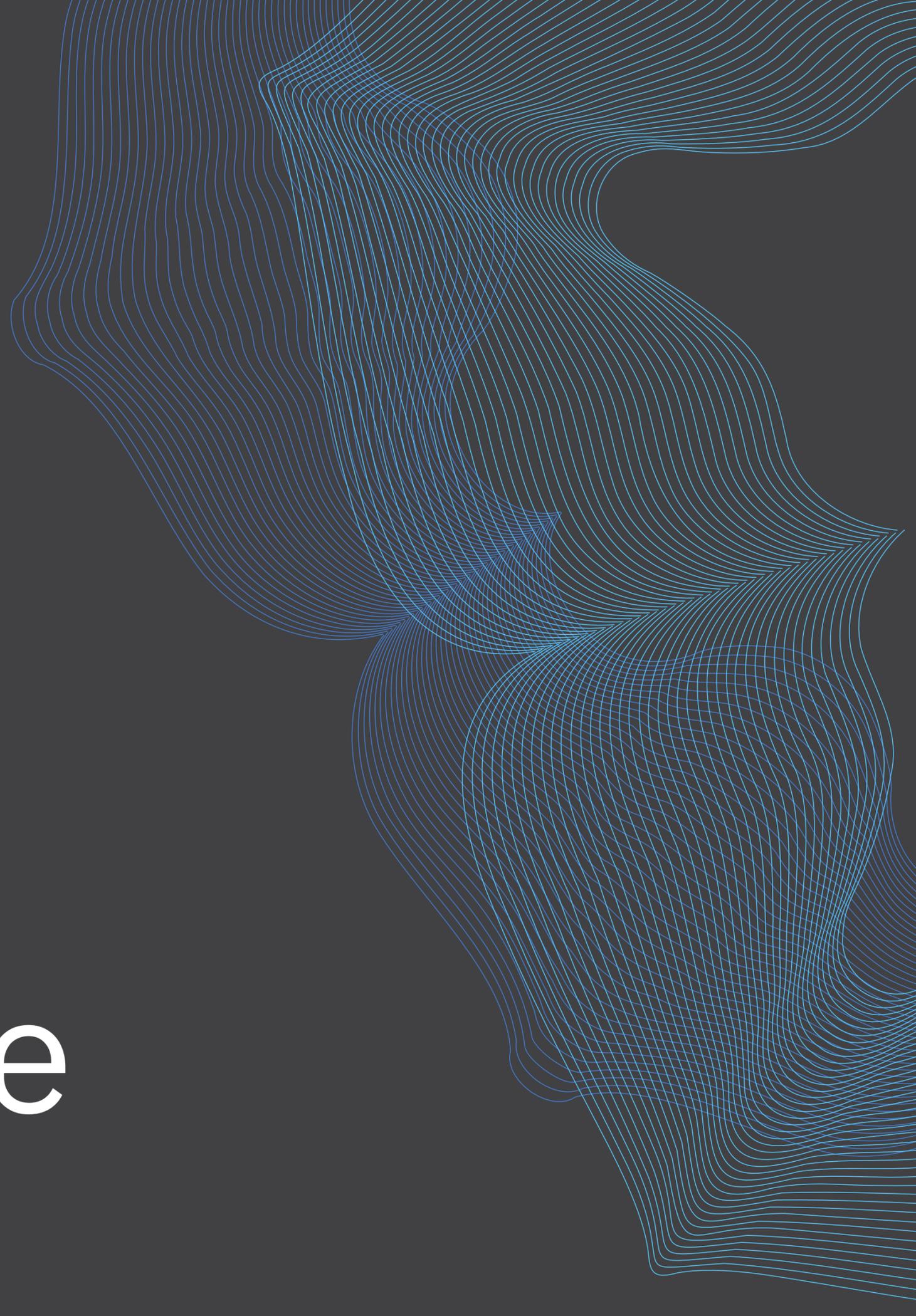




Brand Style Guide



01.

Who We Are



Tungsten offers end-to-end institutional-grade virtual asset custody. The service allows institutions to secure virtual assets using a highly resilient, multi-layer security architecture.

02.

Logo



03.

Logo Usage





04.

Clearspace

Clearspace

The space around a logo is crucial for maintaining its visibility and impact. It prevents clutter, ensuring the logo remains legible and recognizable, allowing the brand to make a strong, lasting impression.



05.

Minimum Size

Minimum Size

When significantly reduced, the logo may lose clarity. Here are the recommended pixel dimensions to maintain the logo's quality.



06.

How Not To Use Logo

Avoid horizontal skewing



Avoid vertical skewing



Avoid rotating



Avoid rearranging



Avoid changing brand colors



Avoid using strokes



Avoid boxing in Logo



Avoid moving logomark



Avoid using only type



07.

Colors

Brand Palette

Our brand palette defines our visual identity with a consistent set of primary and secondary colors. These colors ensure our brand is easily recognizable, reinforce our messaging, and differentiate us from competitors. Use them consistently to maintain brand integrity.



Primary

C: 99% R: 24
 M: 87% G: 43
 Y: 40% B: 81
 K: 37% #182B51



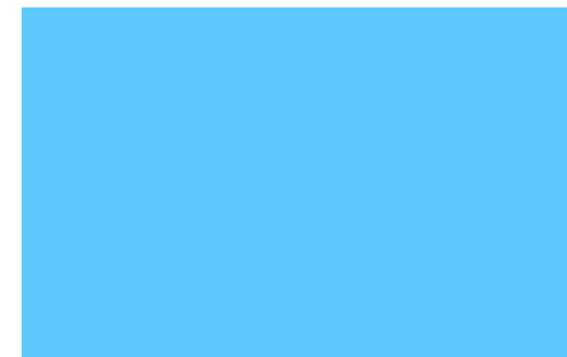
Secondary

C: 0% R: 65
 M: 0% G: 64
 Y: 0% B: 66
 K: 90% #414042



Primary Accent

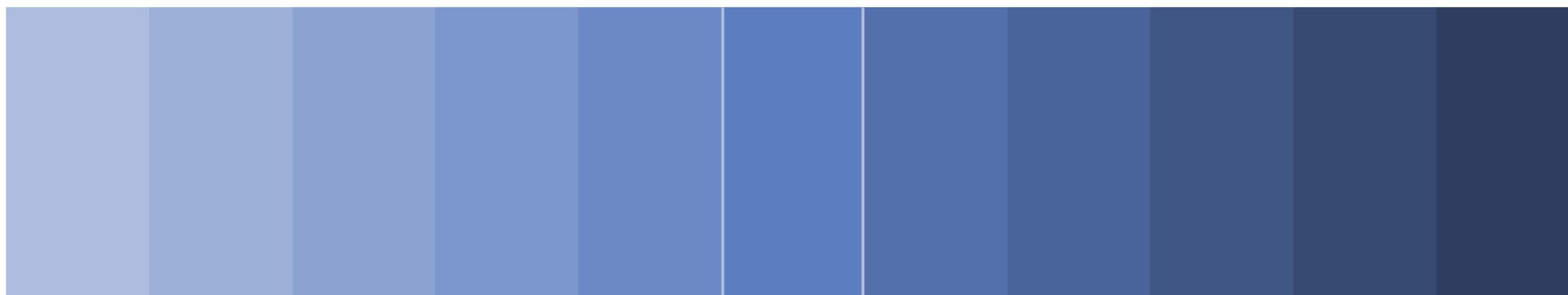
C: 68% R: 92
 M: 48% G: 125
 Y: 0% B: 191
 K: 0% #5C7DBF



Secondary Accent

C: 53% R: 91
 M: 3% G: 201
 Y: 0% B: 252
 K: 0% #5BC9FC

Shades & Tints



Background Colors

C: 0% R: 65
M: 0% G: 64
Y: 0% B: 66
K: 90% #414042

C: 3% R: 243
M: 2% G: 244
Y: 1% B: 246
K: 0% #F3F4F6

C: 7% R: 232
M: 5% G: 234
Y: 3% B: 238
K: 0% #E8EAE6

C: 6% R: 236
M: 4% G: 236
Y: 4% B: 236
K: 0% #ECECE6

Neutral Colors

C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0% #FFFFFF

C: 0% R: 250
M: 1% G: 248
Y: 0% B: 249
K: 2% #FAF8F9

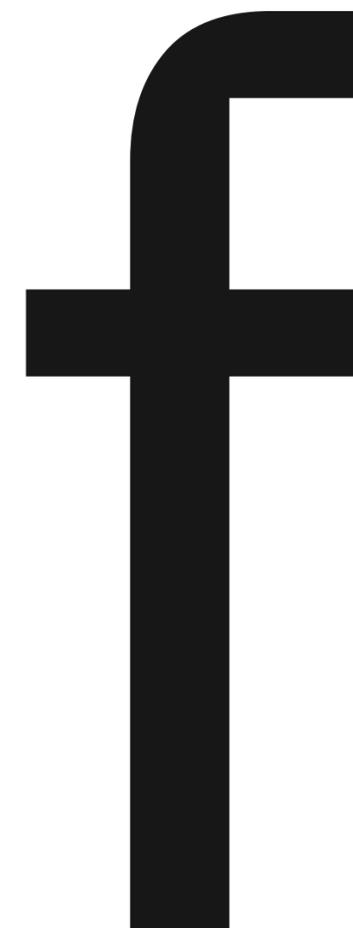
C: 0% R: 0
M: 0% G: 0
Y: 0% B: 0
K: 0% #000000

08.

Typography

TYPEFACE

IBM Sans Plex

A large, bold, lowercase letter 'f' in the IBM Sans Plex font. The letter is black and has a thick, uniform stroke. The top of the 'f' is a curved shape that extends to the right, then drops down to form a vertical stem. The crossbar is a thick horizontal bar that extends to the left and right of the stem.

As an web font you should use IBM Sans Plex for all headlines and body text.
Every graphic design artwork should be made using this fonts.

Google Font

<https://fonts.google.com/specimen/IBM+Plex+Sans>

Official Website

<https://www.ibm.com/plex>

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

'?'“!”(%)[#] {@ } / & \ < - + ÷ × = > ® © \$ € £

¥ ¢ : ; , . *

Header 1

Lorem Ipsum is simply dummy text of the printing and typesetting.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Header 2

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Header 3

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

09.

Pattern

Guilloche Patterns

Use sections of this intricate pattern in marketing materials. The colours should be shade variations of the accent colors.

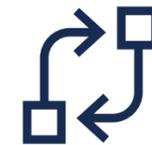


10.

Iconography

Iconography

Tungsten utilizes the Font Awesome icon library as the base of our icon use. The icons use the Light style



Official Website

 <https://fontawesome.com>



Discover the power of Tungsten in
securing your assets and propelling
your business to new heights.

info@tungsten.ae

