

BITCOIN AUDIBLE



Bitcoin Audible

Media Kit
& Usage Guidelines

*The Best in Bitcoin, AI, & Development
– Made Audible*

PRIMARY LOGO - BLACK TEXT
ON LIGHT BACKGROUND

The primary logo should be the first logo you try to use. It should always remain centered. Never left or right align the elements.

This logo should never be altered. Position, size and color, along with the spatial and proportional relationships of other elements, are predetermined and should not be changed under any circumstances.



PRIMARY LOGO - WHITE TEXT
ON DARK BACKGROUND

The primary logo should be the first logo you try to use. It should always remain centered. Never left or right align the elements.

This logo should never be altered. Position, size and color, along with the spatial and proportional relationships of other elements, are predetermined and should not be changed under any circumstances.



SECONDARY LOGO - BLACK TEXT
ON LIGHT BACKGROUND

The secondary logo is to be used when the primary logo is not suitable due to size or placement.

This logo should never be altered. Position, size and color, along with the spatial and proportional relationships of other elements, are predetermined and should not be changed under any circumstances.



SECONDARY LOGO - WHITE TEXT
ON DARK BACKGROUND

The secondary logo is to be used when the primary logo is not suitable due to size or placement.

This logo should never be altered. Position, size and color, along with the spatial and proportional relationships of other elements, are predetermined and should not be changed under any circumstances.



SPACING

It is important to ensure there is always a minimum clear space around all edges of any logos. For example, this should be at least the width and height of the letter "X".

It is important to adhere to this spacing to ensure the branding does not interfere with elements surrounding the logo such as other logos, copy, graphics, patterns etc.

MINIMUM SIZE

To preserve the readability of the logo it should never be sized below certain dimensions.

- Small print minimum width = 500px or more
- Large print minimum width = 1024px or more
- Digital environments minimum width = 110px



110px >
(for screens)

COLOR PALETTE

This main color creates the basic visual character of the brand.

Secondary colors can be used in the application environment and on the web.

MAIN COLOR:

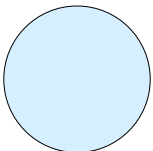
BITCOIN ORANGE



CMYK / 0 50 99 0
RGB / 247 148 31
HEX / #f7931a

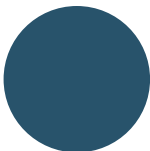
SECONDARY 1:

PATTENS BLUE



CMYK / 14 0 0 0
RGB / 215 240 252
HEX / #d6efff

SAN JUAN BLUE



CMYK / 88 62 40 22
RGB / 42 83 107
HEX / #28536b

SECONDARY 2:

LIGHT RED



CMYK / 22 90 68 10
RGB / 180 59 72
HEX / #b23a48

DARK RED



CMYK / 30 90 71 28
RGB / 140 47 57
HEX / #8c2f39

LOGO ALTERATION RESTRICTIONS

****Avoid**** altering the logo in any way, to ensure the integrity of the brand stays intact.

1. Please do not stretch or skew the logo in any direction.
2. Please do not tilt or rotate the logo to any angle.
3. Please do not put a logo on a non-brand color or on a busy or conflicting background.
4. Please do not use the logo in any other color than the ones provided.

1.



2.



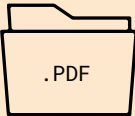
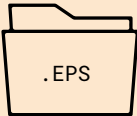
3.



4.

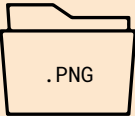
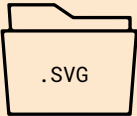


PRINT FILE TYPES



| | | |
|---------------|-------------|--------|
| COLOR PROFILE | cmyk | cmyk |
| BACKGROUND | transparent | white |
| RESOLUTION | vector | vector |

SCREEN/WEB FILE TYPES



| | | |
|---------------|-------------|-------------|
| COLOR PROFILE | rgb | rgb |
| BACKGROUND | transparent | transparent |
| RESOLUTION | vector | 300 DPI |