

Corporate Design



Logo coinfinity

Hex #3e3f3f or #ffffff

Our logo must not be changed in any way. Distortions, tints and transitions within the logo are not permitted (see "Please don't").

Key Visual CO

Hex #3e3f3f or #ffffff

The key visual "CO" allows a high level of creative freedom and can be used as an abstract logo substitute, with the goal to achieve longterm brand recognition.

Speech

Our company name is a play on words from the English words "Coin" [kəɪn] and "Infinity" [ɪnˈfɪnəti], which is also pronounced as such (not "Co-Infinity" as is often wrongly assumed).

coinfinity

coinfinity

Please
don't

coinfinity



∞ infinity



coinfinity



coinfinity



coinfinity



coinfinity



coinfinity



coinfinity

YOUR BITCOIN PARTNER



Logo Construction

In order to give the logo enough space, a certain
secure zone must be maintained.

This secure zone is always 1x the width of the
Key Visual "CO" (see figure).



Claim

The claim in font Cera Pro should only be used along with the Coinfinity logo. The generally applicable logo spacing (secure zone) must not be considered (see image). The claim in font Mercury Display may be also used without the logo, if coherent, in the respective colours (see Corporate Colours).

coinfinity

BRINGING BITCOIN TO THE PEOPLE

Bringing **Bitcoin** to the people.

Corporate Colours

The orange (BIT), which is considered the accent color, references the international Bitcoin logo, while the dark anthrazit (CORPORATE) for text provides a pleasant contrast to the colors white, blue and beige, which provide calm in the background.

BIT

RGB

CMYK

245 | 145 | 0

0 | 45 | 96 | 0

HEX

PANTONE

F59C00

2010 C

INFINITY

RGB

CMYK

255 | 245 | 232

0 | 5 | 11 | 0

HEX

FFF5E8

LAKE

RGB

CMYK

155 | 190 | 230

33 | 17 | 0 | 10

HEX

9BBEE6

SKY

RGB

CMYK

226 | 235 | 247

9 | 5 | 0 | 3

HEX

E2EBF7

CORPORATE

RGB

CMYK

62 | 63 | 63

66 | 56 | 53 | 58

HEX

3E3F3F

COIN

RGB

CMYK

203 | 212 | 224

24 | 13 | 9 | 0

HEX

CBD4E0

Brand Typography

The fonts MERCURY and CERA PRO were chosen for our corporate appearance. Only these fonts should be used in all printed matter. The exact use of the font styles is explained directly with the individual print types.

Cera Pro

For body text we use Cera Pro Medium as an easy to read, calm typo that has a regular cut and emphasis is increased with Bold.

Aa Cera Pro
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ! " \$ \$ % & / () = ? , ; . : -
_

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
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The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

Mercury Display

With its strong, noble edges, Mercury Display is one of the most elegant fonts. So we decided to use this for our headlines.

Aa Mercury Display Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ! “ \$ \$ % & / () = ? , ; . : - _

The quick brown fox jumps over the lazy dog.

- General use:
- **Headlines** in Mercury Display
 - For body text we use **Cera Pro** Medium

The Bold style is available for emphasis within the continuous text. All fonts must not be distorted, stretched or deformed in any other way.