

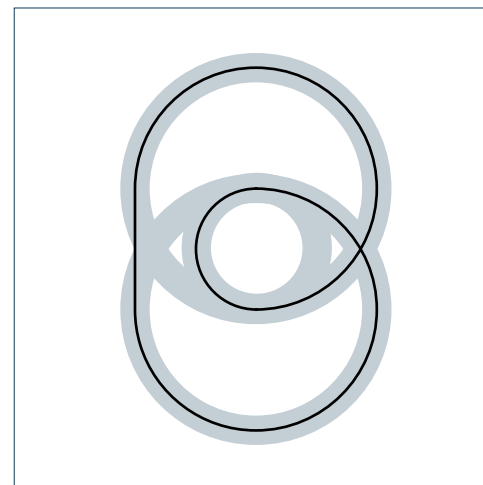


Brand Guidelines

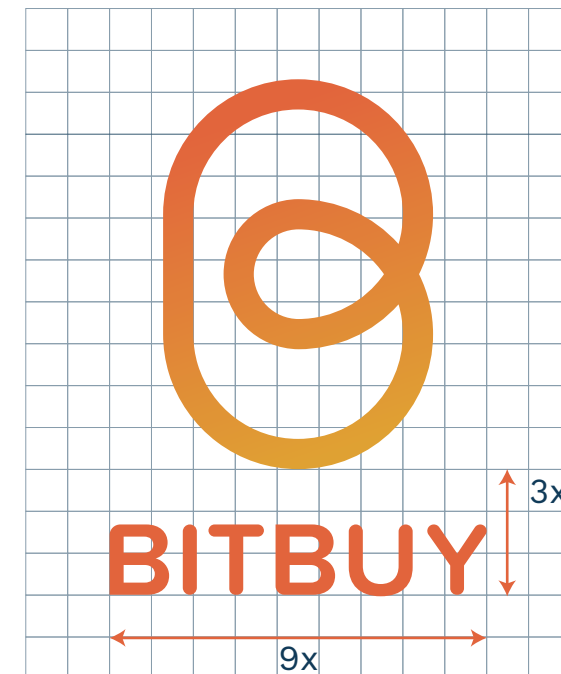
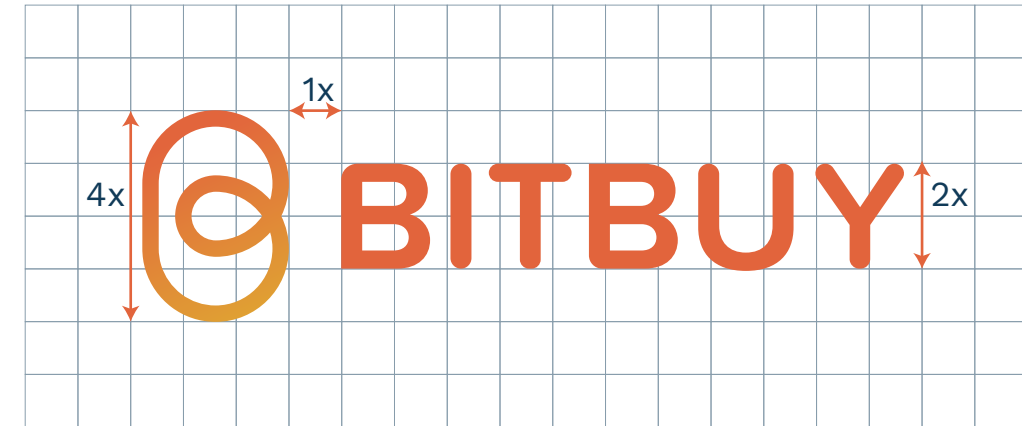
Bitbuy is a Canadian owned and operated digital currency platform whose mission is to provide convenient, dependable and secure access to Bitcoin and other digital currencies.

Logo usage

Bitbuy's logo comes in two versions. The primary/default option is horizontal, and the secondary is a stacked version. The icon and wordmark can also be used separately.



* The Bitbuy icon is designed from perfect circles that overlap and loop, creating the connected "B".



Logo proportions

The logo has been thoughtfully laid out to create balance and unity. The measurements above show the distance between elements and their proportions. These should never be altered.

Use of colour

Bitbuy consists of 6 core colours. This page shows the weight of each in comparison.

Teal - is the primary background colour and should be used primarily as a backdrop for the logo and digital banners.

Cream - is the secondary background colour, it is used mainly for the website backdrop

Yellow & Orange - These two colours are used at equal weights and stem from the logo. They can be used as accents but should never take over a huge section.

Pink & Teal - These colours are seen the least and are mainly used for the product. They should never be used to take over a huge section.



Gradient - The brand's gradient consists of the mustard and orange colours. The gradient should always be used on a diagonal.

The gradient can be used for buttons, accents and mainly for the “B” element.

CREAM
#EBE5D8
RGB: 235, 229, 216
CMYK: 7,7,14,0

PINK
#D62867
RGB 214, 40, 103
CMYK 10, 98, 40, 0

GREEN
#119FA1
RGB 17, 159, 161
CMYK 80, 16, 39, 0

TEAL
#133B57
RGB: 19, 59, 87
CMYK: 98, 76, 42, 33

MUSTARD
#E7A93F
RGB: 231, 169, 63
CMYK: 9, 35, 87, 0

ORANGE
#E06543
RGB: 224, 101, 67
CMYK: 7, 75, 84, 0



Primary font Nunito

Aa

Nunito comes in different weights plus it's italic pairings. The font is friendly, easily digestable and has rounded ends. Nunito is a well balanced typeface that pairs perfectly with Bitbuy's logo.

ABCČČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcččdďefghijklmnopqrsštu-
vwxyzžĂÂÊÔŮǎâêôŮ1234567890'?"!"
(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢:;,.*

Download font here

**As a secondary/backup font, Century Gothic will be used. This is a font that is common accross all machines and should be used for MS templates and emails.*

Nunito: Type hierarchy for web

		Typeface	Font size/Leading
H1	Finance without bounds.	Nunito Bold	55px/60px
H2	Trade confidently with Bitbuy.	Nunito Bold	38px/40px2
Lead	Bitbuy makes it simple to buy, sell, and manage your cryptocurrency portfolio. Get started today with our easy-to-follow guide to opening an account.	Nunito light	18px/22px
Sub header	Trade cryptocurrency like a pro with a company you can trust.	Nunito Regular	22px/26px
Paragraph	Bitbuy is the most secure platform for buying, selling, transferring, and storing digital currency. With 2FA, SSL, and a 95% cold storage security policy, Bitbuy customers can have peace of mind that their crypto-currency is as safe as possible.	Nunito Regular	16px/20px
Caption	"Good rates, easy to use website, processing times are fast. Recommended".	Nunito Semi-Bold Italic	18px/22px
Numbers	Current buy price: \$10,000CAD	Nunito Bold	16px/20px
Buttons	<div>Get started</div> <div>Get started</div>	Nunito Bold	20px/24px

Element usage

Here is a thinner version of the icon which should be used for large scale design, at these angles only.



0 degrees



135 degrees



180 degrees



270 degrees



315 degrees

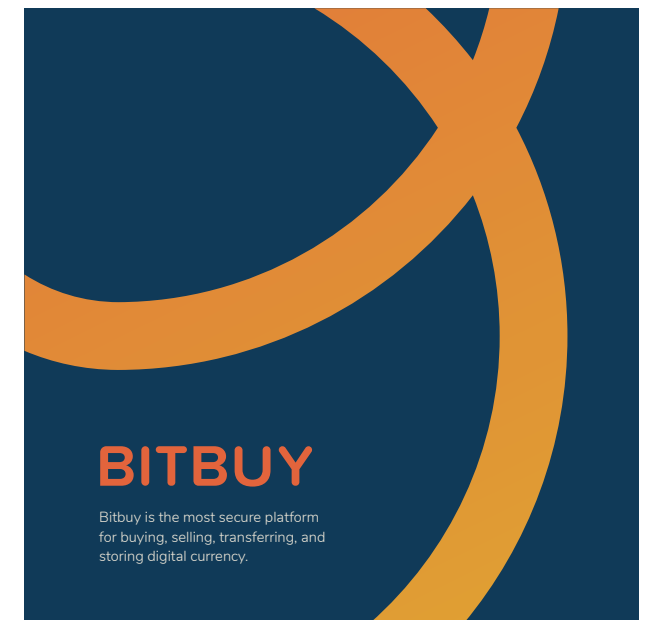


90 degrees



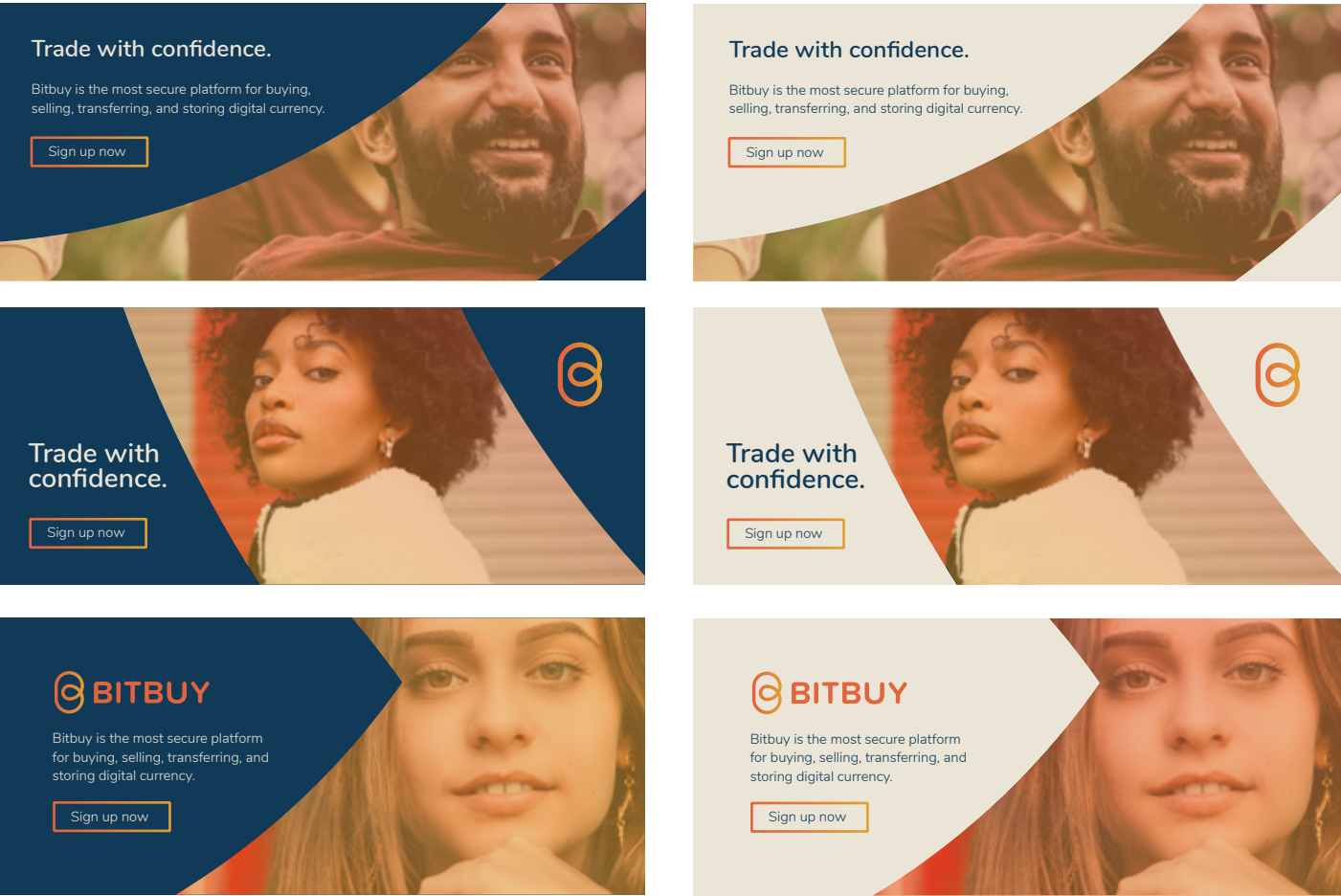
Graphic executions

Using the different angles of the graphic element we can create dynamic layouts simply with just the colour and logo.



Photography treatment

01. Using the element as a clipping mask, we zoom into it to create dynamic layouts with the photography. With this treatment we use a 50% gradient overlay on the photography.



02. Another way of treating photography is to use it within the shape of the element. We leave the photo natural here as the gradient is already part of the element.

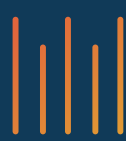


Iconography

The iconography mimics the shape of the logo with it's round curves. The icons should be used in the orange-yellow gradient.



Low fees



Tight
spreads



Variety of
order types



Instant
Verification



Deep liquidity
pools



Rest
api



Low latency
Matching engine



Fiat
Integration



Advanced
trading
interface



Basic &
advanced
trading



Industry
leading
security



Fast
transaction
times



Compliant &
transparent



Top rated
support



No hidden
fees





BITBUY

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Bitbuy makes it simple to buy, sell, and
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