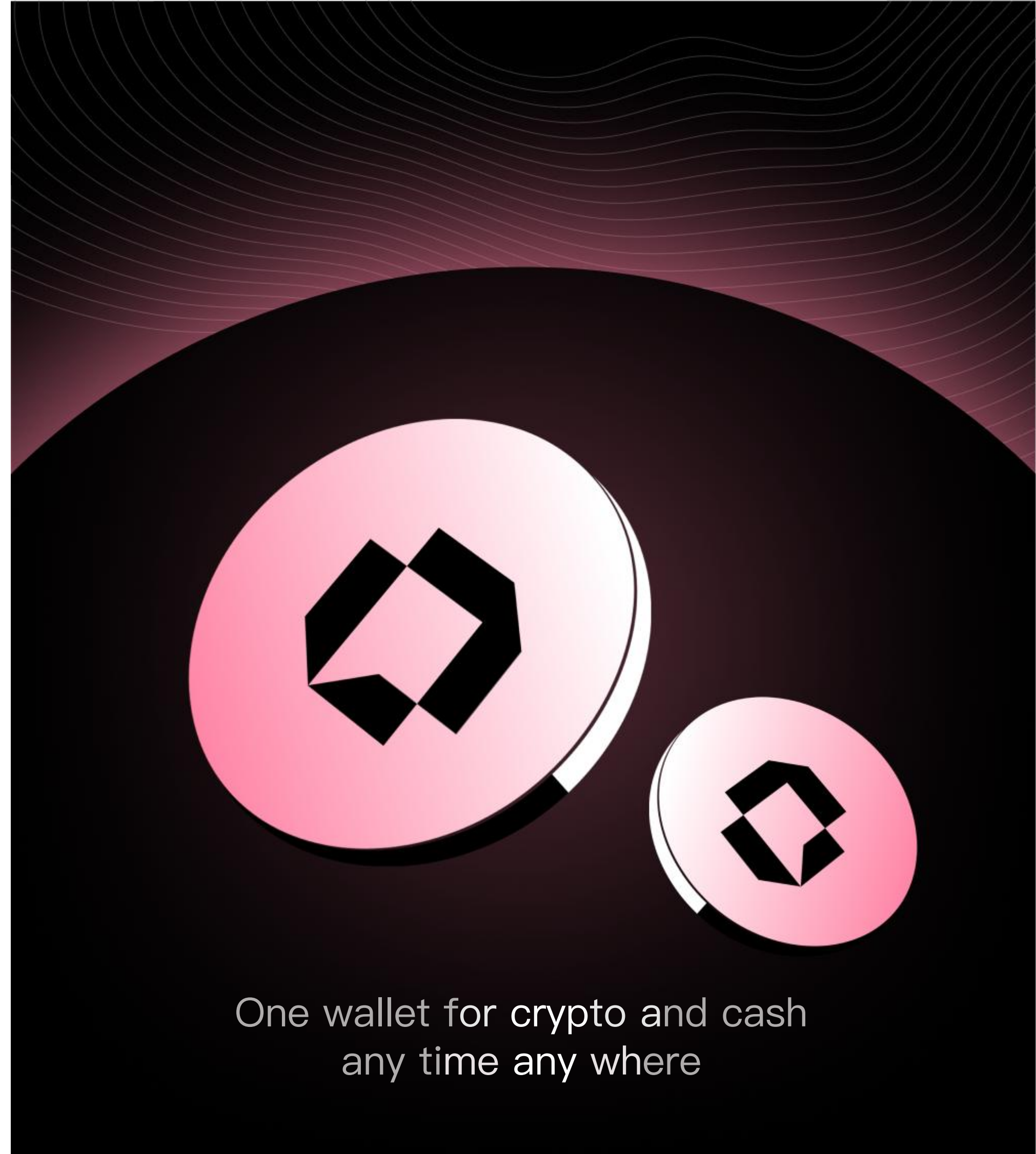


# Brand Guideline.



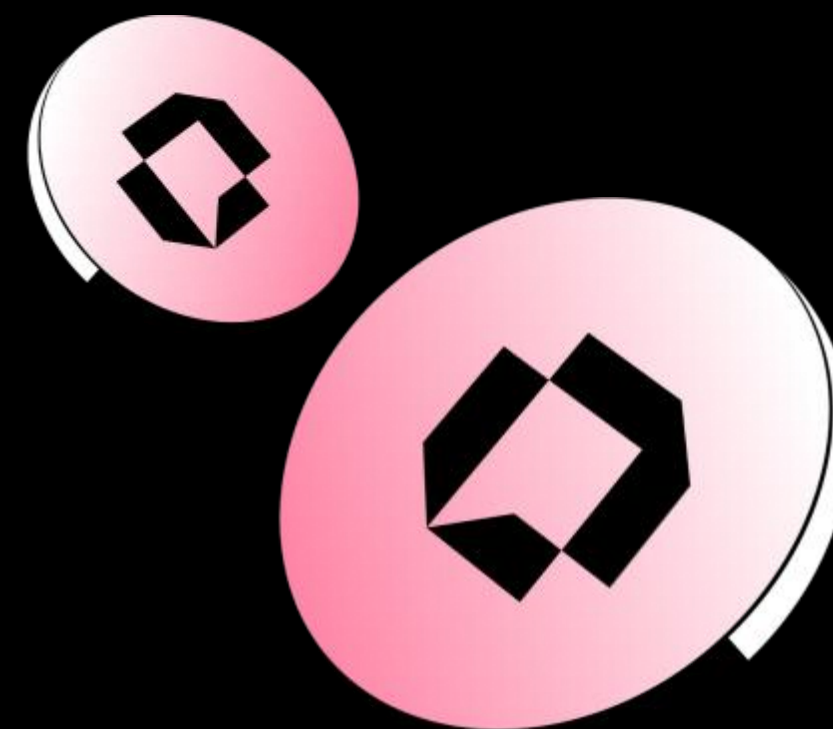
One wallet for crypto and cash  
any time any where

# Content

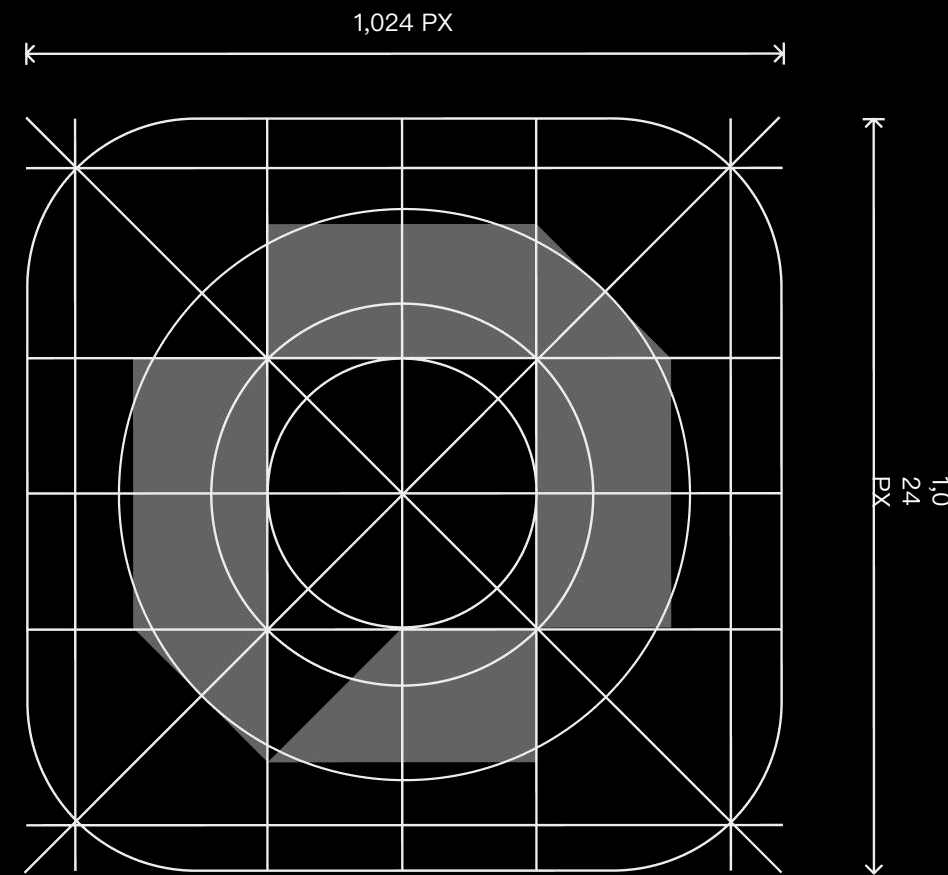
App Icon	04
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# Logo Design



# App Icon



In app icon we use our primary color  
in  
Pink and white in icon.

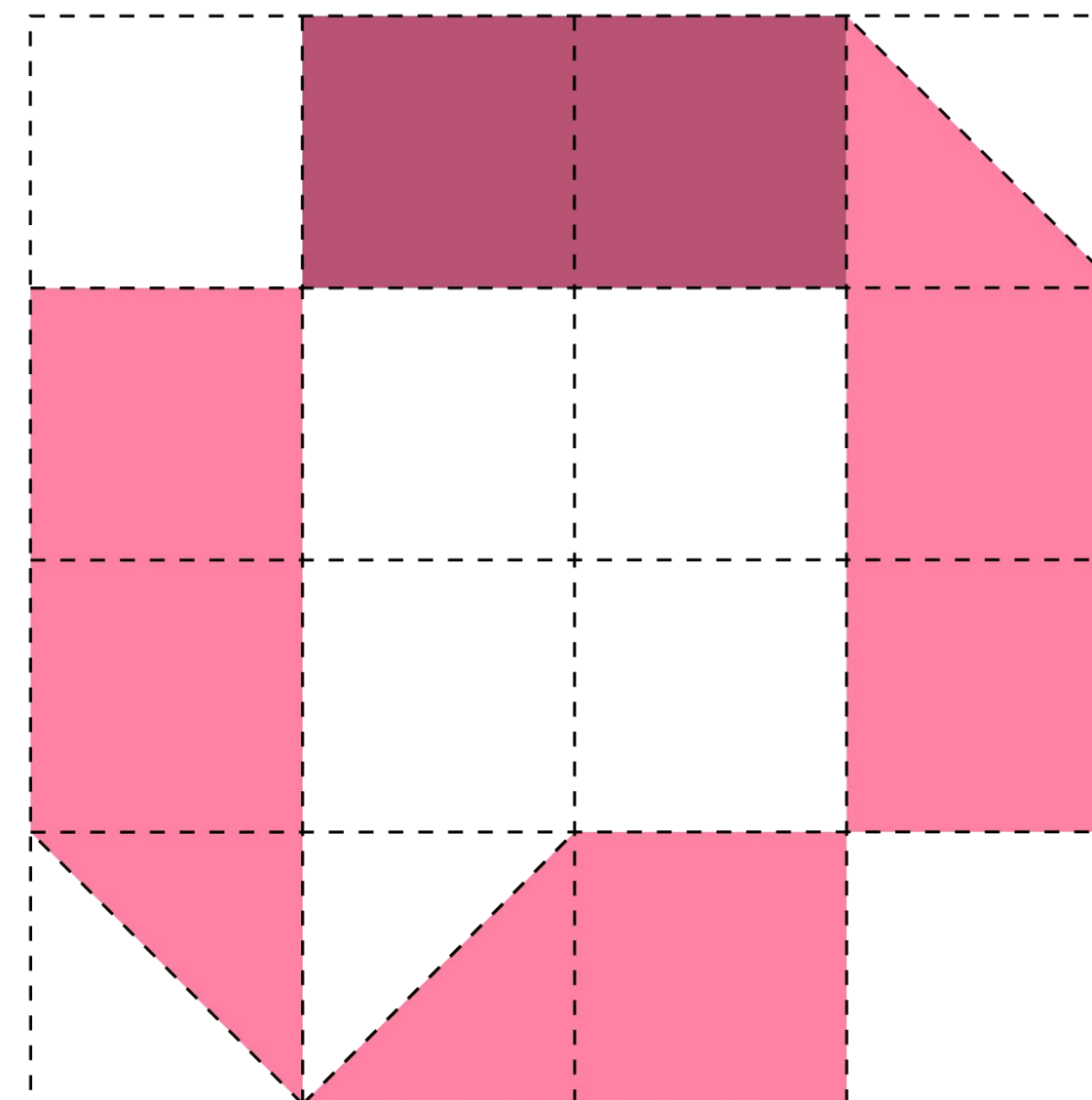
# Full Logo



Image scaling is an important aspect in logo use. Take into account the logo size when placing the logo on web layouts and print material.

# Logomark construction

The sign is constructed  
thoughtfully and  
logically.



# Minimum size

Logo



Web 20px / Print  
7mm

Symbol

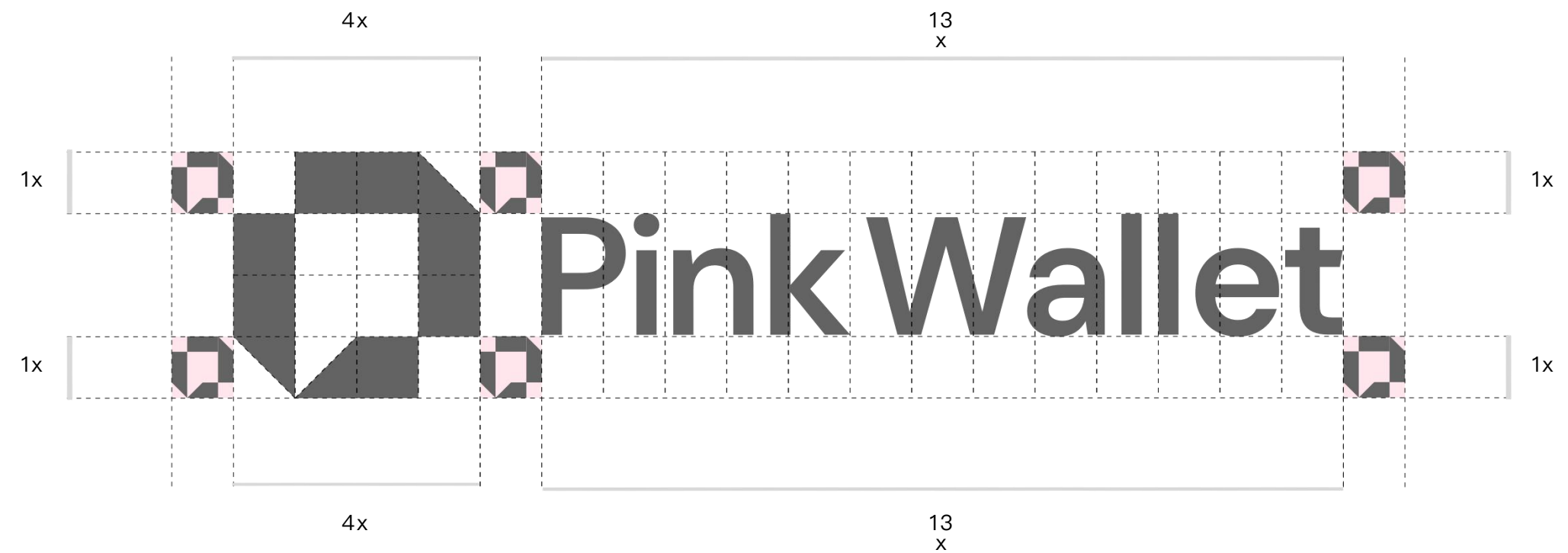


Web 20px / Print  
7mm

Image scaling is an important aspect in logo use. Take into account the logo size when placing the logo on web layouts and print material.



# Clear space



Clear space surrounds the logomark, free of any other elements, such as:  
letters, text blocks, lines, frames, color plates, etc. Clear space allows for better perception and maximizes the aesthetic effect on the viewer.



For clear space we use  
Icon/Logomark at (1X).



# Logo In Primary Color



Use mostly Primary  
colour.

# Logo Misuses



Stretch, rotate, or distort the logo



Use unapproved colors



Addition of outlines



Display or reproduction  
at insufficient resolution



Alterations or additions to the logo



Violation of clear space



Change of the spacing between elements



Use the main version of the logo over  
greyscale backgrounds.

# Color Palettes

# Color Palettes

## / Primary

The consistent use of color is vital to effective brand recognition.  
Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

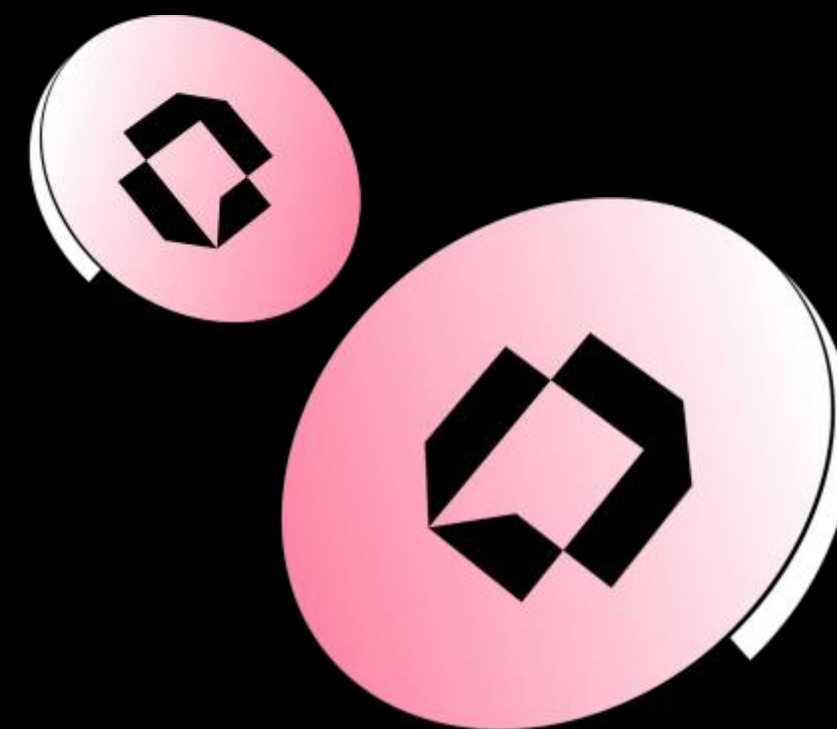
<div><div>Pink Sherbet</div><div>HEX: #FF82A3 RGB: 255, 130, 163 CMYK: 0%, 49%, 36%, 0%</div></div>	<div><div>Rose Plum</div><div>HEX: #B85374 RGB: 184, 83, 116 CMYK: 0%, 55%, 37%, 28%</div></div>	<div><div>Black</div><div>HEX: #000000 RGB: 0, 0, 0 CMYK: 0%, 0%, 0%, 100%</div></div>	<div><div>Light Gray</div><div>HEX: #DDDDDD RGB: 221, 221, 221 CMYK: 0%, 0%, 0%, 13%</div></div>
---	--	--	--

# Color Usability

Use this color usability, so that the look & feel will be consistent.  
Also, we can use it if the contrast is ok but don't go outer of this  
color.



# Typography



# Primary Typeface

# I'm General Sans

*Your Primary & Secondary  
Typeface*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789#&!@*

*Usability*

You can use it when ever you use it for brand marketing or other area.

Its Use Heading & paragraph all areas. But for Heading we can use bold weight. and for paragraph we can use regular or medium. We prefer regular for paragraph.





# Thank You.

PinkWallet Brand Guideline

Customer Service Email:  
[support@PinkWallet.com](mailto:support@PinkWallet.com)

