



HTMLCOIN

BRAND GUIDELINES

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1 BRAND STORY

We are excited to present to our community and the world the HTMLcoin logo for the 2018 launching and swapping.

The color of the 2017 logo is gold, lined with golden brown at the edge, framing the HTML icon.

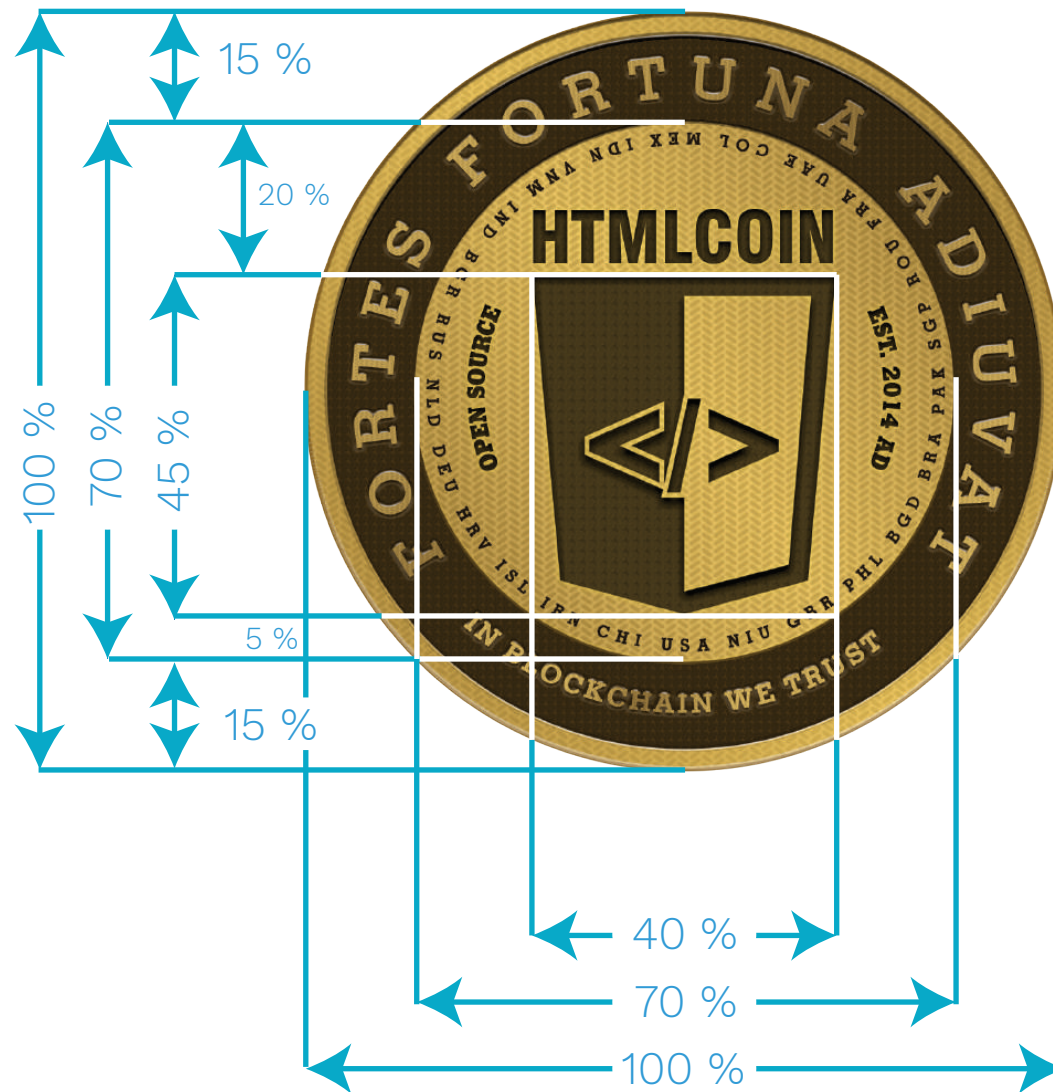
The word "HTML5" at the top of the icon was replaced with "HTMLCOIN," to make clear that the name of the coin is "HTMLCOIN" while its symbol is "HTML5."

The Latin motto that reads "Fortes Fortuna Aduivat," which translates "Fortune Favors the Bold" represents the daring nature of fellow HTMLcoiners that supported our community and the coin since March 14, 2014, 11:48:23 PM.

The HTMLcoin English motto now reads "In Blockchain We Trust." The word "OpenSource" was replaced with blockchain in the old English motto "In OpenSource We Trust" because Blockchain is a responsive keyword and the 2017 htmlcoin specifications make use of many applications of the blockchain technology. Smart contracts, Account abstraction layer, and Decentralized applications are among the many features of the 2017 Htmlcoin. The adoption of the new English motto is in response to the blockchain technology features of the coin; hence, we coined the phrase, "In Blockchain We Trust."

The community developers and HTMLcoiners who joined in the Special Htmlcoin World Meeting on June 17, 2017, at 10:30 AM British Summer Time (BST) are represented on the edge of the inner circle of the coin image. Other countries that have contributed significantly to the development of the coin infrastructure after the meeting are also represented. Important places are also included to mark their importance in the Htmlcoin history.







SAFE SPACE

X

Use colors outside of the palette

**X**

Stretch or condense the logo

X

Put an outline to the logo

X

Add a shadow

**X**

Rotate the logo

MAIN LOGO COLORS



# 4d3d20	# e9c483
R 77 G 61 B 32	R 233 G 196 B 131
C 53 M 60 Y 87 K 53	C 08 M 22 Y 56 K 00

SECONDARY LOGOS COLORS

All white version

ffffff
R 255 G 255 B 255
C 00 M 00 Y 00 K 00

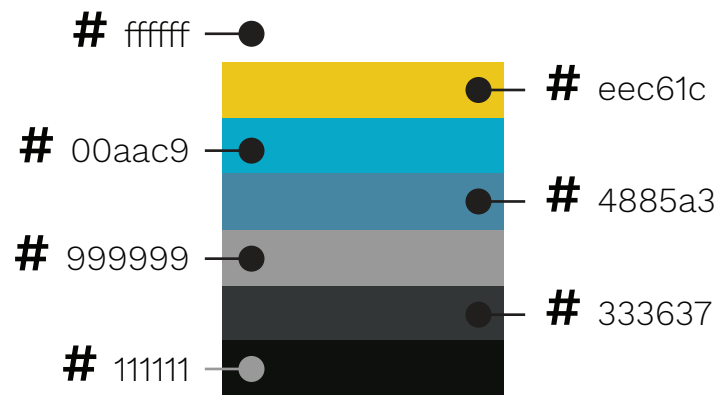


All black version

231f20
R 35 G 31 B 32
C 70 M 68 Y 64 K 74

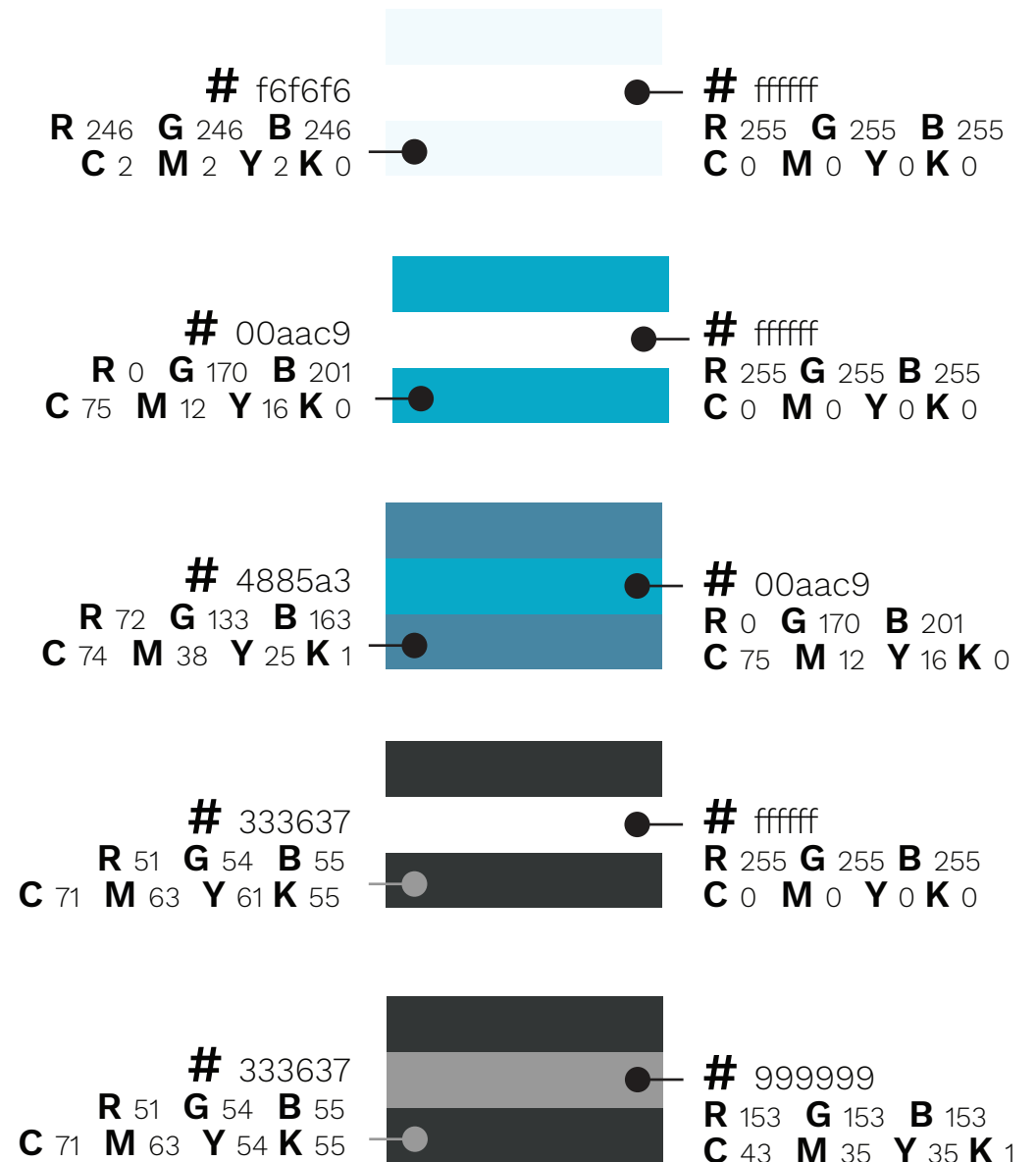


PRIMARY COLORS



- Yellow is the dominant color and should be used sparingly.
- These background schemes are highly recommended.
- The grey and white combination is the preferred color background.
- Colors in the same combination can be inversed.
- Never use the all-white logo version with the white background.
- Never use the all-black logo version with the black background.
The main logo can be used with all these backgrounds.

BACKGROUND COLOR SCHEMES



Recommended usage:

- In Titles
- Slogans
- Short texts (one sentence)
- Long texts (long sentences)

This is the primary font

Work Sans Semi Bold

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%&.,?;:)

Work Sans Medium

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%&.,?;:)

Work Sans

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%&.,?;:)

Work Sans Light

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%&.,?;:)

Download link:

<https://fonts.google.com/specimen/Work+Sans>

Recomended usage:

This font is onely used for the folowing statements:

- **HTMLCOIN**
 - **HTML5**
 - **</>**
-

A**Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%&.,?::)

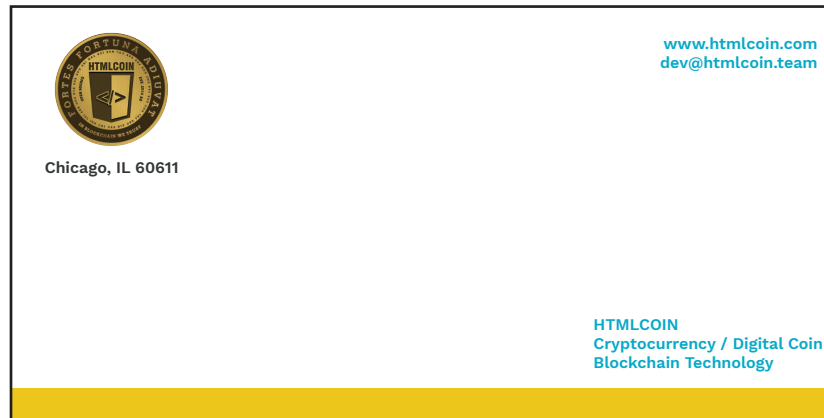
Download link:

<https://www.fontsmarket.com/font-details/swiss-721-black-condensed-bt>

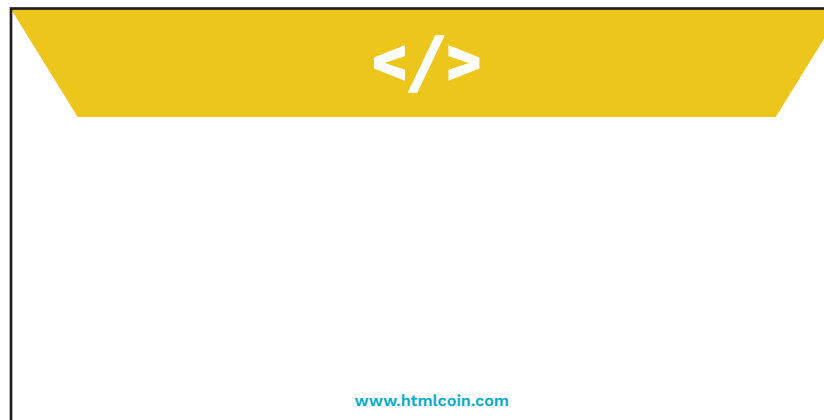
10 STATIONARY BUSINESS CARD

SIZE : 3.5" x 2"

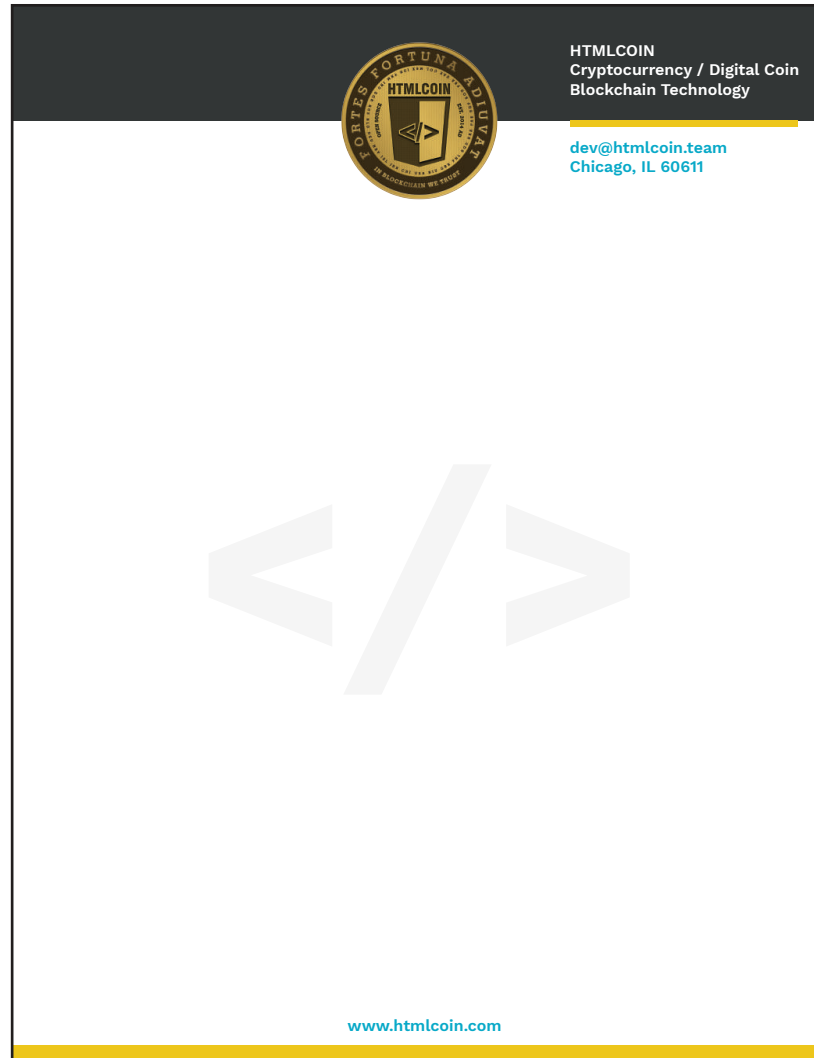




SIZE : 8.66" x 4.33"



SIZE : 8.5" x 11"





PROFILE PICTURE



COVER PHOTO

DO'S



Use images related to success



Use images related to cryptocurrency



Use high resolution images

DON'TS



Use images with negative feeling



Use overly stylised photography



Use images related to hackers or criminal activities

NAME:

HTMLCOIN

Htmlcoin

SYMBOL:

HTML

Html

</>

MEMBERSHIP:

HTMLCOIN COMMUNITY MEMBER

HTMLCOINER

LANGUAGE USAGE:

I have 10 HTMLCOIN.

I got paid yesterday with 250 HTMLCOIN (long version)

I got paid for 150 HTML (short version)

DESIGNED BY



HTMLCOIN
Branding Committee
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