



**WORTHPAD**

-

**BRAND  
GUIDELINES**



# Logo

This is Worthpad logo. Worthpad building a decentralized IDO Platform for entrepreneurs and investors that will unleash the power of finance and blockchain technology.



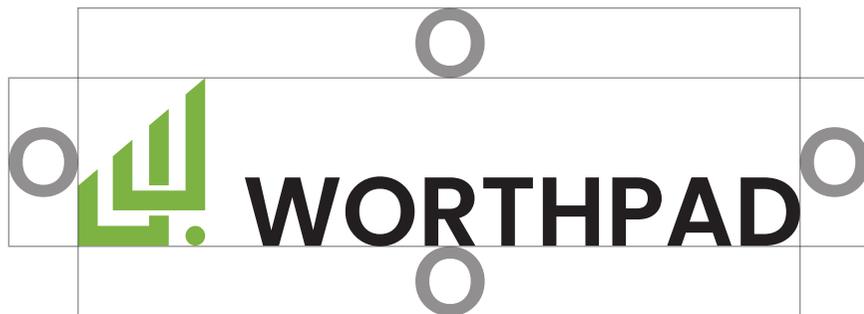
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PRIMARY  
SECONDARY

# Logo Variation

This is Worthpad logo variation. The logo can be used in Two forms, with full text, and symbols only. The primary logo is the one with full text, use that version whenever possible.





# Safe Area

The area that surrounds our logo is as much a part of our visual identity as any other element. Providing adequate white space around our logo avoids clutter and ensures the integrity of our brand in visual communications.



# Logo Dos

Keep the logo as it is supposed to be, it's okay to change the colour of the logo to black and white depending on the backgrounds colours, follow the guide and it will keep your logo and brand look consistent and clean.



# Logo Don'ts

It is imperative that our logo stays consistent across all mediums and all uses. Using logos in a standardised fashion reinforces our visual identity and aligns our communication.



# Logo On Coloured Background

In most circumstances, we use our logo in full colour. However, occasionally, there are circumstances where this format might inhibit legibility or be impossible altogether due to certain colour print processes in publications.

For these circumstances, we have developed a reverse colour version of our logo that can be used on dark-coloured backgrounds. We have also created white and black versions, which can be used on dark and light coloured backgrounds when using greyscale or a black and white printing process.

**Green RYB**

#7CB342

**Amaranth**

#DE354C

**Persian  
Indigo**

#3C1874

**White**

#FFFFFF

**Black**

#000000

# Brand Colour

Brands and colour are inextricably linked because colour offers an instantaneous method for conveying meaning and message without words.

These are the main colours of the brand, it should be used on every branding and marketing materials across the brand.

# Poppins Medium

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 <>?:"{} \_  
+./;'\|-=!@#\$%^&\*()

# Poppins Light

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 <>?:"{} \_  
+./;'\|-=!@#\$%^&\*()

# Typography

The brand needs to use these typefaces across all media, digital or printed.

The brand uses Poppins Medium as the heading text and Poppins Light on the paragraph text. The heading and the paragraph need to create contrast between one another in term of sizes.