



Brand Guidelines

Official Version 1.0
Public Use



Contents

3	Overview
5	Logo (Light)
6	Logo (Dark)
7	One Colour Version
8	Proportions
9	Logo Icon
10	Icon Outline

11	Secondary Logo
12	Secondary Logo Outline
13	Typography
14	Secondary Typography
15	Core Colours
16	Secondary Colours
17	Gradients
18	Logo Misuse
19	App Faces Examples
20	Background Usage

Overview

Brand Identity

Aegisum positions itself as a secure, scalable, and decentralized cryptocurrency built on Litecoin's foundation. Its mission is to educate users about cryptocurrency scams and promote transparency while supporting real-world causes. The brand emphasizes trust, innovation, and social responsibility.

Core Values

- **Security:** Leveraging the Script PoW algorithm to ensure robust protection against vulnerabilities.
- **Decentralization:** Maintaining a distributed network to resist centralization pressures.
- **Education:** Raising awareness about crypto scams and empowering users to identify and report suspicious activities.
- **Social Impact:** Allocating funds to support meaningful causes, combining blockchain innovation with social responsibility.

Visual Identity

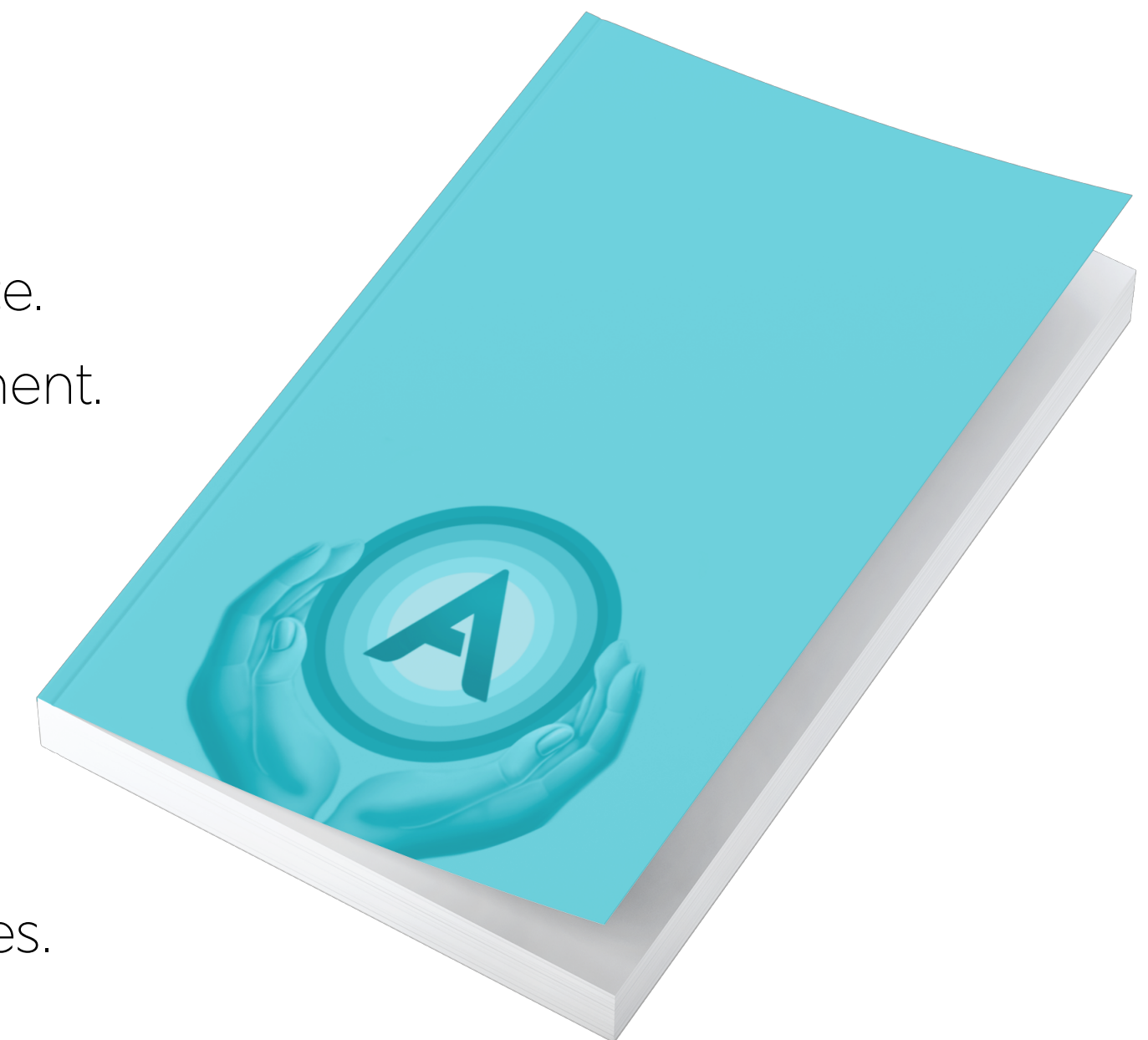
The brand's visual elements should reflect its core values of security and trust. This includes presenting the Aegisum logo in a consistent colour palette that conveys professionalism and reliability, and typography that is clear and accessible.

Tone and Messaging

Aegisum's tone is authoritative yet approachable, aiming to educate and inspire confidence in its audience. Messaging should focus on the brand's commitment to safety, transparency, and community empowerment.

Community Engagement

Aegisum encourages active participation from its community of developers, miners, and enthusiasts. Platforms like Discord, GitHub, and social media are integral to fostering collaboration and sharing updates.







Aegisum













Typography

Light

abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789
(#5%&/'@'?:

Aa

Oblique

abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789
(#5%&/'@'?:

Aa

Bold

abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789
(#5%&/'@'?:

Aa

Bold Oblique

abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

0123456789
(#5%&/'@'?:

Aa

Altone

It's sans serif font with simple, clean, and visual elegance, tend to be easy to receive by its reader, broad usage possibility, shown a simple, bold and strong personality.

Uses: official logo typeface, headlines and body.

Secondary Typography

Secondary typefaces are used to support a consistent design system, and create a cohesive visual expression that matches that of the logo typeface, Altone. Use secondary typefaces in a layout, applied to titles, paragraph text, or descriptions.

Headline

Ofelia Text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Mundial DemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body

Montserrat

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Rig Sans Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Core colours

	CMYK RGB HEX	92 56 27 14 44 77 122 2C4D79	80%	50%	30%
	CMYK RGB HEX	92 29 16 5 50 127 164 327FA4	80%	50%	30%
	CMYK RGB HEX	85 13 9 1 59 163 191 3BA3BF	80%	50%	30%
	CMYK RGB HEX	39 2 3 0 172 224 237 ACE0ED	80%	50%	30%
	CMYK RGB HEX	75 55 46 49 47 52 64 2F3440	80%	50%	30%

The colours you choose to represent the Aegisum brand with can elicit specific emotions and reactions from your target audience. This is why it is essential to consider the psychological impact of colour when projecting the brand's identity.

Blue: Trust, security, and professionalism.

Secondary colours



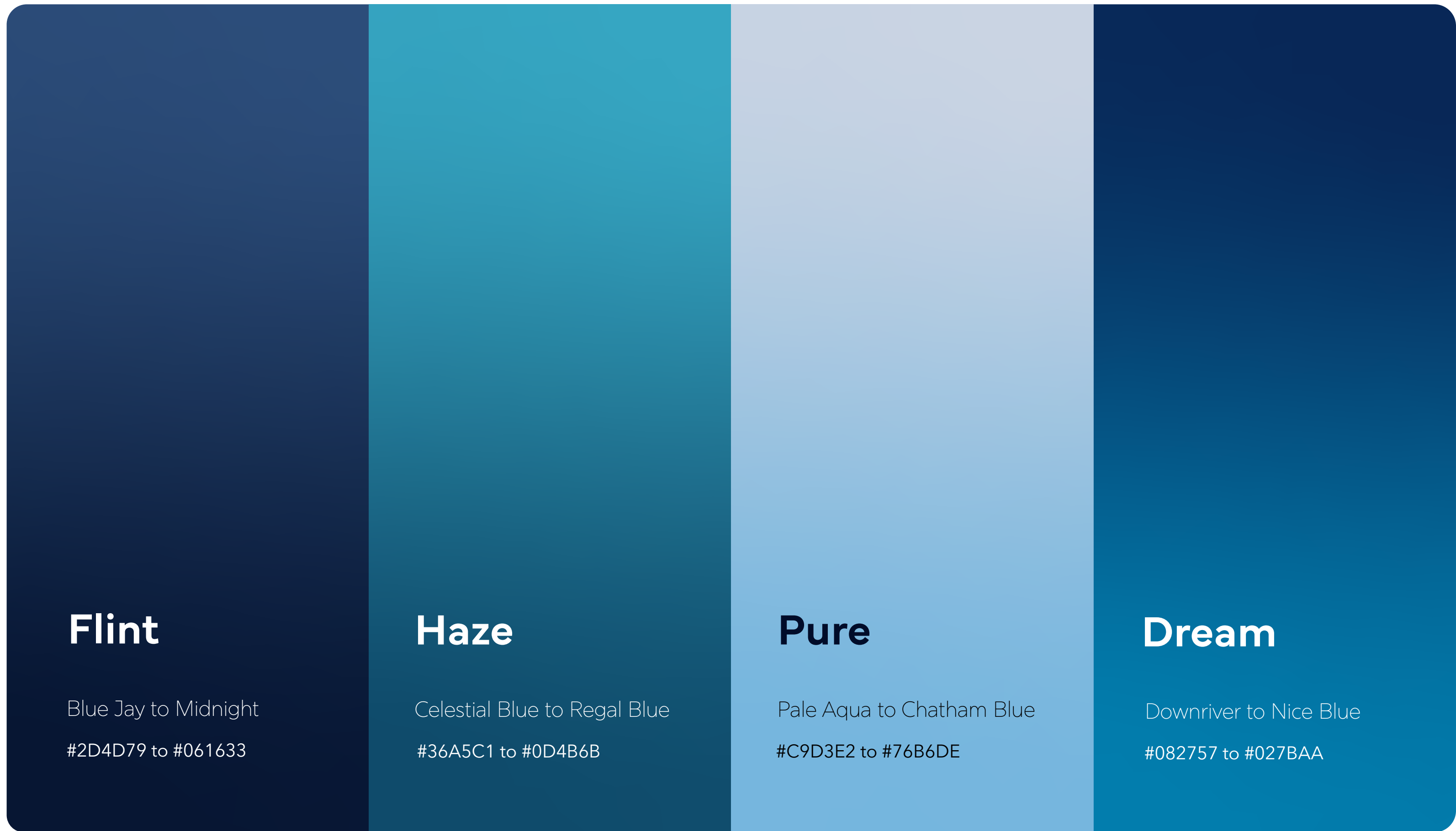
These secondary colours are meant to compliment the primary ones in various environments that require the use of high contrast and other colourful applications. They can either appear next to them or on their own.

Gradients

Gradients should be used to create a modern and dynamic feel for the Aegisum brand, supporting its core values and mission.

Suggested applications:

- Backgrounds for digital and print media.
- Accents on icons, illustrations, or buttons.
- Layering within images for additional visual appeal.
- Highlighting text or call-to-action elements (if suitable)



Do's and don'ts



Unadeltered version. Always follow the suggested guidelines.



Do not adjust the kerning (spacing between letters).



Do not change the style of the font or use italics for the logo.



Do no stretch the logo horizontally or vertically.



Do not change the placement of the elements.



Do not use unofficial logo colours.



Do not change the capitalization of the letters.



Do not place the logo on similarly coloured backgrounds.



App faces

Build equity around Aegisum's core brand by using modern app faces with recognizable key elements to preserve the brand's integrity.

An app's icon is often the first chance you have to make an impression on potential users, so it's critical to get it right.



Light and dark versions.



Aegisum



Aegisum



Aegisum



Aegisum



Protecting the Future of Decentralized Finance

 aegisum.com

 [aegisum](#)

 discord.gg/aegisum

 r/aegisum