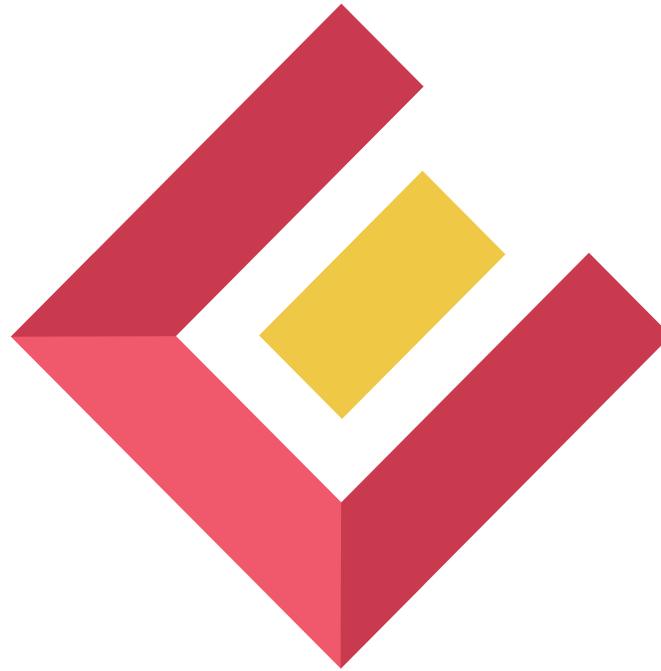




Logo Guideline



C : 20    R : 35  
M : 92    G : 24  
Y : 68    B : 21  
K : 0

#c83241



C : 0      R : 233  
M : 82    G : 83  
Y : 45    B : 100  
K : 0

#e95263



C : 7      R : 241  
M : 19    G : 207  
Y : 84    B : 51  
K : 0

#f0ce32

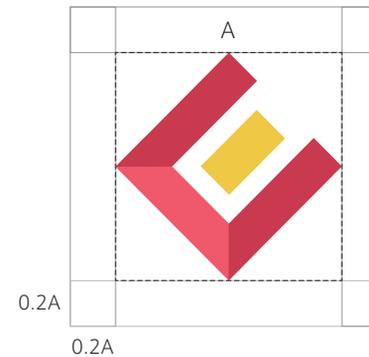
## Principle of using Eternal Coin Logo

Eternal Coin's logo data shall be used as its original image without deforming or modifying the image data.

### Safe space

The Eternal Coin logo always needs safe space that is free of imagery and text surrounding it. Use half the icon's width to determine the minimum amount of safe space that should surround the logo.

If copy appears below the logo, you should measure safe space from the bottom of the logo to the A-height of the text.



### Minimum size

Use under specified size is prohibited because sufficient readability can not be secured.

So in digital content the logo should never appear smaller than 30 px in height.

The minimum size for applying the logo in print is 6 mm in height.



30x30px

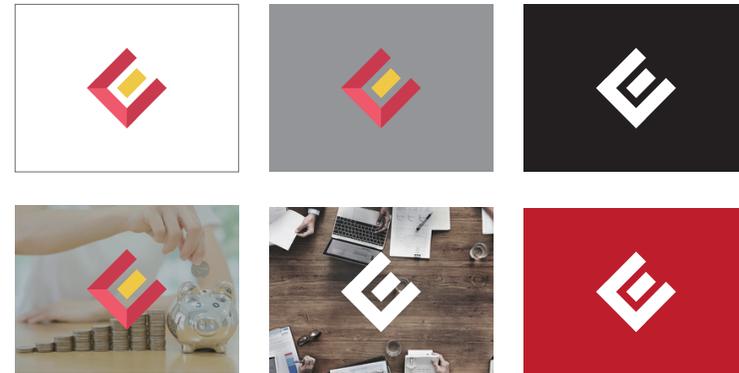


6x6mm

## Display color and Background color

Always display in clear and avoid display of unobtainable contrast.

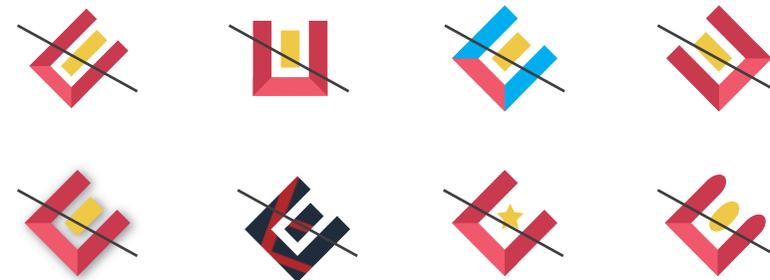
Refers here for example of appropriate logo and background accordingly.



## What not to do with the logo

Here are a few examples of what not to do with the logo.

- Stretch the icon's shape horizontally or vertically
- Change the angles or size
- Use any colors other than allowed colors
- Rotate the icon
- Add any special effects
- Add a pattern or image to the icon
- Replace the Rectangle with other shapes or icons
- Change the shape of rectangle
- Use the logo in a phrase or sentence



More than just an investment ~~is~~ is the reason worth to be used.