





# Bitwage Style Guide

The following Style Guide (logo, primary colors), secondary colors, typography) is intended to preserve the Bitwage image. Do not use artwork from our site to imply sponsorship, endorsement or false association with Bitwage.




## Logo

Must be clearly visible on all Bitwage materials.

			
<b>Official logo</b> Use whenever possible.	<b>Stacked logo</b> Use when there are horizontal limitations.	<b>Bitwage logomark</b> Use when size does not permit the official or stacked logos. May be used as a design asset.	<b>One-color logo options</b> Use for single-color application. Use when placing logo onto a photo or dark background.




## Primary Colors

Should be used for the majority of Bitwage assets.

 <p>C: 85 M: 50 Y: 10 K: 0 #27AAE1</p>	 <p>C: 85 M: 50 Y: 10 K: 0 #2575AE</p>	 <p>C: 85 M: 50 Y: 10 K: 0 #939598</p>
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## Secondary Colors

Should be used for illustrations, infographics, and other times when an additional color is necessary. Bitwage uses flat, vector illustrations to illustrate information and iconography.

 <p>C: 55 M: 9 Y: 100 K: 0 #83B541</p>	 <p>C: 0 M: 58 Y: 59 K: 0 #F58768</p>	 <p>C: 0 M: 10 Y: 58 K: 0 #FFE183</p>
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## Typography

### Headlines

Gotham light  
All-caps

Tracking: 80  
Leading: auto

### Body copy

Gotham light  
Regular

Tracking: 0  
Leading: 50% larger