



BitCanna

# Brand Guidelines

Version 2.0



# Introduction

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This book contains the visual rules of the brand BitCanna. To maintain the consistency of the brand, follow these rules.

This guide should provide the tools you need to communicate with your team, partners and customers.

# Logo Marks

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Basic Variant



Black Background Variant

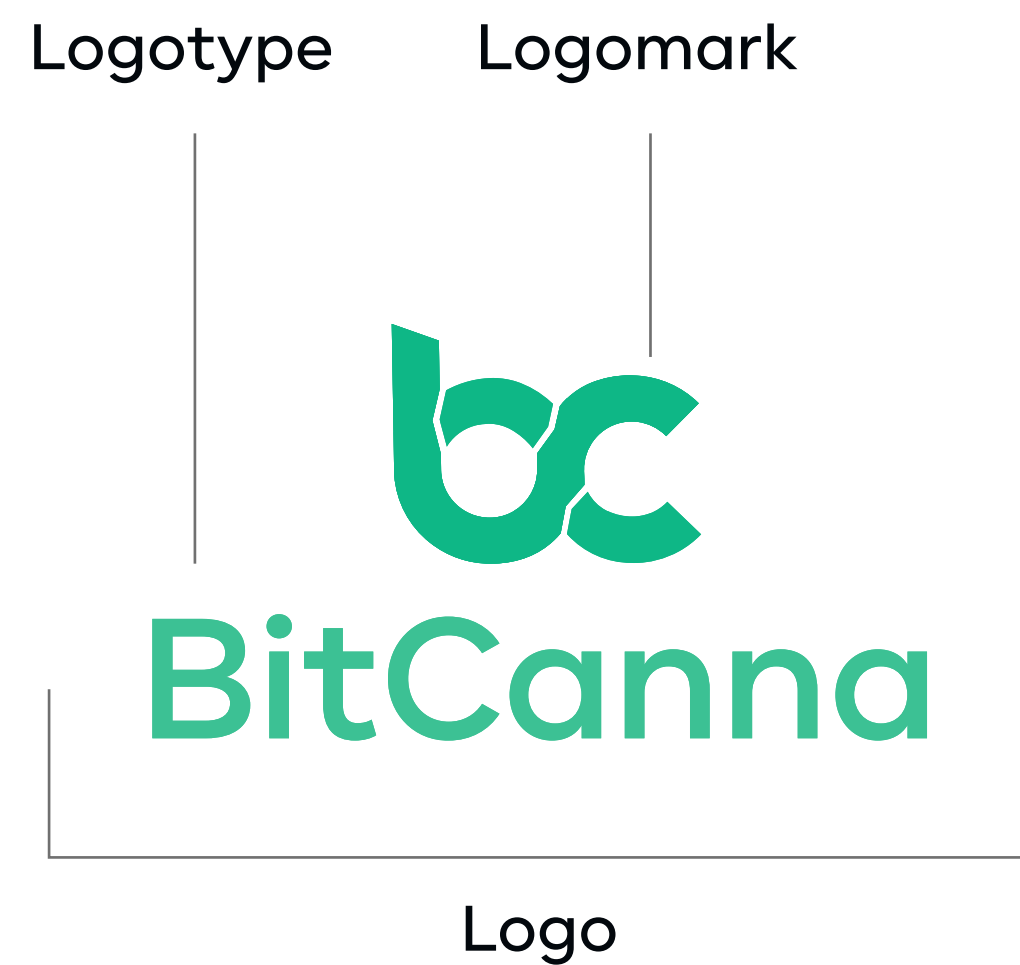


White Variant

# Horizontal Logo

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The logo has a logo mark and a logotype. Both can be used individually. They have the same color green.



# Thumbnail Mark

We use a compressed thumbnail mark for small scale and our applications.



# Thumbnail Mark

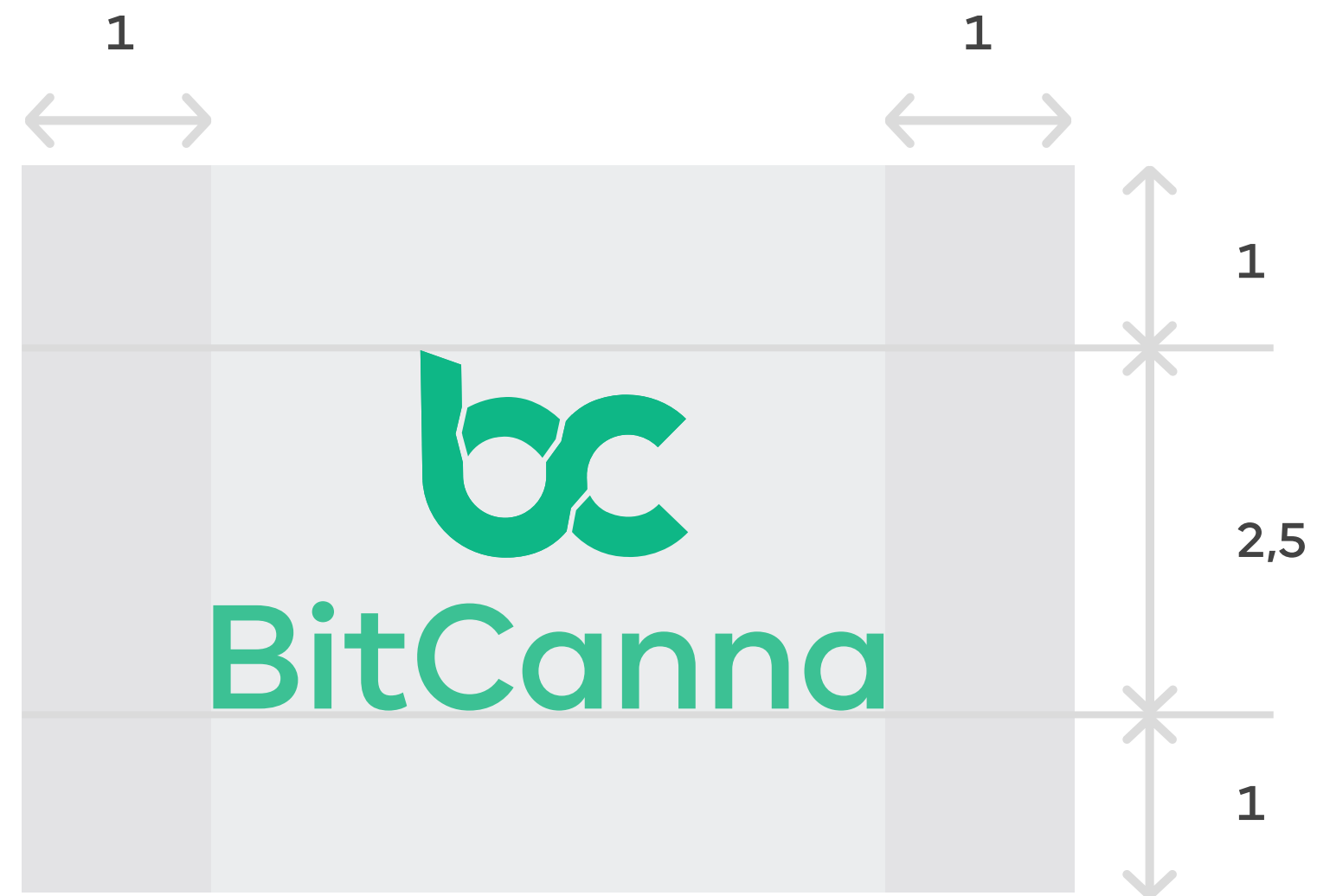
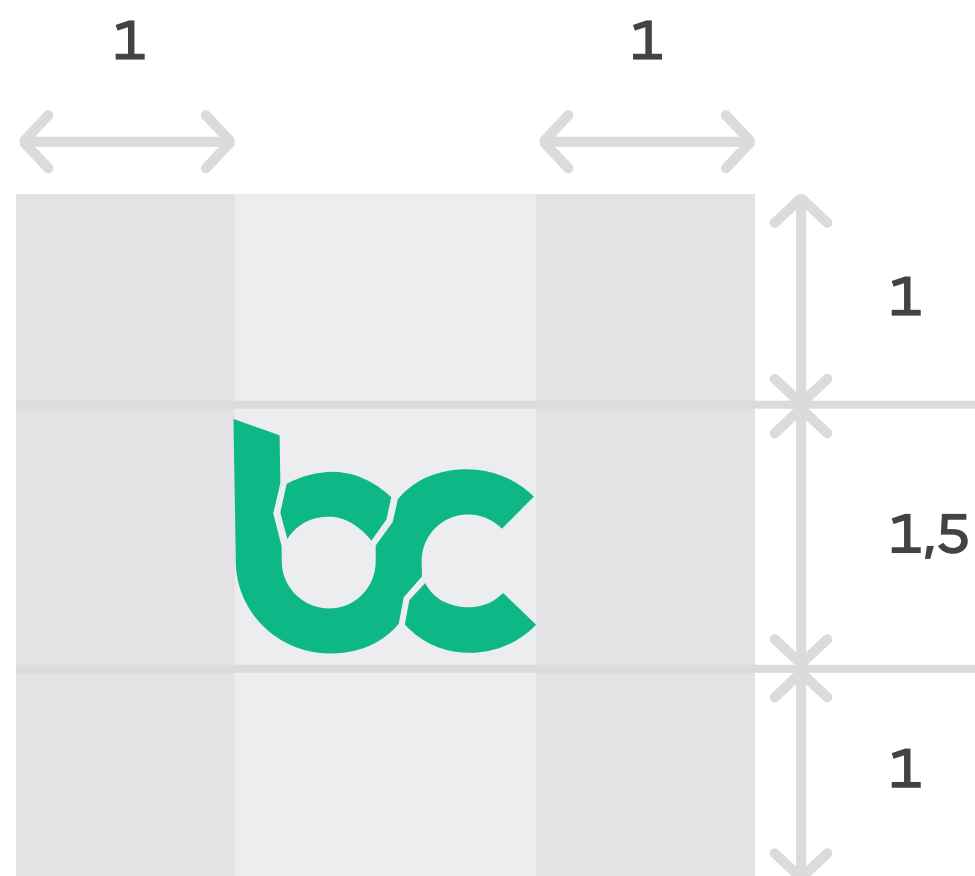
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We use a compressed thumbnail mark for small scale and our applications.



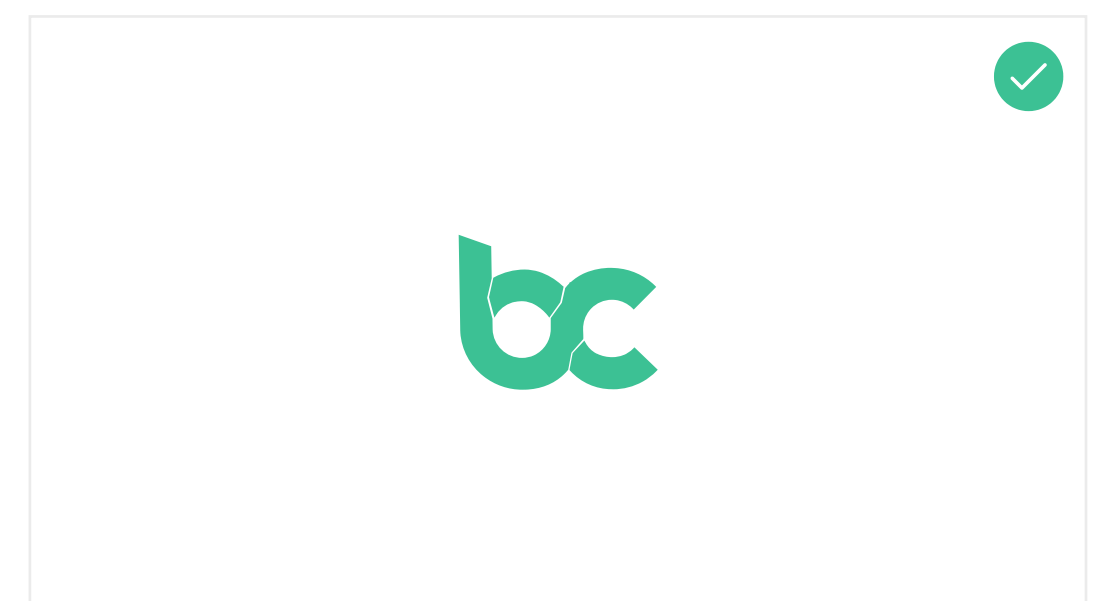
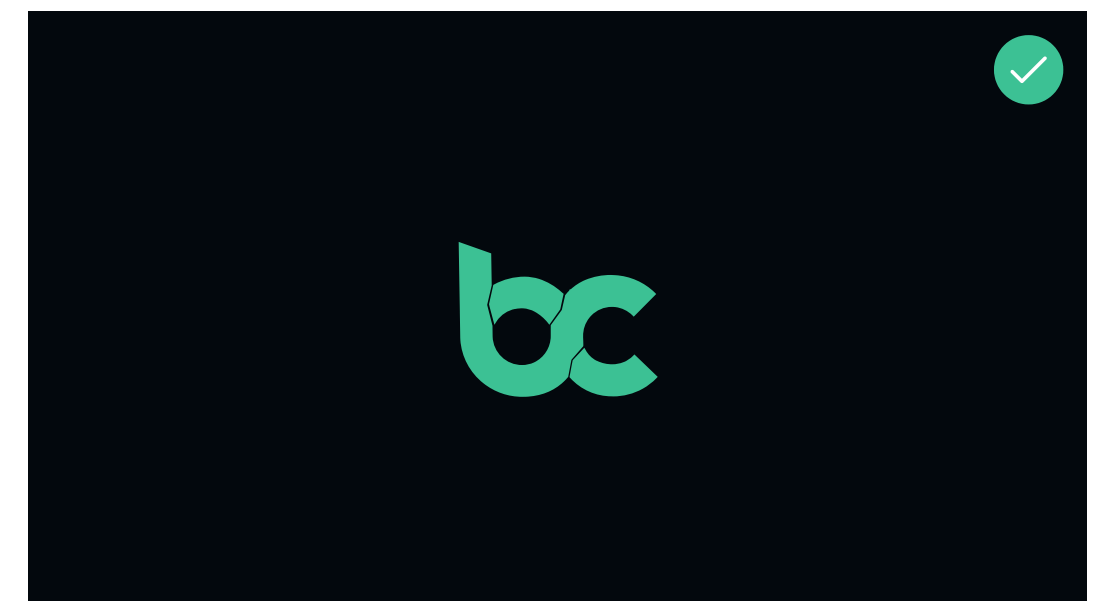
# Safe Zone

When placing our logo, there should be enough spacing. Please apply the spacing as shown below.



# Correct Logo Application

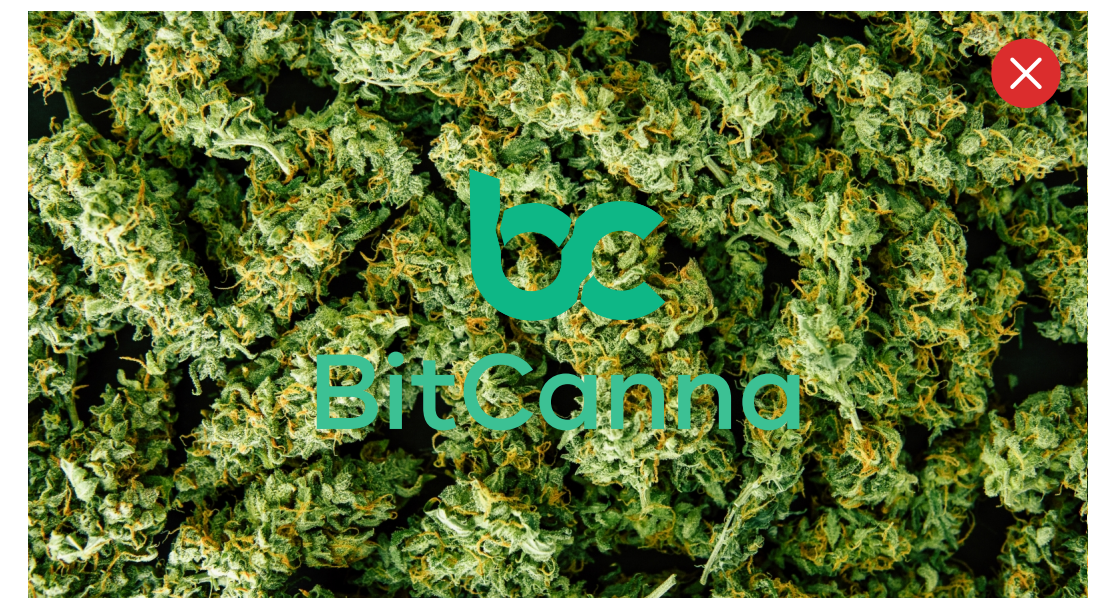
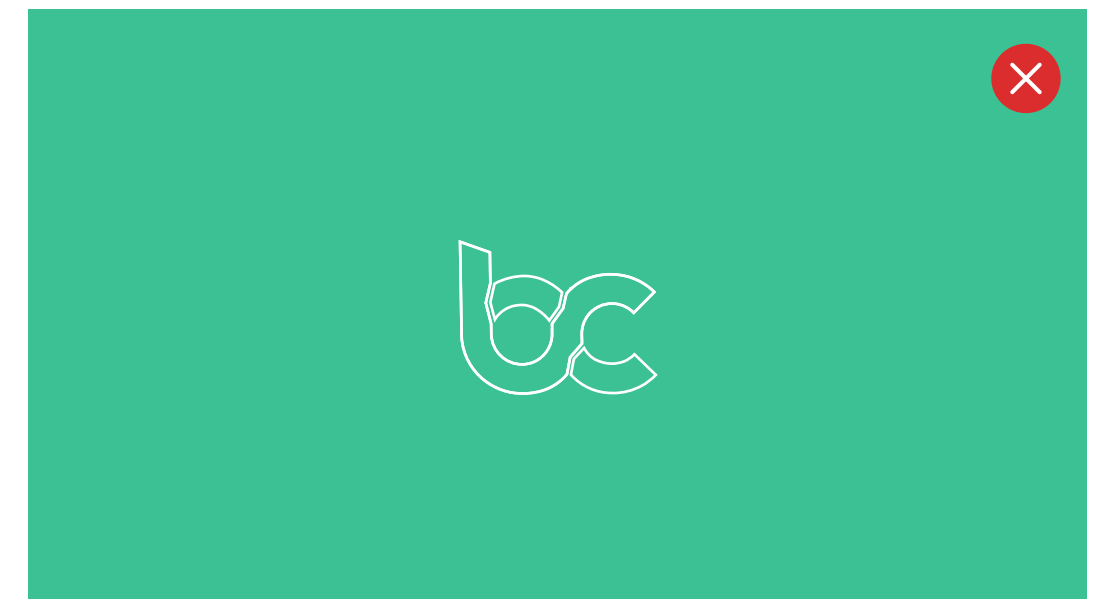
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# Incorrect Logo Application

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# Colors

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PRIMARY



SECONDARY



# Typography

Ad

Carmen Sans Regular

Carmen Sans Medium

Carmen Sans Bold

**Carmen Sans Bold**