

KEEP

Brand Media Guide

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KEEP

Colors that blend old and new.

**Signal
Violet**
#7850CD

**Rustic
Brass**
#AC6E16

**Castle
Black**
#0A0806

**Electric
Green**
#48DBB4

**Wet
Stone**
#E6E6E6

**Dry
Stone**
#F2F2F2

KEEP

Work Sans, not sans work.

A grotesque-inspired typeface that
makes for a sturdy & quirky character.

Black
ExtraBold
Bold
SemiBold
Medium
Regular
Light
ExtraLight
Thin

ABCČĆDĎEFGHIJKL
MNOPQRSŠTUVWXY
ZŽabcčćdďefghijklm
nopqrsštuvwxyzž
0123456789

KEEP

Placement of the logomark.

Follow these examples for a guide on
how to place the logomark.

✔ Use black logomark on light background

LOGOMARK / PAGE 5




KEEP

✔ Use mint logomark on dark background

KEEP

KEEP

Placement of the KEEP token symbol.

Name		
	Bitcoin	BTC
	Ethereum	ETH
	Keep	KEEP

KEEP token symbol.

✔ Use full color symbol on light background



✔ Use white symbol on dark background



Thanks.
Visit us online at keep.network.