



The Change Brand Style Guide

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Logo



Full logo

TheChange.ltd logo is a combination of a minimalist symbol reflecting blockchain technology and a text element with the brand name.



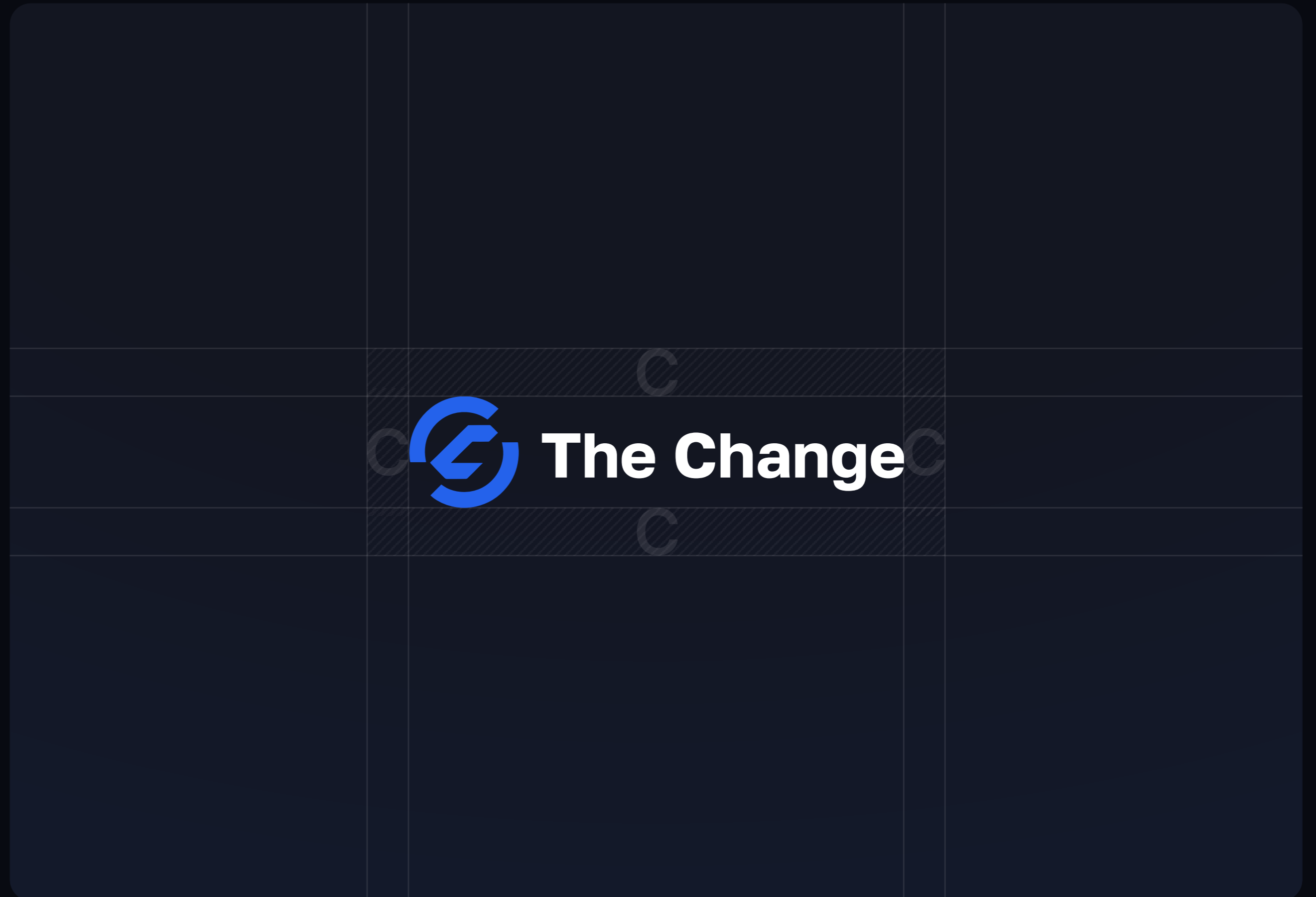
Abbreviated Logo

For limited-size media, an abbreviated version of the logo is used.



Clear Space

To ensure the logo is noticeable and legible, leave free space around it without any text or images. The minimum recommended clear space is shown in the diagram and corresponds to the height and width of the letter 'C'.



Color Variations

1. Use our full-color logo on a light background.
2. Use our full-color logo with white text on a dark background.
3. Use our all-white logo on a darker/colored background.

[Download logo](#)



01



02



03



Monochrome Logo

A monochrome logo is a version of the logo in a single color, usually black or white. It retains all key brand elements while remaining simple and versatile.

[Download logo](#)



Improper use of the logo

To maintain the integrity and recognition of [TheChange.ltd](#) brand, it is important to strictly follow the logo usage guidelines.



Do not stretch or compress the logo, keep the proportions the same.



Do not use unapproved colors or gradients.



Do not rotate or tilt the logo.



Do not add a stroke to the logo.



Color Palette



Colors

TheChange.ltd color palette is designed to convey the brand's core values: trust, innovation, and simplicity.

It consists of primary colors used in all visual materials, including the website, marketing materials, and interfaces.

Royal Blue

#2563EB

RGB: 37, 99, 235

CMYK: 84%, 58%, 0%, 8%

Used for accents, headings, and key interface elements.

White

#FFFFFF

RGB: 255, 255, 255

CMYK: 0%, 0%, 0%, 0%

Applied to backgrounds and text on dark elements.

Eerie Black

#080A11

RGB: 8, 10, 17

CMYK: 53%, 41%, 35%, 95%

Used for the main background of the dark theme, creating a sense of depth.

Light Slate Gray

#A9ACB7

RGB: 169, 172, 183

CMYK: 8%, 6%, 0%, 28%

Secondary text and dividers.



Typography



Golos Text

In all informational and promotional materials, we recommend using the Golos Text font family

[Download font](#)

Instant and secure cryptocurrency exchange

Aa

Sample headline

Exchange popular cryptocurrencies quickly and securely at the most current rates

Aa

Sample main text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Graphics

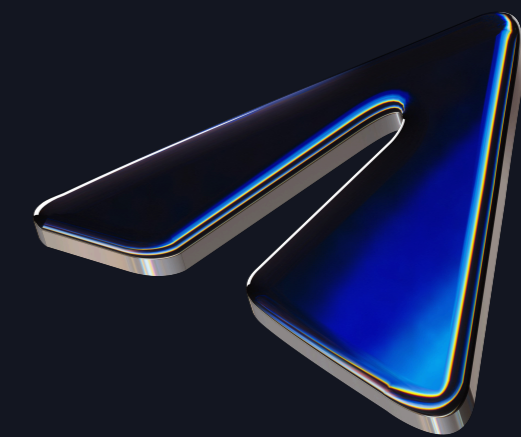


3D Illustrations

TheChange.ltd uses clean, modern, and colorful 3D illustrations to highlight the brand's innovation and technological edge.

These illustrations help make complex cryptocurrency concepts more accessible and visually appealing to users.

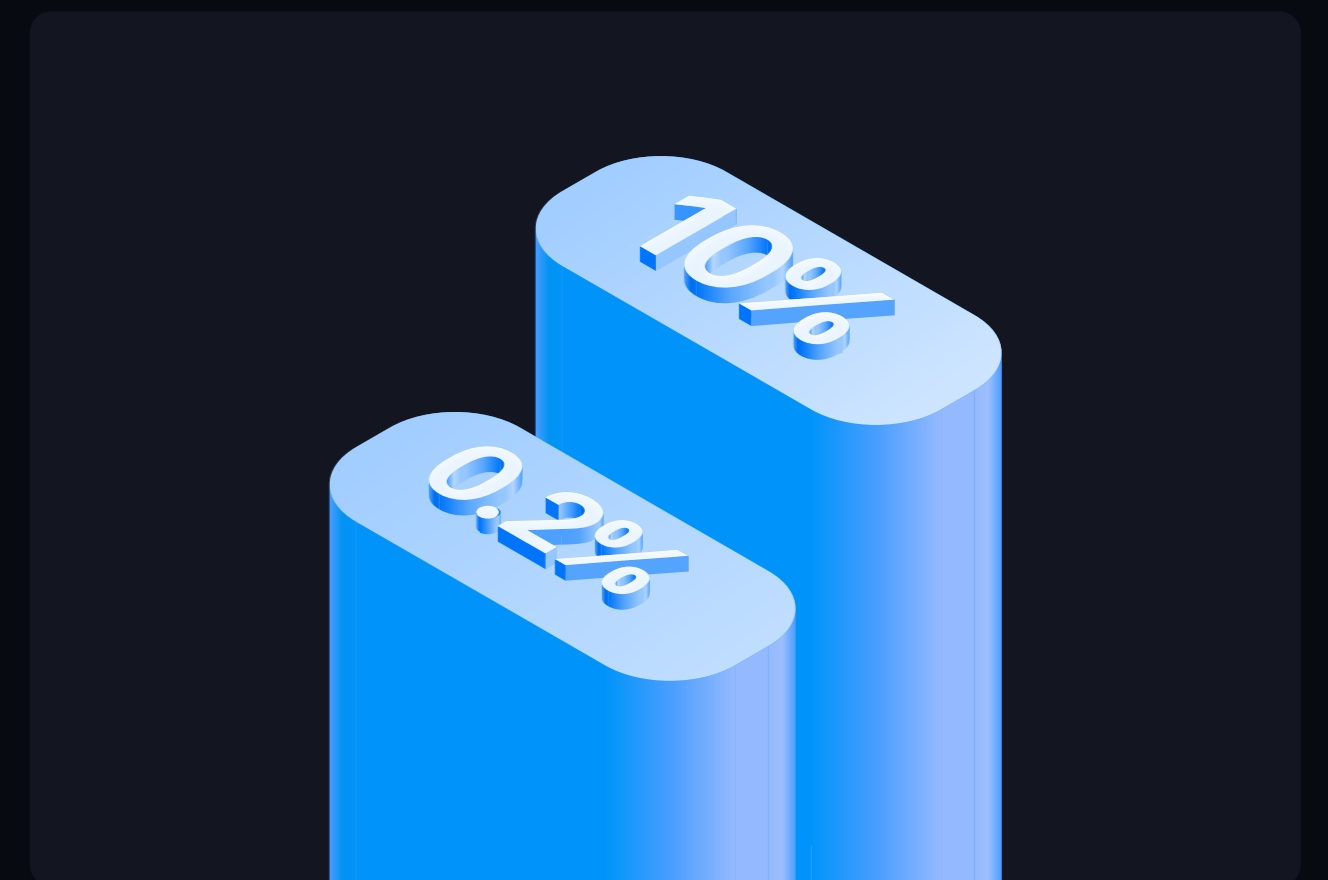
Here are examples of illustrations in our style.



Line Illustrations

The attached images showcase the style of line illustrations used to visually support the brand. The focus is on a minimalist approach with clear lines and simple shapes.

Line illustrations are used to create ease of perception and enhance key messages. They harmonize with the brand's color palette, adding visual dynamics and supporting the overall style.

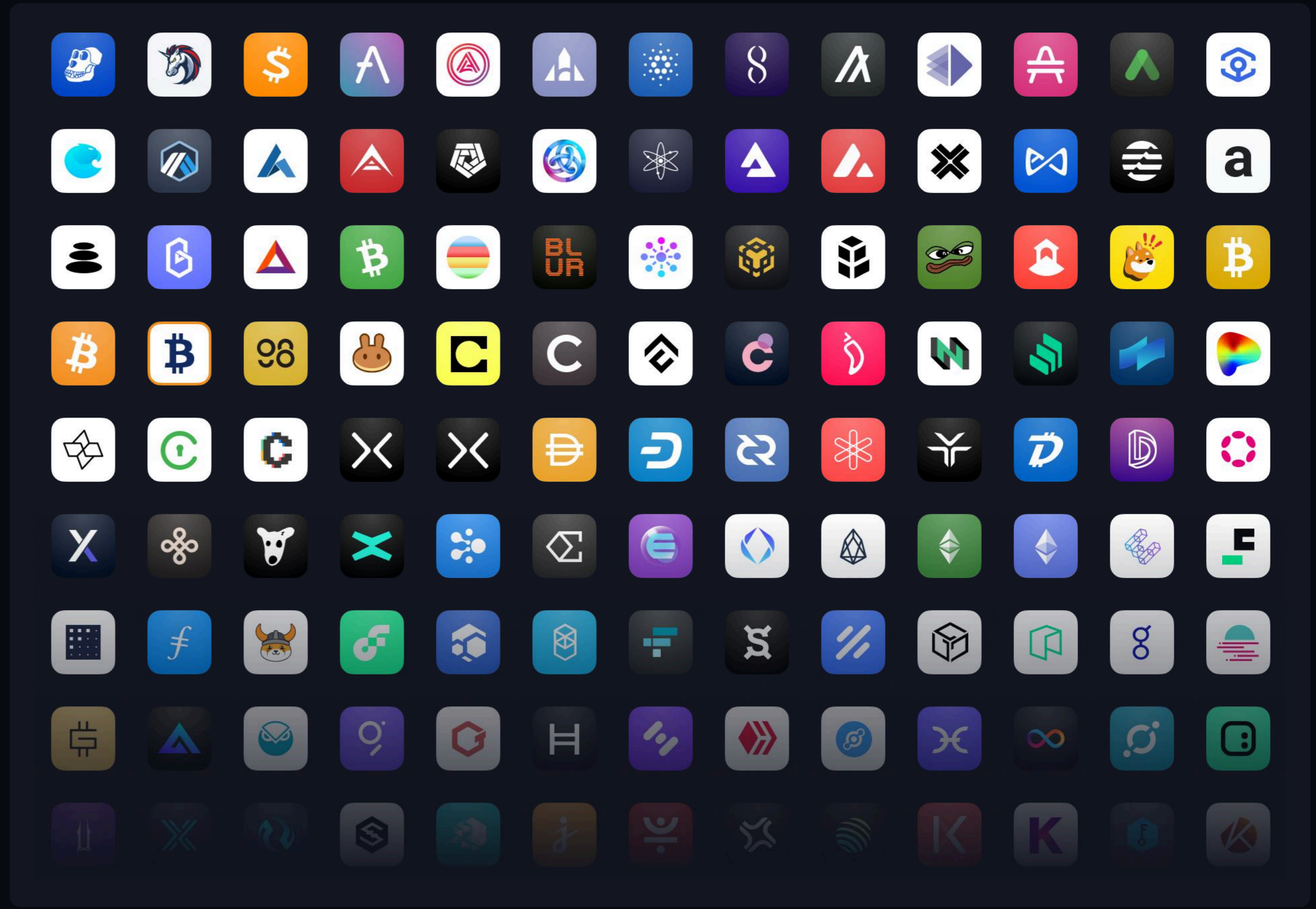


Cryptocurrency Icons

Cryptocurrency icons are designed in TheChange.ltd signature style, ensuring visual harmony with other brand elements.

Each cryptocurrency is represented with unique colors symbolizing its identity (e.g., orange for Bitcoin, blue for Ethereum). This allows users to easily distinguish currencies and highlights attention to detail in the brand's visual communication.

[Download icons](#)



Brand Avatars

Brand avatars for social media are created in a bright, minimalist style to attract attention and express the brand's visual identity. They use the signature color palette, including rich Royal Blue and contrasting elements, making them stand out among other profiles.

[Download avatars](#)



