Frankencoin

BRAND IDENTITY

Frankencoin

OUR VISION

Frankencoin is a stablecoin that provides users worldwide with access to the stable and trustworthy financial system of Switzerland.

Our vision is to create a digital currency that is synonymous with trust, stability and reliability, reflecting the high standards associated with Swiss financial practices, coupled with the transparency, open source development and decentralized nature of a digital asset.

Frankencoin

LOGO USAGE GUIDELINES

LOGO

The logo is the most important element of the Frankencoin identity system.

It should be present and visible on all branded applications and communications, both external and internal, across all media.

The logo should not be shaded, angled, distorted, stretched, ghosted, outlined or used in non-brand colors.

The coin logo was developed to represent the Frankencoin in a consistent and recognizable way on all platforms, exchanges, wallets and web applications that list or trade the Frankencoin.

In other cases, the coin logo can be used independently as long as the logo is used elsewhere in the layout.

The Logo



Coin Logo



Wordmark

Frankencoin

CLEAR SPACE

Clear space is the area around the logo that must be free of text and other graphics.

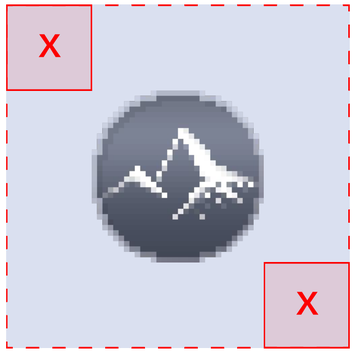
This does not apply to background artwork or photography unless it contains text.

Keep at least half (X) the height (Y) of the coin logo around the logo clear.

The Logo



Coin Logo



MINIMUM SIZE

To ensure legibility, the logo should not be reduced below the minimum specifications outlined here.

This size is a rule of thumb for optimal readability and should be followed whenever possible.

In rare cases where the logo must be reduced below the minimum size (favicons, thumbnails), make sure it is as large as possible within the application or use the icon independently.

Logo minimal size



128 px

Favicon minimal size



16 px

LOGO MISUSE

A consistent logo builds brand recognition. Apply the logo carefully and appropriately.

The shape of the logo must be maintained and should not be altered in any way that compromises its visual integrity. The following treatments should be avoided whenever possible.

These examples are intended as a guide and do not cover all possible instances of misuse.

✕ Do not stretch, copmress or distort the the logo



✕ Do not apply strokes or effects



✕ Do not rotate the logo



✕ Do not modify the scale or positional relationship of elements within the logo



✕ Do not change the alignment of elements within the logo



✕ Do not set the logo in non approved colors



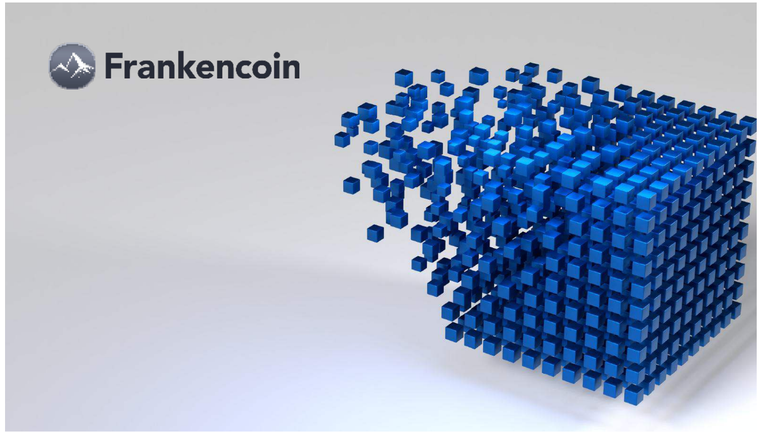
✕ Do not apply gradients, shadows, or filters to the logo

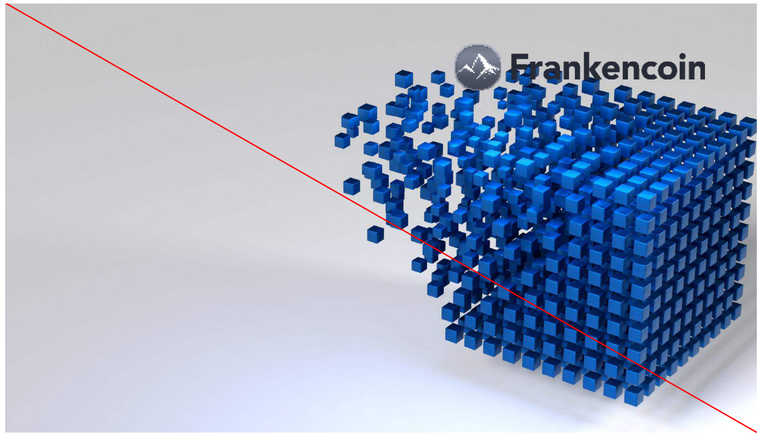


LOGO USE ON IMAGES

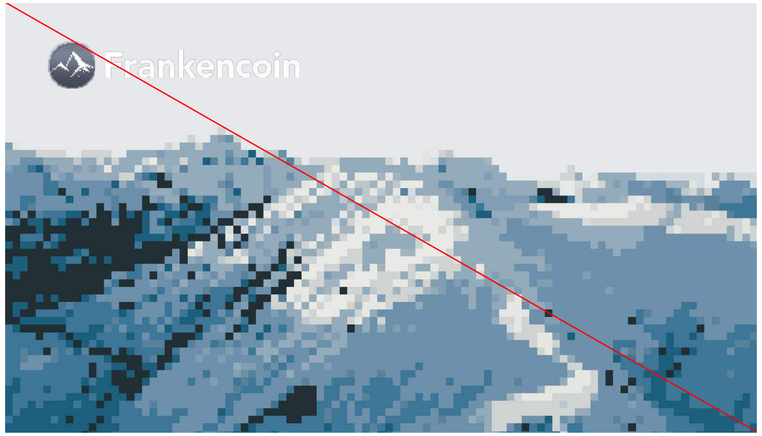
The Frankencoin logo can be placed over background colors and images, but should not obstruct key image elements.

The level of contrast between the logo and the background must be considered. Too little contrast between the two elements will make it difficult to read. Always choose the logo variation, color, and placement that ensures readability.









Frankencoin

THE LOGO

LOGO
MAIN VERSIONS

Main Logo & Icon for usage on bright backgrounds



Main Logo & Icon for usage on dark backgrounds



LOGO
MONOTONE VERSIONS

Some applications, such as engraving on different materials or embroidering on clothing, require the use of a monochrome logo.

But also in situations where the Frankencoin logo will appear alongside several other brands, e.g. in connection with collaborations, partnerships, corporate sponsorships or other occasions, the monochrome logo should be used and can be set in a uniform color with other logos.

Depending on the background color or material, you may use the black or white version for these applications.

In addition, the monochrome logo in the brand colors may be used, for example, for merchandising items to promote the Frankencoin.

Monotone Logo & Icon



Frankencoin

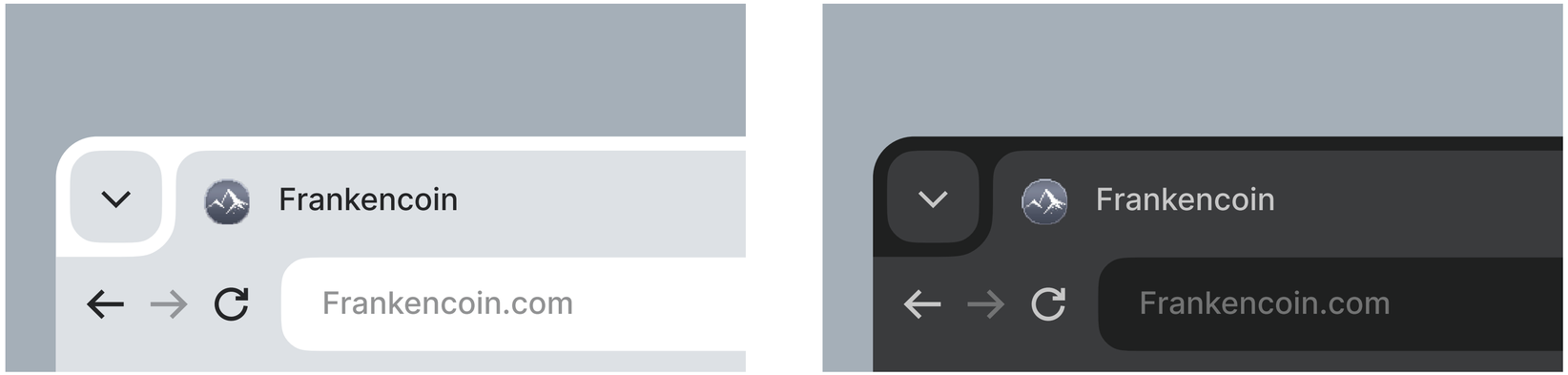
FAVICON, COIN LOGO, FPS LOGO, PROFILE PICTURE

FAVICON

We use the Coin Icon as our favicon. It serves to visually identify and recognize the Frankencoin brand on websites, especially when multiple tabs are open or the page is bookmarked.

In addition to the address bar, favicons also appear in tabs, bookmarks, etc. This results in different formats such as 16x16, 32x32, or 64x64 pixels.

Favicon example in Chrome Browser (Windows)



FAVICON TEMPLATES

Here are some resolutions that are commonly used for these applications.

These resolutions are available for download in PNG format.

16x16 px
Standard size for most browsers



32x32 px
Safari MacOS



48x48 px
Chrome Browser



180x180 px
iOS Safari



192x192 px
Android Chrome



PROFILE PICTURE

Use the following Profile Picture on all portals that use circle cropping for the profile picture. For example: on X, Github, Telegram, Facebook, LinkedIN, YouTube, etc.

The Profile Picture is available for download in PNG format.

Profile picture use e.g. on X





PROFILE PICTURE TEMPLATES

X (Twitter)
400x400 px



Github
500x500 px



Telegram
512x512 px



COIN LOGO FPS
COINMARKETCAP
UNISWAP

Use the FPS Coin Logo to add it to CoinMarketCap, Uniswap, Wallets or DEX´s.

The resolutions shown here are available for download in PNG format.

CoinMarketCap
128x128 px
PNG file format



CoinMarketCap
200x200 px
PNG file format



Uniswap, Trustwallet
256x256 px
PNG file format



COIN LOGO
COINMARKETCAP
UNISWAP

Use the Coin Logo to add it to CoinMarketCap, Uniswap, Wallets or DEX´s.

The resolutions shown here are available for download in PNG format.

CoinMarketCap
128x128 px
PNG file format



CoinMarketCap
200x200 px
PNG file format



Uniswap, Trustwallet
256x256 px
PNG file format



Frankencoin

COLOURS

COLOURS

PRIMARY

Anthracite
HEX #272B38

Deep Blue
HEX #092F62

Swiss Blue
HEX #0F80F0

SECONDARY

Titan Gray
HEX #5D647B

White
HEX #FFFFFF

Glacier White
HEX #F5F6F9

Frankencoin

LANGUAGE

The Frankencoin PULSE

Frankencoin communicates with a trustworthy, professional and security-oriented tone reminiscent of traditional banks, while being completely open-source and decentralised.

The language is clear, direct and fact-based to emphasise the values of security, decentralisation and resistance to censorship.

Open And Transparent

Frankencoin uses formal and clear language that creates trust and avoids colloquial language or slang.

Swiss Precision And Reliabiliy

Emphasis on precision and reliability, which is typical of Swiss financial institutions. We also emphasise the decentralisation and censorship resistance of Frankencoin. This will be achieved through precise and fact-based statements.

Professional And Serious

Communication is conducted professionally and respectfully, similar to traditional banks. This strengthens the seriousness and stability of the project.

Security-Oriented, Open-Source And Decentralised

Security, decentralisation, oracle-free, open-source and resistance to censorship are core values and should always be emphasised.

Frankencoin

TYPOGRAPHY

TYPOGRAPHY

We selected Avenir as the house font for Frankencoin.

Furthermore, we would like to share an alternative font under a Free Font License. This ensures that everyone working on the project has full access to it. The Satoshi Variable font can be used free of charge for private and commercial purposes. For download and more information please visit Indian Type Foundry page.

Please note that if you use the Avenir font size definitions for the Satoshi font, they must be scaled slightly smaller. For example, a headline in 70 px Avenir should be 68 px with the Satoshi font. The scaling factor is about 0.97.

Standart Font
Avenir

Alternative Font
Satoshi Variable

Transparent & Open-Source

Avenir Black, **70 px** ---------- **x 0.97** ----------→

Transparent & Open-Source

Satoshi Black, **68 px**

Transparent & Open-Source

Avenir Black, 32 px

Transparent & Open-Source

Satoshi Black, 31 px

Transparent & Open-Source

Avenir Heavy, 20 px

Transparent & Open-Source

Satoshi Bold, 19.4 px