

Photon

Photon Visual Identity 1.0



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January 2018

Photon, the ultimate in-game cryptocurrency, fast, reliable and tested. Allows for inside and outside game transactions.

The guidelines created here are to assist the authorized users of the Photon Community.

The official logos and marks represent our identity in a way that is consistent with the quality, impact and ambition of our project.

These are located at photoncc.com/visualidentity. In case of any questions please contact us via email: fabrice@photoncc.com

Logo developed by Thomas Ludwig.



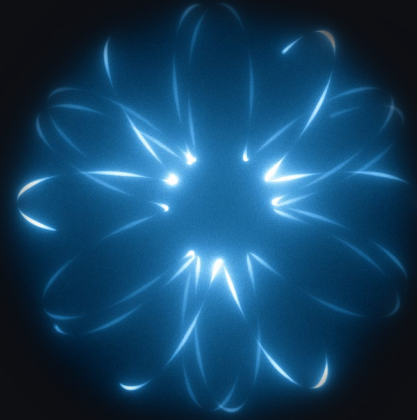
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1. Toolkit

A set of components combined together to create the unique look and feel of the Photon brand.

Logo



Signature



Typeface

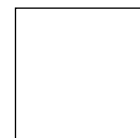
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abcdefghijklmnopqrstuvwxyz

Font - Lato

Colours



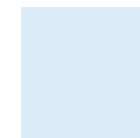
#009ee3



#ffffff



#0e0f13



#cce0ef



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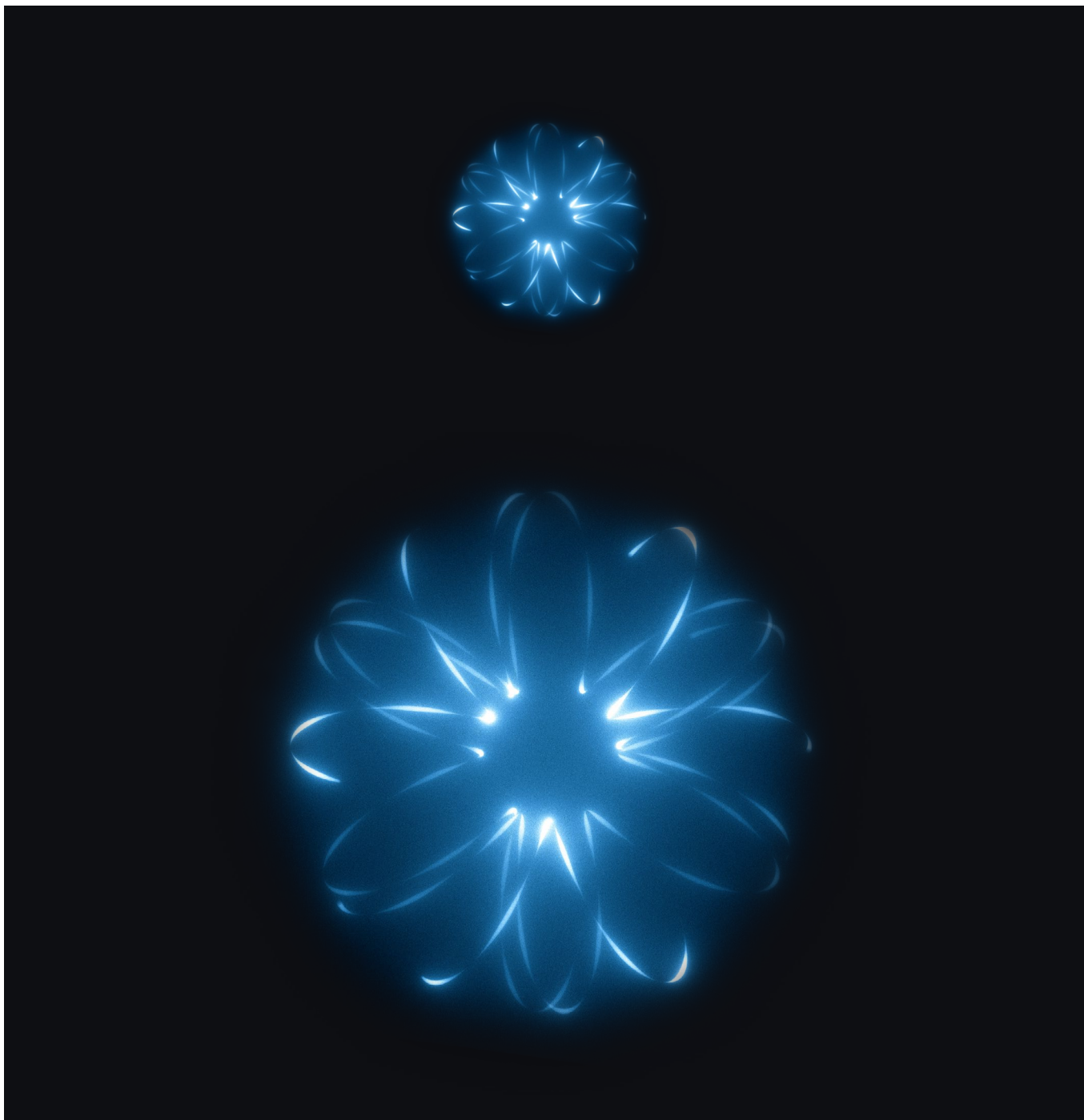
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2. Logo

The Photon Logo is our unique and distinctive brand signal. It should never be redrawn, rearranged or distorted.

It is applied only on a background.
(#0e0f13)

The minimum size of the usage is
100x100 pixels.





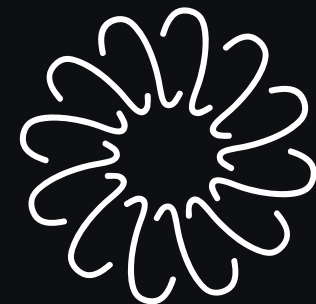
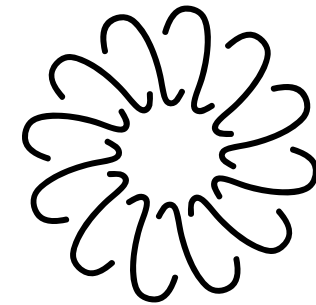
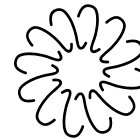
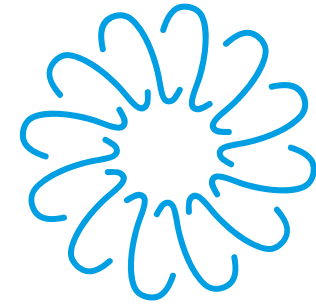
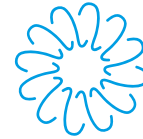
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3. Icon

To help cover all circumstances, we have developed Icons in Photon blue, black and white.

The symbol is needed if not much space is available. Or on different / irregular backgrounds. As signature and stamp.





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4. Application

Please find the applications and the examples of use of the photon logo and icons in the attached downloadable zip file.



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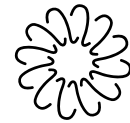
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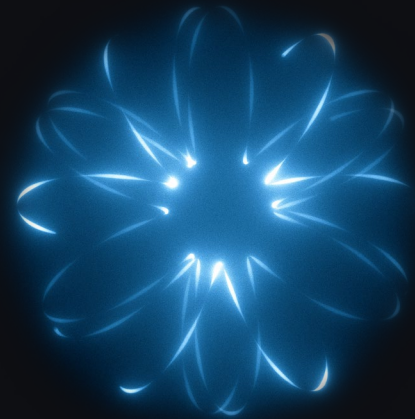
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