Ninad Kale. The Latin is by Jonny Pinhorn. To contribute, see github.com/itfoundry/poppins

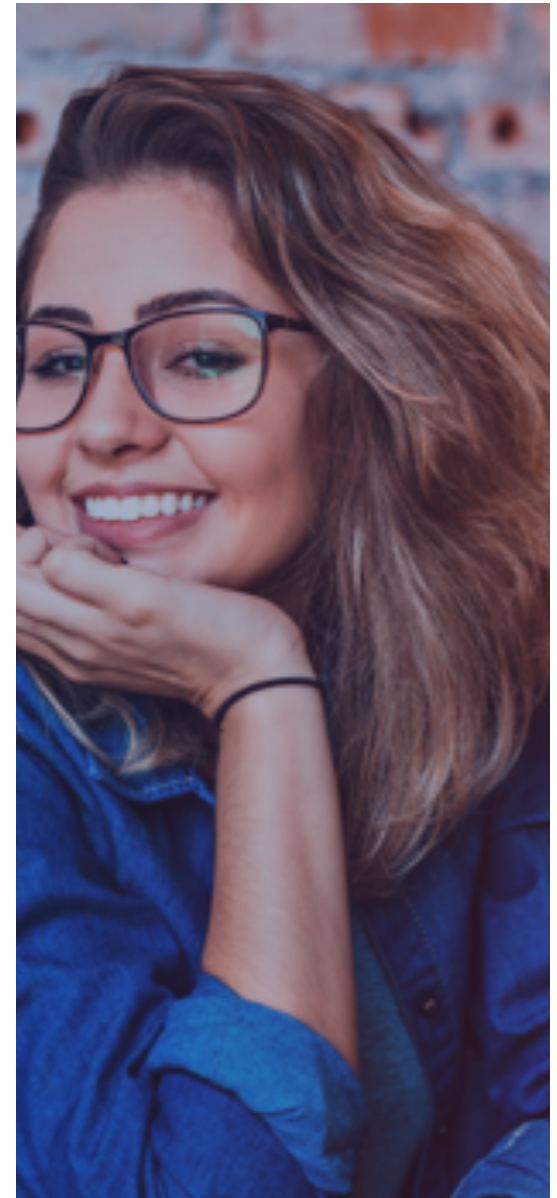
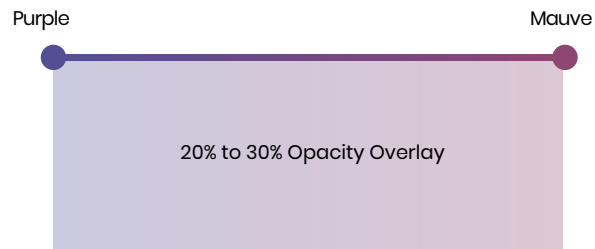
Photography

Types of Photos

Photography used should depict an intelligent, happy, inclusive, vibrant person and should always be treated with the gradient overlay below. Approved photos can be obtained at <https://unsplash.com/collections/2033617/bitbuy>

Gradient Overlay

Photos other than product screenshots should be treated with a semi-transparent gradient overlay which runs left to right, starting with the purple brand colour and ending with the mauve brand colour.



Never Do This

Do not change the colour of the logo.



Do not scale the logo up or down without maintaining its aspect ratio.



Do not place the logo on background images that make the logo difficult to see or read.



Do not rotate the logo.



Do not use the logo as text.

