

brandbook

visual guidelines



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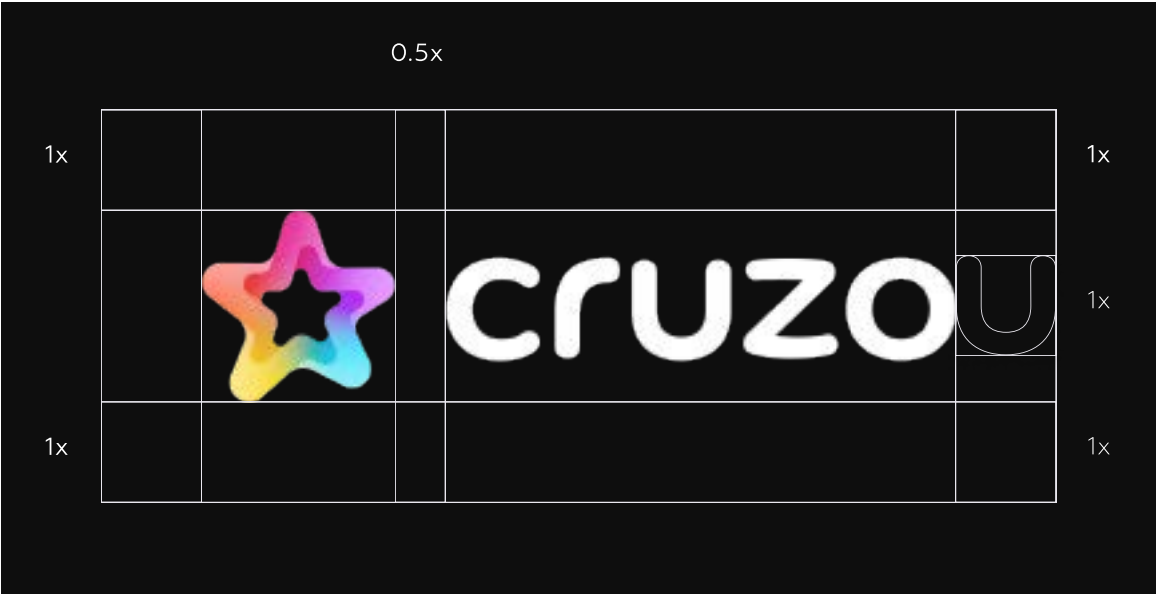
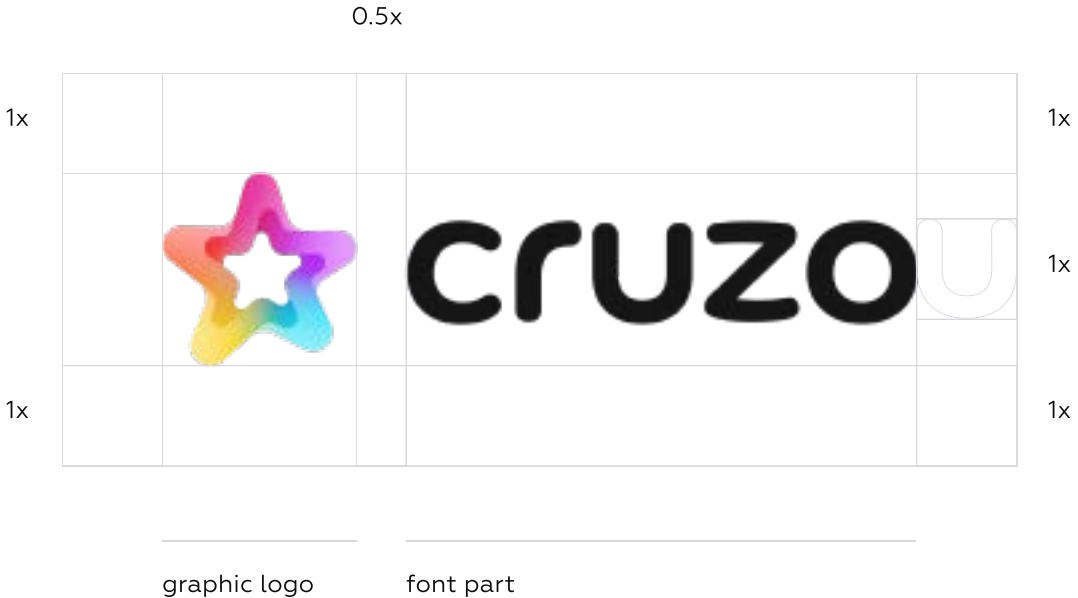
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logo design

Includes a graphic logo
and a font part.

[download logo](#)

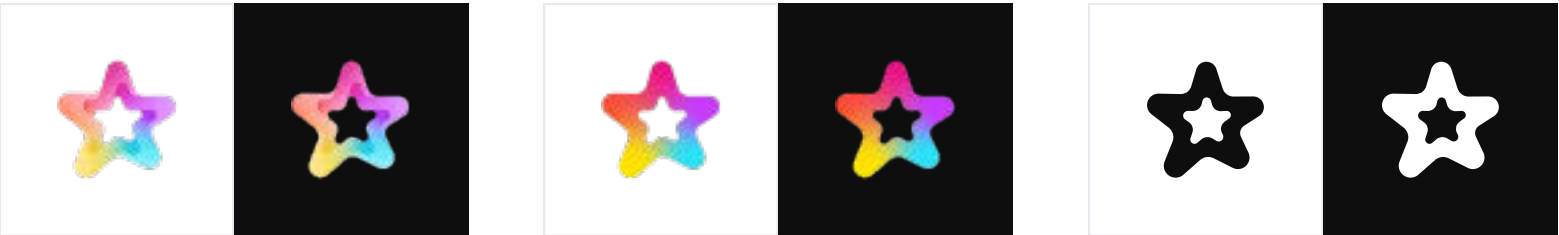
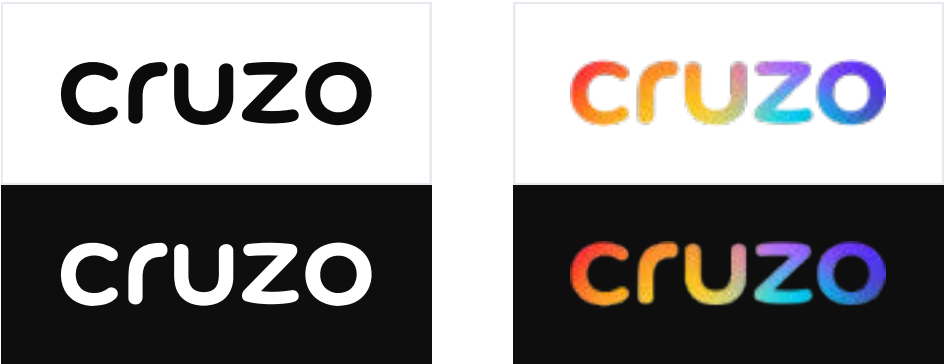
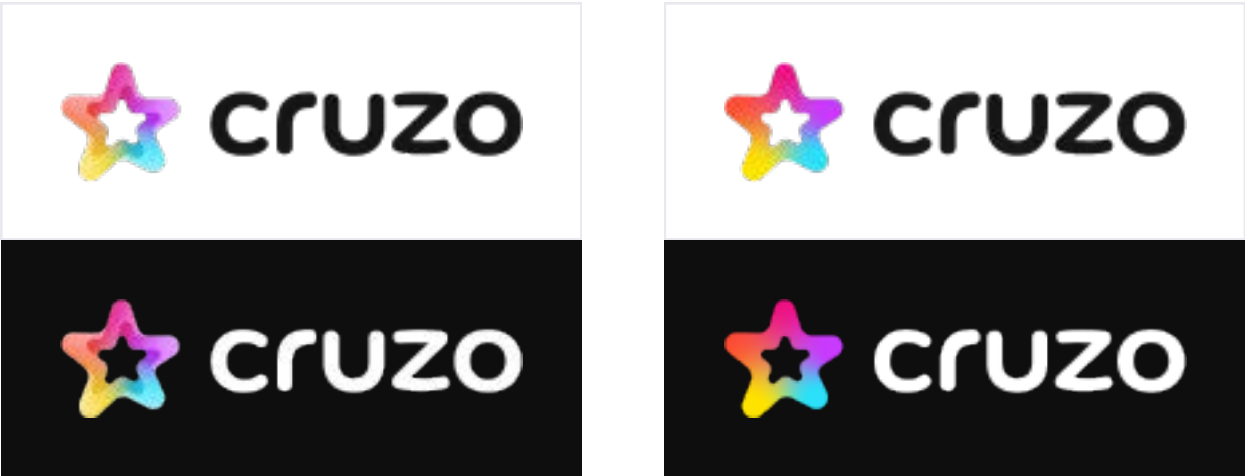


logo usage and guidelines

The main version of the logo – with a graphic. Has two options for use: with detailed logo, and with simplified logo. The option with simplified logo is used where, due to scale of the logo, the detailed lines are not easily rendered.

An additional option is without a graphic logo. It is used in cases where the placement of the main version is not possible due to limited space, or when the main version is poorly readable on the media.

It is also possible to use only a graphic sign there, where the placement of the main or additional logo is not possible (for example, souvenir products)



[download logo](#)

logo

clear space

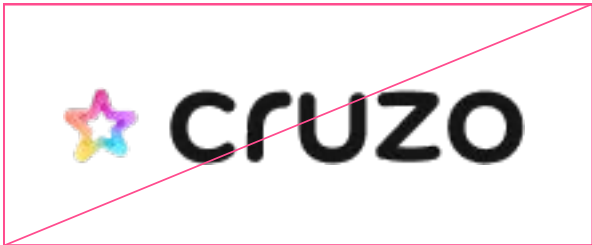
This clear space surrounding the logo makes it easier for the viewer to distinguish the logo from other visual elements or text. This space can also be referred to as a security field.

The security field is equal to the size of the letter U in the logo.

When using a graphic symbol without a font part, the security margin is equal to half the width of the graphic symbol.



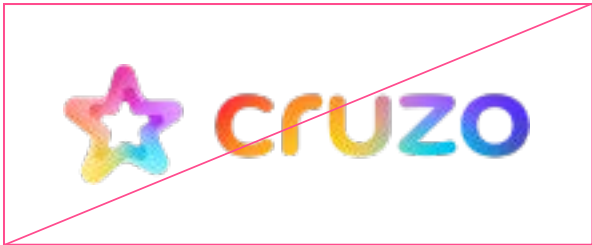
logo
unacceptable
usage



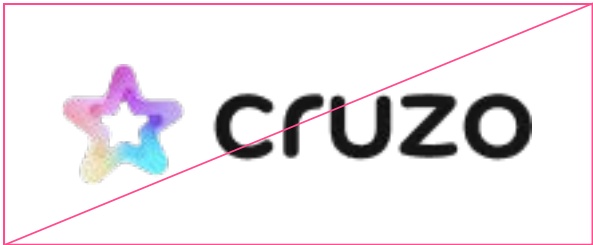
Do not change the proportions of the graphic symbol and the font part



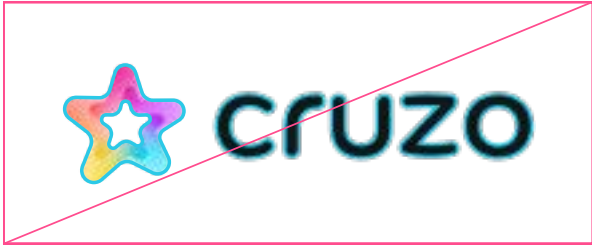
Do not swap the graphic symbol and the font part



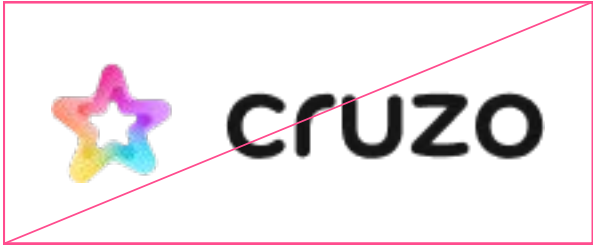
Do not combine the graphic symbol with a gradient font part



Do not change the colors and shades of the logo



Do not apply strokes to the logo and other effects



Do not change the distances in between any parts of the logo

color palette colors

The main corporate colors of the brand are pink, blue and purple. Purple takes up 70% of the space.

Primary colors

HEX

974DFF

RGB

151 77 255

CMYK

70 73 0 0

HEX

FF4D79

RGB

255 77 121

CMYK

0 81 28 0

HEX

4DE1FF

RGB

77 225 255

CMYK

56 0 6 0

HEX

220150

RGB

34 1 80

CMYK

100 100 33 39

HEX

1A1A1A

RGB

26 26 26

CMYK

0 0 0 80

HEX

FFFFFF

RGB

0 0 0

CMYK

0 0 0 0

Complementary colors

HEX

EAE8EF

RGB

234 232 239

CMYK

10 8 4 0

HEX

FFD64D

RGB

255 214 77

CMYK

0 16 77 0

HEX

FF774D

RGB

255 119 77

CMYK

0 65 68 0

[download samples](#)

color palette gradients

Gradients can be used for buttons or backgrounds.

HEX

FF774D

RGB

255 119 77

CMYK

0 65 68 0

HEX

FFD64D

RGB

255 214 77

CMYK

0 16 77 0

HEX

974DFF

RGB

151 77 255

CMYK

70 73 0 0

HEX

FF4D79

RGB

255 77 121

CMYK

0 81 28 0

HEX

F2CE51

HEX

F86B6D

HEX

E450A3

HEX

C450F6

HEX

42D6ED

typography

PP Pangram Sans Rounded

“NFT emotions”

The font works well in large sizes and is suitable for headings. Types used: Extrabold, Bold, and Semibold.

[download fonts](#)

Poppins

“NFT emotions”

Used for subheadings and as typesetting. Does not have Cyrillic. The main styles used are Light, Regular, Medium.

Geometria

“NFT emotions”

This is an alternative to the 'Poppins' font and is used for Cyrillic. Suitable for typesetting and subheadings. The main styles used are Regular, Medium.

graphic identity light

Cruzo is primarily about personal connections and emotions associated with greeting stories. Therefore, in branded materials, we use bright spots, blurry gradients, and colorful 3D objects.

In addition, we can use contoured shapes and frosted glass elements.



[download](#)

graphic identity dark

For the dark theme, we use blurry bright spots and gradients. With the dark background, shapes using frosted glass effect should be used for the best overall look.



[download](#)

emotions 🤪 nft emotion

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branded merchandise t-shirt



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branded merchandise t-shirt



[download](#)

branded merchandise t-shirt



[download](#)

branded merchandise hoodie



[download](#)

branded merchandise hoodie



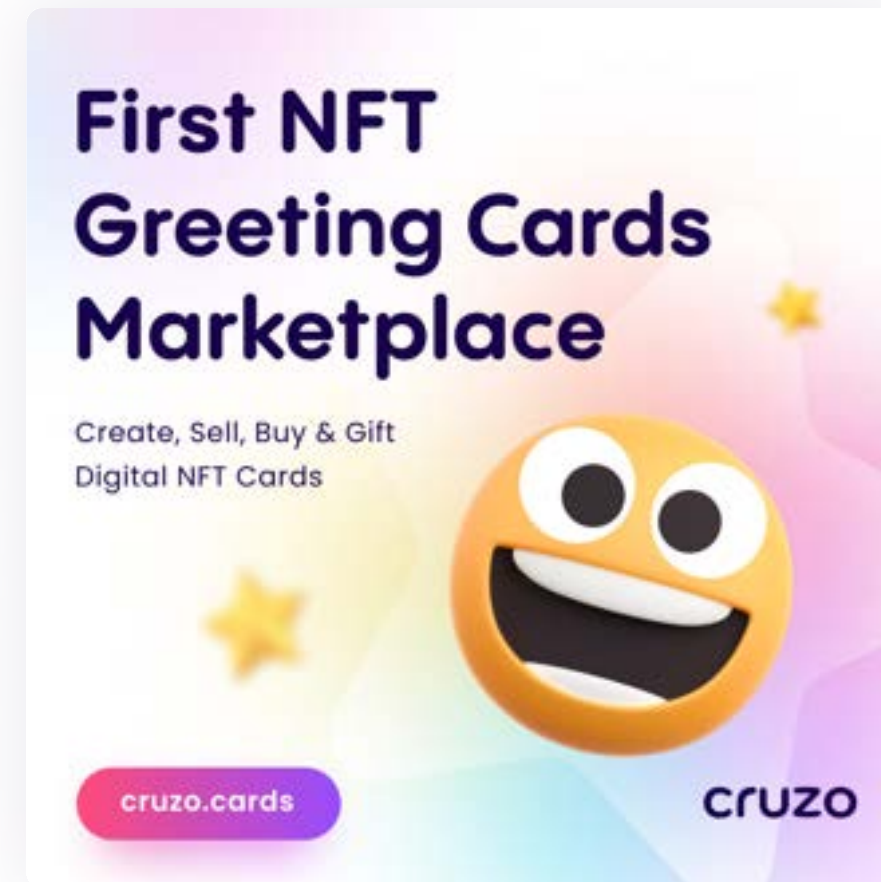
[download](#)

branded
merchandise
socks



[download](#)

graphic templates banner



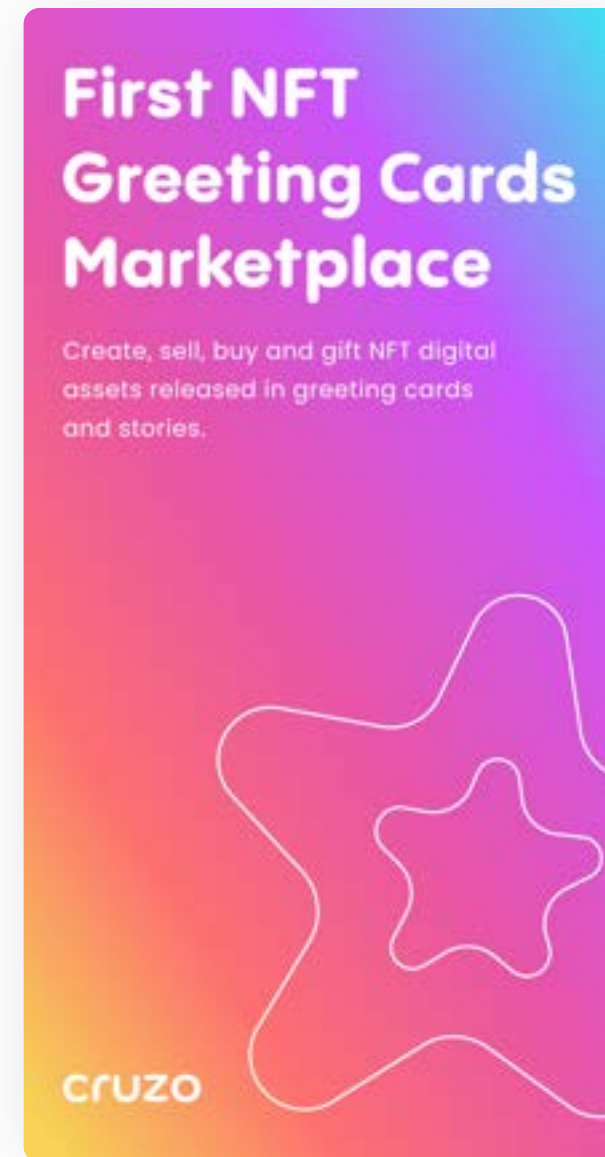
graphic templates banner



graphic templates banner



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