



Logo Guidelines
March 23rd, 2018



BitMinutes





BitMinutes' logo is designed to be versatile, scalable, and timeless. Note that the logo remains readable at the small scales to the right.

The BitMinutes' logo directly references several important brand concepts including:

A Coin Shape: BitMinutes are money. A cryptocurrency tied to real world value - cellphone minutes.

Speed: BitMinutes are fast to send, fast to redeem. This quality is reflected in the italicized "B." coin shape and graphic bits of the icon, and the font of the logotype

Digital: BitMinutes are stored and moved as digital bits. This quality is referenced in the icon, but also in the "dashes" above the "i" in the logotype.



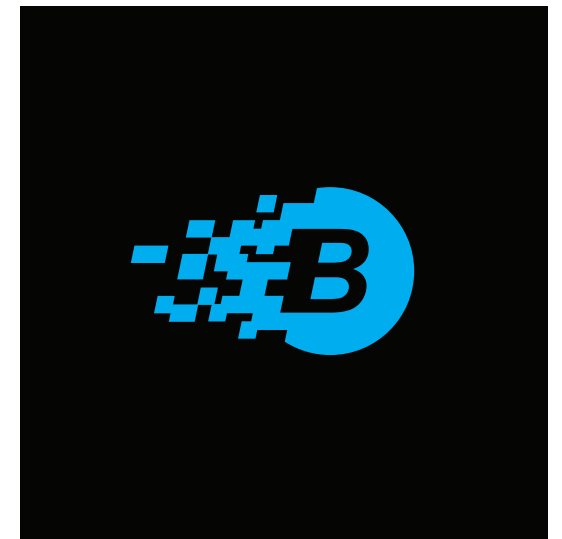
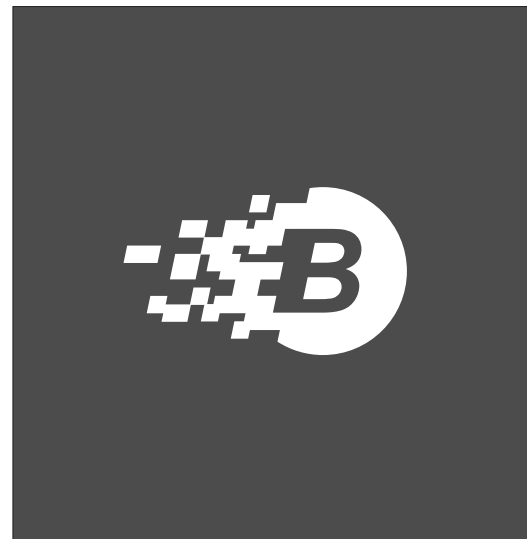
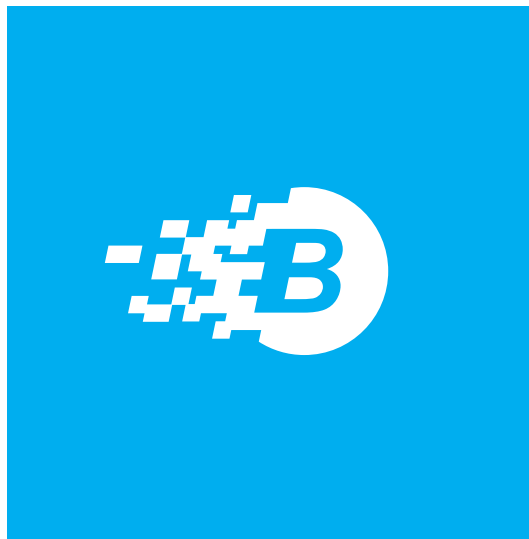
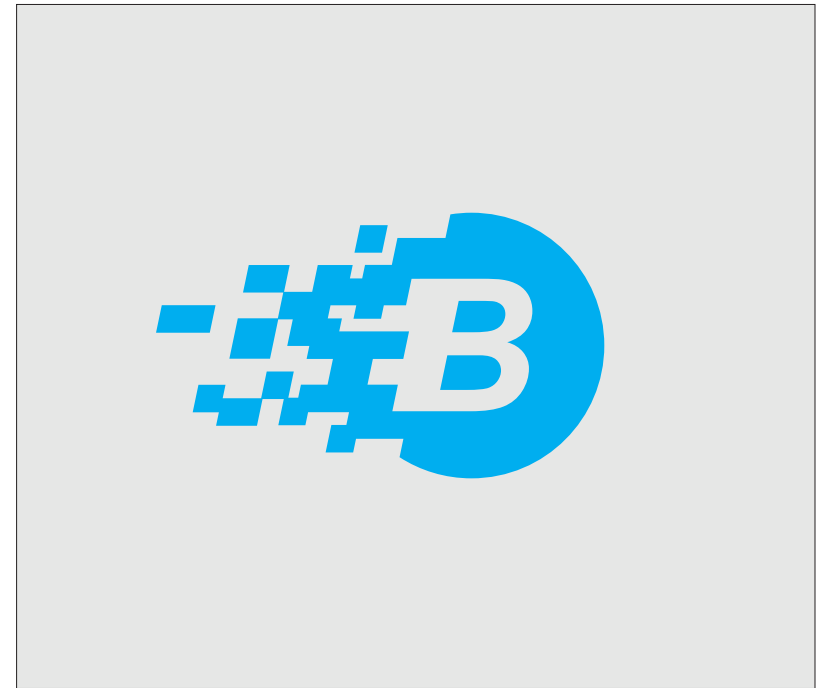
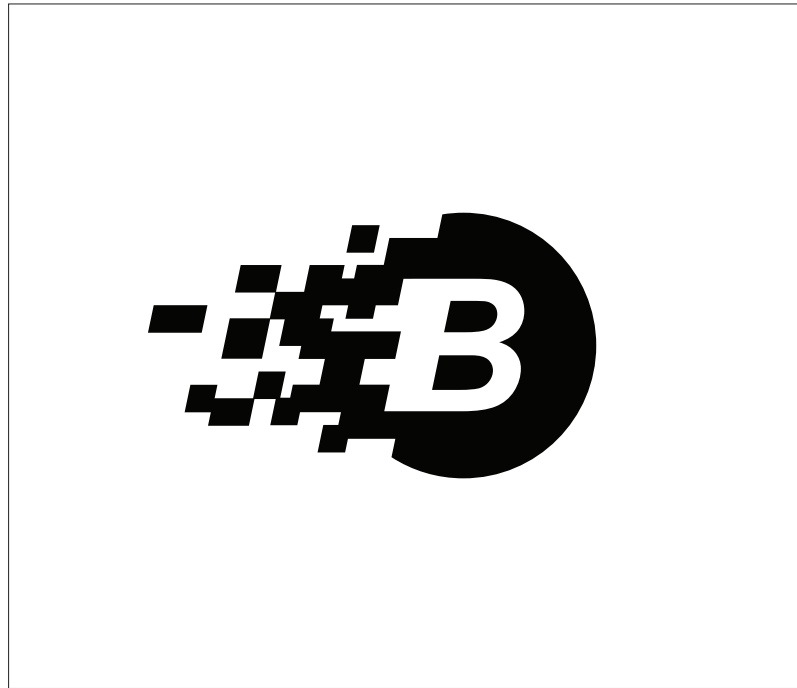
Horizontal Logos



Vertical Logos



Icon



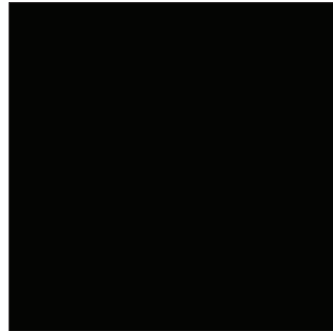
COLOR PALETTE

BitMinutes Blue



H: 196° R: 0 C: 100
S: 100% G: 174 M: 0
B: 93% B: 239 Y: 0
K: 0
#: 00AEEF

Black



H: 0° R: 0 C: 75
S: 0% G: 0 M: 68
B: 0% B: 0 Y: 67
K: 90
#: 000000

Dark Grey



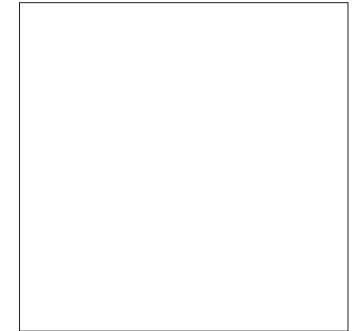
H: 0° R: 76 C: 66
S: 0% G: 76 M: 58
B: 30% B: 76 Y: 57
K: 37
#: 4C4C4C

Light Grey



H: 0° R: 230 C: 8
S: 0% G: 230 M: 6
B: 90% B: 230 Y: 7
K: 0
#: E6E6E6

White



H: 0° R: 255 C: 0
S: 0% G: 255 M: 0
B: 100% B: 255 Y: 0
K: 0
#: FFFFFFFF

This is BitMinutes' branded color palette. Its primary color is Cyan, which is simple, and designed to leverage a positive and traditional associations with this color:

The clear blue sky representing real world endless potential.

The color is modern, "clean," (without any black, or color contamination) and bright, which symbolizes BitMinutes' mission, to make the world a better place with a reliable, real world cryptocurrency.

BitMinutes' Brand Blue is supported by a range of neutral colors - Black, Dark Grey, Light Grey, and White. These colors, like those found in an art gallery, are designed to offer variety, without unnecessary distractions. These colors will improve the likelihood that the BitMinutes' logo, and the photographic imagery associated with the brand to "Pop" in a wide variety of contexts.

