



Brand Guideline

Version 2.0 - Jan 2024

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About Coreum

An Overview

Coreum is an **enterprise-grade** blockchain designed to meet the critical scalability, security, and interoperability needs of large enterprises, featuring intelligent **Smart Tokens** with built-in smart contract functionalities. Its robust capabilities make it equally suitable for businesses of any size.

This document communicates the brand identity of **Coreum** clearly, articulating the mission, values and persona for the design of all subsequent brand artifacts.

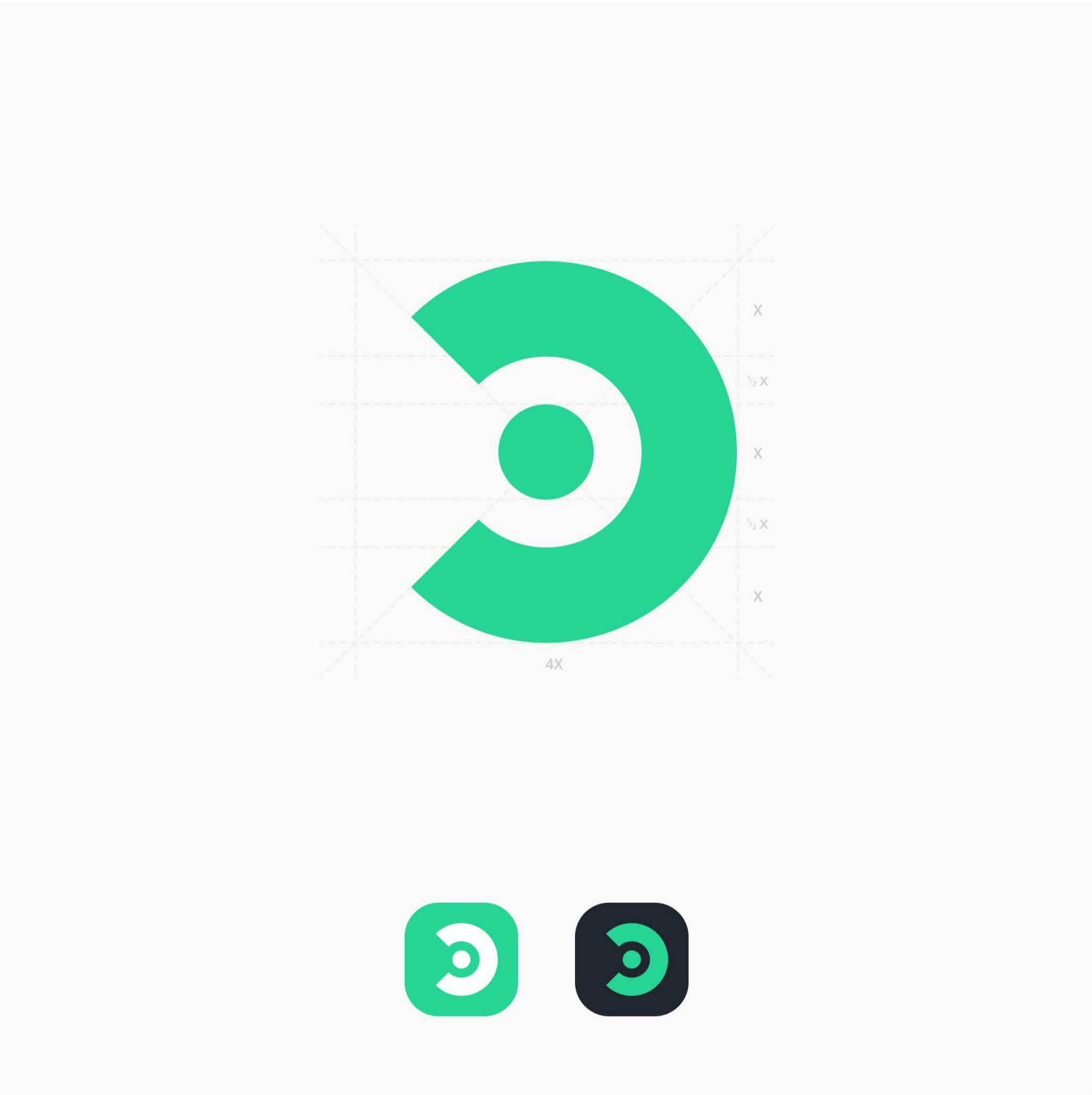
Logo



This range of logo variants allow **Coreum** to adapt its visual identity to different contexts while maintaining brand consistency. These logo variants are specifically designed for various applications and platforms, ensuring optimal visibility and recognition.



The **Coreum** emblem is a versatile asset that can be adapted to different contexts. Whether it's for digital platforms, print materials, or merchandise, this section provides guidelines on how to use the emblem effectively to maintain brand consistency.



Typography

Space Grotesk

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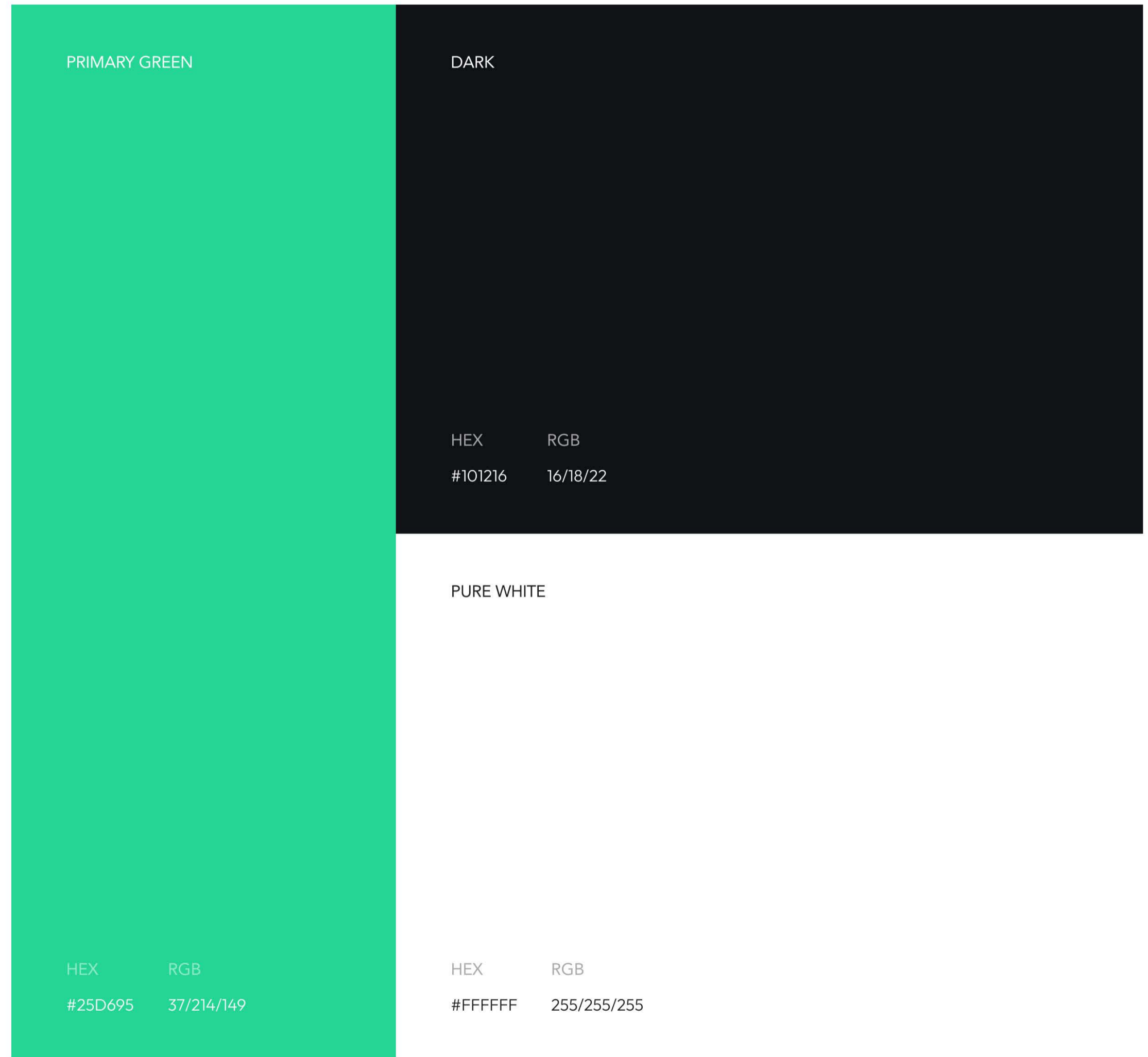
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The image features a black background with several overlapping, semi-transparent gray geometric shapes. These shapes include a large triangle pointing upwards, a trapezoid, and a rectangle, all positioned in the upper right quadrant. The text 'Brand Colours' is located in the bottom left corner.

Brand Colours

The colours within **Coreum** branding are more than just hues; they are a language that speaks to our brand personality that convey trust, energy, professionalism to our audience.



PRIMARY GREEN	DARK
HEX #25D695	HEX #101216
RGB 37/214/149	RGB 16/18/22
	PURE WHITE
	HEX #FFFFFF
	RGB 255/255/255

Our neutral colours serve as the foundation of our brand, providing a backdrop that enhances the visibility of our key brand elements. These shades collectively embody the sophistication that defines **Coreum**.

OFFWHITE		DIM GRAY			
HEX	RGB	HEX	RGB		
#EEEEEE	238/238/238	#A2AC	159/162/172		
LIGHT GRAY		DARK GRAY	SOLID BLACK		
HEX	RGB	HEX	RGB	HEX	RGB
#868991	134/137/145	#21262E	33/38/46	#080908	8/9/8