

Logo Guidelines

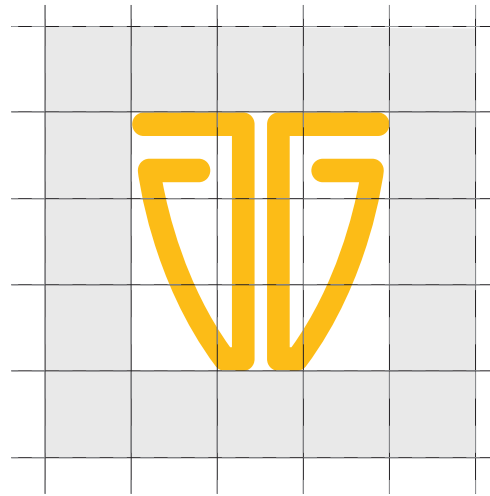
September 2018



TOKENVILLE



Symbol inside a closed zone



The symbol construction grid



White symbol on a colored background



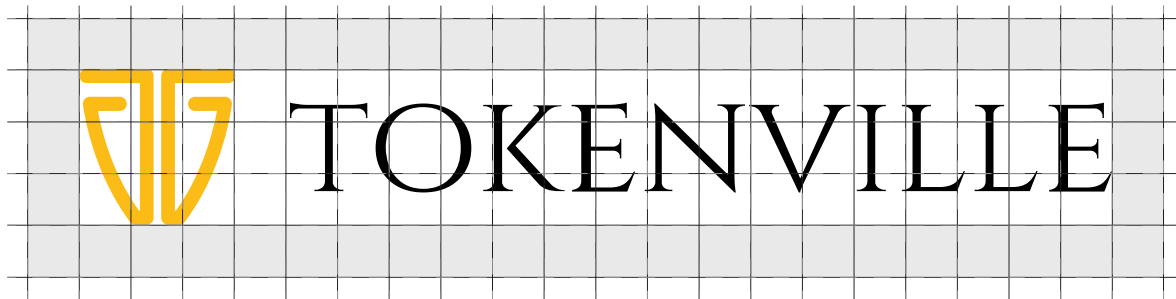
Symbol on a dark background

The Tokenville Symbol

The Tokenville symbol underpins the creation of the brand identity. The symbol is designed to be used both as an independent element and as part of a logo group. It is important to respect the integrity of the symbol: you cannot make changes or add anything to it.



Horizontal logo inside a closed zone



The horizontal logo construction grid



Horizontal logo on a colored background



Horizontal logo on a dark background

Horizontal Tokenville logo

The Tokenville logo consists of the word Tokenville written in black paired with a yellow corporate symbol. An alternative version is the word Tokenville written in white (on a dark background).

The symbol and the logo form a single unit, which is represented in the Latin outline. The main proportions are displayed in the modular grid. All components of the unit are interrelated and in strict harmonious correspondence with each other.

The horizontal Tokenville logo is the main one, so we use this version wherever possible.



Vertical logo inside a closed zone



The vertical logo construction grid



Vertical logo on a colored background



Vertical logo on a dark background

Vertical Tokenville logo

The Tokenville logo consists of the word Tokenville written in black paired with a yellow corporate symbol. An alternative version is the word Tokenville written in white (on a dark background).

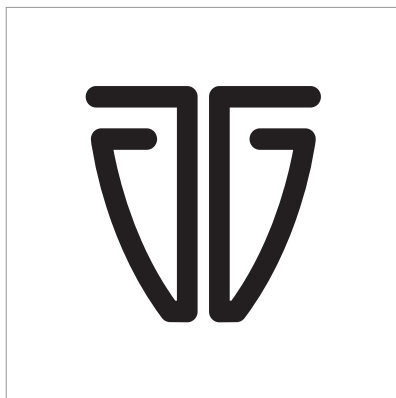
The vertical Tokenville logo is used only in cases where it is inappropriate to use a horizontal logo or a symbol separately.

Tokenville logo in black

Black-and-white versions of the logo may only be used if there are restrictions on the color of the page or background.



Horizontal version: negative



Symbol: negative



Vertical version: negative



YELLOW #FCBC17

PANTONE	CMYK	RGB
7549 C	0	250
1235 C	30	185
	90	35
	0	

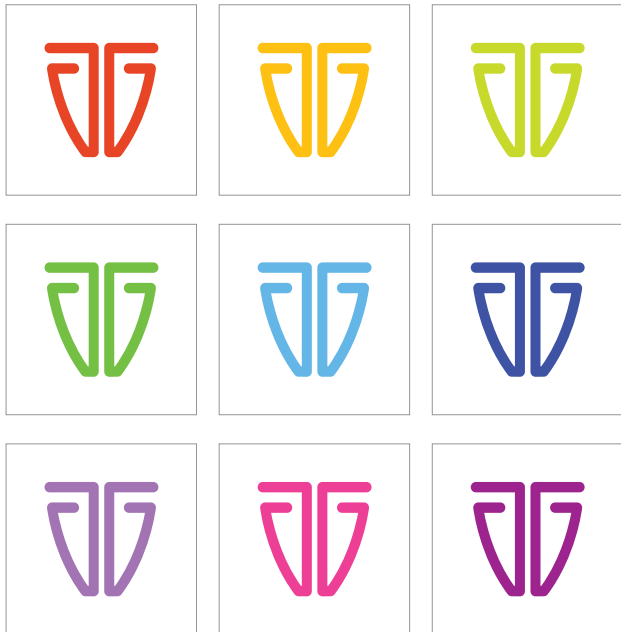


BLACK #333333

PANTONE	CMYK	RGB
Neutral Black C	0	29
	0	29
	0	29
	100	

Tokenville logo color

The color palette of the Tokenville logo comprises of yellow and black. The color table presented shoes the values of the logo colors.



Tokenville logo color

In cases of extreme necessity, it is possible to replace the color of the logo with any other uniform color that harmonizes with the page on which the logo is displayed. The color used must be approved by the Tokenville team in advance.



Do not distort the logo



Do not italicize the logo



Do not use a stroke around the logo



Do not tilt the logo



Do not add a mirror effect



Do not place the symbol after the writing



Do not use the writing separately from the sign

Logo don'ts

The Tokenville logo should not be modified. These logo standards apply to all the content that is owned and controlled by Tokenville, including joint participation and partnership.



- Thank you for sharing our standards.
We look forward to fruitful cooperation!

**Have a
nice day!**